There is more than one reason why WOR broadcasts 15% more audience-building news day in and day out than the next highest-ranking news programmed major station in New York.

This edge in news reflects the knowing enterprise that guides all WOR programming. That enterprise is not based on WOR's own wish-fulfillment, but on the continuous, penetrating appraisal of listeners' likes and dislikes by such impartial analysts as Crossley, Inc.

Recently, WOR commissioned Crossley to ask 1,248 men and women, in all income groups, "Why did you turn your radio on?" Dominant and first reason was "to hear news". This outranked the second desire, dance music, by 15.7%.

Long before — and since — the dark days of 1941, WOR's scientific scrutiny of its program structure has consistently shown that more news is good news, as far as WOR's listeners are concerned. And because news is so intimate and important today, WOR spots it smartly to add vitality to all its programming and thus ups the impact that every broadcast minute makes on hundreds of thousands of listeners in one of the greatest listening areas on the Eastern Seaboard.

WOR

...first with what
the public wants first

MUTUAL
OLD FRIENDS
in
Midwest America

WLS PROGRAMS HAVE BEEN WELCOME VISITORS FOR A LONG WHILE

LIVING so long in the radio hearts of Midwest America, the WLS National Barn Dance and its huge listening audience are really like "old friends." This program, four and a half hours of entertainment every Saturday night, is as regular as dinner-time, as familiar as Dad's favorite carpet slippers.

Many WLS National Barn Dance fans can recall the first program, April 19, 1924, broadcast twenty-one years ago by then 500-watt WLS from its Hotel Sherman studios.

They recall the move to Prairie Farmer building studios in 1928; the "forced" change to the old Eighth Street Theater, March 19, 1932, because tickets to the studio broadcasts were all gone for seven months ahead; the crowds that jammed that theater, paying to see a broadcast twice every Saturday night, 7:30 and 10 p.m.

Over 1,359,000 Visitors

They have read about the WLS National Barn Dance down through the years in their local newspapers both in and out of Chicago; and in special stories in such national periodicals as Time, Tide, Life, Radio Stars Magazine, Coronet, Christian Science Monitor, and Movie-Radio Guide.

They saw or heard the major celebration in December of '41 when the one millionth visitor to the Barn Dance came to the Eighth Street Theater (total attendance for the thirteen years it has been on the stage is now more than 1,359,000). These listeners treasure memories of opening nights at Illinois, Indiana, and Wisconsin State Fairs, when the WLS National Barn Dance played to capacity throngs.

They recall famous names that were once part and parcel of "their" barn dance: Uncle Ezra, Tony Wons, Bradley Kincaid, Ford and Glenn, Irene Wicker, Alec Templeton, Gene Autry.

Scrap drives, salvage and war bond campaigns, personal appearances at county fairs, theaters, community gatherings! A full length Paramount picture based on the WLS National Barn Dance and using many of its stars!

And all this over a period of 21 years!

This is why WLS programs are "old friends" to their listeners: why WLS programs have the confidence of their huge, responsive audience. This is why they can sell quality products and sound ideas so effectively. For WLS programs, like our personalities, come into Midwest American homes as Old Friends.
For miles in every direction from Philadelphia's downtown area are the city's homes — more individual homes than in any other city in America. These homes in the country's third largest market consume a variety of articles peculiar to home loving families. A knowledge of the life and habits of these families has made The Evening Bulletin the largest evening newspaper in America. Under the new ownership and management of The Bulletin this same knowledge is being applied to the development of an ever increasing circle of listeners for Station WPEN.
IF BASHING 31-year-old Bill O’Neil is called to the colors (he is now 1-A), there is a good chance that WJW Cleveland will be sold. Both Scripps-Howard (Cleveland Press) and Marshall Field (Chicago Sun, New York PM, WJJD Chicago and WSAI Cincinnati) are under- stood to be nosing around on a deal. Young Bill, son of the General Tire-Yankee Network chief, is his own employer and hasn’t sought deferment although he has two children. He has no disposition to sell unless drafted.

DIFFICULTIES encountered in shifting bona fide bids for WBT Charlotte have caused another delay in disposition of the station by CBS. A half-dozen bids now are being considered and it’s likely that final action will come following CBS regular board meeting this week. One top bidder, a syndicate which included A. D. (Jess) Willard, general manager, was forced to drop out but Willard is expected to remain as manager under deal finally made, subject to FCC approval. Present southern operator may get the nod, with the figure in the neighborhood of $1,500,000.

SWAP of call letters proposed to CBS by Blue, which is promoting its new identity as American Broadcasting Co., apparently isn’t working out. Blue proposed that it acquire the call "WABC", now used by CBS key in New York, and that it in return would deliver "WCBS", now used by station in Springfield, Ill. on the Blue, CBS doesn’t see it that way.

CESSATION of hostilities in Europe, through proclamation of V-E Day, will not impair operations of the American Forces Network. There is an ambitious postwar program of "occupation troop entertainment" under Lt. Col. John S. Hayes.

PRESIDENT TRUMAN soon will consider his first appointment to the FCC, but chances are he will leave things status quo. Term of Gov. Nye and S. Case expires June 30. His reappoint- ment for another seven years as a Repub- lican member appears certain. Chairman Paul A. Porter is understood to be for him.

NATIONAL LABOR Relations Board is all set to file its brief this week with the Second Cir- cuit Court of Appeals in the NABET-network-Petriello platter-turner dispute. Board has filed a petition for a court decree to enforce its order to NBC and Blue-ABC to recognize NABET as bargaining agent for platter turners regardless of re- prisal threats by James C. Petriello.

21 CANCELLATIONS

MAJOR NETWORKS cancelled 21 commercial shows Thursday night to air speeches from San Francisco United Nations Conference on International Organization. Cancellations were: NBC 7; CBS and Blue-ABC, each 5; MBS 4.

Upcoming

May 1: Hearing labor dispute between WAYS Charlotte, N. C., and IBEW before NLRB Washington, 10:30 a.m.

May 2 (tentative): Meeting Radio and Radar Advisory Committee with WPB on military cutbacks, reversion.

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

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

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

May 17: Primary ballots in NAB directors-at-large election must be in.

May 23: Oral argument before FCC, WOW New York, transfer of control. (FCC has issued proposed findings denying transfer to Mester brothers.)

Sept. 5: Clear channel hearings before FCC (postponed from May 9).

Bulletins

PICTURES of the San Francisco United Nations Conference on International Organiza- tion, flown to New York, were telecast Fri- day on WNTB, NBC video station. Films from several sources were compiled for the presen- tation by Paul Alley, NBC television newscast editor.


BASEBALL FOR FIGHTERS

ARMED FORCES Radio Service, beginning May 1, will broadcast to servicemen in all the- aters coverage of virtually all baseball games played in New York area. Where commercials are deleted, Sgt. Joe Hasel will fill in, handle recapitulation. Special transcribed summaries by Mel Allen will be shipped to all theaters.

WCNC WOULD MOVE

WCNC Elizabeth City, N. C., 250-w local Mu- tual outlet on 1400 kc, filed application with FCC last week for construction permit to move both transmitter and studios to Norfolk, Va.

G-F TAKES BURNS-ALLEN • General Foods Corp., New York, sponsor of Burns & Allen on NBC eight years ago, resumes sponsorship of team under five-year contract effective Sept. 5 on NBC Thursdays 8-9:30 p.m. (EWT) with repeat to West Coast, 8:30-9 p.m. (PWT). Frank Morgan, now in that spot for Maxwell House Coffee, cancels May 31. Several sponsors are looking around for Dave Garroway, Bill Allen, Benton & Bowles, New York. Burns & Allen—Lever Bros. show on CBS cancels June 25.


GENERAL MILLS ON BLUE • General Mills, Minneapolis, understood to be buying 10:30-10:45 a.m. (CWT) time period effective July 2. Agency not yet designated but probably either Knox-Reeves or Dancer-Fitz- gerald-Sample.

RAYTHEON BUYS BELMONT • Raytheon Mfg. Co. has acquired all stock of Belmont Radio Corp. Move authorized at meeting of Ray- theon stockholders April 15, announced last Friday.


THOMAS STARTS TEST • Thomas Co., Chi- cago (hair treatment) starts test campaign WHN New York, May 5, 13 weeks. Agency, Benson & Dall, Chicago.

WHITE SOX SHOW SPONSORS • Three sponsors participating in Dagout Interview, quarter-hour preceding Chicago White Sox broadcasts WJJD Chicago for 24-week season. They are Sunkraft Inc., Chicago (lamps), agency, Sage & Baskey; Chicago; and Ready Foods Co. Inc., Chicago (Perk dog food), effective May 7, 52 weeks. Agency, Mason Warner Co., Chicago.


HOME PRODUCTS ON MBS • American Home Products, New York, has ordered full MBS network Mon.-Fri., 9:15-9:30 p.m. starting in June at conclusion of United Nations Conference. Product will probably be Anacin, and planned MBS Real Stories From Real Life, heard regularly 9:15 p.m. Anacin Co. is cancelling Friday on Broadway, CBS Fri., 7:30-8 p.m., but time may be retained. Agency, Dancer-Fitzgerald-Sample, New York.

This may get us torn limb from limb by enraged bobby-sockers. But facts are facts and this impartial, authoritative, CPA-certified study shows that it's Bing over The Voice, 16 to 1!

Bing's popularity, year after year throughout America, is not due to ballyhoo or the pipe-dreams of publicity. He gives his audiences what they like: Talent, artistry, and honest performance.

Of course, Bing Crosby's great show is heard over the Syracuse Area's leading station, WSYR. So are the shows of six other stars voted in the first ten by this study which brought responses from one in every twenty-eight radio homes in the area.

Seven out of the top 10 singers on WSYR. Man, that's leadership!

And naturally WSYR, as a station, leads too. The study shows that at night, for example, WSYR leads the second station better than 2 to 1. The bar charts at the right tell the full story of station leadership in this rich, Central New York market.

*Copies on request.

Representatives: Paul H. Raymer Company

WSYR SYRACUSE 570 KC 5000 W
Associated with WTRY, WELI, WKNE

Question: TO WHAT STATION DO YOU LISTEN MOST AT NIGHT?

Answer:  

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR</td>
<td>47.81</td>
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<tr>
<td>STATION B</td>
<td>24.93</td>
</tr>
<tr>
<td>STATION C</td>
<td>12.48</td>
</tr>
<tr>
<td>STATION D</td>
<td>7.87</td>
</tr>
<tr>
<td>OTHERS</td>
<td>6.03</td>
</tr>
</tbody>
</table>

Question: TO WHICH STATION DO YOU LISTEN MOST DAYTIME?

Answer:  

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
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</thead>
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<tr>
<td>STATION B</td>
<td>28.62</td>
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<tr>
<td>STATION C</td>
<td>23.34</td>
</tr>
<tr>
<td>STATION D</td>
<td>9.79</td>
</tr>
<tr>
<td>OTHERS</td>
<td>5.06</td>
</tr>
</tbody>
</table>

Conclusion: TOTAL AVERAGE DAY-PLUS-NIGHT LISTENERS!

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR</td>
<td>39.98</td>
</tr>
<tr>
<td>STATION B</td>
<td>26.78</td>
</tr>
<tr>
<td>STATION C</td>
<td>17.91</td>
</tr>
<tr>
<td>STATION D</td>
<td>8.88</td>
</tr>
<tr>
<td>OTHERS</td>
<td>5.55</td>
</tr>
</tbody>
</table>
Mr. Gordon Gray,  
Radio Station KOIL,  
Omaha, Nebraska

Dear Mr. Gray:

The nine announcements I had made over KOIL, and which have just ended brought the results we were after.

It was farmers and people in surrounding towns that we tried to reach mostly.

We traced enough business directly to the ad to pay for the announcements before they were finished.

Thank you,

S. H. ROSKE.
It's A Fact!*
WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station— including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!
National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: - Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Crime doesn't pay—but a superlative crime story can! For evidence, consider these recent ratings on the Coast*—Adventures of Bill Lance, 13.1; The Whistler, 13.1 (both being Columbia Pacific Network created programs); Crime Doctor, 14.7 . . .

Hoopers for these typical CBS mystery shows are a positive clue. Radio listeners like hard-boiled heroes, dark evil-doers, rampant and unrewarded crime.

Some cagey advertiser who listens to CPN's A Man Named Jordan will soon recognize that it contains these habit-forming ingredients . . . plus pace . . . plus international intrigue of a Eurasian flavor, all set against a backdrop of current history.

Rocky Jordan is tough—tougher than the crooks he softens up in this bare-knuckle story. A right guy with a mean left, he also softens the hearts of incurable mystery fans.

The exploits of A Man Named Jordan are building a West Coast audience like a regiment of U. S. Engineers. And while listeners catch their breath, the advertiser's message can reach their receptive ears.

Created for the Coast by the IDEA Network, A Man Named Jordan has everything a great CBS mystery program needs except a sponsor. It's available at an ideal time spot—5:00 to 5:15 P. M., PWT, Mondays thru Fridays. To contact A Man Named Jordan and get him working for you, call us or Radio Sales.

*Pacific Hooper ratings, January-February.
WEEKS EXCLUSIVE!

WWDC, Miller's had

LOOKING LIKE something out of
Buck Rogers but with proved su-
periority over standard types of
construction are KSL Salt Lake
City's new polyacoustic studios
designed by acoustic consultant
Franklyn Y. Gates. Cylindrical
curves are used, he says, because
of what they do, not how they look.
They are shaped to give a prede-
cision effect.

As each type of sound, whether
instrumental or vocal, has an ideal
acoustic environment best suited
to bring out its full tonal possibili-
ties, polyacoustic studios are
designed to fully complement vari-
ous sound-producing agencies to be
used in them. One studio is for
musical productions another for
narration and another for news-
casting. The use of revolving cylin-
ders and utility baffles allows even
greater specialization. No new wall
construction was necessary at KSL
and cost of the acoustical treatment
was about 60¢ per square foot. Four
studios were treated.

KSL's chief engineer, C. Rich-
ard Evans, who supervised con-
struction, says "they take the gloves
off the harpist's hands, let the vi-
olin out of the gummy sack, and give
producer and performer unheard
freedom." Ivor Sharp, KSL vice-

Sellers of Sales

WHAT BEGAN as a poten-
tial career in painting gave
way to the more exciting
field of commercial radio,
and now Ed Strauchen, senior
partner of Strauchen & McKim,
Cincinnati, buys time as a vocation.

Born Dec. 9, 1909, in Rochester, N. Y.,
early in life Edmund R. M. Strauchen
displayed rare talent
with crayon and
brush. He attended
grade schools there,

Then came a three-
year scholarship at the

Ed took on some air accounts. His
firm grew and in 1940 Gordon F.
McKim Jr., a Cincinnati advertising
man, joined him as junior partner.
The firm became Strauchen &
McKim.

Among national accounts, all of
which use radio, placed by Ed are the

FM, Ed placed some
business for Wied-
mann on WMIT

Ed belongs to the Cincinnati
Club, Cincinnati Racquet Club and
Camargo Hunt Club. In 1937 he
married Nancy Cramer of Cincin-
nati. They have three children
and live on Kuyler Mill Rd., Indian Hill
Village, Cincinnati.

FM outlet.

One to see future
possibilities of
FM, Ed placed some
business for Wied-
mann on WMIT

Broadcast Advertising
LET US Consider TOGETHER

We believe:

People make radio broadcasting; not laws. What management wants a station to be, that it can be in purpose and service. Because we firmly believe this we believe in the future of American radio under the American system of free enterprise.

We believe in editorial policy which simply means the acceptance of normal responsibility in the conduct of our Community's local affairs. In our case, during the past year, our Station and Management have actively and intensively taken the lead in promoting safety work in Tulsa and vicinity. Eighteen less of fatal accidents have occurred during that year than in the year preceding.

W. B. WAY, General Manager
To keep making money in radio, you've got to aim at a double target: not only selling to clients, but for them as well.

Associated gives you the ammunition to do both jobs better!

1. With Associated you can sell more advertisers... because you've got more to offer than competitive local stations. No other library gives (1) so many big, glamorous, production units; (2) such an array of today's radio headliners; (3) such a wide choice of radio-grooved, "non juke box" musical entertainment!

2. And Associated helps your clients sell more goods... because it brims over with the solid showmanship that gets and holds big audiences against costly network competition!

There's plenty of reason why Associated has been winning so many successful new subscribers so fast. Write today for the Associated Library booklet, and see for yourself!

Associated Program Service

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

Most Hours of the Best Radio Music...

Represented by Loren Watson, 400 Madison Ave., N. Y. C.
A Judge Views Radio

To the Editor of the Post-Dispatch:

I have just read in Broadcasting a reprint of your editorial of April 10, “In the Interest of Radio.” Let me add my voice to that of others who have commended you for the position which you have taken.

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption — deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance.

JUSTIN MILLER,
United States Court of Appeals,
Washington.

This Expression of a Personal Opinion by the Honorable Justin Miller, Associate Justice of the United States Court of Appeals, Is Presented Herewith for the Attention of All Who May Be Interested in News Broadcasting and the Refinement of Radio.

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.
April 30, 1945 • Page 13
"No, Thistlewaite, NO!—we wanted better market figures!"

- It was a nice idea, Thistlewaite, but for market figures, it's best to come to F&P! Not only do we have the latest and best statistics—we also have an intimate knowledge of the many other factors that often "make or break" a station's productivity in any given territory.

Today more than ever we're proud to offer you the same painstaking cooperation we've always offered you since May, 1932—a special kind of cooperation which a lot of agencies say they get from no other outfit than—you guessed it—Free & Peters!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
NAB Expected to Select Interim President

Broadcaster to Be Named Successor
To Ryan

By SOL TAIHOFF

HARD-PRESSED to find a qualified man for the presidency of the NAB because of limited wartime availabilities, the association’s presidential selection committee in all probability will recommend another “interim appointment” of a perpetual nature to serve from July 1 until total victory.

Involved in War Effort

While no formal recommendations yet have been drafted by the all-men committee, it will meet last week that unless the unexpected happens the committee will conclude that a practical broadcaster be drafted. It appeared equally certain that J. Harold Ryan, incumbent president, will return to his executive post with the Fort Industry Co., July 1, in keeping with the firm commitment made before the NAB Board of Directors at the time he was drafted in early 1944.

G. Richard Shafter, general manager of WIS Columbia, S. C. and chairman of the committee, told BROADCASTING last Thursday that it has become “increasingly evident” that many men who comprehend the public service impact of radio are now engaged in the war effort and propose to serve until final victory. Such men, he added, by virtue of their personal sacrifice and devotion to their sense of public responsibility, “cannot readily be dissuaded to leave their activities at this time”.

One More Meeting

The NAB committee will hold one additional meeting before reporting to the board at its session in Omaha May 15-17. At that time it is expected the committee will draft its final report and recommendations and emphasize, among other things, the very narrow segment of available men, either in public life or private industry, for the NAB assignment. Thus, it is logically deduced the committee will recommend the interim appointment, pointing out that after victory a much wider group of qualified men now in Government or war service will be available. The commitment made to Mr. Ryan, who assumed office on April 15, 1944 to succeed Neville Miller, was that he would not be asked to remain beyond July 1, 1945 unless there were most extenuating circumstances. Mr. Ryan has repeatedly stated that he must return to Toledo, where he will resume direction of the operations of the seven Fort Industry Co. stations.

Long List Scanned

It is presumed the committee, following its next meeting, will be prepared to recommend a broadcaster it would propose to have serve as interim president until the formal conclusion of the war. More than likely the committee will recommend an outstanding broadcaster, well acquainted with radio affairs and presumably with legislative and Washington front problems. Such an individual, of course, would have to obtain an indefinite leave from his regular duties to enable him to spend full time in Washington and to handle the multitudinous operations incident to the NAB presidency.

While it is yet too early to speculate upon possible selections for the interim presidency, it would not be surprising to see the individual plucked from the presidential committee membership itself. In addition to Mr. Shafter, who has asserted he would not be available because of commitments to his principals, the committee includes Mr. Ryan, Don S. Elias, WWNC Asheville; James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha. Of this group, Mr. Morency alone has had practical trade association experience—he was field director of the NAB nearly 20 years ago.

Committee Active

The NAB board initially set up a three-man committee—Messrs. Shafter, Ryan and Shouse—to select the new president. Last February the committee was enlarged to six. The enlarged committee has held a number of meetings and has sifted a list of many names. At sessions held in New York in March, an original list of 17 names was reduced to eight. Then at a mid-April session in New York, the eight individuals were considered—seven of whom personally were interviewed. At this writing it is doubted whether there are more than one or two men who might be available, and the committee, as a consequence, has all but concluded that the only plausible approach is for another interim appointment until the war is over.

While the committee was given the powers in its selection of an NAB president, it is disposed, in view of developments, to make its recommendations to the full board. The board did not specifically authorize a permanent chairman. Mr. Miller, who was the first paid executive of the NAB, having served from 1936 until he resigned to join UNRRA last year, drew an annual compensation at that time of $35,000 plus $5,000 in allowances. Mr. Ryan has been drawing $25,000—a figure he set himself.

Neville Miller Back

By coincidence, but having no relationship whatever to the NAB deliberations, Mr. Miller returned to his home in Washington last week, after nearly a year in Cairo as deputy chief of the Balkan Mission of UNRRA. He traveled extensively in the Balkans and prior to his return to this country he traveled extensively in Palestine and the Holy Land.

Sponsors Prepare for Summer Season

Some Agencies Delaying Decisions on Show Replacements

By HELEN HOUSE

SUMMER replacements on the networks will lean toward dramatic programs and name bands or artists in the popular or semi-classical music field. There will be a dearth of laugh-provoking programs relying on star comedians, with many of the strong comedy shows going off, their leading talent set to entertain servicemen or subject to military service themselves.

Seek Humor

Eddie Cantor, Ed Gardner and Jack Benny are planning armed forces tours, their sponsors granting long-term absences of 16 to 17 weeks. Stars from musical and entertainment shows who will play for servicemen include Bing Crosby, Kraft Cheese Co. replaces Mr. Crosby in Kraft Music Hall, NBC Thurs. 9-9:30 p.m. with show starring comedian Edward Everett Horton, starting July 5, 13 weeks, agency, J. Walter Thompson. The experts on Information Please and the Andrews Brothers are also considering tours.

To keep up the balance of humor, agencies and production firms are offering audience participation programs, which need not rely so much on name comedians.

Extent to which the summer layoff eats into the list of favorites can be seen by the most recent C. E. Cooper Inc. list of “First Fifteen” programs [BROADCASTING, April 23]. Of 16 programs (there is one tie), indications are that 12 are going off or dropping lead talent this summer. That includes Sealest Inc.‘s Village Store show, NBC, which loses Joan Davis permanently after June 28 but continues with Jack Haley and same format.

To fill summer periods, shows a dozen or more former shows are being revived, including Summer Silver Theater, with Conrad Nagel as m.c. CBS Sun. 6-6:30 p.m., replacing Ozzie and Harriet, off June 10, back Aug. 12, Young & Rubicam’s, J. C. Flippens’ Correction Please, replacing, for Bristol-Myers, Dufy’s Tavern NBC Fri. 8:30-9 p.m., off June 8 to Oct. 5, Y&R; B-W’s Time to Smile NBC Wed. 9-9:30 p.m., will carry on without Cantor, off June 20, back Oct. 2, Y&R.

Topper Show

One of the new programs is General Foods’ Adventures of Topper, a Rockhill Inc. package based on two Thomas-Smith “Topper” stories with Stanley J. Wolf producing, Kirby Hawkes, Benton & Bowles, directing. Program starts June 7 on NBC Thurs. 8:30-8 p.m., replacing Dinah Shore. Time shifts for the 16-week summer run of Topper from Y&R to B&W which lined up the show and products for General Foods to Maxwell House Coffee. Last broadcast for (Continued on page 72)
Ross Shows Good Radio Knowledge
Approaches White House Post
With an Open Mind, He Says

Charles G. Ross, St. Louis Post Dispatch Washington correspondent, who has been named White House press secretary by President Truman, has surprised his friends by revealing a much more extensive knowledge of radio than was expected.

Mr. Ross, named as successor to the Steve Early office 10 days ago [Broadcasting, April 23], is now in San Francisco covering the World Security Conference, an assignment he will complete for the St. Louis paper before assuming his new duties in Washington.

Reinsch to Atlanta

Leonard Reinsch, who had been designated as Mr. Truman's press and radio aide and then quickly pulled from the job by his employer, Gov. James M. Cox, returned to Atlanta last Wednesday. Mr. Reinsch, as manager-director of the Cox radio stations (WSB Atlanta, WIOD Miami and WHIO Dayton), headquarters in the Georgia city. By request he will continue as radio advisor to the President, available on call.

Although Mr. Ross has made no public utterances on his plans for handling the new position to which he was appointed by the man with whom he went to school as a youngster, he has made some relevant informal remarks among newspapermen and intimates.

He has stated, for example, that he approaches the job with an open mind. He has expressed the opinion that he does not believe the White House requires a radio man of extensive technical knowledge on its regular staff.

Charter Heels, MBS Washington representative, chatted with (Continued on page 72)
Radio Sets Pattern for Worldwide Amity

State Dept. Lauds Cooperation In S-F Coverage

By DAVID GLICKMAN

WITH EARS and eyes of the world focused on San Francisco, radio is supplying a first-hand auditory picture of the United Nations Conference on International Organization which got under way last Wednesday.

As a public service some 41 independent and affiliated stations, plus regional hookups, are supplementing the regular spot reporting by the four major networks and the radio news services. In addition, a public service some 41 independent and affiliated stations, plus regional hookups, are supplementing the regular spot reporting by the four major networks and the radio news services. In addition, a number of independent stations opened their channels at 4:30 p.m. (PWT) Wednesday for preconferences, with five minutes devoted to atmospheric fanfare before Secretary of State Stettinius, as temporary president of the Conference, took over. He briefly introduced President Truman, who spoke by direct telephone wire from Washington for more than 10 minutes.

Carl Warren of California and Mayor Roger Lapham of San Francisco officially welcomed the delegates and those assembled. Secretary Stettinius gave the concluding address.

When ceremonial ran two minutes beyond the 30-minute broadcast time allotted by radio, Blue-ABC commentators were called on the air. Some were in Washington, others in the special press gallery. Secretary Stettinius took the air. Networks had to fill with ad lib commentaries, but those of the network called Blue-ABC finally took the floor.

No Texts of Speeches

Then the address of Soviet Foreign Commissar V. M. Molotov presented a real problem. There was no text. He spoke in Russian. Blue-ABC had an interpreter on hand. CBS brought on George Moorad, just back from Russia, who explained the trend of Mr. Molotov's talk. Then came the English translation. A bombshell exploded when the conference's state department radio advisor, notified that the speech was not immediately broadcast. The Russians had requested that the talk be included,memorandum that the speech was delivered in French.

To top it off there was no text of Foreign Secretary Anthony Eden's talk available, so the networks had to rely on telephone signals from Mr. Dennis as the British representative of the speech was transcribed. Following the plenary session broadcasts pointed out their public service obligation in direct appeals to delegates, avoiding embarrassment to the State Dept.

Thursday night's program was designated as "United Nations Night" on the Blue-ABC network program between 6:11 p.m. (EWT) keyed to the San Francisco Conference. Cooperation of the broadcasting programs, was displayed. The following week, the radio networks programmed the Conference in their regular daily schedules.

Radio last week was credited with keeping the spark of resistance alive in the dark days of the European war.

Addressing a news conference in San Francisco, Victor DeLavelaye, former Minister of Justice of Belgium and originator of the V-for Victory sign, declared that radio's greatest contribution in the war of words against the Nazis was the broadcast of the V. Member of the Belgian delegation to the United Nations Conference on International Organization, Mr. DeLavelaye was in charge of underground broadcasts to Belgium in the early days of the war when John Salt, North American director of the British Broadcasting Corp., was director of BBC's American service.

In January 1941, Mr. DeLavelaye revealed that the people of Belgium were marking the letters "RAF" on walls, sidewalks and even on Nazi vehicles. The underground sought a single symbol to symbolize defiance and victory. The letter V, first letter of the words Victoire and Vrijheid, each meaning freedom, was chosen. Mr. Salt told how, on Jan. 14, 1941, in an underground studio during the height of a blitz, BBC broadcast the first V.

"Some one in the room had just tapped out the three dots and a dash for the British sign, and someone hummed Beethoven's Fifth and everyone leaped upon it," said Mr. Salt. "At first we used the musical signature for better formation at future meetings. The session was to be at 3:30 p.m. (PWT) with a 30-minute business routine. At 4 p.m. radio was to cut in, each network providing five minutes of color and at 4:05 p.m. Secretary Stettinius was to speak. At 3:15 p.m. all of the networks were notified that Secretary Stettinius would begin speaking shortly after 3:30 p.m. Mutual, CBS and NBC hurriedly shifted schedules and went on the air in Blue-ABC's Blue. East of Los Angeles, Blue-ABC followed several minutes later, but there was some delay in Mr. Stettinius taking the air. Networks had to fill with ad lib commentaries, but those of the network called Blue-ABC finally took the floor.

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Breen, KVFD, Wins $500 Bond In Ralston Promotion Contest

Second Award Goes to Campbell, WIBC; Powers, of Yankee, Winner in Regional Network Group


EDWARD BREEN, manager of KVFD Fort Dodge, Iowa, promotion the $500 War Bond first prize offered by the Ralston Purina Co., St. Louis, for the best and most consistent promotion of Mutual children's programs from September 1944 to March 1945. Best in the regional network group was James Powers of the Yankee network, who will get a $100 bond.

The contest, announced last August in Broadcasting, was open to station managers, promotion managers or anyone responsible for general program and merchandising promotion. Idea was to attract listeners to the Ralston-sponsored program, Tom Mix and His Ralston Straight Shooters, heard five times weekly, 5:45-6:00 p.m. EWT, on 209 Mutual stations, 178 of which submitted scrapbooks.

Mr. Breen started his promotion campaign by getting youngsters together at a party for the Oct. 7 broadcast. He followed with spot announcements, newspaper advertising, handbills, etc. Outstanding was the KVFD wastepaper collecting contest, launched through the Tom Mix Straight Shooter Club. Prize for the most household waste paper was a Tom Mix pony, won by a nine-year-old boy who turned in more than two tons. Fulton Lewis jr., Mutual news analyst, plugged the KVFD contest on a national broadcast with the result that the War Production Board wrote the station asking for full details on its program, and a copy of the contest winner is being sent to each of 200 stations.

Mr. Breen plans to hold a fall promotion in September, to be followed by Regional Promotion contests in November and January. His Ralston is sponsored to get a general program for the Yankee network, which was centered in a costumed "Tom Mix" who came into Indianapolis by train and rode through the city in a buckboard.

Other contest winners and the value of bonds they will receive are: fourth, Mel Standage, KOVO-Provo, Utah, $50; fifth, Barbara MacFarland, CKLW Detroit, $25; sixth, Bert Wick, KDLR Devil's Lake, N. D., $25; seventh, James R. Curtis, KFRO, Longview, Texas, $25; eighth, Lois Closkin, KABR Aberdeen, S. D., $25.

Honorable mention and a gold "Tom Mix Whistling ring" will go to each of the following: Bob McRaney WCB, Bob Gribben KDT, Victor C. Diem WAZ, W. H. Cate KBTM, John Tobola, WAYX, John Meridian WSTV, Ken Lufkin KSQ, Eldwood C. Anderson WEST, Wallace F. Forsyth WHBY, Madeline K. Doyle KBYN, Mrs. F. V. Cooper WPQ, H. J. Newcomb, WRIN, Edwin Mullinax WLAG, Mrs. S. W. Anderson KFFA, Byron Hayford WDL, Frank Bishop KFEL, E. A. Alburt Whbq, Vann Campbell WDEF, Dan Hornsby WATL, Eleanor M. Habling KZS, Sue Cornelius WHK, Leroy Woodward WOMI, Verne Sawyer KMO, Fred Fletcher WRAL, R. G. McBroom KFIO.

Judges were Sol Taishoff, publisher of Broadcasting, Robert K. Richards, editorial director, and J. Frank Beatty, managing editor.

Agency is Gardner Advertising Co., St. Louis.

NBC SIGNS WARING FOR MORNING SHOW

FRED WARING and his organization of 80 persons will replace Happy Felton's "Felder's Keepers" 11-11:30 a.m. Monday through Friday as a step in NBC's plan to offer better morning programs. Move to improve the morning listener rating is seen as an attempt to compete with Blue -ABC Breakfast in Hollywood which tops all net shows on morning Hooper ratings.

Waring's debut is scheduled as a sustainer, but NBC is looking for a sponsor. Net contract with the top-price dance band is for five years starting June 4 and includes provision for an additional weekly half-hour nighttime period.

NBC MIDWEST UP

NBC CENTRAL division showed a sales increase of 3.6% for the first three months of 1945 over last year, according to Paul McCluer, sales manager. Division handled 22.5% of net sales during the period. Increase of 9.2% in national spot sales on WMAQ Chicago was scored for the period.

Macy Names Grey


DuMont's Postwar Video Set Shown

Home Receiver Combines FM, Television; Big Screen

TELEVISION pictures 3 x 4 feet, largest image yet presented for home use, were witnessed Thursday by some 50 radio editors and writers at the studios of WAB New York at the first public showing of the postwar television receiver designs of Allen B. DuMont Labs.

The pictures, shown on a screen by a projector, are more than four times the size of any previously shown in a home type receiver. The DuMont projection receiver is something like a motion picture projector occupying a cube about 24 inches in each dimension. It was explained that plans are made to reduce this to about two-thirds its present size, so it can be conveniently housed in an end table or similar piece of furniture. A 7-inch tube is used in this unit.

FM Sound and Video

Leonard F. Cramer, DuMont executive vice-president, who conducted the demonstration, explained that the projector had a tested range of picture sizes from 18 x 24 inches to 4 3/4 x 6 feet. The unit, called the DuMont Home Teletheater, including FM sound and television, will retail for approximately $1250. Mr. Cramer said, pointing out that before the war a number of manufacturers made radiophotograph combination receivers in this price bracket. A larger unit, for use in clubs, schools, hospitals, small theaters, etc., with a picture 6 x 8 feet, will be priced at about $1800, he said.

A direct-viewing receiver with a 20-inch tube also was demonstrated, showing pictures 13 3/4 x 18 inches. These pictures were brighter and showed more contrast from the projected images and while the curve of the tube is still slightly noticeable in the pictures the peripheral region is far less so than in prewar models. A 20-inch tube with still less curvature, now being made at the Corning Glass plant, is expected to present an almost flat image.

Designs of the DuMont telesets planned for postwar production were exhibited by Mr. Cramer—one for conventional design, the other a modern piece of furniture, designed for DuMont by Herbert Rosengren, industrial designer. Planned to overcome the chief objection to direct-viewing sets that they are too large to fit into the average living room, these receivers when closed, are cabinets 48 inches high, 60 inches wide and 24 deep.

These cabinet telesets, which will contain a radio and a phonograph in addition to television equipment, will retail for about $1500, Mr. Cramer said. A simple model with a 20-inch tube, but without the other features, probably will be offered for about $450, he added.
Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many "buzz bombs" that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story... for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs... and it won't take you long to get the low-down in Baltimore radio... if you use the successful independent, W-I-T-H.

WITH
BALTIMORE, MD.

Tom Tinsley, President * Represented Nationally by Headley-Reed
Mosquito Net Finds Home Methods Best

After Year AES Sure Standard Practice Most Effective

By MAJ. SPENCER M. ALLEN
Chief, Armed Forces Radio Service,
KFWI Columbia.

YES, the mosquito Network's sustaining days are over. "New accounts" are coming in every day and business is humming on Guadalcanal, in the New Hebrides and New Caledonia. Today, after one year of operating American Ex pelitionary Stations in the South Pacific, the pioneering is done, and broadcasting has become a routine, business-like procedure. Gone is the haywire. In its place are commercial transmitters and consoles, heavy-duty turntables and recording equipment, professional amplifiers and microphones, on the air hour after hour on split-second schedules. The break-downs and the air splatter have disappeared. In 1945 as they were common in 1944 when we were limping along on patched-up jup generators, salvaged transmitters, and makeshift antennas strung among the coconut palms.

Critical Now

But most important, the G.I. audience has accepted radio as an integral part of a soldier's life on a tropical island, along with Chow, work, training, movies, mail and briefing. Where once the listener was more likely to nap, to play nothing but Harry James recordings all day, he now has become critical. We're in for a ruckus if we clip the last two minutes of the NBC Symphony to join San Francisco for the news; or if "Your Radio Theater" (Lux) to you is cancelled; or if we play "Rum and Coca Cola" too many times. As long as we're in the combat zone, the more conservative and demanding the G.I.'s become in their listener tastes. We use the term "critical" in the "standard American commercial broadcasting practices" to indicate the tone by which the Mosquito Network operates.

We now boast of "commercial" and "merchandising and marketing" sections in our stations, for radio's selling ability is just as potent in the Army as it is back home. It amuses me to read articles by ex-radio men who have returned from overseas, predicting a whole new listener trend is developing because the soldier is having those "horrible" commercials. Well, that may be the case in the normal course of radio's development. But I don't believe it will be due to the remaining soldier's insistence that he have his radio entertainment served up sterile of any blatant commercials. If the Mosquito Network is any criterion, the service is still getting its "commercial" on the radio. And some of them are blatant.

Before I'm misunderstood, suppose I enumerate our "commercials". Our biggest commodity, of course, is good morals. We believe we sell that automatically by just being on the air with Stateside transcribed shows and good local programs. But there are other "products" that have to be ap proached from a typical sales angle.

Take mosquito repellent, for instance. Repellent is a liquid issued in a small bottle to each soldier in the tropics. He is told to smear the mixture on his hands and face before going out after sundown to prevent mosquito bites. It's slightly greasy, has very little odor, but it is just a triffe messy, and who wants to take time to smear himself? We were faced with the problem of selling the use of repellent to the G.I. How? So we told the most soldiers will go along with a gag, so we sell it to them on that basis. We use "quickie" announcements at sundown, such as: "If you're repulsive? If you're meeting Annie (Sopacese for anopheles mosquito) tonight, play hard to get. Use your repellent." Or, "Going out tonight, dogface? Then be sure to wear your Channel Number Five. Make yourself alluring. Be repellent." They get the idea.

Plug Atabrine

The same is true on selling the use of atabrine. It isn't hard to take and there are no ill effects. It is essential in malarial regions. But soldiers forget. At Guadalcanal the Mosquito Network station features "The Atabrine Cocktail Hour" each evening at 5:30. The program includes just fifteen minutes of recordings. The sales approach is purely institutional-no direct reference is made to the taking of atabrine. The key point is that the show tends to bring the listener cocktail music from some sumptuous lounge on Guadalcanal, such as the "Fun tana Postioned Fern Room" or the "Starlight Roof high atop Hotel DeGink in downtown Guadalcanal". The listener is interested to know from what local and mythical gin mill tonight's "Atabrine use is originating.

Wrong City

HOUSEWIVES in Los Angeles, April 18 hurriedly turned off the pilot lights in their gas stoves at the behest of radio stations throughout the country. Main had broken. Upon noti ce by the local gas company that no lines were broken the police started a phone and the National Broadcasting discovered that the warning had come via KOB Albuquerque, N. M., where a main had broken.

MAJ. ALLEN

Cocktail Hour" will originate. While he's listening, he hears the word "atabrine" at least twice.

Another mosquito sales problem was the use of the "freon bomb", a small cannister of compressed freon gas and insect-killer. When the spray is released in a tent for five seconds, all insects are killed. In this case we used the Alka-Seltzer technique—"listen to it fizz". At ten o'clock every night the listener hears on his radio: "Listen to it fizz and the sound of the "bomb" hissing as it releases the spray. Then the blurb: "Better give Annie the brush-off before hitting the sack, men. Use your mosquito bomb."

Singing Commercials

We even use singing commercials. One of them promotes YANK magazine. We unashamedly borrowed from Pepsi-Cola on that one. It goes:

"YANK's the magazine that's hot, Twenty-four pages—that's a lot. News and pix and the Sad Sack, YANK's the service magazine for you."

Our most recent campaign was an ambitious one. The G-S people at New Caledonia asked us to promote a "silence" campaign—to drive home to the soldier that loose talk is dangerous. So we decided on the Lucky Strike approach—re the much—malign LS/MFT method. Several times a day for a week the radio listener heard the puzzling string of letters "DT SMS DT SMS". Then we broke the translation: "Don't Talk, Silence Means Security."

Corny? Absolutely! "Bad" radio? Could be. Effective? Well, I defy anyone to find one soldier out of a hundred on New Caledonia who doesn't know what "DT SMS" means today.

Information is one of our primary projects—indeed, we are organ ized under the Information Education Division, Army Service Forces, the parent of YANK magazine, Army News Service, and the Armed Forces Radio Service. And the slogan of the Information-Education Division, "Not only the best equipped, but the best informed soldier in the world." We see to it that the G.I. listener gets news and plenty of it. The American Expeditionary Division on New Caledonia airs fourteen news broadcasts per day—mostly direct rebroadcasts of short-wave pickups from the United States.

At times the question has been put baldly to us: You don't have to make a living out of your stations here, so why cater to the mass tastes? Why try to sell soap, cigarettes, and bring the listener "better things". Actually, we're probably more high-brow than the average station back home. But we don't forget that our servicemen are a cross-section. They want Jack Benny and Bob Hope, Harry James and Kay Ky ser, John Charles Thomas and the NBC symphony in just about the same proportion your listeners in New York and Chicago and Los Angeles and Plum Tree Crossing have. And if the G.I. wants to do some education of the masses by giving them the "better things".

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Fired With Zeal

We came out to the South Pacific last year with our radio stations, fired with zeal to determine two things in radio broadcasting:

1) How successful would be the virgin overflow of American radio in a situation, we believed, to discover (1) just what is the ideal man's show, and (2) what new sales approach could we develop for a male audience only. Well, after over a year of broadcasting to a he-man audience, we have not yet discovered those two angles. As to the ideal interest approach, this is perhaps, "Command Performance". But it's not truly a masculine appeal type of show, because everything appeals to it, male and female alike. We've come to the conclusion that American commercial radio methods of the 1940's are still pretty good—at least they're good enough for us. They're doing a selling job for the Mosquito Net work.

Philco Forms Television Broadcasting Division

PHILCO RADIO & Television Corp. has formed a Television Broadcasting Division with Ernest B. Loveman as vice-president. Mr. Loveman joined Philco in 1939 as an advertising manager. Since 1942 he has been resident vice-president of Hutchins Advertising Co. in charge of television accounts.

The new division will direct all Philco television, station, broadcasting and network activities, including the recently started television stations in Washington, D.C., and Philadelphia. Philco also has filed applications with the FCC for commercial stations in New York and Washington.
To millions of people in the rich Missouri Valley-Great Plains area, “Radio Omaha” means “Radio WOW”.

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the “WOW habit” over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that’s why “Radio Omaha” means “Radio WOW” . . . that’s why millions have the “WOW habit”.

As every experienced Time-Buyer knows, it’s “listener habits” that determine the advertising value of radio media. That’s why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC · NBC · 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES
What America's youngest network

GREATEST NEWS

A CAVALCADE OF ANALYSTS, COMMENTATORS, DRAMATISTS AND "PLAIN FOLKS" ARE BRINGING THE SAN FRANCISCO CONFERENCE DOWN TO EARTH FOR BLUE'S LISTENERS.

SUMNER WELLES

One of the best-informed men in America on international relations who is free to speak has joined the American Broadcasting Company as Advisor on the Peace.

We figured out the other day that our radio audience in the course of a week totals the equivalent of five hundred million listeners. And we feel that such an audience deserves the best that radio can give it. There's an obligation, too—an obligation to know what we're talking about. So we looked around for a competent authority to guide us.

We secured as our advisor on world peace an experienced diplomat and statesman: Sumner Welles, former Under-Secretary of State.

In addition to giving us his guidance and counsel, Mr. Welles is appearing personally on a series of programs designed to "give every American a seat at the Conference table."

SUMNER WELLES' PEACE FORUM

A group of four Peace Forums conducted by Mr. Welles ends with the meeting of April 23. These Forums have included such men as President Seymour of Yale University, Senator Pepper, Dr. George Gallup, and many other American leaders of similar standing.

Beginning May 1, Mr. Welles will personally appear on a 15-minute program of commentary on the Conference. With his background of actual service in most of the leading United Nations, Mr. Welles is far better able than most commentators to unravel the intricacies of the Conference and to clarify its true meaning for radio listeners.

ORSON WELLES' CONFERENCE FORUM

From this Forum the citizens of San Francisco and the American public will be brought up to date on what is happening: what went on last week, and what is to come the next. And they'll get a chance to meet foreign delegates and get some ideas of what kind of folks they are.

This Forum is possible because an arrangement has been made with Orson Welles, Free World Association, Americans United, and the American Broadcasting Company for a Forum to take place every Saturday in San Francisco—whom mayor has supplied the Civic Auditorium for a setting.

This series will be listenable, distinctive, and as significant as anything that can be done outside the Conference itself. 27 of the 44 delegates are members of the Free World Association, and will, accordingly, be available for these Forums.
STORY OF OUR TIME

BEN HECHT

wrote a special drama spelling out
the significance of the Conference
featuring Orson Welles and Com-
mander Harold Stassen. A simple,
down-to-earth story by a man
whose box-office draw is legendary
in Hollywood. Ben Hecht knows
how the common people of
America feel about what they think.
Perhaps better than any other
radio writer, he can bring our
people the true meaning of the
Conference.

WALTER WINCHELL

and

DREW PEARSON

are broadcasting
direct from San Francisco
So is Peabody Award winner Raymond
Swing; also BAukhage, Vincent Sheehan,
Edward Tomlinson, David Wills, Ray Henle,
James Aube, Tony Morle. Among others
covering the Conference; Walter Kirman,
Earl Godwin, Helga Hopper and Westbrook
Van Voorhis in “Time Views the News.”

MILLIONS HEARD “UNITED NATIONS NIGHT” ON THE EVENING OF APRIL 26

All programs—for an entire evening—were
slanted toward the Conference

In addition to other Conference coverage
as described on this page, the entire evening
of April 26 was devoted to the Conference.

All sponsors and advertising agencies have
cooperated in slanting their regular programs

Newscasters and commentators round up
the news for you. Lumm and Abrace (left) pre-
sented the down-to-earth small-town viewpoint
on the Conference. “America’s Town Meeting
of the Air” featured Raymond Swing, H. V.
Kaltenborn and other top analysts. “The March
of Time” presented a Time-eye view of the
Conference and what it meant. Fred Waring in-
terpreted music of the United Nations, and “The
Victory Parade of Spotlight Bands” offered a
musical interlude with a special guest com-
mentator.

These, and many other programs in the sched-
ule below, covered every viewpoint on the tre-
mendous decisions to be reached in the San
Francisco Conference.

<table>
<thead>
<tr>
<th>BLUE CONFERENCE SCHEDULE</th>
<th>“TIME VIEWS THE NEWS”</th>
<th>“WORLD PEACE FORUM”</th>
<th>SUMMER WELLES’ COMMENTARY</th>
<th>EDWARD TOMLINSON</th>
<th>DREW PEARSON</th>
<th>WALTER WINCHELL</th>
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<tbody>
<tr>
<td></td>
<td>An up-to-the-minute Conference summary by Harold Van Voorhis.</td>
<td>Featuring Sumner Welles, leading journalists, and leading writers in foreign affairs.</td>
<td>Beginning Mon. and Wed., Sundays will be a weekly Conference Commentary on San Francisco.</td>
<td>His weekly broadcasts originate from San Francisco and the Conference.</td>
<td>Will originate from San Francisco April 19th and 26th, and will comment on the Conference in subsequent broadcasts.</td>
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<td>Tues., 10:00 P. M. EWT.</td>
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<td>Tues., 9:30 P. M. EWT.</td>
<td>Tues., 9:45 P. M. EWT.</td>
<td>Thurs., 7:00-7:15 P. M. EWT.</td>
<td>Thurs., 5:00-5:15 P. M. EWT.</td>
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<td>7:15-7:30 P. M. EWT.</td>
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<td>Mon., through Fri.</td>
<td>11:15-11:30 P. M. EWT.</td>
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<td>Wed., through Fri.</td>
<td>6:00-6:15 P. M. EWT.</td>
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| BEN HECHT                 | A special dramatic pro-


These, and many other programs in the schedule below, covered every viewpoint on the tremendous decisions to be reached in the San Francisco Conference.
CBS Circulation and Listening Area Map Is Sent to Affiliates

CBS has begun distribution to affiliates a listening area and circulation map, first data from the CBS 1944 Listening Area Study, 7th in a series utilizing the controlled mail ballot technique which has been adopted for both the United States and Canadian industry-wide circulation measurement standards [BRADCASTING, April 28].

An explanation is contained in a brochure, "How CBS Listening and Circulation Areas Are Measured," which states the basic concept that "radio circulation shall include only radio families listening with a known standard of frequency—families counted through scientific sampling of representative radio owners." Reserving the term "coverage" for engineers to use in reporting size of areas, the CBS technique uses "listening areas" and "circulation".

Three Levels

Station effectiveness is shown on three levels: Primary, all counties in which it is listened to by at least two-thirds of all radio families one or more times a week, provided half of those families listen three or more times a week; secondary, counties in which the station is listened to by one-third to two-thirds of all radio families once or more a week, with one-third of those families listening three or more times weekly; tertiary, counties in which the station is listened to by at least 10 percent of all radio families three or more times weekly.

Local Stations Form Association in Indiana

INDIANA Assn. of Local Broadcasters was organized at a meeting in Indianapolis of 10 of the 12 local Indiana stations. Don A. Burton, WLBC Muncie, was elected president and O. E. Richardson of WJOB Hammond, secretary.

Committees to promote war bond sales includes R. R. Baker, WTRC Elkhart, chairman; John R. Atkinson, WHBU Anderson and President Burton. Special events committee includes Frank Webb, WGL Fort Wayne, chairman; J. Gibb Spring, WASK Lafayette; Harry Burdick and Robert E. Bausman, WHOT South Bend and George M. Jackson WBOV Terre Haute. Next meeting will be held in Chicago.

C. E. HOOPER Inc. opens its new Chicago office in the 220 S. Michigan Building, May 1. Janet Widmer, of the Hooper New York office, will be office manager and Harriet Clemenson, former personnel director and secretary to Mr. Hooper, will be chief assistant manager [BRADCASTING, March 19].

KCQO Kansas City has bought exclusive broadcasting rights for the 1945 season from the Kansas City News of the American Assoc. Walt Lochman, director of sports and special events, will report both home and out-of-town games.

Political Plans

CANADIAN RADIO will have an overdose of political broadcasting for several weeks, both a provincial election in Ontario and the federal election both taking place June 11. Announcements made at Toronto and Ottawa. Politicians, party publicity directors, representatives of advertising agencies, Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp. are lining plans to fit in all the electioneering broadcasts on a free and sponsored basis which will be aired by the three major parties and a number of smaller parties in each of the election campaigns. Under CBC regulations practically all political broadcasts must be sanctioned by the CBC for time, so that there will not be a continuous series of political talks on the air, and all network campaign broadcasts, whether sustaining or sponsored, must be cleared with the CBC.

MANAGERS of eight Iowa stations comprising the Iowa Tall Corn Network attended a meeting of the management committee at KROS Clinton, T. Group included: William Bamboo, KFDB Clinton, national representatives; George Weber, KBOW Burlington, member of the network; Ken Gordon, net president. Stations comprising network are: WTVT Dubuque, KIRK Clinton, KBOU Burlington, KFDF Spencer, KFUD Fort Dodge, KRTX Davenport, KFJR Marshalltown, KBEZ Ottumwa.
IN CENTRAL IOWA

You Get
Concentrated Coverage
At Low Cost Over KSO!

In the rich agricultural and industrial market of Des Moines and central Iowa KSO offers you concentrated coverage at low cost.

Here is a permanent market because its agricultural products will be needed for years to feed a hungry world ... and it is a market in which peace time reconversion will occur without confusion ... a market of prosperous families whose present and post war consumer needs are tremendous ... Reach this market over KSO.

KINGSLEY H. MURPHY, Owner
GEORGE J. HIGGINS, General Manager
HEADLEY-REED CO., National Representative

Des Moines, Iowa
Ashbacker Appeals to Supreme Court
WKBZ Asks Review of Plea Against Fetzer Station

ASHBACKER Radio Corp., operator of WKBZ Muskegon, Mich., last week submitted to the U. S. Supreme Court a petition for a writ of certiorari ordering the Court of Appeals in Washington to review a decision dismissing an appeal from the FCC's grant of an application to Fetzer Broadcasting Co.

The complaint of Ashbacker has been that the Fetzer application for a frequency in Grand Rapids "was in conflict with and mutually exclusive of" its own pending application and that the grant was made without hearing thus denying Ashbacker a chance to prove its case [BROADCASTING, March 19]. The petition likewise, claims that the jurisdiction of the Supreme Court is invoked since the order of

the court below deprives a hearing on its application.

The questions presented to the Court are, when there are pending two conflicting mutually-exclusive applications from the same area for the same wave-length:

1. May the FCC grant one of these applications, ex parte, and simultaneously designate the other for hearing.

2. If so, is the hearing thus afforded a fair one in the face of the accomplished grant of the competing application.

3. Does such grant to one of two competing applicants adversely affect the interests of the other so as to permit him to sue out an appeal to the Court of Appeals.

The Washington law firm of Segal, Smith and Hennessey is acting as counsel for the petitioner. John E. Fetzer, principal owner of the Fetzer Broadcasting Co., is Assistant Director of Censorship.

PLAN WESTINGHOUSE PROMOTION

CHICAGO MEETING of Westinghouse Radio Stations Inc. and KYW Philadelphia officials to present KYW's new promotion and program features to members of NBC spot sales force brought this group together. Seated are [left]: William Rambo, KYW promotion manager; W. B. McGill, general promotion manager, Westinghouse Radio Stations; Oliver Morton, manager NBC central division spot sales; J. E. Baudino, manager, KDKA Pittsburgh; B. A. McDonald, general sales manager, Westinghouse; E. C. Carlson, NBC central division promotion manager. Standing, David Lewis, promotion manager, KDKA; J. M. McPartlin, NBC Spot Sales; Harvey McCall Jr., sales manager, KYW; M. R. Tennerstedt, Rudi Neubauer and Robert Ewing, all NBC Spot Sales; Don McDonnell, NBC sales promotion; E. C. Cunningham and L. E. Tilden, NBC Spot Sales.

Self-Discipline for Radio Urged
Justice Miller Proposes Anticipation of Reaction

ADVICE to broadcasters that intelligent anticipation of public reaction by equally intelligent self-discipline will "prevent legislative intolerance" was voiced by Associate Justice Justin Miller of the U. S. Court of Appeals in Washington in connection with commercial news broadcasts.

In a letter to the St. Louis Post-Dispatch, supporting its campaign against middle commercials in news sponsorship, Justice Miller commended the newspaper for its position. The letter, published as the lead on the editorial page of the Dispatch April 20, follows:

I have just read in BROADCASTING a reprint of your editorial of April 10, "In the Interest of Radio". Let me add my voice to that of others who have commended you for the position which you have taken.

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in manifest contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intolerance.

GOV. THOMAS E. DEWEY of New York is delivering his annual "report to the people" in two broadcasts on a state-wide hookup of CBS stations, April 27 and May 4, 7:30-9:30 p.m. Each year of his term of office Gov. Dewey has delivered a similar report on CBS, previously as a single half-hour broadcast.
Announcing the formation of a new Ohio Corporation

THE BUCKEYE BROADCASTING COMPANY

Marshall Field, President

Clen J. Randau, Vice-President

Carl J. Weitzel, Treasurer

for the ownership of Cincinnati's

WSAI
Net Plan Dropped,
WHOM to Be Sold
Number of Proposals Made to
Buy Outlet, Says Cowles

ABANDONMENT by the Cowles
Broadcasting Co. of its original
plans to launch a regional network
stretching from Washington to
Boston was mainly responsible for
the decision to dispose of WHOM
Jersey City, sale of which is ex-
pected within the next few weeks
[BROADCASTING, April 23].

Gardner Cowles Jr., president of
the broadcasting organization and
of the Cowles newspaper and mag-
zine operations, said last week
that the plan initially had been to
tie WHOM into WCOP Boston and
WOL Washington. The regional
network plan was dropped when
WCOP contracted with the Blue
Network, effective June 15. WOL
is the Mutual Washington outlet.

Newspaper Mentioned
It is possible, though unlikely,
that the Newark Evening News
will acquire WHOM. The newspaper
already has contracted to ac-
cquire control of WBYN Brooklyn
for $204,000 [BROADCASTING, April
16]. The fact that WHOM is lo-
cated on the New Jersey side,
whereas WBYN is not, might have
some bearing on the ultimate trans-
action.

Mr. Cowles said a number of pro-
posals have been made for WHOM
but that no decision had been
reached. It probably will be dis-
posed of for the same net price
paid for the station less than a
year ago—$350,000, plus adjust-
ments and losses. It appeared evi-
dent there was no desire to turn
over the station at a profit.

The Newark News obviously
could not acquire two outlets under
the FCC duopoly regulations. Thus,
should a transaction be completed
for WHOM, it is presumed the
newspaper would dispose of the
WBYN agreement. It is doubtful
whether Cowles companies will
seek another New York outlet.

Short Newscast Refused
APPLICATION by Canadian
broadcasters to the Canadian
Broadcasting Corp. board of gov-
ernors at its recent meeting for re-
laxation of the sponsored newscast
regulations, requiring a 10-minute
period, and allowing a 5-minute spo-
nored newscast [BROADCASTING,
April 16] has been turned down.
No reasons were given.

Col. Allen Amputation
COL. ROBERT S. ALLEN, of the
U. S. Third Army staff, former
Washington columnist and broad-
caster of the Washington Merry-
Go-Round Blue program, was
wounded on April 7 south of Ohr-
dorf, Germany, the War Dept. an-
nounced last week. Col. Allen's
lower right arm was amputated.

CECIL BROWN has received an award
and FRANK SINGISER a citation from
the United Businessmen's Assn. of
Philadelphia for "excellent presentation
of news and outstanding preparation
of analyses of events for broadcasts" over
WIP Philadelphia. Awards were
presented at a dinner April 26.

CFCY Charlottetown, P. E. I., has
signed for Free News service, bringing
its total to 43 the number of Canadian
stations taking FN wire service.

FRANK (Salty) MALLANTS, WIOD
Miami boating and fishing commen-
tator, has been named a member of the
conservation committee of the Florida
Chamber of Commerce.

RAY McGUIRE, WNOE New Orleans
sports and special events commentator,
has signed a new contract—with his 8½
month-old son, Ray Jr. just made his
debut before the Klieg lights posing for
motion picture advertising and his
father promptly prepared for Holly-
wood offers.

ROBERT F. LASSELL, released from
the Navy and former news editor of
KPQ Wenatchee, Wash., and KPFO Spa-
cane, has joined Blue-ABC Hollywood
as senior newswriter.

DAVE ROBERTS, released from the
AFP and former actor-announcer, has
joined KMPC Hollywood as newscaster
and rewrite man.

EVERETT HOLLES, head of the BBWM
Chicago news department, is the author
of a book titled "Theatrical Surrender"
whose dust jacket has been published
dozen years after V-E Day. Publisher is
Hollis-Gilkin, New York.

FREDERICK H. OPPER, Blue-ABC cor-
respondent in the California theater
recently stationed in Chungking,
has returned to New York on
furlough.

KEN STOPPARD, former news editor
of WCAT Philadelphia, has joined the
AP Philadelphia staff.

KWK St. Louis has added AP news-
wire "A" wire and Free Aero, radio
news wire.

WALTER WALDMAN, formerly with
the Netherlands Information Bureau,
and FLORA KAISER, formerly with
the WMCA New York news depart-
ment, have joined the news staff of
WLIB New York.

ALLIED ARTS

TRANSMERICAN Broadcasting & Tele-
vision Corp., New York, has entered
into an exclusive distributing arrange-
ment with American Radio
Transcriptions, New York, to distribute
new syndicated radio programs already
being distributed for Transamerican by
Michelson are "Library Short Stories",
"The Life of Mary Surratt," 223 quar-
ter hours; "The Book of Poetry," 109 quar-
ter hours, and "A Date With Music", 130 quar-
ter hours.

WHYN Holyoke, Mass., has added the
WBS World Transcription Library to
its library facilities.

GEORGE VOGEL, ASSOC., New York,
radio public relations firm, has been
appointed to handle campaigns for
both the Save the Children Federation
and American Red Cross for India Inc.

HENRY A. RASMUS, former producer of
Bill Inceket & Co., Chicago, to A. C.
Nelson Co., Chicago.

JIM WARD, former radio director of
Kalam Co., Chicago, has opened his
own firm, Jim Ward Productions, at
532 N. Broadway, Chicago.

GEORGE DEPUE Jr., sales manager for
World Broadcasting, New York, is
the father of a girl.

IRA BERMAN, trade paper editor for
Tom Pindale Inc., New York public
relations firm, has been named to the
new postion of head of the organization's
radio department. He is former news
and feature editor for CBS and Trans-
radio Press.

NIBBLETT RADIO PRODUCTIONS, Chi-
ago, is offering a new participation
package program "Current Time" musical
variety show now heard on WGN.

Page 28 • April 30, 1945
in War!

KGW was officially selected by the American Red Cross to launch the 1945 war fund drive in Portland. In response, the station produced another great FIRST; the dramatic eye-witness story of a Coast Guardsman at the Tarawa beachhead.

in Peace!

Early in its history, KGW established itself as a station devoted to humanitarian effort. A weekly two-hour show staged by the “Hoot Owls,” a voluntary organization of Portland businessmen, brought joy to shut-ins throughout the Pacific Northwest. Allied with the “Sunshine Division” of the Portland police reserves, the Hoot Owls facilitated immediate aid to many needy Portland families.

in Audience Influence

Show after show, contributing to public welfare, fill the chapters of KGW history. Twenty-three years of insight and foresight in broadcasting has resulted in a succession of pace-setting FIRSTS for this pace-setting station.
OWI and Treasury Jointly Plan Top Net Seventh Loan Coverage

Total of 679 Assignments Scheduled for Drive To Raise $14,000,000,000 May 14-June 30

Radio support for the $14,000,000,000 Seventh War Loan May 14-June 30, planned jointly by the OWI Domestic Radio Bureau and the Treasury, will elicit widest net coverage of any campaign run heretofore with a total of 679 allocations and scheduled assignments prepared for the networks.

"Within the limits of good showmanship" each network show will be asked to devote an entire program to War Bonds. Special effort will be made to have the top 15 shows in the Hooper rating do one such program before going off the air for the summer.

For the greater emphasis placed upon this drive is necessitated by the fact that there will be only two War Loans this year instead of the usual three although just as much money will be raised. Half of the Seventh Loan quota is set for individual investors.

Forces Combined

Radio's part in the drive has been carefully mapped out for the utmost coordination with the advertising and publicity by other media. The OWI and Treasury have joined forces in establishing a radio program service team, operating from the OWI deputy offices in New York, Chicago and Hollywood. The teams will confer with every program receiving an allocation in order to supply them with exclusive material and arrange for interviews and guest appearances.

In the past many programs have carried more War Bond appeals than allocated by the OWI, particularly during the first days of the drive. The longer duration of the Seventh Loan, however, makes such a practice dangerous, the OWI feels, since it might result in "shooting the works" during the preliminaries and a lack of message effectiveness in the later and perhaps more critical stages. To avoid this it is suggested that all wishing to devote extra time do so by expanding their regularly scheduled messages to the complete programs mentioned before. The regular allocations have made provisions for rerender copy so no extras are needed in that direction.

In areas where the drive is lagging, the state chairmen of the Treasury's War Finance groups will inform regional OWI radio directors who will then make special requests to offset the deficit.

Although the success of the drive depends on the whole-hearted cooperation of radio, the OWI says, there is still additional reason for careful adherence to the allocation plan and it is essential that the drive not drain off support from other important Government information programs.

Eight special themes and anniversary days occur during the drive. In cases where a program's allocation falls on any one of these days, the particular theme may be tied in with copy on the drive. Special material is being prepared by the OWI for programs desiring to incorporate the themes.

Special plans for network kick-off programs on May 15, the day preceding the drive, are still under consideration. In the past even special shows by each of the four networks or combined all-star shows broadcast simultaneously on all four have been used.

Secretary of the Treasury Henry Morgenthau in a letter sent Friday to all radio stations, agencies, networks and stations cites the necessity for cooperation in the campaign and calls the next few months "crucial to the whole American war effort. The generosity of advertisers, their agencies and broadcasters," he writes, "in allocating radio advertising time to the previous war loan drives encourages us to hope that you will go all-out for a Mighty 7th!"

FCC Cut Restored

By UNANIMOUS voice vote last Wednesday both Houses of Congress adopted a conference report restoring $4,000 for five new automobiles to FCC's 1946 fiscal year budget, thereby bringing the total appropriation to $5,005,400, as already passed by the House. The Senate in March lopped $4,000, which had been earmarked for new cars, from the budget. The Commission's appropriation now is only $201,000 less than the $6,207,000 requested. Congress earlier cut that amount from the proposed regular activities budget [Broadcasting, Feb. 12].

Hooper Changes

C. E. HOOPER Inc. has revamped and expanded its "Hooper Ratings Pocket Piece" to include comparative tabulations of the top 15 programs, showing current, last report and a year ago; program ratings summary; basic audience trends; size of network for each program and rebroadcast time, if any; schedule of network sponsors; use of color blocks to indicate network option time; greater legibility of all charted information.

CJCR Vancouver has moved into its new Radio Theater at 941 Howe St. Studio seats 125 people and includes a reception room, control room, artists' quarters and talk studio.

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Broadcasting  Broadcast Advertising
"HEY, WHERE DO YOU WANT THIS?"

Now, WJW has everything— including the kitchen sink.

The last picture is being hung in our recently expanded offices.

The welcome mat is already out in our new roomy audience Studios.

And the WJW Staff is set up to handle any and all problems that come our way.

All signs point to WJW's even greater growth. That's saying a lot, too— considering we hung out our sign in Cleveland only 18 months ago and already— WJW is Cleveland's top station in the morning!
Joyce Acquires Interest
In Raymond Rosen & Co.

THOMAS F. JOYCE, formerly general manager of the radio, phonograph and television department of the Victor Division of RCA, has acquired an interest in and will act as general manager of Raymond Rosen & Co., Philadelphia, distributor of many RCA products.

Mr. Joyce will take over the responsibilities handled by Albert Slap, one of the founders of the firm, who died recently. The company was organized in 1926 and has become one of the largest in the country.

ROBERT A. BINKEY, formerly of WTOP Washington and more recently in radio servicing field, has been added to Blue-ABC technical staff as vacation relief studio-field engineer.

IVAN EKBERG, from KPRO Riverside, Cal., to KMPC Hollywood as engineer.

BRUCE NEWBORN, Norfolk, Va., district supervisor for Altec Lancing Corp. (radio equipment mfrs.), has been appointed field engineer replacing MILS OVERMIRE, resigned.

DAVID SCOTT, former WAAT Newark, engineering chief of the American Forces Network in London.

FRED A. BARROW, Canadian Marconi Co. engineer, has been named factory manager of the firm. ERIC W. FARMER has been promoted to chief factory engineer and WALTER R. RAMSDEEN to factory production manager.

EDNA CHAMMON to WADC Akron as engineer replacing HENRI MINTZ who is to become a photographer’s model in Chicago.

WESTINGHOUSE Electric & Mfg. Co., Sunbury, Pa., home radio division, has received the company’s twenty-fifth Army-Navy E award.

EDWARD J. COUTURE, studio-field engineer for Blue-ABC Hollywood, is the father of a boy.

ACA INTERFERENCE CHARGED TO WWPG

UNHOLDING a complaint against WWPG Palm Beach, Fla., alleging unfair labor practices and interference with union organization, a trial examiner for the National Labor Relations Board recommended last week that the Board order the station to bargain with the American Communications Assn. (CIO) as the representative of its employees and make restitution to certain of its personnel for privileges denied.

In an Intermediate Report on a dispute between the station and the A.C., which had requested recognition last June 30 after a majority of the employees had applied for membership, NLRA Trial Examiner Peter F. Ward found that the employer denied holiday privileges to its clerical staff and harassed one of the clerks into resigning in order to discourage membership in the union. Through these and other acts, the examiner concluded, “the respondent was determined from the advent of the union to destroy its majority and to refuse to bargain collectively with it.”

The examiner recommended that the station be required to offer to reinstate one of its former clerks in her old or an equivalent job and to reimburse her for any loss of pay she may have suffered through her forced resignation. He also recommended that the clerical staff be compensated for loss of Wednesday half holidays denied them last summer.

Parties to the case are given opportunity for oral argument before the full Board before action is taken on the examiner’s report.

Better Dry Cell

“RM” BATTERY, developed for the Signal Corps, has been proclaimed the greatest single development in dry cells in many years. It is a mercury battery, designed for tropical theaters, lasting five times as long as ordinary carbon batteries. Samuel Ruben, an electrochemist of New Rochelle, N. Y., is the inventor. Of interest in the development of postwar miniature radios of the “portable” type, the “RM” weighs not quite two pounds and can be packed in a space less than one foot long and slightly less than 1½ inches wide. Bulk of present production is being allocated to portable Army and Navy radio equipment.

Tidewater Sponsors Two

TIDEWATER Assoc., Oil Co. has purchased the quarter-hour Manhunt program, transcribed by Frederic T. Program is aired weekly on KGLO KYF WDAY KABR WNAK KSYM WORL KWLM WCCO. Tidewater is also sponsoring the transcribed Pleasure Program on WEAU Eau Claire, Wisc. Both contracts for 26 weeks are handled by Lennen & Mitchell, New York.
Bill Fox Speaks from "The Fox's Den"

Monday thru Friday
6:30-6:45 P.M.

Indiana's Leading Sports Authority

After 25 years of continuous and exclusive sports writing in The Indianapolis News, "The Great Hoosier Daily," Bill Fox, Jr. has finally been lured out of his den. Now, in addition to his writing, he has been induced to give the folks of Indiana "the low-down" on sports.

As conductor of "The Yarnin' Basket," "Shootin' Em and Stoppin' 'Em," "A Corner In Pigskin," and "Tearing Firma," columns, Bill Fox has built an unparalleled reputation as an authority on all sports, and a following among Hoosier sports fans which is the envy of the fraternity.

"The Fox's Den" has received enthusiastic favor with listeners in the few months that the feature has been on the air. Mail has been very heavy. Now available for sponsorship. Ask any BLAIR man for further details.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

* A Mutual Station
INDIANAPOLIS, IND.

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS
CITATIONS ★ 1944-1945

THE GEORGE FOSTER PEBODY RADIO AWARDS
To: CAVALCADE OF AMERICA (Du Pont) . . . Outstanding Entertainment in Drama
THE TELEPHONE HOUR (Bell System) . . . Outstanding Entertainment in Music
WLW, NBC Cincinnati affiliate . . . . . . . . . . . . . . . . . Outstanding Reporting of News
KFI, NBC Los Angeles affiliate . . . . . . . . . . . . . . . . . Outstanding Program for Youth
(PIHARMONIC YOUNG ARTISTS SERIES)

AND A SPECIAL CITATION
KVOO, NBC Tulsa affiliate . . . . . . . . . . . . . . . . . . for its program, SOUTHWEST FORUM

THE ALFRED I. DU PONT RADIO COMMENTATOR AWARD
To: H. V. KALTENBORN (Pure Oil) . . . for "distinguished and meritorious performance
of public service by aggressive, consistently excellent and accurate gathering and
reporting of news by radio and the presentation of expert, informed and reliable
interpretation of news and opinion . . . ."
In Confirmation...

- The National Broadcasting Company is America's No. 1 Network. It maintains that established position with stations, stars and programs—consistently the highest rated, the most popular in radio.

   And when citations are made for radio excellence, for service to the nation, for cultural contributions, NBC, its independent affiliated stations and its advertisers again take the highest honors—specifically and in whole.

   It is gratifying to share these recognitions—not in a spirit of triumph, nor as ultimate judgment of contributions, and not in any implied neglect of others’ splendid achievements.

   NBC accepts in simple appreciation the critical confirmation of an overwhelming popular vote—the vote that makes NBC The Network Most People Listen to Most.

National Broadcasting Company
America's No. 1 Network
1945—Radio's 25th Anniversary—Pledged to Victory
A waiting line is reported by WJZ, New York at local drug and tobacco counters for its "No Cigarette" package. Idea originated on Don Ameche's "Breakfast Club" program on Blue-ABC, parent network and is being used as a local promotion stunt. Station is distributing some 500 of the empty packages under the brand name "No Cigarette", "manufactured and distributed" by Blue-ABC "Breakfast Club". Package copy says cigarettes are guaranteed "to contain no nicotiene and no apple butter" and also "With men who know tobacco, best only; No Cigarettes can make those statements."

Co-op Promotion

WFIL Philadelphia is cooperating with Curtis Pub, Co., Philadelphia, in promotion of "The Listening Post", Blue-ABC show of the Saturday evening Post. More than 500 posters have been placed on newsstands throughout Philadelphia and the Curtis delivery trucks carry banner signs calling attention to the program.

WKBW Uses Billboards

WKBW Youngstown, O., advertising of CBS and local programs via billboards is the subject of a mailing piece issued by General Outdoor Adv. Co.

KFRK Radio School

TO ASSIST public school teachers of Sacramento, Calif. in using radio in their classrooms to maximum advantage, KFRK Sacramento will offer a three-week radio summer school during July. Teachers attending will be given salary increments credits under arrangements with city unified school district board. Schedule will include intensive training in writing and production.

WOWO Farm Clinics

AS A REGULAR feature of its newly organized farm department, WOWO Fort Wayne, Ind., is conducting a series of all-day clinics at which staff members demonstrate broadcasting technique to farm extension agents who have been taking farm audience surveys. Through the clinics the agents acquaint WOWO personnel with needs and preferences of rural listeners.

Booklet of Documents

BOOKLET titled "Basic Documents of the Peace" has been distributed by West Boston. Containing reprint of the Four Freedoms, the Atlantic Charter and the Dumbarton Oaks Proposals, booklet is introduced by Irving T. McDonald, WGBH news analyst.

WOL Schedule

PUBLICATION of a weekly schedule goes out May 10th. Using the WOL-DAR lineup and the Sunday, Monday and Tuesday programs, the booklet will be distributed to all listen points.

WJNO Folder

ILLUSTRATED promotion folder describing WJNO West Palm Beach, Fla, "dedicated to public service, convenience and necessity", has been distributed by the station along with a microphone-shaped blotter.

LOUIS JORDAN

Without a doubt, Louis Jordan and his Tympani Five is one of the best known small band combinations in the United States today. An accomplished musician since he was a child, Jordan is rapidly reaching the very heights of public favor. He's been clicking in the smart night spots, on the stage, and on Decca Records.

BARNACLE BILL THE SAILOR
HONEY IN THE BEE BALL
Dec. 7556

YOU GOT TO GO WHEN THE WAGON COMES
Dec. 7729

T-BONE BLUES
Dec. 8525

BOUNCE THE BALL
Dec. 3253

FIVE GUYS NAMED MOE
Dec. 8653

Consult your BMI DISC DATA for complete listings of BMI-licensed titles recorded by Jordan and other noted vocalists and bandleaders.

BROADCAST MUSIC INC. 380 FIFTH AVENUE NEW YORK 19, N.Y.

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FDR MEMORIAL

CBS Cooperates on Book

Published in Six Days

SIX DAYS after the death of President Franklin Delano Roosevelt was flashed to the world by radio, Pocket Books Inc. published a 250-page book telling how the news was handled by CBS, and printing many of the tributes to the great leader.

The popular-priced, paper-backed bootle entitled "Franklin Delano Roosevelt, A Memorial" includes a 54-page compendium of CBS broadcasts from the time the news was first aired at 5:19 p.m. Thursday through the four-day period in which all American radio mourned the President. Following pages record worldwide tributes, prayers, verses and dedicatory remarks broadcast or published here and abroad and excerpts from the late President's speeches outlining his political philosophy. All royalties from the book go "to a charitable cause that was close to the heart of the President."

CBS, mailing the book to friends, included a black-bordered note explaining their cooperation as share in honoring a "leader whose unique use of radio helped to make him the intimate of all the freedom-loving peoples of the world."

Radio at O.S.U.

RADIO JOURNALISM will be offered as part of the curriculum of Ohio State University next autumn according to Dr. James E. Pollard, school director. The students will make use of Ohio State's 25-year-old station WOSU for laboratory purposes. First two years of the course will require science, foreign language, English, American history, political science, economics, sociology and reporting. Two remaining years are a combination of journalism and radio courses with advanced social science.

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SPONSORS and broadcasters who want to help the national effort to prevent forest fires can secure scripts for two five-minute dramatic skits or 18 announcements, all approved by O.W.I. from State or Regional Forests or Commissioners of Conservation.
Nearly two billion dollars in savings! That's a lot of purchasing power. It's ready now, in bank savings and War Bonds held by Wayne County (mostly Detroit) residents, and the total is growing larger every week!

REMEMBER that when shiny new cars again take the place of guns in Detroit factories; when materials and labor will again be available to build the tens of thousands of new homes needed in Detroit; when the pent-up desires for new washing machines, radios, refrigerators, appliances, home furnishings—for all kinds of goods and services—will turn Detroit into a sales manager's paradise.

WHEN that day comes you'll want to remember, too, that WWJ is the most listened-to station in this great market... that this radio station offers a direct approach to a huge backlog of savings.
WABC presents Arlen and Margaret Arlen brings us a few sidelights on her program. Good morning Margaret...

Good morning, Harry. And hello everyone... I understand this will be a two-column commercial for PRINTERS' INK, the weekly magazine of advertising, management and sales. But can't we mention several of our regular sponsors, too?

We might, Margaret. We might mention a few like Celanese Corporation of America or their agency, Young and Rubicam, and how they have 27 PRINTERS' INK subscriptions between them. But, first, tell us about some of the things you've been doing to help the war effort.

Why Harry Marble! You know the help really comes from our audience.

Your audience, Margaret, carries the biggest Hooper rating among the New York women's service commentators. Collecting 30,000 Christmas presents for the boys was really bringing in the bacon. And the 5,244 Easter eggs, well, Armour and its agency, Foote, Cone and Beiding (together, they have 35 P. I. subscriptions) should like that. You know, bacon and eggs?

Be serious, Harry, and I'll tell you about our service drive for the Theodore Roosevelt, Jr. Company of the WAC. We made 46 separate broadcasts and more than 40 additional station break appeals. We sandwiched in personal appearances climaxing the drive with a big induction ceremony on the air. And during all that excitement we never missed a sponsor. General Foods and its agency, Benton and Bowles, another 20 subscriptions to PRINTERS' INK, heard their famous Baker's Chocolate mentioned right on time. Now, Harry, have you anything to add?

Just this, Margaret. In most of the firms who sponsor your program and in all the agencies who place this business, the men who are interested in advertising read PRINTERS' INK... and now this is Harry Marble and Margaret Arlen saying good-bye everyone.

More than 15,000 PRINTERS' INK subscribers build, approve and spend the bulk of the nation's advertising appropriation. Maybe that's why P. I. advertised stations and networks are usually remembered best and used most. It is one of the important reasons why these stations buy P. I. first.

Variation of the usual small station pattern of record-spot type of appeals, is being used by WWDC Washington in the big Band of Romance, focusing on the problems of the love-lorn. Elissa Landi, stage and film star, conducts the discussions with Florence Prichtett, New York Journal- American fashion editor and Robin Chandler, director of the Powers Model School. H. Y. Kallen, editor of the women's columnist, and Elvisa McIlhonne, OPA food division supervisor, participating.

Growth of Industry PART played by private enterprise in the growth of Canadian business and Industry is told in a series of weekly plays "Pivots to Industry" heard on WOR Vancouver. A sustaining program, firms allayed are not asked to sponsor the Programs, leaving construction of the program free from any influence. Local as well as internationally known firms are dramatized.

Aid For Veterans WRAA Richmond has a new public service series "Veterans, Here's How" to aid returning veterans. At 3:30 p.m., program features Leslie Jones, director of the Information Service Center in Richmond, who asks typical questions which are answered by citizens interested in the fields to which questions apply.

WSUN Disc Service WSUN St. Petersburg in its "Hats Off to the Boy" will present an interview with a soldier and forwards it to a station in the soldier's home area as a special service. WSUN asks that stations forward a script, or copy to the next of kin following re-broadcast.

Veterans' Program WWJ Detroit is featuring Louis Tendler, news director, as "Veteran's Advisor" to help returned servicemen.

Training School Standards Are Drawn For College Radio Journalism Courses MINIMUM standards for education for radio journalism to guide colleges and universities offering courses in broadcasting are being submitted by the Council of Radio Journalism.

Ricans refer to the following:
1. Sound education; 2. Student understanding of the impact of radio as a social instrument and its relationship to government, industry and the public; 3. Training of professional quality in the skills of radio journalism; 4. Teachers equipped by practical experience, education and understanding; 5. Access to adequate laboratory equipment and library and other facilities.

Each principle is explained in detail in the letter.

Formulation of the standards is the outcome of a joint action by the Council and of the American Assn. of Schools and Departments of Journalism forming the Council of which F. S. Siebert, director of the School of Journalism, U. of Illinois, is chairman. A standards committee was named with Mitchell V. Charnley, professor of journalism, U. of Minnesota, chairman. This group drew up the "standards" which have been approved by the council.

Lever Video Formula LEVER BROS. Co., Cambridge, started a new series of video programs, _I Challenge You_, April 25 in the company's regular Wednesdays of Nine spot on WABD, DuMont station in New York. Program, originated by Joe Cross, creator of _What's My Name_, and G. Bennett Larson, manager of WWDC Washington, invites the audience to send challenges to the program in whatever field they wish; the programmers find opponents and the competition is telecast, John Reed King's "Thanks for Looking", in which viewers are phoned and asked visual questions via their receivers, continues as the second program of the series, weekly hour on WABD. Programs are supervised by Lee Cooley, director of television and day time radio for Ruthrauff & Ryan, New York, Lever-Bros. agency.
BILL STERN tells one of his famous sports stories to audience prior to broadcast of his "Sports Newsreel of the Air" program which originated from Station KOA.

BILL STERN, FATHER FLANAGAN of Boys Town, and ELLSWORTH VINES who appeared as guests on "Sports Newsreel" broadcast from Denver.

BILL GAVE US A "STERN" TEST...

BILL STERN came to Denver recently to broadcast the 38th Annual National AAU Basketball Tournament, sponsored locally on KOA by the Dave Cook Sporting Goods Company.

While in Denver, Colgate's NBC program "Sports Newsreel of the Air" starring Bill Stern, originated at KOA.

"Superb" was the word voiced by Stern for KOA's part in the production of this top-flight show. "Superb" was the word, too, for Stern's play-by-play account of the AAU tournament games.

Yes, KOA was given a stern test and came through with flying colors. Further proof that in Denver KOA leads in every way.

IN DENVER—KOÁ GIVES YOU MORE THAN THE OTHER FOUR.

<table>
<thead>
<tr>
<th>Power</th>
<th>50,000 Watts</th>
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<tr>
<td>Programs</td>
<td>Top NBC Shows</td>
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<tr>
<td>Coverage</td>
<td>Denver and the Mountain and Plains States Region</td>
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<tr>
<td>Listener Loyalty</td>
<td>59% to 75% in seven of Colorado's Largest Cities</td>
</tr>
<tr>
<td>Dealer Preference</td>
<td>68.8%</td>
</tr>
</tbody>
</table>

**First in Denver**

KOÁ 50,000 watts 850 Kc

Represented by NBC Spot Sales

April 30, 1945 • Page 39
INTERESTED IN Participate

Sunrise Special
Music, Weather and Time
6 to 7 a.m. Daily

Wake up and Live
Lively Transcriptions and Time Announcements
7 to 8 a.m. Daily

Daily Hit Parade
Cincinnati's Biggest-Selling Records
4:30 - 5 p.m. Daily
Olive Kackley
WCKY's
Women's Commentator
8:15 - 9 a.m. Daily

Theodore Hahn, Jr.
and the
WCKY Orchestra
Twice Daily

WCKY
50,000 Watts

THE L.B. Wilson STATION CINCINNATI
Question-Box

SOME BROADCASTERS have been concerned about the possible doubling up of television and FM on the same frequencies, which would permit aural FM transmission when the video signals were off. FCC Chairman Porter has dispelled all doubt on that score in response to an interested broadcaster—A. J. Mosby of KGVO Missoula, Mont.

Television channels, when the assignments are established under the upcoming allocations, Mr. Porter states, will be used for television. And the facilities provided for FM will be used for that service to the fullest extent possible. The FCC, we think, is on sound ground. It is helpful to all interested in both services to have one board of corporation commissioners. If the FCC had not been disposed to permit the dual operation there would have resulted an extravagant use of scarce facilities. FM, as Mr. Porter points out, uses only a 200 kc. channel width even with wide band transmission. Television is a road hog, using a 6,000 kc. band.

Even more ominous would have been the threat to standard and prospective FM broadcasters. Dual use conceivably would enable television broadcasters to devote a minimum of time to the video art, filling in with aural transmissions on the sound track as they saw fit. Such operation might have hindered the development of both FM and television.

The FCC, we feel, has made a good start in clarifying this point, and broadcasters are indebted to Mr. Mosby for raising the question. There are other questions which remain unanswered, however. Will dual operation of FM and AM in the same community ultimately be construed as "duppoly" by the Commission? Wouldn't such an action thwart the AM broadcasters? Does the Commission authorize transmission of regular AM programs over FM facilities? To encourage development of these new services, the answers should be obvious. But the FCC hasn't yet spoken.

They Want It With

AMERICAN fighting men overseas still are devoted to the American system of broadcasting. In fact, they refuse anything else. Extensive programming experiments conducted by those in charge of various Service outlets around the world have found this to be true.

There is published in this issue an interesting article by Maj. Spence M. Allen, chief of the Armed Forces Radio Service in the South Pacific, in which he notes that the American form of broadcasting is the only one the soldier-listener wants to hear.

Last week we carried a report, quoting Eleanor Merriman, a Red Cross worker on an Army Hospital Ship, that the wounded veterans aboard desired their broadcasts "sponsored," not sustaining.

In England, when the American Forces Network can be heard by many British residents, some 5,000,000 of them have turned from the BBC to hear American radio fare.

There are many, many other examples of American radio's superiority—case histories in the files of this magazine which space will not permit to publish. But they prove beyond doubt that the formula is right. It could be free radio's aim to strive always toward even better programming. It has the public, here and abroad, behind it.

CAPT. CHARLES WILLIAM HORN

TYPICAL of Charlie Horn's method of operation is the story he tells on himself about the negotiations for one of the first broadcasts from the Vatican in 1929. He was at NBC's New York studios talking to Marconi in Rome, getting the proposed timing. Loud speakers at both ends of the shortwave circuit were on so that men in the New York and Rome studios could hear the conversation.

"At 9:01 the silver trumpets blow," said Mr. Horn.

"That's right," Senator Marconi answered.

"At 9:02 the Pope shows up."

The circuit went dead.

Charlie Horn began shouting into the microphone trying to get Marconi again. After a few minutes of dead air he returned, against a background of subdued snickering from Rome.

"What's wrong?" queried the puzzled Mr. Horn. "What did I say."

"Well, it wasn't really wrong," Senator Marconi said, "but you put it in a rather quaint way. We would say 'His Holiness attends. Of course, Mr. Horn, you're a New Yorker.'"

That same simplification of the complicated, the refusal to be awed by anything or anybody, still characterizes Capt. Horn. Just promoted to that rank in the Naval Reserve, Capt. Horn is assigned to headquarters as a special assistant to the Director of Naval Communications, working in the field which he practically put into operation, international communications.

The youngest looking "oldest man in broadcasting", Capt. Horn was born in New York City July 9, 1894. His first job was with Western Union, so that he could learn Morse Code and communicate with a friend who had moved from the neighborhood.

Throughout all his knowledge, Charlie Horn became a radio operator with a merchant line when he was 16, sailing to tropical places most boys just dream of.

In 1917 he was commissioned in the Naval Reserve and was made assistant district communications supervisor for the Third Naval District. From 1919, when he went on inactive status, until 1929, he was with Westinghouse.

While with that firm he was responsible for the planning and set-up of Westinghouse's KDKA Pittsburgh, pioneer radio station.

As manager of radio operations in charge of broadcasting stations and later assistant to the V-P of Westinghouse in charge of engineering and production, Capt. Horn arranged many of the "firsts" of broadcasting. He han...
THE OUTSIDE* IS DESIRABLE
on the Pacific Coast, too!

You're luckier than the kid in the picture—the "outside" (on the Pacific Coast) is available to you right now if you use Don Lee. For only Don Lee covers this over-$2$-billion-dollar-market.

A map will show you the reason. Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 39 local stations, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) revealed that 60% to 100% of the "outside market" listeners were tuned to Don Lee stations.

In the regularly-Hooper-rated cities of the "inside market" Don Lee's coverage is tops, too. Hooper reports show that during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

The outside market is plenty important on the Pacific Coast. Make sure you include it in your schedule—buy Don Lee, the only network that delivers both markets of the Pacific Coast!

*Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle—and Spokane are located.
Our Regards to
(Continued from page 18)
died Engineering on the first broadcasts of a World Series, the first remote studio broadcast, church service, tennis match, opera and countless "firsts" in special events. He says he introduced frequency modulation to broadcasting by modulating KDKA on occasion, until the listeners complained. This was about 1929 before FCC or FRC. He was the first man to operate two stations on the same frequency under exact control (synchronization). They were WBZ-WBZA Boston-Springfield. And thereby hangs a tale. Westinghouse's WBZA in Springfield was the first of the two. The lack of talent in Springfield necessitated sending most of the entertainment by wire from New York. And this, in 1923 or '24 before the days of networks. Because of the unusual absorption characteristics of New England, the WBZA programs were not reaching Boston. The talent objected.

So Charlie Horn built a "booster" at Boston. Competitive broadcasting companies objected. They had an agreement in those days not to "outdo" each other in number of stations. "But," Capt. Horn still insists innocently—with a certain twinkle, "that wasn't another station, it was a 'booster.'" So he had to develop synchronizing to prove his contention. It later became WBZ Boston.

In 1929 Capt. Horn went to Europe to organize experimental shortwave stations for international broadcasting. Westinghouse had already been working with the establishment of shortwave stations in Manchester, England; Buenos Aires and Melbourne. Charlie Horn had been in close contact with these stations, and their early experiments as well as with the BBC, the German Rundfunk and the Phillips Co. in Holland.

When he returned he was made general engineer of NBC, still working with H. P. Davis of Westinghouse who was also chairman of NBC. He was among the first to take field strength measurements, doing much to standardize and refine engineering of field strength measurements, upon which are based all FCC allocations as well as directional antenna design.

Video Pioneer

In charge of NBC's television development, arranging for the first UHF video station stop the Empire State building, Capt. Horn conducted some of the first experiments and measurements of the medium. He set up the first relay station for television at Mt. Army, N. J., in 1931.

When he resigned from NBC in 1941 he was assistant to the v-p and director of research and development. For two years he was technical advisor to Maj. Gen. William J. Donovan at the Office of Strategic Services in a civilian status, then was called to active duty with the Navy in July 1943, with rank of commander, as special assistant to Adm. Redman.

During his career he has attended many conferences and hearings on national and international conventions all over the world, and has been instrumental in shaping their courses.

He is a Fellow of the Institute of Radio Engineers, Fellow and past president of the Radio Club of America, past president of the New York Electrical Society, honorary member of the Princeton Engineering Society, and had the honor of giving the Cyrus Fogg Brackett Lecture on broadcasting, at Princeton.

Traveling is one of his favorite pastimes and he's done a lot of it. In fact he expects to spend much of his time in Latin America after the war, perhaps in broadcasting. At present he is greatly interested in solo flying. Speaking of soloing, Capt. Horn in unmarried.
To report the San Francisco Conference to the most people

MUTUAL MAKES THE MOST OF A GREAT RADIO ASSET...

One of radio's greatest assets is its ability to keep regular appointments with millions of listeners at fixed hours, day after day. This consistency is what builds tune-in habits and helps explain the medium's effectiveness.

Mutual is putting this asset to work in its coverage of the World Security Conference in San Francisco, starting April 25. To present this history-in-the-making as a regular program feature, rather than a random-scheduled "special event", we have cleared the 9:15-9:30 period, five nights a week, for the duration of the Conference.

Five nights a week, in the heart of the nation's radio evening, Mutual's Conference Highlights will immediately follow Gabriel Heatter, who consistently musters the nation's largest news audiences at the Mutual point on the dial.

Direct to conference headquarters in San Francisco, Mutual has sent a complete staff of ace analysts, including Leo Chene, Upton Close, Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, William Hillman, Charles Hodges, Elsa Maxwell, and Edgar Ansel Mowrer.

We believe this regular Conference programming...plus other planned features and flash news as it occurs...will enable us to keep an all-important appointment with a maximum number of American listeners.

THE MUTUAL BROADCASTING SYSTEM
MARK ETHRIDGE, publisher of the Courante, is a native of Louisville Thoroughbred, which operates WHAS, and STANLEY HUBBARD, the general manager of KSTP St. Paul, were among recent White House callers who paid their respects to the new President.

NEVILLE MILLER, former president of the YAB and deputy chief of the Balkan Mission, returned to his home in New York after a leave of 10 months abroad. He lunched with FCC Chairman PAUL A. PORTER April 24.

DALE TAYLOR, manager of WENY, Elmira, N. Y., is the father of a girl.

JOHN COHAH, formerly with Smith and Buli Adv. Agencies, is now manager of KRRV Denison, Tex., replacing R. E. DUPlas JR., on leave in the armed service.

ANTHONY M. QUINN, auditor of Don Lee Broadcasting System, Hollywood, has been named secretary-treasurer and elected to network's board of directors. He succeeds E. W. BOLTER.

WM. A. SPEERS, manager of CCKR Regina, is recovering from an appendectomy.

HUGH TERRY, ELZ Denver manager, is president of the Denver Rotary Club.

Reynolds Heads SCBA

ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, was elected president of Southern California Broadcast Stations Assn. at a luncheon membership meeting in Los Angeles on April 30. He succeeds Lawrence W. McDowell, commercial manager of KFOX Long Beach, Cal. Lee F. Wynne, commercial manager of KGER Long Beach, Cal., was named secretary-treasurer. Organization includes 30 Southern California area stations and the four major networks. Betty Reisa continues as SCBA office manager.

Detroit Ad Course

DETROIT stations, newspapers and the local Retail Merchants' Assn. are offering a six-week course on "Retail Advertising Techniques," given in the studios of WWJ, April 10-May 15. Two of the six meetings are on radio and the retail trade. Both radio meetings are led by Edwin K. Wheeler, WWJ assistant general manager. Harry Bannister, WWJ general manager, Owen F. Urige, WJR assistant general manager, and Richard W. Jones, CKLW commercial manager, were included in the first discussion. The second featured Lawrence J. Michelson, of Simons-Michelson Arvency and Charles G. Burke, WXYZ commercial manager. The lecture series is put on through the cooperation of WWJ WJR WXYZ CKLW, local papers and retailers.

AN ANNUAL license fee of about $.95 has been levied, with certain exceptions, on radio receiving sets in Angola. Portuguese colony in West Africa.

CELEBRATING 16 years in radio are Frank E. Fitzsimonds (!), manager of KFYR Bismarck, N. D., and Fay Brown, N. Dak. State Basketball Tournament announcer. Until four years ago Mr. Brown was on KFYR staff. He returns to cover the tournament.

FRIEDHEIM HEADS RECORDING FOR NBC

ROBERT W. FRIEDHEIM, formerly eastern sales manager and business manager of NBC's Radio Recording Division, has been appointed to the new post of manager of the entire division, heading a series of personnel changes and additions announced by C. Lloyd Egner, vice-president in charge.

Henry P. Hayes, who was office manager, becomes business manager of the division under the new alignment. William R. Seth Jr., promotion and advertising director, takes full charge of the promotion activities, succeeding Willis B. Parsons, who is now assistant sales manager.

Wade Barns, formerly a field representative, has been named assistant to Mr. Parsons, and John Keck, previously an announcer at WCAE Pittsburgh, has been added to the sales staff. George Stevens, Chicago market editor for UP from 1938 to 1940 and subsequently manager of Eagle Lock Co., Terryville, Conn., succeeds Mr. Hayes as office manager of the Radio Recording Division.

C. A. Fleming

C. A. FLEMING, 88, president of CFOS Owen Sound, Ont., and the Fleming Pub. Co., Owen Sound, and affiliated with CKFLS Cornwall, Ont., died April 19 after an illness of two months. He is survived by three sons and four daughters.

DR. JOHN ORAY FEATMAN, associate professor of psychology, City College, New York, and Tore Holonquist, chief of the CBS program analysis division, are authors of a psychological monograph on analysis of listener attitudes toward radio programs through use of the program analyzer developed by Dr. Featman, former vice-president of CBS. Dr. Paul Lazarsfeld, radio research authority, Monograph was published in Stanford University Press for the American Assn. for Applied Psychology.

LOREN C. SURBEE Jr., formerly on the sales staff of WFIR Baltimore, to Blue-ABC cooperative program department as sales account executive.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Holbrook, has been appointed to the board of directors of Hollywood Rotary Club.

HENRY GERSTENKORN, assistant general sales manager of Don Lee Broadcasting System, Hollywood, has been named radio director of War Finance Committee of Southern California area during Seventh War Loan.

DUNCAN A. SCOTT & Co., station and marketing representative offices in San Francisco and Los Angeles, has re-appointed division manager of Joseph Henshey McGeilvra Inc. effective May 15. Firm will become Western representative for Adam J. Young Jr. Inc., newly formed station representative with headquarters in New York.

RICHARD F. KOPP has been named manager of the Paul H. Reymore Co., Chicago office succeeding WALTER TENNEY. With the station sales representative for seven years, he is a brother of HARRY KOPP, vice-president of NBC central division, Chicago.

EDWARD D. HOFFMAN, formerly on the accounting staff of Price, Waterhouse & Co. in New York, has been appointed comptroller of WLIB New York.

CJC 85:0, the public service station of Mante, Ont., has appointed Joseph Henshey McGeilvra Inc., New York, exclusive representative in the U. S.

FREE & PETERS; station representative May 18, to open new office in Detroit at 947 Pershing Bldg., to be headed by W. W. BRYAN.

A. J. VICTOR, retired from the Army and former account executive of KOPP Los Angeles, has joined KPAS Pasadena as account executive.

Martin R. Karig Sr.

MARTIN R. KARIG Sr., 71, founder and former majority stockholder of the Community Broadcasting Corp., licensee of WALL Middlesex, N. Y., died April 17 at his home in Livingston, N. J. He is survived by his wife, a daughter and four sons.

INDUSTRIAL SURVEYS Co. of New York and Chicago, will establish a separate office headed by Gordon F. Buck, vice-president, who will also head both New York and Chicago client service and production departments of the radio division of the company, which recently completed a radio survey in Puerto Rico, plans to expand its advertising measurement work in foreign countries.

In Southern New England People are in the Habit of Listening to WTIC
The Latest Boston Hooper survey proves that **WORL is Boston's Best Dollar Buy** with Ratings **Second** in Boston!

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**for example**

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>STATION A</th>
<th>WORL</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>
<td>5.8</td>
<td>2.2</td>
<td>2.1</td>
<td>1.8</td>
<td>1.4</td>
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<td>1.4</td>
<td>1.4</td>
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<td>0.1</td>
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<td>4:30 P.M.</td>
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<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
<td>0.3</td>
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</tbody>
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**WORL**

*SEE RATE CARD*

---

**2ND IN BOSTON**

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**THIS LITTLE BUDGET WENT TO THE**

"**920 CLUB**"
MANY important factors for more than 150 diversified industries...including metals, laundry equipment by American Machine and more.

LAUNDRY equipment by American Machine and more.

CAPT. EDMUND ABBOTT, former CBS program director who is now with the Command Section Headquarters, AAF Radio Section, has gone on inept duties and is expected to return to commercial radio.

BERT SHEFFER, pianist, conductor and composer, joins WINS, New York May 8 as musical director. His assistant will be JACQUES FRAY.

DOLORES CUNNINGHAM of the production department of KDKY, Toronto, has been transferred to Earling Hansen, new radio officer in Norwegian Merchant Marine.

BILL BALDWIN, former Network war correspondence incorrectly reported April 6 to have joined KPO, San Francisco as announcer, is freelancing and lecturing on the West Coast. He returned the first of the year from assignment in the Pacific theater.

HARRY M. BRAWLEY, former educator and conductor of WCHS Charleston programs, is still working on his book which will document the issues before the San Francisco School Board. He has been named rector of public service for the West Virginia Educational Network. He will assume his new duties Sept. 1.

JIMMIE GREGORY, formerly of WDSU New Orleans and WZMC, Durham, N.C., to WAGA Atlanta as announcer.

Sgt. LEO KAVE, script writer of the American Forces Network, has been transferred to London, England from where he will cover this country after a 51/2 years service overseas. He has worked with the Canadian Army and later with U.S. forces. He is on temporary duty and expects to return to the West Coast in a few weeks. He has freelanced with CHARLES ROLLING WOOD, CBS, and other network correspondents, and participated in radio coverage of its fall.

PEGGY WIEDON, former assistant to BARTON BARR, radio and television chief of Charles M. Storm Co., New York, has joined WNEW, New York as assistant to the program director.

DOROTHY KEMBLE has resigned as manager of the security acceptance department of Blue-ABC.


GILBERT STANLEY, announcer for KFOC, San Francisco, OWI, KPOX Long Beach and KDKO El Centro, Calif., has joined WLB, New York.

FLORENCE SCHNEIDERMANN, formerly with the staff of the National Conference of Christians and Jews, has joined WCHS, New York as script writer.

EDWIN HALBERT, former program director of WIP Philadelphia, and television chief of WTRH, WBR and WOR, has been named assistant director of network operations at CBS, in New York.

HORACE GUILLOTTE, manager, has resigned to make the security acceptance department of Blue-ABC.

ACG, WIP Contract

AMERICAN Communications Ass'n, CJO, has negotiated a contract with WIP Philadelphia, calling for five-day work for all classes of personnel and salaries of $45 to $82 weekly for technicals, $30 to $46.50 for general utility men, $24 to $35.50 for pages or porters, with automatic increases of $2 weekly for each six months. Announcers, in addition to scale of $30 to $62 weekly, are to receive commercial fees ranging from $1 for a five-minute segment to $3.50 for a 60-minute program, a fee of 5% of the net for participating or service stand-by fees, etc. ACG estimates that "the average earnings for announcers will be well over the $200 mark per week." All wage increases are retroactive to July 14, 1944 and subject to NWLB approval.

PVT. SLOAN G. FINLEY, former WMC Memphis announcer, is with American Forces Network in London as announcer.

Sgt. VARNER PAULBSEN, former WIP Philadelphia production manager, is in the same post with American Forces Network in London.

HOMER CANFIELD, assistant manager of NBC Hollywood press department, has been appointed network western region production manager effective May 1, succeeding HOWARD WILDER, transferred to Hollywood production staff.

PAT KELLY, from KFRC San Francisco as production manager, to KFIL Los Angeles as writer-producer. Temporary successor is DON DAVIS, chief announcer.

MELVIN C. MASS, new to radio, to NBC central division sound effects department.

JACK WILLIAMS, KOH Phoenix program director, is the father of a boy.

JOHN CORBETT, released from the AAF, to WPFL Syracuse as announcer.

CHARLES WRAY, from the Navy, to WSGW, Charles, Pa.; to WFIL New York as announcer.

CHARLIE L. FRANKLIN, Washington correspondent, to WINS New York as radio producer.

JIM HENDRICK, WSM Nashville announcer, to Great Lakes Naval Training Center.

GEORGE M. HUNTER, released from the Army, to WSM and formerly with WLAB Atlantic City, to WJZ Detroit as announcer.

ARCHER W. CULLEN, in charge of informational and educational activities for the United States Steel Corp., has been appointed farm director of the Farm Bureau for WZKO Kalamazoo.

Wilton D. McCann has joined KWO Stockton, Calif., to handle agricultural and farm service programs.

BRADY TULL, KIRO Seattle announcer, is the father of a girl.

Sarnoff Booklet

WHAT RADIO offers the career-searching veteran is outlined in a new booklet entitled "Opportunities in Radio and Electronics for Returning Service Men," written by Brig. Gen. David Sarnoff, RCA president, and released last week by RCA. Declaring that the advent of television "promises some of the most interesting opportunities ever available to a returning warrior seeking a useful career in peace," Gen. Sarnoff also points out that "television is not all there is to radio today, any more than broadcasting was the limit of radio in 1920. There are endless opportunities for radio research and for exploring in space," he continues. "The ether is still quite a wilderness.

Writers' Guild Meet

THREE regions of the Radio Writers' Guild will hold their second semi-annual meeting of the year, in the National Executive Council in Chicago May 23. Chief subject will be the coming negotiations for a national basic minimum agreement for freelance writers.

Lt. Hoffenberg Heads London Office of AFN

Lt. KARL HOFFENBERG, formerly with WGN Chicago, is new head of American Forces Network, London, filling the vacancy created by the elevation of Lt. Col. John S. Hayes to the associate directorship of the Troop Broadcasting Service.

Lt. Hoffenberg at AFN Mike SHAPE and the promotion of Major Bob Light to the chief executive post in Paris.

Lt. Hoffenberg, program director since 1943, goes on supervises AFN's activities from London to the troops in the United Kingdom and the Continent.

He arrived at AFN on the day of its inception, July 4, 1943, and has played an important part in its growth. Staff Sgt. Harry Lyle, formerly with WBNS Columbus, takes over Lt. Hoffenberg's post as program director.

KOMO Covers

KOMO Hannibal, Mo., gave complete coverage of the tornado which struck parts of Missouri and Illinois, doing $150,000 worth of damage. Using information from telephone messages and AF, KOMO gave listeners news of the situation from 5:30 a.m. when the station went on the air until the emergency was over. A special on the spot broadcast was carried from the radio room of the Police Dept.

KOMO, with an appeal from the mayor for trucks to clear debris, and directions to those helping. Response was immediate, and KOMO was credited with being largely responsible, through its broadcasts, for the quick help.
ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

LEADING TUNES—Including—

IS YOU IS? OR IS YOU AIN'T MY BABY  •  BESAME MUCHO
KNOCK ME A KISS  •  SHOO SHOO BABY  •  SPEAK LOW
THIS'LL MAKE YOU LAUGH  •  SOLID POTATO SALAD

PERSONAL MANAGEMENT
CARLOS GASTEL

C.P. Macgregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA
**WIND**

**CHICAGO**

*5000 WATTS 560 KC*

![Tops on the Dial](Image)

**EXCLUSIVE**

**THE ONLY CHICAGO STATION**

**WITH 24 HOUR NEWS SERVICE**

**UP-PASINS**

**NATIONAL REPRESENTATIVE**

**JOHN E. PEARSON CO.**

**250 PARK AVE., NEW YORK**

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**Y & R COMPLETES RADIO RESHUFFLE**

**COMPLETING** the reorganization of its radio division begun last fall, Young & Rubicam last week appointed four executives as program managers "to provide closer coordination between the division and other branches of the agency, and more thorough supervision of each radio show."

Program managers are Joe Moran, who continues as associate director of the division but is being relieved of his previous assignments to devote full time to developing the system of administration; Max Wylie, George Matt Garrett and William Forbes. Mr. Forbes remains as manager of the television and research sections of the agency’s radio division.

Y & R also announced the appointment of Ed Dehr, formerly a production supervisor, as manager of radio production; Alexander Strach Jr., formerly talent director, as associate director of the division; and Gordon Cates, vice-president and general manager, heads the administration of the division.

The production operation is under Harry Ackerman, vice-president, and John Swayne, director of the division, is chief of station relations; Jack Barry operates the division’s motion picture section.

**Cabrera to Mathes**

RAY CABRERA, formerly a brand manager of Carter Products Inc., New York, where he supervised advertising for Carter’s Little Liver Pills and Hush, has been named vice-president and account executive for the M. Mathes Inc., New York. Philip Richardson, promotion manager for Teel and Drene at Froster & Gamble Co., Cincinnati, who joined Carter as assistant manager in June, with products still to be assigned. C. E. Douglas is brand manager for Arrid.

**McCord Name Change**

McCord Co., Minneapolis agency, will now be known as Melamed-Hobbs, effective May 1. Louis Melamed has been president and treasurer of McCord and R. W. Hobbs, account executive, agency opened a Chicago office last week headed by F. Clifford Estey [BROADCASTING, March 26] at 333 N. Michigan. Telephone: State 9252.

**Blaine-Thompson Co.** New York, to accommodate increased radio activity and personnel, has taken an additional floor at its present address, 234 W. 44th St. New quarters include a small theater and rehearsal studio as well as new offices. In addition to WALTER LURIE, new creative head, radio department includes MARLO LEWIS, vice-president and radio director; RICHARD SCHMIDT, commercial business manager; and MINNIE BESS LEWIS, in charge of creative copy, and PATRICIA PECORA, assistant to Mr. Lewis.

Bert R. Greene has been appointed assistant executive and sales and distribution counselor of the Ralph H. Jones Co., Cincinnati. He has served as major with the AAA as area contractor, office manager for three years and formerly was with John-Manville Corp., New York.

Vern Meier, formerly with First Federal Savings & Loan Assn., Detroit, as sales promotion director, to Wolfe-Jenkell-Dow & Donkey, Detroit, as market analyst and researcher.

Wallace F. Elliott, former producer and program director of KGWA, Oakland, has become a partner in the Rhoades & Davis Agency, San Francisco.

J. K. Strubing Jr., vice-president and account executive of Compton Adv., New York, has been elected a director.

William B. Lewis, vice-president and radio director of KGWA, Oakland, Calif., has been named chairman of the radio industry of United League Service Fund.


Al Scalpino, commercial supervisor of Young & Rubicam, Hollywood, is the father of a boy.

Jefferson K. Wood, former head of the agency, has joined Atlantic & Fillmore as advertising manager for the company's Los Angeles office.

Wallace F. Elliot, program director and continuity chief of KGWA, Oakland, Calif., has resigned to assume new position in Rhoades & Davis Adv., San Francisco.

John Nelson, former space-buyer and contact man of McCann-Erickson, San Francisco, has joined The Blox Co., Hollywood, in an executive capacity.

**AGENCIES**

**Tom Revere Quits Post With Ted Bates Agency**

Tom Revere has resigned as vice-president and radio director of Ted Bates Inc., New York. Agency's radio activities will be conducted principally by William R. Stuhler, former General Foods radio consultant, who joined Bates last October as vice-president in charge of radio production, and by Thomas Harrington, contact man on Colgate-Palmolive-Cott Co., supervising C-P-P programs. Mr. Harrington, who is executive vice-president and chairman of the board, was formerly radio chief of Young & Rubicam. Mr. Revere will spend a few months vacationing at his home in Litchfield, Conn.
LIVING IN PHILADELPHIA, it's easy for me to “make up my mind” between Philadelphia radio stations. I think all Philadelphia stations are good mediums—and I buy time on all of them—but frankly, when I can get it, I would rather have time on WCAU—because for over two decades WCAU has been the station which Philadelphians tune in by force of habit.

_Umbrella Coverage_ is one of the reasons why WCAU is our agency’s “first choice” as the place for a program or a spot, and why we often use this phrase in conferences: “Any time is good time on WCAU.”
The orchestra, when first used in Europe, was called the French horn everywhere but in France, where it was known as the cornett, or German horn. Whether the French horn was developed in France or not, its predecessor was definitely French—a circular bugle still used in France for hunting.

How stopping started

When the French horn was first introduced into the orchestra, music lovers objected to its sharp, loud tones, feeling them more suited to the fields and woods than to the concert hall. About the middle of the 18th century, the celebrated horn player Anton Stölzel muted the clear sound of the horn by inserting his fingers into the bell, or “stopping” the horn. In addition to softening the tone, “stopping” bridged some of the intervals between the harmonics. Composers use the mellow tones produced by “stopping” to achieve a distinct, out-of-doors effect.

You push the middle valve down

To complete the deficient scales of the French horn, an Englishman in 1788 invented a method of combining two horns, but the resulting instrument proved too heavy and slow. In 1815 two Germans devised the sliding valve, which successfully solved the problem and is still used on the French horn. The action of the modern horn is as fast as that of any keyboard instrument.
Only A Combination of Stations Can Cover Georgia's Three Major Markets

- **WGST** ATLANTA
  - 5000W  920 Kc

- **WMAZ** MACON
  - 5000W  940 Kc

- **WTOC** SAVANNAH
  - 5000W  1290 Kc

Available at combination rates

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

— At One Low Cost

The **GEORGIA MAJOR MARKET TRIO**

Represented by THE KATZ AGENCY, Inc.
AND NOW... the General Electric

INTRA-TEL

Television by wire for business, education and industry

The G-E Intra-Tel system can make a store the show place of a community. With it, it will be possible to televise and transmit living pictures throughout the store and in display windows. It is a new sales power that will increase customer traffic on every floor and in every department.

From the television laboratories of General Electric has come a powerful new selling aid for business, a dynamic medium for education, an effective tool for industry. It is G-E Intra-Tel—a television-by-wire system that can carry high-quality pictures and sound and reproduce them anywhere within the range of the system.

- Intra-Tel has great potentialities. In merchandising it can increase store traffic. With an Intra-Tel system dynamic demonstrations can be displayed simultaneously on every floor and in show windows. In education, the Intra-Tel system can bring special demonstrations, lectures, and motion pictures to every classroom. In industry the Intra-Tel system can provide the means for coordinating activities throughout a plant, observe production progress, to peer into inaccessible places or to observe extremely hazardous operations. The Intra-Tel system uses no transmitter and its installation thus requires neither FCC license nor government approval.

- A G-E Intra-Tel system includes one or more portable pickup cameras, one or more sound microphones, and a control and monitoring console. The entire system is designed so that both picture and sound are fed by cable to any number of home-type or display receivers. If desired, a motion picture projector and film pickup camera can easily be added to the system. Provision can also be made to link the system to any outside local television broadcast station by means of coaxial line or by radio relay.

* For details on G-E Intra-Tel systems and television broadcast systems, see your G-E broadcast equipment representative, or write for the booklet "Television Broadcasting Post-War," Electronics Department, General Electric, Schenectady 5, N. Y.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
A typical G-E Intra-Tel system. With the Intra-Tel system, portable television cameras and sound microphones can be operated from any place in store or plant. Pictures and sound picked up by cameras (1) and microphone with microphone amplifier (2) and (3) are fed by cable to the control and monitoring console (4). Outlets at the console make it possible to feed picture and sound signals by cable to any number of display receivers (5). Amplifiers and pulse generator (6) maintain signal levels and synchronize scanning, respectively. Film projector (7) is used for motion pictures.

Establish a delivery priority now on your future television equipment. General Electric offers you the "G-E Television Equipment Reservation Plan." Write for your copy. It explains how you can assure yourself early delivery of your television equipment.

Plan to visit General Electric's great television proving ground—WRGB at Schenectady, every Wednesday and Friday are "open house" days. Write for the folder, "How to get to Schenectady," or see your local G-E broadcast equipment representative.

Hear the G-E Radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.
Baseball in N. Y.


CAB Drops Dual Ratings System

Returns to Chronological Lists After Pole Taken

WITH COMPLETION of a year of 81-city interviewing, Cooperative Analysis of Broadcasting has revamped its reports and dropped the dual rating system that showed ratings for the old 32-city base as well as the new expanded system. Leaving only the 81-city ratings, new system was adopted after CAB subscribers voted for the single base. It is accompanied by a return to chronological listings, showing the four networks in parallel columns.

The revised three-monthly reports also contain alphabetical indices of nighttime programs and of daytime programs separately for weekdays and weekends, as well as alphabetical ranking lists for daytime and evening programs. Separate tables give the ratings of regional or limited network programs and of national spot programs. The alphabetical listings have been revised to show programs by the names they are generally called by listeners, such as Charlie McCarthy instead of Chase & Sanborn Program. Commentators are now listed alphabetically by first names.

In addition, CAB issues each year three comprehensive reports on sets-in-use, showing variations in listening at various times for each season on a national basis, broken down into seven geographic areas, time zones and cities by size of populations, and three similar program audience reports. CAB also issues four reports on audience composition, giving sex and age groups for each quarter-hour period, and eight brand reports, showing sponsor or producer identification. Finally, there are six city reports, showing listening for each of the 81 cities and a breakdown of the audience by stations for each city.

A map showing the cities in which CAB interviews are made, with the number of stations and interviewing units in each city, is in preparation for subscribers.
THE FITZGERALDS booked solid before first broadcast on WJZ!

JAYZIE rolled out the carpet for this top-ranking morning show on April 16

THANKS TO ALL THESE SPONSORS: H. Hicks & Sons, Inc. · J. W. Beardsley’s Sons · The Davidson Bros. Corp. · Dorsay Products · Hanscom Baking Corp. · The House of Herbs, Inc. · Isbrandtsen-Moller, Inc. · C. F. Mattlage Co. · Vegex Co. · West Disinfecting Co. · J. A. Wright & Co., Inc. Minwax Co., Inc. · Maritime Milling Co., Inc. · Pieter de Witt Diamonds, Ltd. · F. Schumacher & Co. · William A. Nesbitt

THERE’S STANDING ROOM ONLY now for sponsors to the Fitzgerald program. And no wonder! The same real-life antics are still broadcast from the Fitzgeralds’ own breakfast table—the same cat’s meow and doorbell ring, the same gay sparkle that gives each moment its private chuckle, the same pleasant, effortless advertising that’s been so effective—everything which has made those delightful Fitzgeralds a daytime favorite. But... a better time—7:50 to 8:15 A.M.—to catch the whole family at breakfast, and now over WJZ, New York’s First Station—stronger, clearer.

Approved advertisers will be given priority and put on the waiting list in order of application. Why not talk it over with us right away?

THE FITZGERALDS ARE NOW PLAYING

Monday through Saturday, 7:50-8:15 A.M. and Saturday at 3:30-4:00 P.M. on WJZ

BROADCASTING · Broadcast Advertising

April 30, 1945 · Page 57
FM, Video Separate Services, Chairman Porter Tells Mosby

CLARIFYING his letter of April 2 regarding the possibilities of broadcasting FM programs on television sound channels, as suggested by A. J. Mosby, general manager of KGVO Missoula, Mont. [BROADCASTING, April 23], FCC Chairman Paul A. Porter in a letter last Monday to Mr. Mosby made it plain that the Commission regards television and FM as two distinct services, each to be developed in its own right.

"The Commission expects television channels to be used for television," wrote Chairman Porter. "Similarly it expects the facilities provided for FM to be used to the fullest extent possible."

Thus the FCC chairman virtually closed the door to a proposal by Mr. Mosby that the Commission consider permitting the broadcast of FM on television sound channels, inasmuch as television might be a service limited to not more than two to four hours daily.

Mr. Mosby has circulated other broadcasters, from whom he solicited comment. He contends that the present-day broadcaster can't finance both television and FM and television as separate services, but could pioneer with a combination of the two, "giving regular FM service from the audio channel of his television transmitter along with his regular AM programs and occasional television programs, the listener using his single television receiver for the particular service he chooses."

Following are excerpts from letters addressed to Mr. Mosby by various broadcasters:

J. H. LEE, General Manager, HBOX Springfield, Mo.—In marketing television and FM services, the possibilities of television might be almost prohibitive for the first years of operation unless we can find some way to reduce expenses, and I believe your idea would take care of that situation.

ED CRANEY, KFPY Spokane, KQIR Butte, KYU Portland, Ore. EPPA Helena, Mont. KBMM Bozeman, Mont.—As long as they are shifting FM upstairs and admit that television eventually is going to be shifted upstairs, the argument is to get the FM and television both shifted upstairs at the present time. Your idea, goes along with this, and I think that if you could coordinate your plans, you could probably talk sense to the Commission through the Senate and House Interstate Commerce Committees.

V. MARSHALL H. PENORA, Manager, KRNR Roseburg, Ore.—I certainly think the possibilities of television and FM being used together are immense.

FCC Sends Hyde, Marks To Puerto Rico Hearing

FIVE issues involving WPRP Ponce, Puerto Rico, including petition for voluntary transfer of control from Julio M. Conesa to the Voice Radio & Television Inc. for $30,000, and application of Consolidated Broadcasting Corp. for the WPRP facilities (1420 kc with 250 w unlimited) were to be aired in public hearings scheduled to begin April 30 before FCC General Counsel Rosel H. Hyde, sitting as examiner, at the U.S. District Court House, San Juan, P. R. Leonard Marks was to represent the Commission. William C. Koplovitz of Dempsey & Koplovitz, Washington, is counsel for Voice of Porto Rico and Frank Stollenwerck, Washington, is appearing for Consolidated.

All four attorneys' left Washington Wednesday for Puerto Rico. The WPRP case has been pending more than four years.

you have an excellent idea in the combination of FM and television... your suggestion would clear the way for many smaller stations to go into the FM field secure in the knowledge that the ultimate development of television would allow them to proceed in that direction with the minimum amount of expense in equipment and the utilization of a single frequency.

C. T. LUCY, General Manager, WBBR Richmond, Va.—From our knowledge of the occasions involved, we are in accord that you seem to have a good idea. It would certainly be interesting to know whether an idea has not been proposed by the Institute of Radio Engineers or others interested in broadcasting, as your proposal seems both logical and feasible from an operational standpoint.

J. H. RIVERS, General Manager, WSCC Charleston, S. C.—Most certainly it would be much more sensible from the standpoint of the FM radio station to operate the audio part of television as FM and to have it. I may conceivably be necessary, four transmitters—your AM, your FM, the audio part of television, and the picture part. I do not think there is much doubt that television will combine the audio and pictures in one transmission operation, but the fact remains that if the program you advocate is adopted by the Commission, then we will end up with only two transmitters, and we will be forced to get along with the situation as it is now.

Text of Chairman Porter's clarifying letter to Mr. Mosby follows:

Reference is made to your further communication dated April 11, 1945 in regard to the use of the sound channel of a television station to provide a sound service when a suitable television program was not available.

It appears that I have not made my position at all clear, particularly in regard to that portion which you quote: "For example, perhaps the television transmitter... adapted and licensed for both services." What was meant was that it may be possible to design equipment to operate alternately on either the sound channel of a television channel or on a channel in the FM band. I did not have in mind the transmission of sound programs when operating the television band. From an engineering standpoint an FM transmitter can, of course, be converted for use on the sound channel of a television station within the tuning limits of the equipment.

The Commission cannot agree with you that "if FM is coming into the broadcasting picture, it will be transitory... until television comes into its own, so let it come as an addition to television in the new high frequency television bands." You will note that even if it were true that FM is employed on the sound channel of a television station it would occupy only approximately 200 kc out of 6,000 kc and, therefore, could not be considered as taking any of the space.

As set forth in the Commission's Proposed Report on FM, the Commission expects television stations to be served by television. Similarly it expects the facilities provided for FM to be used to the fullest extent possible.

WGAS Chicago, now at 2400 W. Madison St., will move to larger quarters at 2708 Washington upon WPB approval.

WHAT'S SO WONDERFUL ABOUT MIRACLE (Ky.)?

Maybe Miracle is marvelous to somebody, but to us—and you—it's just another distant settlement. All such communities in the State lumped together wouldn't give you a market equal to WAVE's populous and prosperous Louisville Trading Area (which is all we actually ask you to pay for, though our wavelength length reaches farther than you'd think). You won't get miraculous results from Miracle, but you can expect 'em in Louisville. Shall we WAVE a band?

LOUISVILLE'S WAVE

5000 WATTS • 970 KC

N. B. C.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 58 • April 30, 1945

BROADCASTING • Broadcast Advertising
The Most Powerful High-Frequency Tube

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

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

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

*Federal always has made better tubes.*

Federal Telephone and Radio Corporation

Newark 1, N. J.
OWI PACKET, WEEK MAY 21

Check the list below to find the war message announcements you will broadcast during the week beginning May 21. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chains 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 PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Seventh War Loan</td>
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<td>Crop Corps</td>
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<td>Dangerous Pennies</td>
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<td>Cadet Nurses</td>
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<td>V-Mail</td>
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</table>

See OWI Schedule of War Message 161 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

PEORIAREA MOVES THE EARTH

...WMBD MOVES YOUR PRODUCTS

Helping Shape the Earth to Suit Free People

Peoria is the center of earth-moving equipment manufacture—equipment vitally needed to help smooth the road to Victory. After the war, Peoria's earth-moving equipment will be called on to reshape the face of a battle-scarred world.

NOW and LATER, Peoria's prosperity is assured. You can depend on Peoria's potent buying population of 600,000 to continue supplying the material from which sales records are made.

You can capture PEORIAREA through one station . . . WMBD!

100-Watter Income Up 37% for Year

FCC Data Shows Figures for Typical Week During 1944

The average 100 w broadcast station during 1944 had a gross income of $40,985, which was 37% more than in 1943, according to an analysis of last year's broadcast revenues by the FCC. There were 28 commercial stations using 100 w in operation last year, which produced total net time sales of $983,639, which was an increase of $263,476 over the $720,062 reported the preceding year. There were also five noncommercial 100-watters in operation. The analysis completed the FCC's survey of station revenues during 1944.

The FCC release continued:

All of these stations showed increases in their net time sales; 4 reported increases of $30,000 to $30,000; 4 of $10,000 to $25,000; 8 of $5,000 to $10,000; and 3 of $500 to $5,000.

Ten of the 28 commercial stations serve outlets for the four major networks, as follows: Blue, 2 stations; CBs, 1; NBC, 1; and Mutual, 6.

Licenses of 13 of these stations, or the companies or individuals owning or controlling them, are engaged in other businesses, as follows: Education, 3; funeral home, 1; hotel operator, 1; motion picture theater, 2; publishing, 3; religion, 2; and road contractor, 1.

These stations are located within the continental United States as follows: Five in Texas; 4 in Pennsylvania; 3 in New York; 2 in California, Illinois, New York, Oregon and Wisconsin; and one each in Alabama, Colorado, Georgia, Indiana, Maine, Montana, Oklahoma, South Dakota, Utah, Virginia, Oregon and West Virginia.

Correction

WKRC Cincinnati will rejoin CBS June 1 as a basic network affiliate and not Mutual as incorrectly stated in BROADCASTING April 2.

KMBK Kansas City in cooperation with the U. of Kansas and the Kansas City public school will sponsor a radio in-structure program. Members of the staff of Dr. Charles F. Church, KMBK director of education, will be: Mortimer Frankel, associate script editor of CBS; George McLean, director of Chicago Board of Education radio council; Kenneth G. Bartles, director of radio workshop of U. of Syracuse; Margarette Fleming, director of drama and radio writing, U. of Kansas; Harold B. McCarroll, director of WHA, U. of Wisconsin; Elizabeth Cady Noe, U. of Illinois Office of Education; Nadine Miller, director of Public Information Service of Kansas City; Charles P. Hunter.
Mr. C.J. Lanphier  
General Manager, WEMP  
710 No. Plankinton Avenue  
Milwaukee 3, Wisconsin  

Dear Mr. Lanphier:  

Yesterday afternoon, following the unlooked-for announcement of the death of President Roosevelt, an avalanche of telephone calls was experienced at all local telephone offices. We asked WEMP to request the public to refrain from placing unnecessary telephone calls because the heavy load was interfering with the proper handling of urgent war calls. After the broadcast was made, almost immediately the calling load dropped and within a short time the number of calls being placed was more nearly normal.

The assistance given to us in this connection by WEMP was of immeasurable help, and sincere thanks is expressed.

Very truly yours,
Hearings on Clear-Channels Deferred by FCC to Sept. 5

Need of Complete Preparation Emphasized by Commission in Explaining Postponement

POSTPONEMENT of the clear-channel hearings from May 9 to Sept. 5 (Closed Circuit, April 16, Broadcasting April 23) was announced last week by the FCC.

In a public notice the Commission said it was of the opinion that "it is important that preparation for the clear-channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record."

Work Under Way

Pointing out that "substantial preparatory work has already begun," the FCC nevertheless took cognizance of the vital hearing of data concerning the clear channel, Government-industry engineering committees on the overall phases of clear channel broadcasting. These committees, already at work, are expected to complete their tasks before the Sept. 5 date.

Plans are to make their respective findings available to "interested persons" in advance of the hearing, to permit the various interests to prepare their respective cases. Licensees of more than 50 stations, three major networks, a regional network and several other organizations have filed appearances [Broadcasting, April 9].

In addition to the three engineering committees, a fourth group on surveys, also composed of Government and industry members, will conduct a survey among listeners in clear-channel areas to determine whether, in the minds of the public, clear channel stations are providing adequate service [Broadcasting, April 23].

Although the Bureau of Census likely will handle the survey, broadcasters have been asked to participate financially. In its public notice the Commission pointed out that the "desirability of such a survey being handled under the Commission by many interested persons" and that "it has been stated that the Commission rather than the industry is best equipped to conduct such a survey."

Industry members are understood to have opposed questions bordering on program control by the Commission. Full cooperation has been offered the FCC, however, by industry members of the committee. Dallas W. Smythe, FCC chief economist, is chairman of the survey group.

FCC HEARING NOTICE

TEXT of the FCC public notice dated April 24 and postponing the clear channel hearings from May 9 to Sept. 5 follow:

The FCC today announced that the clear channel hearing (Docket No. 6741) scheduled to start May 9, has been postponed until Wednesday, Sept. 5.

The Commission is of the opinion that it is important that preparation for the clear channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record. It is apparent that after conferences with interested persons that this type of presentation cannot be ready in time for May 9. Hence, a postponement at this time is necessary.

Substantial preparatory work has already begun in connection with the hearing. Three engineering committees have been established for the purpose of preparing comprehensive reports on the general underlying data necessary for the hearing. These committees are composed of representatives of the Commission and other interested persons. These committees are:

COMMITTEE 1—Determination of what constitutes a satisfactory signal.
COMMITTEE 2—Determination of methods to minimize objectionable interference.
COMMITTEE 3—Determination of channels to which shall belong which various signal strengths are delivered.

It is expected that these committees will work during the summer and be ready to report well in advance of the Sept. 5 hearing. It is expected that after reports are ready, the Commission will make available to interested persons in advance of the hearing.

A fourth committee consisting of Commission personnel and other interested persons has already been established.

This committee is concerned with the problem of conducting a survey of listeners. The desirability of such a survey being conducted by the Commission by many interested persons has been stated. It has been stated that the Commission rather than the industry is best equipped to conduct such a survey. Full cooperation has been offered the FCC, however, by industry members of the committee.

Dallas W. Smythe, FCC chief economist, is chairman of the survey group.

Luootto Is Absolved In Fascism Charge

Rumors Not Factor in WOV Decision, Denny Declares

CHARGES that Andre Luootto, New York advertising agency executive, was sympathetic to the cause of Fascism and reports circulating in New York that the FCC proposed denial of the transfer of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester, was traceable to Mrs. Luootto's alleged participation in negotiations, were discounted last week by Commissioner Charles R. Denny Jr. (Closed Circuit, April 23).

"While I did not participate in the WOV proposed decision," said a statement by Mr. Denny, "I know that any rumors that Andre Luootto had nothing to do with the decision are wholly false for two reasons.

"First, the record shows that Luootto was to have nothing do with the present transaction. Second, even if such charges had been associated with the Mesters in the present deal, it would not have adversely influenced the decision because the 1942 charges against Luootto were thoroughly investigated and found to be unsubstantiated."

Previous Application

"Our investigation convinced me that Andre Luootto is a loyal citizen and a person of integrity."

Charges that a previous application for the purchase of WOV in 1942 by the Mester brothers did not get FCC approval because of certain allegations against Mr. Luootto, were made by the House Select Committee to Investigate the FCC. In 1942 Mr. Luootto would have become manager of WOV had the Mester brothers purchased the station.

Action by the FCC in proposing to deny transfer to the Mester brothers of WOV took place before Mr. Denny was sworn in as a Commissioner.

"I am naturally glad to see that the Commission realizes the falsity of the charges brought against me. It is regrettable that unscrupulous persons were allowed to make such charges but I never had any doubt that governmental agencies, even if swayed for the moment, would eventually realize the truth and publicly state it."
PRINTED, ILLUSTRATED NEWS BY RADIO

... with paid advertising

The post-war facsimile "newspaper of the air" will take printed and illustrated news direct into homes by radio, at a speed equivalent to more than 12* tabloid-size pages per hour! Who will be first, in your territory, to use this most modern type of publishing?

*Even greater speeds are technically possible with Finch equipment, and can be obtained where the available radio channels are sufficiently broad.

SELF SYNCHRONIZING

finch facsimile

DELIVERS PICTURES AND TEXT BY RADIO OR WIRE

FINCH TELECOMMUNICATIONS, INC. - PASSAIC, N. J.

N. Y. Office: 10 E. 40th St., New York 16, N. Y.
FCC Denies Complaint Against WPEN; Sustains Program Duty of Licensees

HOLDING that the Communications Act vests in licensees the responsibility of programming and that the new religious policy of WPEN Philadelphia is "consonant with the licensee's obligation to present a diversified and well-rounded program service", the FCC last week denied petition of the Philadelphia Gospel Broadcasters Assn. that Commission action granting transfer of control to the Philadelphia Bulletin be set aside [Broadcasting, April 9].

The association, composed of Fundamentalist churches, had complained because WPEN cancelled most of the religious broadcasts sponsored by member churches of the group.

FCC action came shortly after eight members of the religious groups took an appeal to the Third Circuit Court of Appeals in their effort to restrain WPEN from enforcing its new policy. District Judge William H. Kirkpatrick in Philadelphia had dismissed the church bill in equity against the station licensee [Broadcasting, April 16]. Appellants are Rev. Carl McIntyre, Young People's Church of the Air, Word of Life Fellowship, Rev. Theodore Elsner, E. Schuyler English, Highway Mission Tabernacle, Wesleyan Methodist Church, Wiley Mission.

Following is text of a letter sent by the Commission last Tuesday to William S. Bennet, New York, counsel for the gospel association:

The Commission has considered the petition and the complaint which you filed on behalf of Philadelphia Gospel Broadcasters Assn. with reference to the action of Station WPEN Philadelphia. In dissenting religious broadcasts which had been sponsored by the various organizations in your group.

In response to Commission inquiry regarding the new policy in handling religious programs, the station has advised that approximately one and one-half hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups with which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allotted for various religious broadcasts.

The policy of Congress as expressed in the Communications Act of 1934 contemplates that the selection and presentation of radio programs shall be vested in the individual station licensee. Licensees are, however, required to operate in the public interest and the Commission has construed this obligation as requiring presentation of a diversified program balance.

The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of Station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of Station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded program service. For the foregoing reasons, the Commission has today denied your petition.

Standard Brands Show

STANDARD Brands Inc., New York, on May 1 starts a weekly quarter-hour program dramatizing the work of the OPA on WOR New York. Titled Soldiers With Coupons, the program is written and directed by Tex Winter, regional OPA radio director. Daniel P. Woolley, regional OPA administrator, will speak briefly at the start of each broadcast, discussing phases of the OPA's fight against inflation, rising prices and the black market. Standard Brands will promote no particular product, taking identification credit only. Business placed by J. Walter Thompson Co., N. Y.

Western Electric

The well known Western Electric Reproducing Group—which includes the famous 9A Reproducer for both vertical and lateral recordings—is adaptable to any transcription turntable.

Designed by Bell Labs and introduced in 1937, this equipment is still meeting the most exacting requirements of transcribed broadcasting today.

Out of the concentrated experience gained in our years of war work, will come still finer broadcasting equipment for the future.

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be news in a less fertile section. Yet in the rich Fargo area wheat and all other grains account for only about 30% of the farm income, and all the rest comes from widely varied crops!

And listen: Us hayseeds are just as diverse in our spending as we are in our farming! That's why this section looks so rosy to WDAY's varied advertisers. . . Shall we send you a picture?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 Kilocycles . . . 5000 Watts

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Broadcast Advertising
"Sometimes I wish I'd listen to something besides WCSH."

"Sometimes I wish I'd listen to something besides WTIC."

"Sometimes I wish I'd listen to something besides WJAR."

"Sometimes I wish I'd listen to something besides WRDO."

"Sometimes I wish I'd listen to something besides WIAR."

"Sometimes I wish I'd listen to something besides WLBZ."

"Sometimes I wish I'd listen to something besides WFEA."

"Sometimes I wish I'd listen to something besides WBZ."

The peak program and power impact of NERN stations is irresistible to 96.5% of New England’s families. And NERN’s listeners respond easily because, though comprising barely more than 6% of the nation’s population, they have 11% of the capital resources in U.S. Banks. NBC affiliation brings all NERN stations the nation’s peak programs. FCC authority gives NERN stations New England’s peak power. This solid combination, available for only $12 per daytime quarter-hour, comes with free studio facilities in Boston, Hartford or New York and without line charges. When you buy NERN, you buy a network.

### NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City/State</th>
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</thead>
<tbody>
<tr>
<td>WBZ 1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WCSH 970</td>
<td>5,000</td>
<td>Portland, Maine</td>
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<tr>
<td>WIAR 920</td>
<td>5,000</td>
<td>Providence, R.I.</td>
</tr>
<tr>
<td>WLBZ 620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
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<tr>
<td>WTIC 1060</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
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<tr>
<td>WFEA 1370</td>
<td>5,000</td>
<td>Manchester, N.H.</td>
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<tr>
<td>WRDO 1400</td>
<td>250</td>
<td>Augusta, Maine</td>
</tr>
</tbody>
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Nationally represented by

WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern
HARTFORD, CONNECTICUT
FCC OPINION GRANTS

CADDILLAC, Mich., CP

MEMORANDUM

opinion has been adopted by the FCC granting a construction permit to Midwestern Broadcasting Co., licensee of WTON Traverse City, Mich., for a new standard broadcast station on 1400 kc at Cadillac, Mich. Grant is subject to the requirements of the Commission's Statement of Policy of Jan. 20, 1944, and to the procedure notice of Jan. 25, 1945, relating to the use of critical materials for construction purposes.

Headed by Lester M. Biederman, president, and Marion L. Bauffman, vice-president, Midwestern will use power of 250 w and unlimited hours at Cadillac. Applicant states that no critical materials are to be employed or are any utility extensions required as it is planned to use quarters leased in the local American Legion building.

The Commission notes that at present there is no primary service rendered either day or night, and operating as proposed the station would render primary service to 12,225 persons and local coverage to 28,747 persons in a 11,120 sq. mi. area daytime. Also noted were letters from local industrial, business and civic interests and that the proposed station would provide "a wholly local program service, without network affiliation". The War Manpower Commission advised the FCC that Cadillac is not a critical labor area.

EDITOR: Broadcasting: In your issue of April 23, under the heading "FCC Expected to Decide FM's Place in the Spectrum about May 1" there appear two paragraphs on which I would like to comment.

The first statement is: "So far engineers still are at loggerheads over F2 layer transmission."

This is not correct. The predictions made by Mr. Norton during the October hearing with respect to F2 layer was made when the record was thoroughly disproved.

The second statement reads as follows: "Since Sporadic E is held to cause interference 1% of the time at 42 mc, 1/10th of 1% of the time at 60 mc and 1/100th of 1% of the time at 84 mc, it appeared likely that the FM band would begin above 60 mc.

May I point out that in this statement you have confused the percentage of time during which Sporadic E transmission may take place with the question of whether or not interference will occur. The two are not the same.

To determine whether interference occurs the power and range of the transmitters must also be taken into account. On the basis of real recordings made of Sporadic E and introduced on behalf of the Commission it has been established in the record, by me, that two FM transmitters, each operating on 44 megacycles and capable of serving ranges of 40 to 50 miles (50 microvolt contour) will not interfere with each other via transmission, even though spaced at the most critical distance for such effect.

It is therefore quite possible to operate the host of local stations within the part of the band in which your article predicts 1% interference from Sporadic E without any trouble from this source whatsoever. Why move them above 60 mc.

EDWIN H. ARMSTRONG
Columbia University in the City of New York

April 24
YOU NEED hallicrafters EQUIPMENT
in high frequency development work

Rail and motor lines, maritime services and universally expanding aviation are planning new or improved communications systems to keep up with the forward pace. In these and many other fields of science there is an urgent demand for the latest developments in very high frequency and ultra high frequency apparatus. In your work in these fields, look to Hallicrafters for advanced communications and electronics equipment.

BUY A WAR BOND TODAY!

THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Pagannini, great violinist, played to his jailer—a poor audience for such talent.

Be sure your program has a worthy audience! Use:

Baltimore's Listening Habit

WCBM
The Blue Network Outlet
John Emer George H. Roeder
President General Manager
FREE & PETERS, INC.
Exclusive National Representatives

Radio Is Effective, Cooper Tells AP

ALTHOUGH the airwaves have been used effectively for Associated Press institutional promotion, radio does not yet tell the listener enough about the source of the news, Kent Cooper, AP executive director and general manager, said in his report to the members, submitted at AP's annual meeting April 23 in New York.

"Very much can be done with this medium (radio) in acquainting the public with the AP, its organizations and its people," Mr. Cooper's report read. Stressing the need for "widespread public awareness and appreciation of the meaning and significance of the words the Associated Press," Mr. Cooper wrote, "the fact must be faced that in the swift tempo of this day, fine craftsmanship alone may be ignored."

Six AP directors were reelected for three-year terms, in a vote principally by proxies due to ODT restrictions on travel. Renamed to the directorate are: Roy A. Roberts, chairman (early Star-WDAP); Col. Robert R. McCormick, Chicago Tribune (WGN); Palmer Hoyt, Portland Oregonian (KGW); L. K. Nicholson, New Orleans Times-Picayune; C. A. Beal, St. Louis Globe-Democrat; Stuart H. Perry, Adrian (Mich.) Telegram.

Quality Transcription

...that keeps the original music and speech alive!

Your station announcer...not quality variation...should tell your listening audience whether your broadcast is a 'live' or 'recorded' program.

'Live' and 'recorded' quality should be practically indistinguishable!

Fairchild-built recording channels put the fundamental tone and all overtones up to 8,000 cycles on the record at full strength. The bass takes on the character of the individual instruments instead of the all-too-prevalent 'boom, boom' which leaves the listener wondering whether the recorded sound is string bass, brass horns, bassoon or drums.

At the other end of the sound spectrum, and throughout all intermediate ranges, Fairchild recorded sound comes back over good playback systems with absolute naturalness.

No doubt remains in the listener's mind that he's hearing the 'live' qualities of the orchestra, band, or the even-more-difficult-to-record individual performances of the piano or pipe organ.

Fairchild Portable Recorder descriptive and priority data are available. Address New York Office: 475 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
Radio Sets Peace Pattern

(Continued from page 17)

Conference progresses. Personality copy will be held in importance only as related to the actual deliberations of the official delegations, it was stated. Radio executives are aware that there will not be sufficient copy to hold interest.

Prevailing thought is that big news won't break fast enough to keep the frequencies alive with the multiplicity of programs scheduled. Repetitious reporting, frequently a fault of radio, it was pointed out, will send radio news correspondents scurrying for a scrap of news that might pass muster with the surfeited listeners.

With Paul White, director of CBS public affairs and news broadcasts, sitting it out in New York for any eventualities, Fox Case, western division director of that department, is in charge of all San Francisco operations, coordinating activity of some 25 commentators, news analysts, reporters and writers, who have shifted to the scene from New York, Chicago, Washington, Hollywood and other points. Phil Woodyatt, assistant to Mr. White and CBS San Francisco news bureau manager, is collaborating with Mr. Case.

Chester J. LaRoche, vice-chairman of Blue-ABC, and Robert E. Kintner, vice-president in charge of news and news features, scheduled to be in San Francisco for the opening conference, are detained in New York for a fortnight. G. W. (Johnny) Johnston, director of news and news features, was among the first to arrive in San Francisco. He set up shop and will remain throughout the conference, coordinating the work of 43 commentators, analysts, reporters and assistants.

McCall Supervising

Francis C. McCall, manager of network operations, NBC news and special events division, New York, is supervising all broadcasts for that network. Assistants from New York, Washington, Chicago and Hollywood are covering the sessions. E. B. Canel, director of Latin-American programs, NBC international division, is covering the Conference for shortwave to South America, cooperating also with the Coordinator of Inter-American Affairs. With him is Vicente Tovar, NBC international division commentator of Washington.

John D. Whitmore, Mutual director of news, New York, is supervising all broadcasts for MBS. He has 30 commentators, analysts, reporters, writers and assistants from other parts of the country under his supervision.

Special features of the daily sessions are being shortwaved to all United Nations and liberated areas, as well as enemy-occupied countries and territories.

Armed Forces Radio Service, beside handling shortwave broadcasts to servicemen overseas, also is transmitting programs for release on 400 AFRS stations in the various war zones. OWI overseas division is shortwaving programs to civilians in enemy as well as friendly territory.

Radio's physical setup to handle the heavy load of programs from the Conference is centered in the Veterans' Memorial building, adjacent to the War Memorial Opera House.

Studio Setup

Each of the four major U. S. networks has a space setup of 18 by 38 feet into which studios, control and newsrooms have been thrown up without disturbing any of the existing partitions in the Veterans building. In the draw for location, Blue-ABC came off with the choice pick, sharing space between CBS and NBC but with fewer pillars and corners to contend with.

Radio booths have been erected in the lush Diamond horseshoe circle of the Opera House, giving broadcasters practically front-row position in the 3,200-seat auditorium. All networks, including BBC, have been assigned a box and booth each, with independents occupying one. Networks and independents are pooling facilities to a degree at the Opera House. Instead of the customary 50 or more microphones for such a historic event, broadcasters have agreed to hold the battery of mikes down to a minimum of 10.

Two of these have been assigned to the more than 40 local and out-of-town independents. NBC is feeding to BBC with the latter doing the same to Canadian and Australian networks. Blue-ABC also is extending to BBC its transcontinental wire after midnight (PWT) so that the latter can send highlights and programs to New York for transmission via trans-Atlantic radio.

In keeping with the dignity of the event, radio, at the suggestion of the State Dept., agreed to eliminate the customary mike pants, with no station or network identification being shown during broadcasts from the War Memorial Opera House.

New Blue Affiliates

WHGB Harrisburg, Pa., now under construction, will join Blue-ABC as a basic supplementary affiliate when it begins operation as a full-time station, 250 w on 1400 kc, June 15 or sooner. On May 15, KMPC Bakersfield, Cal., 1,000 w on 1660 kc, will become a basic affiliate of the Blue, replacing KERN Bakersfield, 1,000 w on 1410 kc, which will join CBS on that day. KMPC is currently an outlet for Mutual-Don Lee and will continue that affiliation until October 15.
QUEBEC PROVINCE RADIO PLAN SIGNED

THE QUEBEC Government bill to set up a provincial broadcasting system [BROADCASTING, March 26] was signed by the Lieutenant-Governor of Quebec April 20. Under the bill and its amendments from the original plan the province is authorized to set up a broadcasting system at a cost of not more than $5,000,000, and can expropriate existing stations to do so.

A three-man commission will manage the system, the commission to be appointed by the Government. The commission will be the active management with the manager receiving $9,000 annually and the assistant manager $7,500.

No intimation has been given as yet as to when Radio-Quebec will come into existence. Under international law only the federal government of Canada has jurisdiction to license broadcasting stations, and it is understood no applications for licenses for radio-Quebec have been received as yet.

WSL—Harold A. Safford, John Stronno.
WOH—Beatrice Beatty.
WOG—Francois Hache.
WITH—WWDC—Ian Rose McDonald.
WPBA—Maysanne. P. B.—Andre Camara.

NOTICE

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

WBNX reaches...

- 2,450,000 Jewish speaking persons
- 1,525,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

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

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CIVILIAN RECEIVERS
NOT YET IN SIGHT

INITIAL post-V-E-Day cutbacks are not expected to run more than 10% during the first six months and probably will come in the simpler types of communications equipment, Louis J. Chatten, director of the WBZ Radio & Radar Division, said last week in disclosing that he had called the Industry Advisory Committee to meet with him in Washington to discuss reconversion plans.

Mr. Chatten said that it is difficult to predict when production of civilian radio sets will be resumed, explaining that the first communication equipment freed by cutbacks probably will be for air and rail transport and law enforcement. He said that about 90% of the productive capacity of the industry has been diverted to direct military construction since the start of the war.

Candy Series

BEATRICE CREAMERY Co., Chicago, began sponsorship April 23 of 10 spot announcements weekly for 26 weeks, thru Foote, Cone & Belding, Chicago, on WLW Cincinnati.

CBS Affiliate Meet
Set April 30-May 2

CBS was to open its three-day meeting of owned stations and Radio Sales, April 30 at the Ritz-Carlton, New York, with Frank Stanton, vice-president, presiding. Morning sessions of the regular semi-annual meeting will be devoted to discussions between station managers and other executives, and CBS management. Managers and network operating heads will confer in the afternoon.

Scheduled to participate in the Monday afternoon discussions were Henry Grossman, CBS director of technical operations; Joseph H. Jackson, personnel manager; Howard Lane, director of station relations; James M. Seward, assistant secretary; Paul White, director of public affairs and news broadcasts. Session concludes with a reception before Radio Sales for station executives, clients and agencies.

Tuesday Roundtable

William B. Lodge, CBS director of general engineering, will participate in the Tuesday morning roundtable meetings. Following a luncheon with John Macdonell, United Nations Information Service, as principal speaker, the conference will resume. Participating in discussions will be Douglas Coulter, CBS vice-president in charge of programs; John K. Churchill, research director; Dick Dorrance, director of promotion service for CBS-owned stations; Oscar Katz, assistant director of research; Jan C. Schimek, director of editing and copyright; Frances Farmer Wilder, consultant on programs. A luncheon winds up the session May 2.

Those attending will be: H. Leslie Ailass, CBS vice-president in charge of the central division and general manager of WBBM Chicago; Donald W. Thornburgh, CBS vice-president in charge of western division and general manager, KNX Los Angeles; Carl Burckland, manager, WTOP, Washington; Harold E. Fellows, manager of New England operations for CBS, from WEII Boston; Arthur Hull Hayes, general manager, WABC New York; A. E. Joselyn, general manager, WCCO Minneapolis-St. Paul; A. D. Willard Jr., general manager, WBT Charlotte, N. C.; J. L. Van Volkenburg, assistant general manager, WBBM Chicago; J. Kelly Smith, general manager of Radio Sales, Chicago; Howard Meighan, manager of the eastern division of Radio Sales.

Monogram Campaign

MONOGRAM Pictures Corp., Hollywood, conducted a one-week campaign in connection with the New York opening, April 25, of "John Dillinger," and contemplates buying these nationally as soon as performance dates are set in other cities. Business is placed by Weiss & Geller, New York. WNEW WINS WHN WMCA carried the Monogram 30 and 60-second transcriptions.

Ross Knows Radio
(Continued from page 16)

Mr. Ross while traveling to San Francisco on the correspondents special train last week. Reporting his conversation, Mr. Heslep said Mr. Ross displayed considerable "know how" about radio.

Mr. Ross told the MBS executive how KSD St. Louis, the Post-Dispatch station, helped end a trolley strike there by putting microphones in the mayor's conference. Mr. Ross reflected a wide experience as a listener to radio, and showed an alert interest in programming and peak audience hours.

Mr. Heslep and other radio men told Mr. Ross of the difficulties they encountered in trying to cover the death of President Roosevelt. The question of radio representatives being assigned to Presidential trips was raised. The subject, often a talking piece in Washington, of placing Capitol radio men on a par with major press associations in news coverage, was brought up. On all these matters Mr. Ross was silent, except to state that his mind was open. He said he intended to talk with network representatives and station men soon after he assumed his new role.

Shows Pride in KSD

He expressed great pride in KSD, the station to which he has been closest, and demonstrated more than a casual interest in the station's problems of operation.

Mr. Ross, who is 59, was a 1932 Pulitzer prize winner. He went to school with Mr. Truman in Independence, Mo. He was president of the Gridiron Club in 1933 and chairman of the Overseas Writers in 1927. He taught journalism at the U. of Missouri for 10 years. He was chief Washington correspondent for the Post-Dispatch from 1918 to 1934; editor of the editorial page from 1934 to 1939 and has been contributing editor since that time. The newspaper's publisher, Joseph Pulitzer, has granted Mr. Ross a two-year leave of absence to serve in the White House.

Bakersfield GOES CBS

Down in the oil country, where KERN has always been the top station, CBS takes over on May 15th to bring listeners the programs of one of the country's great networks.

To users of the Beeline this means excellent availability, high ratings, big audiences in Bakersfield.

WHAT IS
The Beeline

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

*See McClatchy Beeline rate listing for the first time under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Robert A. Ward National Sales Manager

Paul H. Raymer Co. National Representative
Sponsors Prepare for Summer
(Continued from page 15)

Frank Morgan’s Coffee Time NBC Thurs. 8-8:30 p.m. is May 31, with summer plans not set. G-F’s noon-time Kate Smith Speaks, placed by Y&R for Jello, also switches to promotion of products handled by B&B June 2-Aug. 31, for Sure-Jell or Certo.

Advertisers with summer shows also reported set include Schenley Distillers Corp. (penicillin), resuming The Doctor Fights, CBS Tues., 9-10:30 p.m., June 5, 13 weeks, Bob Co., to replace Cresta Blanca (line Co. (middivision), This Is My Best, BBDO. Also Fabel Sales Co., Danny Kaye, CBS Fri., 10:30-11 p.m. replaced June 8, 17 weeks with Harry James orchestra, program having shifted April 27 from Sat. 8-8:30 p.m., Warwick & Legler.

Others are Reischhold Chemical Co., Detroit Symphony, MBS, Sat. 8:30-9:30 p.m., replaced April 14 to end of Sept. with Symphony of the Americas Sat., 8-9 p.m.; Grant Adv., Brown & Williamson Tobacco Corp., Raleigh Room, NBC Tues. 10:30-11 p.m., June 12, 13 weeks with Sigmund Romberg, Russell M. Seeds Co.; American Tobacco Co., Jack Benny, NBC Sun. 7-7:30 p.m., replaced June 3, 17 weeks with Wayne King’s orchestra; PepsiCo Co., Bob Hope, NBC Tues. 10-10:30 p.m., replaced June 12, 13 weeks with Men Called X, Foote, Cone & Belding.

Standard Brands Inc. will replace Charlie McCarthy NBC Sun., 8-8:30 p.m. June 3, 13 weeks with Spike Jones—other talent, still to be set according to J. Walter Thompson Co. Phicol Corp. again replaces Hall of Fame, Blue-ABC Sun. 6-7 p.m., May 6, 13 weeks with a musical, Fibber Summer Show, this year featuring Georgia Gibbs, singer and m.c., with Paul White- man and the Movin’мол, with tentative plans to cut to a half-hour, Hutchins Adv., Philadelphia, Agency.

Sponsors set to replace their shows, but still undecided on the substitute include: United Drug Inc., Rezall Radio Show, CBS Fri. 10-10:30 p.m., July & August.

WHAT?
4,880 MINUTES
...Bought by Banks?

Yes, the South Bend story is different! South Bend banks used 4½ solid broadcast days of WSBT program time in 1944, plus hundreds of spot announcements. But, wait—

South Bend department stores used 23,020 minutes or 21 broadcast days, plus 8,138 spot announcements. All in all, 118 leading local advertisers, by waiting in line for available time, conclusively prove that—

South Bend KNOWS What Hooper SHOWS!*

* Overwhelming preference for WSBT. Send for figures. They’re terrific!
Tyler Heads AER

Dr. J. Keith Tyler, radio director of Ohio State U., Columbus, has been reelected president of the Assn. for Education by Radio in the annual election conducted this year by mail ballots. Other officers are: Luke Roberts, education director, KOIN Portland, Ore., 1st vice-president; Robert Hudson, director, Rock Mountain Radio Council, Denver, 2d vice-president; Kathleen Nichols Lardie, radio supervisor, Detroit Public Schools, secretary; George Jennings, acting director, Ohio Council, treasurer. Blanche Young, radio supervisor, Indianapolis Public Schools, was chosen president of the Great Lakes Regional AER; Mary Elizabeth Gilmore, radio director, Portland Public Schools, was elected president of the Pacific Coast Region.

MEAT 1
WGBF Evansville, Ind.—License renewal.

APPLICATIONS

APRIL 23
NEW-48.5 mc WAIR Winston-Salem, N. C.—CP new FM station, 5,400 sq. mi., estimated cost $57,000.

APRIL 24
NEW-1400 mc Macon Broadcasting Co., Macon, Ga.—License to cover CP. New license to become effective immediately.

APRIL 27
NEW-186-192 mc Connecticut Television Co., Greenfield Hill, Conn.—CP new commercial TV station Channel 6 (186-188 mc) ERP 150, amended to request Channel 5 (186.2 mc) as proposed in reallocation change action, to Booth Hill, Conn., and antenna changes.

NEW-1600 mc WSBH-Broadcasting Corp., Ann Arbor, Mich.—License to cover CP new commercial station WBSH.

WAPI Birmingham—License to cover CP, new developmental broadcast station WAPI.

NEW-43.7 mc WLA Birmingham—License for CP, new developmental broadcast station WLA.

Tentative Calendar

APRIL 30
Baton Broadcasting Co., Wilkes-Barre, Pa.—CP new station 1240 kHz 230 w unlimited; removed; from bucket and 250 w unlimited.

For the World's Best Coverage of the Worlds Biggest News

UNITED PRESS

ST. LOUIS 600 KG.
6000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.
FIVE EXECUTIVES
ARE ADDED BY WOL
WOL, Washington has added five
widely-known persons to its execu-
tive staff including Arthur J.
Casey, David H. Harris, Florence
Warner, Jack Paige and Kathryn
Cravens. George Grim was recent-
ly added as war correspondent
serving all Cowles stations
[BROADCASTING, March 26].

Mr. Casey, whose KMOX forum
St. Louis Speech won the George
Foster Peabody citation, is new
executive assistant to Merle S.
Jones, WOL general manager, and
direct public relations. Mr. Harris,
former WTAG Worcester
program manager, will be pro-
gram director. WTAG won the
George Foster Peabody Award
and the duPont Award among
others in 1944.

Mr. Paige, who originated the
WNAX Midwest Farmer Day, be-
comes director of special events. Miss Warner, formerly WHOM
Jersey City special events director,

will be educational director. Miss
Cravens, recently women's com-
mentator for WNEW New York,
will go overseas for WOL to do
special interviews from battle areas.

All of the Cowles stations, in-
cluding WOL, will be served by
Mr. Grim who is already in Europe.

Agronsky Decorated
MARTIN AGRONSKY, Blue-ABC
commentator, has received the
Asiatic-Pacific service ribbon from
Gen. Douglas MacArthur for "shar-
ing the hardships and dangers of
combat with United States troops."

Gen. MacArthur, in a letter to Mr.
Agronsky, cited his "long and meri-
torious service . . . with the forces
of this command," and stated that
he had added "lustre" to the pro-
cession of war correspondents.

RID Meet To Study
Spectrum Policing
SPECTRUM policing, latest de-
velopment in technical equipment
and direction - finding in the postwar
period will be stressed during a
four-day meeting of regional super-
visors and district inspectors - in-
charge of the FCC Radio Intelli-
gence Division. Called by George
E. Sterling, as-

istant chief engineer in charge of the
RID, the meetings will open
May 1 and conclude on May 4 with
a direction-finding demonstration
in which supervisors will do work
normally detailed to inspectors.

Twelve RID supervisors and 22
field inspectors will attend from all
parts of the continental U. S.,
Alaska, Hawaii, Puerto Rico and the
Virgin Islands.

Working with Mr. Sterling in
preparation for the conference is
George S. Turner, chief of the field
division, under whom supervision
the field inspectors work.

Mr. Sterling is scheduled to
speak on the technical phases of
RID before the Baltimore Section,
Institute of Radio Engineers, at 8
p.m. May 22 at the Engineers Club,
Baltimore.

Barton NAB Director
FRED W. BORTON, president and
general manager of WQAM Miami,
has been unanimously elected di-
rector of NAB District 5, succeed-
ing John C. Bell, WBRC Bir-
mingham, the NAB announced
Thursday. Balloting
was by mail. Mr. Barton
takes office July 1. In
a mail primary
Merritt Bell and
Barton won the
nominations. Mr.
Bell, however,

wired all member stations of Dis-
trict 5, comprising Alabama, Flor-
da, Georgia and Puerto Rico, that
his health would not permit him to
serve another term. Consequently
Mr. Barton's election was unani-
matous.

'Boston Globe' Sponsors
Luncheon Coast-to-Coast
FIRST coast-to-coast sponsorship
of a public service program by the
Boston Globe is the Boston Avi-
atin Week luncheon on May 1 to be
aired over WNAC Boston, and
Yankee and Mutual network. Given
by the Chamber of Commerce and
broadcast from the Copley Plaza
Hotel, the meeting will be heard
1:15-1:30 p.m. (EWT) and will be
rebroadcast 10:30-10:45 p.m. that
night on WNAC. Agency is John
C. Dowd Inc., Boston.

WHO is "Listened-To
Most" in
79 of Iowa's 99
Counts!
(in 80 counties, nighttime)
50,000 Watts - Des Moines
Free & Peters, Representatives

KIN
Our Thought, Effort
and Facilities . . .
Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate

WLW
700 ON YOUR DIAL
THE NATION'S MOST
MERCHANDISE-ABLE STATION

Today's
BEST BUYS
A full page of them in
the May 7 issue
of BROADCASTING on
stations
REPRESENTED BY RAMESEAL
April 30, 1945 • Page 75
WANTED FOR \nBROADCASTING \n
Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce material about non-metropolitan NBC station. Permanent position with a bright future and full duties in first letter, including samples of recent work. Fullalary and references, sample write. Box 553, \nBROADCASTING.

Opportunity for a young lady who can write bang-up radio commercials for a flourishing, long-established agency. Permanent position with a bright future and full duties in first letter, including samples of recent work. Fullalary and references, sample write. Box 553, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 554, \nBROADCASTING.

Help Wanted (Cont'd)

SALES MANAGER, for well-known midwest broadcasting company. Excellent opportunity for man interested in good, steady career in radio sales. Must have college training, ability to work well with people. Salary $50.00 per week plus commission. Box 557, \nBROADCASTING.

Announced - 150 watt NBC affiliate in a progressive midwest city needs a good, steady, reliable kind of announcer who can handle all record work and talent shows. News, commercial, ad, lбр, mбc., remote sales and correspondence. Good future in sight. \nSalary $75.00 per week plus commission. Box 558, \nBROADCASTING.

Help Wanted (Cont'd)

Announcer and typists wanted for large network affiliate. Complete details in first letter. Box 559, \nBROADCASTING.

Help Wanted (Cont'd)

McGraw-Hill offers an experienced and capable recruiting director for its classified advertising division. Must have an ability to judge the quality and style of an advertising phrase and to develop an appeal for the product. Must be capable of creating effective copy. Write McGraw-Hill, \nBROADCASTING.

Help Wanted (Cont'd)

Announcer wanted to handle general assignment, records, show, writing, producing, public service talk, etc. Excellent opportunity for ambitious individual. Send complete story first letter. Box 560, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 561, \nBROADCASTING.

Help Wanted (Cont'd)

JOBS for announcers, typists, editors, drivers, etc. Complete details in first letter. Box 561, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 562, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 563, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 564, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 565, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 566, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 567, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 568, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 569, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 570, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 571, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 572, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 573, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 574, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 575, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 576, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 577, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 578, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 579, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 580, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 581, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 582, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 583, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 584, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 585, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 586, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 587, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 588, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 589, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 590, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 591, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 592, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 593, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 594, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 595, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 596, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 597, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 598, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 599, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 600, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 601, \nBROADCASTING.

Help Wanted (Cont'd)

WANTED - OPERATOR, first class license immediately. Send complete story first letter. Box 602, \nBROADCASTING.
FOREST SERVICE TRANSMITTER PLAN

ANTICIPATING use of national forest lands for FM and television relay stations, the Forest Service of the Dept. of Agriculture last week adopted policies and procedures for handling applications for special use permits to install transmitting and receiving facilities on Government land.

Instructions issued to regional foresters said: "A variety of circumstances suggests the need for early action with reference to national forest areas suitable as sites for radio transmitting and receiving stations. Extensive programs for the development of frequency modulation and television systems are merely awaiting the closing of the war for their initiation. Discussion of the subject with members of the FCC suggests the desirability of announcement by the Forest Service of adequate policies and procedures. . . ."

Procedure to be adopted will include: (1) examination of site to determine whether establishment of radio facilities would conflict with public interests, (2) advising applicant (if finding is affirmative) that issuance of permit must await FCC authorization of proposed station, (3) transmittal of memorandum by forest supervisor of characteristics of site to Regional Forester, (4) transmittal to Chief of Forest Service and to FCC for use in considering application for station, (5) transmittal of FCC authorization (if granted) to applicant and submittal to Forest Supervisor, (6) issuance of permit to use site with special stipulations.

BROADCAST Measurement Bureau will hold its first board meeting in new quarters in New York May 3. Meeting will discuss problems of the big city non-network station, the foreign language station and other suggestions affecting measuring technique made at recent NAR district meetings.

WDAK, WRLD Transfer Of Licenses Approved VOLUNTARY ASSIGNMENT of license WDAK, Columbus and WRLD West Point, Ga., from the present licensee partnership to a new partnership composed of the present owners and two new individuals has been granted by the FCC which at the same action approved voluntary assignment of WFEA Manchester, N. H., from the New Hampshire Broadcasting Co. to H. M. Bittner, sole owner.

Allen M. Woodall, general manager of WRDL, acquires 10% interest in Georgia stations, and Margaret A. Pill, housewife and women's civic leader, acquires 8% interest. Amount involved is $15,300. L. J. Duncan now owns 40%, Josephine A. Rawls 12%, Effie H. Allen 10%. Mrs. Pill is to counsel stations on women's civic and public service programs.

No money is involved in the Manchester action. Mr. Bittner is also president and 30% owner of WBEM Indianapolis.

DEEMS TAYLOR was reelected president of ASCAP Thursday at the meeting of the new board including eight directors just elected. Reelected were Gustave Burch, head of Oscar Hammerstein, ex-presidents and George W. Meyer as secretary. Jack Bregman replaced Max Devey as treasurer.

WANTED CHIEF ENGINEER

NBC affiliate, midwestern city, has immediate opening. Excellent opportunities. Furnish full particulars in first airmail, special delivery letter.

BOX 538, BROADCASTING

PROFESSIONAL DIRECTORY

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

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

GEOGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 6, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg., District 8215
Washington 4, D. C.

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Natl' Press Bldg., Wash., D. C.
Room 892 Washington, D. C.

McNARY & WRIGHTALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D1, 1206
Washington, D. C.

HECTOR R. SKIFTER
DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
1469 Church St. N.W., Washington 5, D. C.
December 1234

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. • ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
* * *
Natl' Press Bldg., Wash., D. C.
District 7362 • Globe 5800

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

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4000

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION" Radio Engineering Consultants
Kansas City, Mo.
Washington, D. C.
Hollywood, Calif.

MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES
Freeland & Discher Products, Inc.
611 Baronne St., New Orleans 13, La.
Raytheon 4752
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS "GENNETT·SPEEDY-Q"
Reduced Radio Library Offer Containing Over 200 Individual Sound Effects
Available For Rental
CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

BUY WAR BONDS

Broadcast Advertising April 30, 1945 • Page 77
FCC GRANTS

TWO NEW STATIONS
TWO NEW STATIONS, a regional at Key West, Fla., and a local at Talladega, Ala., were granted last week, FCC announced Friday.

Key West grant went to Capt. John M. Spotswood, AUS, Ret., formerly with Army QMC, for 560-w output on 1660 kc, unlimited. Voice of Talladega Inc. got 500-w fulltime station on 1230 kc. Stockholders: Harry Held, businessman, president, 25 shares; Julius C. Vessels, chief engineer, WDDO Chattanooga, vice-president, 5 shares; D. Hardy Rodgers, pro-bate judge, secretary-treasurer, 25 shares.

Applicants specified they had materials. Grants were under FCC Supplemental Statement of Policy, Jan. 16, 1945.

PORTER CALLS FOR
INTERNATIONAL MERGER

FCC Chairman Paul A. Porter went all-out for an international communications merger in speech before Baltimore Chapter, Morse Teleg. Club of Amer., Friday night. There should be no philosophical barriers preventing U. S. from having greatest communications system possible, he said, if such a merger calls for a consolidation of all our international communications resources—and I believe it does—we should not hesitate to adopt such a plan.

International broadcasting, potent in psychological warfare, "can be effectively used for the purposes of peace," said Mr. Porter, who favored "a single American international communications organization." It was the first time Chairman Porter has gone on record on international communications question.

PEABODY HEADS
ADVERTISING FOUNDATION

STUART PEABODY, director of advertising, Borden Co., is new board chairman of Advertising Research Foundation; Otis Kenyon, chairman of Kenyon & Eckhardt, is vice-chairman; Paul W. Weidman, president, Assn. of National Advertisers, reelected secretary, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, reelected treasurer.


NO HOME SETS
SEEN UNTIL 1946

SPEAKING before a joint meeting of the U. S. and Canadian Radio Manufacturers Assn. in Montreal, Louis J. Chatten, director, WPB Radio & Radar Division, predicted resumption of home receiver manufacture will not be possible before first quarter of 1946. WPB plans, he explained, call manufacture of radio equipment for essential commercial services and unrestricted production of civilian replacements after V-E Day.

The joint meeting was attended by Presidents R. C. Cosgrove and R. M. Brophy, of U. S. and Canadian RMA’s respectively, as presaging era of closer cooperation between two nations.

TROOP JUNCTION GETS BIG PLAY

ALL NETWORKS gave wide coverage to junction of Russian and Anglo-American forces announced by White House Friday. CBS highlighted its programming with recording of announcement of junction to USSR by Joseph Stalin, purportedly first time his voice heard on American radio.

These network voices were heard in comments and descriptions—NBC: Don Goddard, John MacVane, David Anderson, Roy Porter, W. W. Chaplin; Blue-ABC: George Hicks, Gordon Fraser, Baulkage, Jack Parker, Larry Tighie, Herbert Clark; MBS: John V. McDermott, Anne Coffin, Bill Shadly, Larry Leseuer, Maj. George Fielding Elliot, William Shrirer, Ed Murrow. OWI overseas service carried White House announcement and statements of Churchill and Stalin.

BMB EDUCATION URGED

EXTENSIVE education among small market stations explaining methods of BMB was suggested to BMB Board in resolution passed Friday at meeting of Small Market Stations Committee of Broadcast Executives. MGM radio president, addressing committee said acceptance of plan by small market stations compares very well with medium and large stations. An average of 53% has subscribed. The average for all stations is 57%.


RADIO REACTION

DR. HARRISON SUMMERS, Public Service Division manager of Blue-ABC, told Greater Cleveland Radio Council in address last week that radio does react editorially on issues which have been given public acceptance. Dr. Summers predicted radio would report conflicts in current San Francisco Conference but would guard in approach to such material.

THREE major networks have chosen days during Seventh War Loan on which they will devote special War Bond promotion. NBC has chosen Decoration Day, May 30; Blue-ABC, D-Day Normandy, June 6, and CBS, Flag Day, June 14.

SILENCE TELLS MUCH

FIRST INDICATION that Russian Army had entered Berlin came when the German voice of radio was silenced April 23. Looking back now, observers interpreted that and the concurrent disruption of telephone service as the first top-off on USSR’s victory march. Only three of the transmissions which have for years blared out of the Nazidom’s hoist now remain in operation; Hamburg, Munich and Graz Channel at WGO. Journalists recalled that just five years ago these same signs indicated that Germans had captured the foreign capitals of other nations, since liberated by United Nations.
THE TEXAS RANGERS
"GOING TO TOWN"
WORLD'S FINEST WESTERN MUSIC

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A whole town full of nationally known advertisers who on topflight radio stations throughout the country are sponsoring "The Texas Rangers" transcribed library of favorite western tunes. Why don't you bring them to your town? Write — better yet, wire George E. Halley, Arthur B. Church Productions, Pickwick Hotel, Kansas City 6, Missouri, for further details and exclusive rights to your town!
WKY Covers
The Biggest Part
OF OKLAHOMA

WKY Covers the Biggest Part of Its Population, Buying Power and Sales

THE impartial, statewide survey of radio listening in Oklahoma conducted by Dr. F. L. Whan of the University of Wichita, established the fact that WKY is heard regularly morning, afternoon and night by more persons in Oklahoma than is any other station.

WKY delivers primary service, in the morning for instance, to 53.5% of Oklahoma's population. This segment of Oklahoma's population has 58.0% of the state's buying power; 65.2% of the state's farm income; spends 50.4% of all the money spent in retail stores in Oklahoma; does 56.4% of the state's food buying and 59.6% of the drug buying.

In the afternoon, WKY delivers primary service to 52.8% of Oklahoma's population and at night to 56.1%. No other station delivers primary service to so many Oklahoma listeners, morning, afternoon or night.

But "coverage" is an incomplete standard of comparison. The same study which measured radio station coverage in Oklahoma, referred to above, also measured actual listening. WKY was not only the station which covered the biggest part of Oklahoma, but WKY was the station to which most of the people in this area listened most of the time.

WKY is Oklahoma's FIRST station because it covers and DELIVERS the biggest and best part of Oklahoma. It reaches more people who have more and who spend more. And it gives advertisers the most for their money.