Age 21: important to a man because it means assuming full responsibilities of citizenship in family, community and country.

Age 21: important to WLS, the Prairie Farmer station, because it means 21 years since we assumed our responsibilities; 21 years of service to our friends of Midwest America; 21 years in which we have grown with the radio industry and with our four great Midwest American states and their metropolitan center, Chicago.

First night on the air, April 12, 1924, WLS brought in 90 minutes of top stars from New York to set the pattern of always giving our audience programs worth the listening; a week later, we originated the one and only National Barn Dance, the WLS National Barn Dance.

In 1925, when devastating tornados ripped through southern Illinois and Indiana, we broadcast continuously 68 hours while our listeners contributed $216,904 to relieve suffering and distress thus setting the pattern of working with our people in serving those who need it.

We are 21 years old—grateful for the past, but even more interested in the coming 21 years, with the same basic policies of service and entertainment which have made us an old friend and a good friend to Midwest America.
Arthur J. Casey, whose forum program, "St. Louis Speaks," has just won a George Foster Peabody citation, comes to WOL as executive assistant to general manager Merle S. Jones, to direct Public Relations and all administrative sustaining operations. For the past eleven years with CBS, he has for seven years been executive assistant to the management of CBS-owned KMOX, St. Louis.

David H. Harris comes to WOL as Program Director after having established the remarkable record of winning for his station (WTAG, Worcester) three coveted radio awards for 1944: George Foster Peabody Award, Variety Showmanagement Plaque Award and the AdPest Radio Award—the first time in broadcasting history that one station has won all three in a single year.

Dedicated a radio station to the service of a community and a nation, Cowles Broadcasting Company welcomes two of the industry’s recognized leaders in public service.

Their appointment is a natural sequel to a statement of policy made on March 9, 1945, by T. A. M. Craven, vice president of Cowles Broadcasting Company, in which he said, in part: "We shall strive to render community service of real value, by participating actively in the cultural, civic and economic development of this large and growing metropolitan area. We shall bend every effort toward procuring the most experienced and capable personnel and the best radio talent available; with these we hope to produce programs equal to any in the nation—and some which are better."

Commander Craven’s dedication is being fulfilled.
The Massachusetts State Federation of Women's Clubs

Presents this

Merit Award

To

Clarence E. Maish

President, Little Crow Milling Co.

Warsaw, Indiana

as an appreciation of the

"Happy Hank"

program over Yankee Network stations, a

deserving contribution to the campaign of

Youth Conservation

February 15, 1945

President, E. F. Feldman

Massachusetts State Federation of

Women's Clubs

We, too, thank you Mr. Maish, and your agency, Rogers &

Smith, for scheduling "Happy Hank" over WNAC and The

Yankee Network, Monday through Friday at 7:30 A.M.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday. 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D.C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
Upcoming

May 8: Further hearings before House Interstate & Foreign Commerce Committee on Vandenberg Bill (S-63) and Dondero Bill (HR-1648) to prohibit interference with noncommercial cultural or educational broadcasts (aimed at Petella ban against Interlochen school programs).

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

May 9: Deadline for briefs and appearances in proposed FCC rules governing financial reports, contracts, ownership, station personnel. (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.

Business Briefly

MORTON STARTS SALT CAMPAIGN • Morton Salt Co., Chicago, begins sponsorship May 7th of spot campaign featuring use of salt on spring vegetables. Use 117 stations for four weeks. Agency is Kenyon & Eckhardt Inc., Chicago.

RCA VICTOR APPOINTMENTS • RCA Victor Division, RCA has appointed J. Walter Thompson Co., New York, to handle advertising of radio, phonograph and television instruments.

SHELL ADDS WOWO • Shell Oil Co., New York, adding to the list of 26 stations promoting dealer service, has signed for a six-weekly 10-minute news and sports program on WOWO Fort Wayne for 13 weeks, tentatively set to start this week. Agency, Marschall & Pratt Co., New York.

LEVER AUDITIONS • Lever Bros. on Friday auditioned a National Concert & Artists Corp. program featuring Dunninger, with Bill Slater as m.c., Mitchell Ayres orchestra and Kaye Ballard vocalist, as possible summer replacement for Amos 'n Andy or Bob Burns on NBC. Agency, Ruthrauff & Ryan, New York.

VIDEO TO SELL SPAGHETTI • Chef Boy-Ar-Dee, Milton, Pa. (spaghetti), starts sponsorship of television show Ladies Be Seated for 4 programs, Sundays beginning May 13, 7:30-8 p.m. (EWT) WRG Schenectady, N. Y. Commercials will show Beulah Karney demonstrating sponsor's product. Agency, McJunkin Adv., Chicago.

BUSINESS GROUP BUYS LEWIS • National Small Business Men's Assn. is planning to buy Fulton Lewis Jr. news commentary, Monday through Friday, in available markets. Already sponsoring newscast on WHKX Akron, 52 weeks; WCLO Janesville, 52 weeks. Agency, Schwimmer & Scott, Chicago.

NEW LOCAL SPONSOR • Ben-Gee Products Co., Chicago, food products firm, has named Newby Paron Co., Chicago, to handle advertising. On April 24 firm started sponsoring Morgan Beauty and the News, NBC cooperative, on WMAQ Chicago Tuesday and Thursday. Contract for 13 weeks.

AFA TO HOLD ANNUAL MEETING JULY 11

ADVERTISING Federation of America will hold its annual business meeting July 11 at the Hotel Commodore, New York, with President Joe M. Dawson, Geyer, Cornell & Newell, presiding. Convention will be omitted for the second year, and directors will be elected by mail vote. BBDO President and AFA Chairman Bruce Arlen will speak at the luncheon session, to be followed by election of officers. Board of directors meeting last week revealed that by May 3 AFA will reach an all-time high of more than 500 sustaining members, over 160 companies having joined during the past few months and five new clubs being added this year.

NEW WGN BREAK

WGN Chicago this week adopts "WGN in Chicago, the Voice of the Midwest" as new station-break announcement, replacing former "This is WGN, the Voice of the People".

BROADCASTING...at deadline
NEWS-hungry listeners, in the commodity-hungry Philadelphia market, tune-in KYW regularly for the news... prompt, forthright, competent reporting of history in the making.

KYW presents sixteen newscasts and commentaries each weekday, for such outstanding sponsors as Standard Oil Co. of Pa. (Esso Reporter); Boscui Coffee; Manhattan Soap Co.; C. F. Mueller Co.; Hudson Pulp & Paper Co.; Wildroot Co., Inc.; Richman Bros. Co.

Veteran newscasters such as Alwyn Bach, Peter Roberts, Alun Williams, Franklin Evans, Alan Gans, and Stuart Wayne maintain the reputation of KYW as “the station for news in Philadelphia.” If your product-story, too, is news, it may well be entrusted to their authoritative voices.

Present availabilities on the KYW newscasting schedule include:

ROBERT HECKERT, popular news-analyst, world-traveler, and foreign correspondent, interpreting the news each weekday from 12:50 to 1:00 P.M. (immediately following Esso Reporter). Heckert is currently sponsored on Sundays by the American Oil Co.

NEWSCAST, 9:00 to 9:10 A.M., Monday through Saturday
NEWSCAST, 1:45 to 2:00 P.M., Tuesdays, Thursdays and Saturdays

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WBZ - WBZA - KDKA - KEX - KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Executive's Wife in New Orleans
(About to Go to Market)

Or Farmer's Wife in Alabama
(About to Go to Town)

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest Selling Power in the South's Greatest City
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

Page 6 • May 7, 1945
The 81.5 rise in our all-day average Hooper during the two year period ending in January is the talk of the town! Yes, WSIX has more daytime listeners than any other Nashville station . . . And remember, too, that BLUE and MUTUAL listeners are the best spenders. There you have the reason why more and more advertisers are using WSIX to reach the million potential buyers in the rich industrial and agricultural Nashville area . . . Yes, WSIX listeners and sales go hand in hand.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Broadcasting Magazine Announces Top Prize Winners in Nation-wide Mutual Promotion Contest

Nine Mutual station promotion men and women have been selected for top honors.

First Prize — $500 War Bond
EDWARD BREEN
KWFD Fort Dodge, Iowa

Second Prize — $250 War Bond
ALEX CAMPBELL
WIBC Indianapolis, Indiana

Third Prize — $100 War Bond
DAL WYANT
WHEB Portsmouth, N. H.

Fourth Prize — $50 War Bond
MEL STANDAGE
KVOO Provo, Utah

Special Award Winners
BOB McGaney—WCBI
BOB GRIFFEN—KDFH
VICTOR C. DEPH—WAZL
W. H. CATE—KBTM
JOHN MERRICK—WSTV
KEN LIPKIN—KSO
ELWOOD C. ANDERSON—WEST
WALLIE C. PORSCI—WHBY
MADLENNE K. DOYLE—KRON
MRS. J. W. COOPER—WPJO
H. J. NEWCOMB—WBIN
EDWIN MULLINAX—WLAG
MRS. S. W. ANDERSON—KFFA
BYRON HAYFORD—WDLF
FRANK BISHOP—KHEL
E. A. ALBERTY—WBOI
VANN CAMPBELL—WDEF
DAN HORNBY—WAFI
ELEANOR M. HAINING—KBI
SUE CORNELIUS—WHK
LEROY WOODWARD—WOMI
VERNE SAWYER—KMO
FRED FLETCHER—WRAL
R. G. MCBROOM—KHIO

Contest Sponsored by MUTUAL BROADCASTING
in the biggest kid radio promotion of all time. In a coast to coast competition open to all Mutual network and affiliate promotion managers in which over 150 stations participated, winners were selected on the basis of uniqueness and volume of audience building promotion consistent with the size of the areas their stations served. The contest ran from September 1, 1944 to March 1, 1945, and was sponsored by Mutual Broadcasting System and the Ralston Purina Company. Contest judges were Sol Taishoff, Editor and Publisher of Broadcasting, Robert K. Richards and J. Frank Beatty, Associate Editors.
Feature of the Week

A MERICAN radio correspondents in the China-Burma-India theater are not as scarce as hens' teeth but facilities available to them are, says Frederick B. Opper, Blue-ABC correspondent, home after being in the Far East since 1938.

"In the entire C-B-I area there are two transmitters capable of reaching the United States," says the correspondent. "One is at Chungking, the other at New Delhi."

The Chungking station, XGOY, is a rabbit warren, the administration of which would turn an American radio executive grey with horror in Mr. Opper's opinion. It has an hour and ten minutes daily reserved for North American transmissions which include Chinese government messages and propaganda. The electricity often fails, employees don't show up and broadcast there is a thing of high nervous tension.

New Delhi Better

Facilities are better at New Delhi, although the station is not heard as well in the United States. Special arrangements must be made in advance, often taking as much as three days. Originally the station reserved an hour daily for American correspondents but few used the reserved period that London, through which Delhi funnels to the U.S., cancelled the arrangement.

"Up to last month when I left China," the correspondent says, "there were no recorders in that theater and only a few in India. In Burma an Army radio team has been making recordings of troop activities which must be flown to India or Chungking for broadcast. Lack of facilities is supplemented by hazards of transportation which makes spot news reporting difficult.

Answering the question of what part radio plays in the idea of the Chinese people Mr. Opper said, "virtually no part at all."

"There are some 800 receiving sets in the Chinese capital of Chungking, most of them owned by foreigners, and the number is equally limited elsewhere in Free China. Very few Chinese have ever heard a radio, much less seen one."

Porter Gloomy

This bears out the statement made by Roy Porter, NBC correspondent who came back from China a few weeks ago. He saw a gloomy outlook for radio as a power in China. Mr. Porter saw some hope for a series of transmitters to hook in with the world-wide military network which would allow press and radio a chance to communicate easily with New York or San Francisco.

Explaining the operation of XGOY Mr. Porter credits the Chinese with a remarkable engineering feat in protecting the transmitter. It is located in a large cave, 30 feet underground as a protection against Jap bombing. Its power plant is 15 miles away on the Chiling river. The generator is run on coal which comes down the river in barges and must be toted up a steep bank by coolie gangs. If the coolies decline to make the climb—as they sometimes do—the power fades or goes off completely.

Sellers of Sales

A COMPARATIVE newcomer to the time-buying business who has already established an enviable reputation for herself in the trade is Helen Gill, of Kenyon & Eckhardt, New York.

Helen, a native of Flushing, L.I., where she still lives, has been with K&E about 2 years. During that period, the agency has recorded its biggest growth in the field of spot radio billing. As the agency increased in radio advertising importance, so did Helen's position both with K&E and with the trade. Starting as assistant to Richard Dunne (now head of radio research), Helen has moved up until today her particular province at K&E includes handling all Standard Brands' spot advertising for Stox, a new soup; Richard Hudnut and S. B. Thomas English Muffins.

Before joining the agency, Helen worked for two years on the other side of the fence, with the station representative organization, Joseph Heaney McGlavy. From her experience in both buying and selling plus the special courses in retailing and merchandising which she took while a student at NYU, Helen gained a well-rounded radio advertising background.

Helen has varied hobbies and interests aside from her work. A first-rate golfer, she also goes in for amateur dramatics and is an enthusiastic theater-goer as well. She also has a flair for dress designing.
IT'S THE STATION THAT BROUGHT MY BOY HOME

Since Pearl Harbor two thousand four hundred eighty WGAR programs have brought news or actual voices of hometown servicemen from remote sources. Done sincerely for our loyal listeners, they also help explain why commercial messages get attention, belief, response so effectively over the Friendly station.

Cleveland's "Mike"

WGAR
THE FRIENDLY STATION
RADIO'S XXX ANNIVERSARY
LONGMIRE, whose nose for news led him to Europe when the first signs of disintegration appeared, managed by hook and crook to get into Spain to write for the New York Herald-Tribune the first articles from Franco's Spain which were printed in 1939. Referring to this scoop, Time magazine called him an "open-eyed" correspondent. He was in New York when the Battle of France was lost, but went east immediately to cover the London blitz. He predicted trouble between Hitler and Stalin before the German invasion of Russia. Longmire was one of the first Yankee correspondents to fly in an "operational flight" in an R.A.F. bomber... but his top "beat" was a mysterious cable to his editor's home resulting in a 24-hour scoop for his paper predicting the famous Atlantic Charter conference. Longmire claims to be a liberal-independent politically, and his mike style is very informal. Favorite comment of listeners is: "He explains the news so well."

FLEISHER, a native of Pennsylvania, educated abroad, was correspondent for his father's newspaper, the Japan Advertiser, in World War I. He obtained the first exclusive story of the murder of the Czar of Russia and his family... covered the League of Nations for a time... and was managing editor of the Japan Advertiser when pressure from the Jap Government caused its abandonment in 1940. Fleisher scored a world beat by becoming one of 4 white men in the world to interview Emperor Hirohito. In 1936 he scored another world beat by telephoning the New York Herald-Tribune that Japan and Germany were forming an alliance. He covered the diplomatic talks with Japan which were going on when war started. March 23, in a WHAS broadcast he predicted that General Douglas MacArthur would lead the invasion of Japan. Fleisher is the author of two books on Japan, "Volcanic Isle" and "Our Enemy Japan."

WHAS keeps its listeners listening by its intelligent news reporting.
Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL
"So 'F&P had the wrong dope,' eh?
You're the wrong dope, you dope!"

We hope your vertebrae can take it, Thistlewaite, old pal! But F&P really does bust a button to furnish correct dope only. In such matters as getting market and audience analyses, availabilities, and good, all-round advice, dozens of agencies and advertisers have found it's safe to bank on Free & Peters. Not that we're error-proof geniuses, y'understand! Just that we don't believe in going off half-cocked.

Our specialty is to help see to it that spot advertising campaigns produce sales. Maybe any group of smart fellers could take just as good care of your business, once they'd piled up the experience we've had. But F&P has the experience—now! Want some of it?

FREE & PETERS, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Radio Prepared as Germany Collapses

Pooled Broadcasts Include Top Figures

AMERICAN broadcasters went into action last weekend to break the greatest story of the war—total victory in Europe.

Coverage plans, which had been months in the making, awaited only the formal proclamation of victory via radio by President Truman. Networks and stations alike coordinated their programming through military channels, with pooled broadcasts the agreed order during the early stages of total capitulation.

Central Control

The most elaborate "pooling" schedule of the war had been set to bring news of victory to American listeners.

All networks put aside their plans for initial individual reporting of the event and combined forces. Actual programming of the most significant details of the surrender—the proclamation by President Truman and statements by high government and military leaders—was left to the United States Army.

A central control board, to master-switch all pickups from this continent and around the world, has been built for the occasion and was being manned by Army personnel. This control board is located in the Pentagon Bldg. in Washington.

From this nerve center, it was planned that production cues to the greatest array of "name talent" ever assembled would be flashed across the seas. Those who might receive these cues included top Army and Navy commanders at GHQ and in the field.

Certainly American listeners were prepared, also, to hear from Prime Minister Churchill, King George, and possibly from Joseph Stalin. There was little question but that General Marshall, Fleet Admiral King, General Arnold, Fleet Admiral Leahy, General Eisenhower, Fleet Admiral Nimitz and General MacArthur would be on the air.

As Broadcasting closed Friday, exact program plans were not available. It was known, of course, that President Truman would broadcast a proclamation designating H-hour of V-E Day, and that his proclamation would include an appeal to Americans to redouble their efforts against Japan.

It was not planned, according to best information, to upset radio commercial schedules haphazardly. The entire programming operation has been on the planning boards for weeks and was coordinated by Col. Edward Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept. Supervising overall operations was Col. Luther L. Hill, acting chief of the Bureau.

Basic Plan

Best estimate of the precise schedule arrived at after discussions with many network officials, is this sequence:

(1) President Truman would make his proclamation on all four networks, with simultaneous announcements from other capitals. There would follow immediately an all-network round-the-world broadcast during which short messages would be presented by various commanders in the field.

There are over two-score top ranking Army and Navy military men who might be considered available for this broadcast. One proposal, and the one most likely to be followed, was that these should be heard from hourly, as their schedules and pickup conditions would permit.

(3) On the evening of V-E Day, when the largest potential audience exists, it was expected that a listener would hear a special program featuring five-minute statements by five-star generals and admirals. Doubtless such a broadcast would sound the key note of the day—that victory was a matter to be celebrated calmly, and that the war wasn't over until the Jap was knocked out. The troops overseas would receive this broadcast via shortwave. Participating would be Leahy, Marshall, King, Arnold, Eisenhower, Nimitz and MacArthur.

(4) Somewhere in the schedule, probably a day or so after V-E when the excitement of victory has subsided, the Army probably will undertake a pooled broadcast dealing with the disposition to be made of troops and matériel now in Europe and with plans for the occupation. These plans, certainly, have been completed and there would seem to be no danger in releasing their nature, if mention of movement-patterns is not included. This schedule will be supplemented, of course, by individual enterprises undertaken by networks and stations. There can be little doubt, however, that if the schedule of pooled broadcasts is undertaken and does follow this general pattern, American radio will enjoy one of its greatest listening audiences over a sustained period.

Radio Top Medium

Radio, it appeared, was going to be called upon as the top medium for bringing home to America the import of victory. Likewise, radio was to be called upon to do the greatest yeoman job of this crucial period: keeping the people at home, before their receivers, and out of the streets.

Military and civilian leaders always have feared that an unbridled period of celebration seriously would disrupt production for the Japanese war effort. Yet they have determined that Americans cannot not be kept from celebrating and that radio, as the wisest compromise, can save the day.

It is noteworthy, for example, that field commanders may be (Continued on page 78)

New Censorship Code After V-E Day

Ban on Man-in-Street Programs May Be Discarded

BY ROBERT K. RICHARDS

IMPORTANT changes in the Code of Wartime Practices for American Broadcasters will be announced immediately following V-E Day, Byron Price, Director of Censorship, told Broadcasting last Friday.

This new edition will incorporate numerous changes, upon which the Office of Censorship has been working for some time.

Ban on Requests

Neither Mr. Price nor John E. Fetzer, assistant director in charge of the broadcasting division, is saying what these changes will be. Speculation among broadcasters who have been working throughout the war with the Code as a guide-post, however, would indicate the practicability of certain modifications in the Code's requests after the war in Europe is over.

That section of the Code (11) on Programs conceivably could be eliminated entirely. Short of such a drastic alteration, a proviso under Programs which would urge broadcasters to use common sense, judgment and caution in handling request programs, quiz programs, forums, interviews and special events might be adopted.

At the present time broadcasters are asked—with certain noted exceptions—to accept no telephoned or telegraphed requests for service announcements, such as lost pet announcements, swap ads, mass meetings, etc. They are asked also to accept no telephoned or telegraphed requests for musical selections and urgent not to play musical requests which are made by mouth of mouth at the origin of broadcast.

Obviously when this language was incorporated there was a sufficient reason for it. Potential espionage still flourished within the borders of the U. S.; and at any time an agent of an enemy might attempt, through such a simple device as a request to a radio station, to employ this medium for instantaneous transmission of intelligence to cohorts outside the country.

Hazard Dwindles

With Germany and Italy out of the war, this menace is reduced tremendously. It is true that some domestic broadcast stations in the U. S. can be heard in areas occupied by the Nipponese enemy, but with each advance of our forces in the Pacific, this becomes less and less a hazard—to the point where most of those stations will probably not be found enough to have an informed opinion on the subject believe it would be impossible for an enemy agent operating in behalf of Japan to (Continued on page 79)
New Military Demands To Offset Effects of Europe Victory

There will be no appreciable change in the civilian radio equipment situation throughout 1945. This was the substance of a “reconversion” proposal announced Friday by Louis J. Chatten, director of the WPB Radio & Radar Division, and unani­mously approved by the Industry Advisory Committee. The program is based entirely on military requirements for a “one-front” war.

Freeze Order Unchanged

Following disclosure of the WPB policy, Commissioner E. K. Jett of the FOC told Broadcasting there would be no immediate change in the FCC freeze order of Jan. 16, 1945 under which applications for new stations in areas now receiving primary service are put in a pending file. As of last week the Commission had on file a total of 700 applications for new standard, FM and television stations in addition to applications for expansion of facilities.

Although the proposal calls for a 21% cutback of outstanding contracts and commitments for the second half of 1945, WPB pointed out that the requirements project­ed for this period were 18 1/2% higher than the production rate achieved during the first quarter of this year. In other words, unless the manufacturing industry can produce at a higher rate after V-E Day than it could before V-E Day, the civilian margin released by the cutback will be only 2 1/2%.

The proposal, Mr. Chatten said, “reflects increasing military demands for electronic equipment for the nation’s armed forces.” A hint that import­ant secret electronic weapons are to play a big part in future military operations was contained in Mr. Chatten’s revelation that on “three new items alone,” a produc­tion of $57,000,000 a month is called for by the end of the year, or 27% of the current rate.

Gradual Relaxation

These new items, he said, will require nearly one-third of the current tube production rate and nearly one-fourth of the present output of resistors, capacitors and “other such standard components.”

Assuming that the military orders “are expected to exceed the capacity of the industry for some time,” Mr. Chatten said the program reflects the Division’s con­clusion that it would be “extremely un­wise to reduce the basic controls on electronic production “either at the present time or at any specified date in the near future.”

When the military requirements begin to drop, he explained, WPB will permit a gradual relaxation of controls which will take effect when orders recede below 90% of

the average monthly delivery rate during the first quarter of 1945. At this point the WPB Committee for Period One (period between end of German resistance and surrender of Japan) will be asked to ap­prove a revision of General Limita­tion Order L-265, the basic order regulating electronic production. Such modification would allow un­restricted output of components, including tubes for replacement purposes and all electronic and equipment “except broadcasting, receiving and reproducing equipment for entertainment purposes.”

This is in line with a prediction made by Mr. Chatten at the American-Canadian conference of radio manufacturers April 25, 26 in Montreal that the first relaxation of controls after V-E Day would permit un­restricted production of components for civilian replace­ments but would limit manufactur­ing of radio transmitters and re­ceivers to essential commercial services such as aircraft, police and point-to-point communications.

Assures Military Supplies

When military requirements fall below 75% of the delivery rate for the first quarter of 1945, WPB would re­voke Order L-265 but would retain priority control of materials to assure uninterrupted production of military needs. Both the revision and the revocation of the basic control order would take effect three months in advance of the controlling reductions in military requirements to allow for the gap between component production and end equipment deliveries.

While eliminating the possibility of either transmitters or receivers before the first quarter of 1946, as long as the Pacific War continues, the Division’s program will per­mit “practically unlimited sale of such components as are needed for repair and replacement purposes” and at the same time assure produc­tion of military requirements.

In addition, Mr. Chatten said, it will provide “a very limited quan­tity” of nonmilitary end equipment for the most essential uses and satisfy the most urgent needs “with a minimum of confusion and bother works.”

Disappointing as it is to station applicants awaiting release of transmitters, the WPB proposal was seen in some quarters as solv­ing, at least for some time, the thorny problem of determining which types of transmitters should be released first—standard, FM or television. Until it became apparent that the magnitude of military requirements for the “one-front” war would preclude even a partial resumption of noncommunication transmitters, government officials were faced with the task of allocat­ing limited materials and man­power for a huge backlog of demands for equipment for the various services.

Meanwhile, the prospects for ob­taining equipment for station im­provements appeared brighter as WPB released a limited number of broadcasting towers (see story page 22). Wherever manufacturers can process materials remaining after military orders are filled, provided war manpower is not used, similar releases will be granted.

Socony Change

SOCONY-VACUUM OIL Co., New York, will replace Information Please with a program built around Rise Stevens, soprano, on NBC Mon. 9:30-10 p.m. from June 25 to Sept. 10, subject only to approval of NBC’s program department. Cast of Information Please is awaiting Army approval on a proj­ected USO tour this summer. Agen­cy is Compton Adv., New York.

Edible Words

MEN of the Signal Corps can now eat their words—literally. A thin film has been perfected that not only can compress a 36,000-word mes­sage into a four-inch capsule, but, in case of enemy cap­ture, the film can be eaten by the men holding it. Twenty times the wadage may be sent on the film as has been possible before, as both sides of the film are usable for recording. Homing pigeons carry the four-inch capsule on their backs, flying across enemy territory or across great distances.

MAXSON FOOD PLANS SERIAL ON BLUE-ABC

MAXSON FOOD SYSTEMS, New York (frozen foods), through Dud­ley E. Church Co., Chicago, and radio consultant agency in New York, will start a network daytime show, Margo in Sun Valley. Time for the show is not yet definite but it is expected to be on WJZ New York and soon afterward, to move on the full Blue-ABC network.

The Sun Valley division also expects to use spot announcements on about four New York stations as soon as packaging can be assured, Mr. Rollinson said.

The news agency is headed by Mr. Rollinson, who has formerly been with NBC in both New York and Chicago and the Blue-ABC, as account executive handling many network shows. Most recently, after several agency posts, he was radio advertising consultant with the Manganal Nickel Steel Co., San Francisco.

During the past six months, Mr. Rollinson has been developing an advertising campaign for the Maxson corporation. Radio adver­tising will be used in postwar for the firm’s pre-cooked meals, known as the Sky-Plates and currently used by the armed services aboard transport planes.


Drug Co. Replacement

UNITED DRUG Co., Boston, will sponsor a variety program starring Ray Bolger as m.c., and guest stars, as a substitute for the Jimmy Durante-Garry Moore show on CBS Fri. 10-10:30 p.m., in July and August. Moore and Durante are booking on separate tours for the USO. The new host is N. W. Ayer & Son, New York.

BROUGHT TO YOU BY THE NAB

Based largely upon information gathered by the National Association of Broadcasters, the NAB has published a special anni­versary program, giving the chronology of 25 years of radio. Divided into two parts, it contains facts on radio and world events since 1920 and development of radio communication since 1920.
Radio Asked to Sound Last Battle Cry

Chance to Ease Tension, Keep Up Morale

By MAJ. GEN. A. D. SURLES
Director, Bureau of Public Relations

NEW, NATIONAL responsibility devolves upon the broadcasting industry.

With the collapse of Germany our war effort will have gone just beyond the halfway mark. How quickly we reach the ultimate goal depends largely upon how well the nature of the task ahead is understood by the public.

Therefore it is the duty of everyone in radio to foster a universal awareness of that task. Every broadcasting operation must strive to "serve the public interest, convenience and necessity." Now comes a time when that pledge can be fulfilled to maintain the morale of the Army and its fighting efficiency—towards social and economic tension at home, caused by a lack of understanding.

1. The war against Japan will require the application of our maximum effort.

Japan has a large and powerful army of 4,500,000 to 5,000,000 men who will fight fanatically. It must not let ourselves be deluded into believing that we can defeat the enemy with one hand tied behind our back. Japan is going to be crushed only by an overwhelming superiority of men and weapons.

To accomplish this the United States must make the most effective use of all resources. As far as possible, additional troops for service in the Pacific will be drawn from reinforcements now in this country and from new inductees as they meet training requirements. These, however, will not fill all our needs. Great numbers will still have to be drawn from the European Theater of Operations to the scenes of final combat.

Production, too, must be maintained at levels somewhat comparable to the now in effect in order to fill the long supply lines stretching to the far shores of the Pacific. Our industrial requirements will diminish only slightly during the first three months after the defeat of Germany. Requirements for the second quarter after the war in Europe ends will be about the same as production for the last quarter of 1944.

There will be some cutbacks; but these will be offset to a large degree by us. We can, if necessary, obtain the items needed for the war by trading off surplus material and equipment which could not be produced on a large scale up to now because of a more urgent need for other purposes.

The whole question of redeploy- ment is governed by military necessity. It must be emphasized constantly that our military needs in the Pacific will be great, and that the meeting of these requirements must take precedence over everything else.

2. This same military necessity is the only factor to determine how many men will be kept in the service after the defeat of Germany, and how many will be returned to civilian life.

Parents want to know where their sons fit into this program. "Will my boy go directly from Germany to the Pacific?" "Can my husband be granted a furlough in the United States between assignments?" "Is my brother going to be returned to civilian life?"

The same is true in industry. Men and women in war plants want to know what is going to happen to production in their respective plants. They want to know how much longer their war jobs will continue.

It is impossible to deal with individual cases, but we can estimate our general needs.

The Air Forces ground units are most urgently needed to prepare harbors, bases and airfields essential to sharply expanded combat operations. Any deferment in getting them to their new stations will result in prolongation of the war and needless loss of life.

Direct to Pacific

Many Air and Ground Forces combat units will also go direct to the Pacific as part of our plan to apply the maximum strength against Japan as rapidly as the availability of supply bases permits.

3. Eventual demobilization will be effected on a fair and impartial basis.

The Army's demobilization plan will be inaugurated immediately after the cessation of hostilities in Europe. Those factors which determine the priority of a soldier's release are: (1) how long he has been in the Army, (2) how long he has served overseas, (3) how many close combat decorations and combat participation stars he has won, and (4) how many children he has, up to a limit of three.

The value of the point credits allowed for each factor will be announced after the termination of the European war. The values will be identical for troops everywhere throughout the world. The men with the highest point scores will be demobilized first, unless special considerations of military necessity in individual cases preclude such a separation.

How many men will be released depends upon how many we need to fight Japan and carry on other necessary duties. When they will be released depends upon availability of transportation after priority needs have been met.

This is not the whole story; but it is the key to the future. With a constructive and continuing broadcast theme can be developed.

Many Facets

There are many facets to the gigantic problem of readjustment and redeployment. The tremendous public interest in them is reflected in the increased volume of inquiries received by the War Depart-

(Continued on page 71)

Highlights of Radio's Participation in World War II . . . .

SEPT. 12, 1938—While networks had maintained correspondence in the European capitals, actual wartime coverage begins with Hitler's Nuremberg address marking the beginning of Germany's territorial expansion by force.

Oct. 1, 1938—BROADCASTING predicts war clouds over Europe will have little, if any, immediate effect upon broadcast operations in the United States, except for speeding up tempo.

1939

Sept. 1—Survey by Broadcasting of Federal officials, conducted in light of explosive war situation, yields no change in attitude toward radio beyond regulatory steps, taken to preserve neutrality. No disposition seen to molest normal commercial operations.

Sept. 11—Networks enter into voluntary agreement on handling war news coverage after assurances from White House that there is no intention of molesting broadcasting, barring possible extreme provocation. Procedure adopted to avoid duplicate coverage of events from European sources which might impair American neutrality. Byword becomes "when in doubt, don't!" There is always time to check. Action followed Sept. 3 declaration of war by England and France against Germany.

Oct. 25—FCC rebukes WMCA New York for methods used in connection with alleged interception and broadcast of secret radio communications and places station on probation as to license renewal.

April 8—Networks and stations move into emergency news status to bring public up-to-minute reports on Germany's unexpected drive in Scandinavia. Radio cooperation with press associations and newspapers testified to by hundreds of front-page stories and bulletins crediting networks as their source.

June 10—Italy's entry into European war produces concentration of speeches broadcast by national leaders surpassing anything since Sept. 5, 1939 declarations, against Germany.

July 1—Recognizing communications as key factor in war defense planning, President Roosevelt convenes with creators on creation of Defense Communications Board of top Government officials to pilot and coordinate policy planning with private entities during war emergency.

Sept. 24—President Roosevelt creates Defense Communications Board.

Oct. 15—Mobilization of radio in national defense picture projected on more tangible basis with selection of Edward M. Kirby, public relations director of NAB, as radio

(Continued on page 72)
Conference Will Cost U. S. Broadcasters Half Million

Usually Rivalry Between Nets, Independents Swept Aside to Give Public Clear Picture

By DAVID Glickman

COVERING the United Nations Conference on International Organization in San Francisco will cost radio a half-million dollars in out-of-pocket expenses exclusive of commercial programs cancelled to permit sustaining broadcast of Conference sessions and news, it was estimated last week.

Before the UNCIO is ended the physical setup in Veterans Bldg. alone will cost the combined U. S. networks $25,000. Subsistence for personnel, travel, etc., is expected to aggregate $250,000 for the four networks. This doesn't include the 40-odd independent stations which are covering. "Broadcasting" went to press, "E. Harold McGrath, in charge of the radio gallery, reported 480 radio executives and employees registered.

Because of protocol, radio has run into many obstacles. Lack of showmanship, due to diplomatic formality, has tended to make the plenary sessions uninteresting from a standpoint of good radio. From a technical viewpoint the UNCIO is radio's biggest job, according to network engineers. Covering the political conventions last year was, by comparison, an easy task because a central control room was set up. In San Francisco, with no such arrangement possible, engineers had to construct complete broadcasting facilities from various vantage points.

Rivalry, which usually exists between the networks as well as local independents, has been swept aside in radio's all-out effort to give America's listeners the best coverage possible. Kindred problems have brought broadcasters closer together with the result that cooperation has given way to cooperation. The paramount thought is public service, with no personal glorification.

Independents are using facilities of the nets and everybody helps everybody else. Daily conferences are held between radio representatives and State Dept. officials. Many independents have combined their resources and manpower and are broadcasting through temporary regional networks.

Help Each Other

Five San Francisco Bay stations, KYO KSFO KSAN KROW KLX and Photo & Sound Recording Co. have constructed special studio and engineering facilities in the Veterans Bldg., San Francisco, and converted those facilities on invitation to KMPC KFAS KFWB KGER of Southern California and KALW, San Francisco's public school system outlet.

KMPC KGER and KROW have made a regional tie-up. KFI Los Angeles has taken over the Earl Anthony offices in the Packard Bldg., San Francisco, and converted them into emergency studios. KMTR Hollywood, which moved into the conference sessions with its recording mobile unit, left after the first week and currently is depending on pickups from KFI.

Don Lee Broadcasting System is performing a dual job—serving as western outlet for Mutual and supplying added coverage for its 40 Pacific Coast owned and affiliated stations.

Press Assn., radio subsidiary of AP, and Transadio-Press are covering strictly from a radio news viewpoint, while UP and INS are handling through regular general wire news.

OFF-MIKE AT SAN FRANCISCO

FORTY-TWO privately owned Canadian stations, through Canadian Assn. of Broadcasters, combined to send three correspondents to the Conference to record interviews with Canadian delegates and others, records being flown to Canada for broadcast. Correspondents are John Collingwood Reade, CFBR Toronto; Dorwin Baird, CJOR Vancouver; T. J. Allard, head of the Radio Bureau, Ottawa, operated by several privately-owned stations.

* * *

RICHARD HARKNESS, NBC Washington commentator and president of the Radio Correspondents Assn., put the first question to V. M. Molotov, Russian Foreign Minister, at Mr. Molotov's first news conference. Asked Mr. Harkness: "Will Mr. Molotov explain as clearly and simply as possible the stand of the Soviet delegation upon the Polish question?" The Soviet delegate obliged with a detailed reply.

THEY TELL this one on Raymond Swing, calmest of news analysts, and H. R. Baukhage, Blue commentators who flew to San Francisco. Baukhage was ill following typhus shots in preparation for a European trip. The stewardess offered to take his temperature. She returned, calmly placed the thermometer in the mouth of Ray Swing, seated just ahead of Baukhage and doing. Mr. Swing protested, but

(Continued on page 62)

Page 18 • May 7, 1945

BROADCASTING • Broadcast Advertising
Few products face more competition than breakfast cereals. Hence WHO is proud of the distribution that Coco-Wheats has secured in our territory—because the product was unknown here when its makers began broadcasting over WHO in 1938.

During the years since 1938, no salesmen or brokers have been employed. No samples have been given out. No other form of advertising has been used. But a WHO produced program broadcast only six months each year has produced almost overwhelming response. The first seven months brought 52,811 letters. The total to date is 309,245. Mail map available soon.

WHO's territory now buys Coco-Wheats in carload lots. Distribution among jobbers and chains has risen from zero to 100%. This is a success story where radio and radio alone forced this distribution, through consumer demand. (One grocery wholesaler in Ishpeming, Mich.—more than 500 airline miles from Des Moines—wrote to us for ten cases, not knowing the manufacturer's name or address!) That letter is typical of hundreds. The makers say sales costs in WHO's coverage area are very low.

No, this isn't an example of WHY Iowa Prefers WHO. It's an example of HOW Iowa Prefers WHO—and of WHO's single-handed selling power! What can we sell for you?

† WHO for Iowa PLUS †

Des Moines . . . 50,000 Watts

B. J. Palmer, President J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives
Radio Provides Vast Field for Veterans

Thousands Needed By Expanding Industry

By MARY ZURHORST

F. S. FAST-GROWING radio, celebrating its 25th anniversary this year, faces a brightly expanding postwar future as the release of thousands of radio and radio trained servicemen.

Mass discharge of former workers will make no radio employment problem. On the contrary the industry needs all of its former employees and many thousands more to develop FM, television, facsimile, civilian adaptations for radar, radiotelegraphy and the myriad related fields.

There will be places for announcers, salesmen, scriptwriters and others by the thousands as engineers and technical men.

Prospects Bright

The golden age of radio seems ready to begin and the manpower which will be made available by the cessation of hostilities will make quick development possible.

Brig. Gen. David Sarnoff, active with the signal corps in ETO, head of RCA, looking at the possibilities from both the industry and service points of view, sees untold opportunity.

"Domestically the prospects are brighter than they have been at any period in radio history," he says. "It is estimated that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal prewar annual sale of 8,500,000 receivers.

As America entered this war, research development of television, frequency modulation and radio facsimile were getting started as new methods of preserving sound and sight into the American home. It is believed that television alone will create many new jobs within five years of its introduction into a postwar industry and service.

There are more than 900 AM stations on the air, all of them needing more men-most of them planning postwar expansion. There will be a great demand for standard sets. Benjamin Abrams, president of Emerson Radio & Phonograph Corp., needs a see for 25,000,000 radios a year as a royalty permit.

There are 50 FM stations on the air with several hundred applications before the FCC. A minimum of 1200 FM stations is predicted.

Thirty-one states are known to be planning educational FM networks with as many as 50 stations in some states.

H. A. Crossland, manager of sales for General Electric, says 5,000,000 FM home receivers on the market within 8 months after the war. Four hundred thousand are in use now.

Eighty television applications are on file with the FCC with nine stations now authorized. FCC Commissioner E. K. Jett predicts there will be 150 applications filed during the first year manpower and materials are available.

International Expansion

International broadcasting, taken over by the Government at the beginning of the war, faces expansion with particular emphasis on the Latin American field. There are now 36 stations.

Facsimile, now used in war work, has many latent possibilities. "It may be the sleeper of the industry," an FCC engineer says. "It needs to be awakened by someone with a full appreciation of its incredible value to the world." Radar has many civilian applications.

It is reported that 12,000 sets. By the end of the war, the board of RCA, says: "Peace-time application of radar will contribute to the safety of all kinds of travel." The Civil Aeronautics Authority with over 500,000 radios equipped with radar in five years.

Recent developments in ultra-high frequency radio have shown that radio relays can carry the telephone and telegraph traffic as well as wires. Radio Manufacturers Assn. recently polled its member companies on postwar needs and expansion. Results showed an expected rise in production.

Counting on Service Men

A Western Electric spokesman summed it up with: "The postwar electronics picture depends on civilian demand. The public has a way of demanding something and despite the fact that it can't be done for months, they want it and expect the public gets it. The quickest way toward progress in the industry, in manufacturing, in the electrical sector in particular is to make proper use of the talents and experience of the men now in service in the postwar industry, all of which will be available after the war.

The golden age of radio is near, although total victory is not yet ours, when veterans of the war will begin their homeward march. They will have had enough of fighting. They will be ready and anxious to resume their arrested civilian careers or, in those cases where they went into uniform after school, take up trades and professions. With the execution of air transportation, no other field promises as wide an expansion as radio. BROADCASTING's Mary Zurhorst, who covers the armed services beats in Washington, has been talking with many military and civilian leaders in recent weeks, trying to obtain and collate material which would present a true picture of radio's opportunity for the serviceman. Here is the first article in a series. The next article will take up the specialized training which veterans have enjoyed in the services, fitting them specifically for radio jobs.

POSTWAR TIPS FOR VETERANS

SERVICEemen interested in radio may find these 10 tips helpful:

1. While still in service discuss your future with a personal affairs officer. He can help you choose the field to which you are suited or can tell you where to get further information.

2. When you are discharged check with your Selective Service office within five days. Arrangements can be made for you to return to the job you had before the war and to help you find one which your training has fitted you for.

3. Contact the Veterans Administration for education benefits and others guaranteed by the GI Bill of Rights. Veterans Guidance centers have been set up in 50 educational institutions throughout the country. More are being established. They provide advice.

4. If you want a new job go to the nearest U. S. Employment Service office. The USES can place you in a job suited to your experience and inclinations, usually in the same line of work you prefer. If you are qualified in a scientific or professional field, such as radio, USES makes the information available to National Roster of Scientists and Specialized Personnel. This is a Civil Service job—say with FCC—you get special consideration and preference in exams. Certain physical requirements may be waived. USES offices have lists of Civil Service examinations and when they are given.


7. If you plan to enter the radio service field on your own, the Small Business Division of the Dept. of Commerce advises: (a) Know your line thoroughly; (b) Have sufficient financing; (c) Know the pitfalls and be sure you can overcome them.

8. If you want to be an announcer, get a well-rounded knowledge of current news and its importance. Know as many people as possible, read good literature, listen to the radio and cultivate your voice. Most stations will give you an audition if you have these essentials. NBC personnel director may be contacted at New York for an audition for which will be sent to NBO affiliate nearest the part of country you prefer. Other networks and independent stations have similar facilities.

9. Apply to the National Assn. of Broadcasters, 1760 N St., N. W., Washington 6, D. C., for information.

10. For information on other specialized radio jobs apply to the Veterans Administration, U. S. Employment Service office or the office of the company interested in the field in which you want a job.
Something new about the ostrich

Ma and Pa Ostrich (we don’t know which is which) ... in the Cleveland Zoo ... let the hot sun beat down on their backs while they hang their heads in the shade, made by their own shadows.

That’s not so dumb!

But we’re using that picture to remind advertisers that the older “Head buried in the sand” line about the ostrich, is still in effect in some places.

Some radio time is still bought on a big-name basis. In Baltimore the big buy is the small but successful independent, W-I-T-H. In this 5-station town, it is this independent station that delivers the greatest number of listeners for the lowest cost. And remember, Baltimore is the 6th largest city in the United States.

Facts available to you, prove the W-I-T-H story!

WITH
Baltimore, Md.

Tom Tinsley, President . Represented Nationally by Headley-Reed
Ruppert Sponsors
JACOB RUPPERT BREWERY, Brooklyn, on April 16 started sponsorship on WBYN Brooklyn of all home and away games of the Newark (N.J.) Bears with Ted Lawrence, WBYN sports director at the mike. Out-of-town events are covered by wire report. Ruppert also uses transcribed jingles in the New York area, and recently signed a 52-week renewal for Stan Lomax sports review on WOR New York. Agency is Ruthrauff & Ryan.

WBAC to MBS
MUTUAL will have a total of 258 affiliates with the addition of WBAC Cleveland, Tenn. 250 w on 1340 kc. Now under construction, station will join MBS on or around May 15, when line facilities are expected to be completed. Owner and operator is R. W. Rounsaville.

WPB Authorizes Production of Limited Number of Towers Without Priorities
PURSUING its policy of permitting manufacturings who have completed military orders and have materials still on hand to convert such material into civilian equipment, the WPB Radio & Radar Division has authorized production of a limited number of transmitter towers to be made available to broadcasters without priorities.

The authorization, first of its kind since the general WPB freeze on broadcast equipment in 1942, was granted to John E. Lingo & Son Inc., Camden, N.J., one of the largest makers of tubular steel vertical radiators for radio stations. Joseph J. Taylor, assistant to the president of the company, gave BROADCASTING the following statement on the WPB action:

John E. Lingo & Son Inc. has been authorized to build and sell, without the use of priorities, a limited number of Vertical Radiators from materials on hand.

The authorization provides that the entire production must be completed within 60 days from its issuance and that no additional labor is employed beyond Lingo's normal personnel.

Lingo explains that the authorized production will utilize standby-time between war contracts and will not be allowed to interfere in any way with production for the war effort.

Manufacture and sales will be made on a first come—first served basis.

Emphasizing that WPB has no immediate plans for any general relaxation on civilian broadcast equipment, John Creutz, chief of the Division's Domestic & Foreign Branch, pointed out that the Lingo authorization does not involve a strictly electronic item although it affects station construction. The availability of towers may enable some FCC applicants to obtain conditional permits, he said.

Mr. Creutz explained that because of the large continuing military demands for radio and radar equipment for the Pacific war, V-E Day will mean little change in the civilian radio situation. Inasmuch as overall communications production has been behind schedule, any reduction in requirements will more likely erase the deficit rather than result in a surplus, he said.

One fact not fully appreciated in connection with the shift of military operations to the Pacific, Mr. Creutz pointed out, is that while ground forces have played such a heavy role in the defeat of Germany they have accounted for only about 14% of military communications needs. In other words, even if the entire Army in Europe were not needed for the war with Japan, the resultant communications cutbacks would permit only a partial, although substantial release of civilian supplies.

Navy communications needs, which have comprised about 46% of total electronic requirements, are expected to continue without abatement throughout 1945. Needs of the air forces, which have taken about 42%, also may continue at an undiminished rate. Much of the equipment in planes used in the European war will be unsuitable for the greater distances in the Pacific, he explained, and will be replaced.

WPB recently announced that the undelivered balance of outstanding prime contracts for radio and radar equipment as of April 1 was $2,571,920,000, of which about 56% was specified for delivery in the following six months. To satisfy these requirements, it will be necessary to reach an average monthly production of nearly 8% more than was achieved in 1944.

Possibility of reduced Army needs and availability of manpower released by cutbacks in other industries will determine the quantity of civilian radio equipment which will be released in the next six months.

JAN SAVITT

An apprenticeship with Leopold Stokowski's famous Philadelphia Symphony served Jan Savitt well indeed. For the young violinist has made good use of his symphonic training in his career as a "swing" exponent.

He first developed his distinctive shuffle rhythm as house conductor at WCAU in Philadelphia some 15 years ago. Today, Savitt's style and popularity are national institutions.

EL RANCHO GRANDE
WE GO WELL TOGETHER
LOVE'S GOT NOTHING ON ME
I SEE A MILLION PEOPLE
SUGAR FOOT STRUT
IT'S SO PEACEFUL IN THE COUNTRY
AS WE WALK INTO THE SUNSET
A DROP IN THE BUCKET

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

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD
Credo of the WKY Farm Reporter

TO CONTRIBUTE
—to the security of life on the farm
—to the advancement of the science of farming
—to the social and economic advancement of our farmers
—to the conservation of the soil resources of our state
—and to proper utilization of its fertility

Credo and Kudos

- When WKY's farm service department was established under the full-time direction of Edd Lemons last year, the direction in which this service was going and the objectives it hoped to reach were mapped out in a Credo reproduced above.

WKY had, for at least two decades, served the farmers and livestock raisers of Oklahoma in a variety of ways. With the organization of a full-time farm service department, WKY's service to the state's basic industry became a coordinated, aggressive program of information, education and helpfulness under the direction of a man with agricultural background and know-how. WKY's Farm Reporter now has the full-time assistance of another expert, Otis Parker, a livestock specialist.

WKY's farm service department was quick to assume leadership in promoting every movement for the betterment of life on the farm; traveled to all parts of the state to publicize outstanding farm projects and achievements; brought farmers to the WKY microphone who had something to say from which other farmers could profit; and in many other ways translated its Credo into action.

For thus "helping the farmer fight this war and win it", Variety awarded WKY (along with those two other great farm service stations, WSB Atlanta and WLS Chicago), its coveted 1944 Showmanagement Citation.

WKY's superior service to Oklahoma farmers is the reason WKY is the favorite and most listened-to station in the farm homes of Oklahoma.
In these dependable tower tuning and matching components lies the heart of directional broadcasting. They help give Westinghouse phasing and matching equipment the high efficiency, reliability and easy adjustment that meet today's needs.

These qualities stem from many features of Westinghouse phasing equipment. High Q inductors, low-loss capacitors and effective circuit design establish the high efficiency. Reliability is assured by using all components well within their ratings.

Operation has been simplified. Current division and phasing adjustment can be made while in operation. Phase adjustments can be made by a single control for each tower. The current fed to each tower can be adjusted by a single control without affecting its phase position.

Westinghouse—working with your consulting engineer—offers its wide facilities in installing complete directional equipment for every type of coverage from simple cardioid patterns (above) to more complex, intricate ones. Your nearest Westinghouse office will give you full information. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

XXV RADIO'S 25TH ANNIVERSARY KDKA
Radio Offers Field for Veterans

(Continued from page 20)

ties for highly trained radio men are with the electronics laboratories. Their new ideas can be applied more readily because the man is at the source, as it were, than in a radio station. For this type work and all other radio jobs requiring a high degree of skill the radar men will be way out in front in demand."

George Isham, of Sylvania Electric Products, says "postwar radio will require more technical ability and better men trained on the part of radio servicemen."

Service Field

An estimated 3,000,000 GIs may try postwar business ventures of their own. Some may find the service field adapted to their capabilities. New type sets will require skilled workmen to do repair jobs. Some authorities recommend a training period in a laboratory or with a manufacturing company to get a first-hand knowledge of sets.

Some good school offers courses in this work. The Education Department in Washington, where a register of skilled workmen is maintained, has a list of preferred schools available.

The importance of proper servicing is stressed in a statement by Arthur Stringer, NAB promotion chief, who says, "Show a typewriter installation and inadequate servicing prevail, television will collapse in spite of all the money industry can spend."

There is going to be a wide field for servicemen on the other side of the control panel. An executive of a large broadcasting firm speaking of these men, says: "They will be a shot in the arm for radio. Because of the lack of these men, radio programming today is in what you may call a static state. When they come back with their new ideas—and unfaired to apply them—their awareness, their appreciation of the social, economic and political aspects of the big, round 'scope,' the future of perhaps radio can become what we have hoped it could be. They have gained a perspective we could never hope to achieve sitting at home."

In the October NBC started Welcome Home auditions for placing ex-servicemen interested in radio with NBC, its affiliates and other stations. The network sends the record of the audition to the affiliate nearest the point where the serviceman wishes to work. If the man is qualified a job is offered. Three months after the series began, 100 men and women had been placed in radio jobs. Other stations are starting the same type of program.

Not Forgotten

Another indication that radio men at home have not forgotten those in service is seen in the allocations briefly filed with the FCC by Philip G. Loeb, FM Broadcasters Inc. counsel. This brief proposes that 20 channels be set aside "for future assignment to members of the armed services who are not now in a position to prepare and file FM applications but who might desire to maintain a construction and operation of FM stations in their postwar plans." This provision would provide for a minimum of 200 possible stations with about 10 personnel needed to staff the smallest of them.

Other opportunities in broadcasting are offered for thousands in producing, announcing, and short-wave radio, "civilian radio," making use of walkie-talkies and other fields just opening up.

The following statement prepared by Gen. Sarnoff for Broadcasting sums up the situation:

Wartime research and development in radio-electronics have greatly speeded the tempo of progress in the application of the electron tube to communications and industry. Advances which normally we would have looked for in five to ten years from now, may be expected to be available for practical and useful development in the postwar years.

Viewed in relation to returning servicemen, these advances mean abundant opportunities for work and employment in radio and industry in the immediate future and as a stepping stone to peace. Expansion in virtually every phase of radio is now in use and introduction of many new products and services is to come.

The growing trend toward a greater utilization of television offers many interesting and avocational opportunities for servicemen. Their technical and engineering qualifications have prepared them for increased commerce and trade among communities, and for expansion in all fields, including radiotelegraphy, radiophoto, radio production, television, etc.

Actually the prospects are brighter than they have been at any time since radio was born, that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal pre-war rate of 5,000,000.

As America entered this war, research and development advanced far beyond the 1932 level of radiotelegraphy, radio modulation (FM), and radio facsimile. Research has been advanced as new methods of bringing improved sound and sight into the American home. It is believed that television alone will create many new jobs within five years of its introduction.

Other important factors are the tremendous applications of electronics to industrial processes and methods, and the adaptation of radio principles to peacetime purposes. The use of electron tubes has been extended for beyond radio communications into nearly every other industrial development. Industry counts, sort, control, detect, and measure by tubes has accelerated numerous industrial operations and many bottlenecks in war production.

To the broadcast men this offers a new opportunity. Tens of thousands of servicemen through their training in the war in the practical application of radio and electronics from this training will come new ideas for the constantly expanding radio industry and its various service.

UJA Committee

COMMITTEE of radio and stage artists, headed by James E. Sauter, has been organized and has been called upon to organize profession for the 1946 campaign of the United Jewish Appeal of Greater New York and other UJA organizations. Co-chairmen of the UJA radio and stage unit are Frank Barton, Biow Co.; Joseph Bigelow, J. Walter Thompson Co.; Walter Harryson & Co., and Benjamin J. Heller, secretary American Federation of Radio Artists; and Paul Louis, D'Arcy Adv. Members of executive committee are Milton Berle, Maxwell Dane, Joan Edwards, Martin Gabel, Lucy Monroe, Kate Smith and Henny Youngman.

1946 Dr. George W. Young 1945

DR. GEORGE WILLIAM YOUNG, Jr., founder and operator of WDGY Minneapolis and its predecessor KFTM in 1923, died at his home April 27 following a long illness. One of the nation's first commercial broadcasters, he had gained the third federal license in the U. S. and the first independent license for KFTM.

Dr. Young was born in Merri- dine, Wis., June 27, 1886. He attended school in August and Merri- lan, Wis., and in 1906 entered the Green School of Watchmaking, Min- nesota. This was followed by in- struction at the Columbia Optical College and extension courses in optics, physics and public speaking at the U. of Minn. In 1912 he estab- lished his own jewelry-optometrist business. Indicative of his early initiative, his first jobs had been ditch digging and filling, pin set- ting at a bowling alley, house-to- house selling and as a railway brakeman. It was between train runs that he began to study watch- making as an apprentice.

"Doc" Young was born in 1886. After many interests and avocations, "Doc" Young subsequently became interested in radio and in 1923 set up studios for KFTM in his own home. In 1925 the station was renamed WDGY and moved to the West Hotel, then successively to Loeb Arcade, his own build- ing at 909 W. Broadway and in 1928 to the Nicollet Hotel, present location of the 5,000 w local set, 500 w night independent outlet assigned to 1130 kc. A station built on local goodwill and which has maintained itself through the course of many local business ventures, WDGY still is doing a selling job for many of its original advertisers.

Raymond Shifts

RAYMOND LABS., Minneapolis (hair preparations), has appointed Roche, Williams & Cleary, New York, as agency, shifting from Manso-Gold Adv., Minneapolis. Spot radio schedule for Rayve hair shampoo which includes WMIN WTCN Minneapolis - St. Paul, WIND WGN Chicago and WXYZ Detroit has been expanded to WJW WDJ Cleveland. Through Milton Weinberg Adv., Los Ange- les, Raymond recently started a 90- day test radio campaign on the West Coast.

Many of those who originally worked for Dr. Young, and who re- ceived their initial training under his guidance, are now nationally known radio figures. On old payroll sheets are such names as George Putnam, Vincent Pelletier, Cedric Adams, Clellan Card, Stan Thompson, Lynn Smoby, and others.

In 1938 he obtained one of the first television licenses and pur- chased a dozen receivers for spot- ting in the Twin Cities area as part of his experimental ventures. The following year he also estab- lished a school of radio technique which is still functioning.

Prior to his death he was active in civic, fraternal and other groups. Dr. Young is survived by his wife, Mae C., and two sisters, Avada and Mrs. Myrtle Egan.

Safety Council Offers Wartime Service Awards

NATIONAL SAFETY Council, Chicago, will offer a wartime award—for Distinguished Service to—National safety, the regional network and the individual station—in each of two groups, under 50,000 watts and 50,000 watts or more—originating and presenting the best safety program or programs in connection with National Farm Safety Week, July 22-28.

Entries close Sept. 1 and judges will be Wallace Kadderly, chief, Radio Section, U. S. Dept. of Agriculture; John J. Lacey, Director of Information, American Farm Bureau Federation; and Maynard H. Coo, Director of the Farm Division of National Safety Council. Entry blanks may be obtained by writing to Paul Jones, director of public information, National Safety Council, 20 North Wacker Drive, Chicago 6, Illinois.
Reproduction of an etching by Frederic Taubes
women aware...

being a statement about women and war by WOR...

the station that programs more progressively for more women than probably any station anywhere.

With every tick of the clock, more and more American women are realizing today what world peace means to them. There is no denying that.

But too many women have become aware the hard way, through the impact of a War Department telegram, or the sudden appearance of a familiar name in the cold columns of a casualty list. Others, perhaps less deeply touched, have nevertheless been able to feel World War II's destruction, and the even more deadly possibility of World War III, looming like a shadow over their homes, their families, and their ways of life.

And yet, being emotionally aware is not enough. In making this a better world where tragic wars cannot take place, the American woman must understand with her mind as well as her heart. She must understand the forces behind war and the machinery of peace. She must fight ignorance and propaganda with truth and hard facts. She must realize the power she wields in a great democracy; and that, though her home is still her world, this whole narrowing world is now also her home.

WOR has long known the responsibility of radio in bringing women not only entertainment, but a constructive approach toward all the problems which affect women. It was WOR which developed and introduced a new kind of women's service show, now one of the most popular types of daytime programming in Greater-New York. And it was WOR which found the right people to conduct these shows; people who not only had winning personalities and good radio voices . . . but people with the background, understanding, and social responsibility to use these programs for the greatest good.

Now, at a time when it is crucially important for women to be informed and aware, the records of two of WOR's women's service programs—those of Bessie Beatty and Martha Deane—are worth considering.

Day after day, WOR's Bessie Beatty and Martha Deane have been turning on the light of information...
and facts; rounding out news-developments from the woman's angle and in woman's language; presenting guests from wide and varied fields. Day after day, Bessie Beatty and Martha Deane have been combining good entertainment with thought-provoking ideas. That it has worked is proved by the fact that Miss Beatty and Miss Deane rank at the top of the list of all local programs in sustained listnership.

As Bessie Beatty aptly put it, before she left to cover the San Francisco conference for her listeners:

"I believe that no matter how scientific or international a subject is, it can be explained in perfectly simple, frank terms. And now, when awareness is so important, when every big news story has personal bearing on the lives of women, I think I owe it to my audience to keep the Beatty Beatty program topical and timely."

Or, to quote Martha Deane (in reality, Marian Young, formerly women's editor of one of the largest newspaper syndicates in the world):

"I think it's wrong to talk to thousands of women daily without including some ideas that go beyond tea-time. I regard it as part of my radio responsibility to help women keep aware of all the issues that affect democratic life."

Every weekday morning on WOR, from 10:15-11 A.M., Bessie Beatty's program opens a window on the world for approximately 250,000 women. She talks of recipes, homemaking, fashion, and all the other topics commonly regarded as "women's subjects." But she also dips into politics, economics, government, philosophy, psychology, the theatre, literature, race relations, etc. For, as Miss Beatty says, "All subjects are women's subjects these days."

Here, for example, is a handful of Bessie Beatty's most recent program guests, and the vital, timely material which they have covered:

**BRIGADIER GENERAL CARLOS ROMULO, who spoke of the Philippines and their role in the war and the coming peace.**

**LEO CHERNE, lawyer, author, economist, who gave a simple, forthright explanation of the meaning of Bretton Woods.**

**BURNET HERSHEY, author and lecturer, speaking of the future of the airways in a peacetime world.**

**HELENE KUO, Chinese author, on the political and cultural leaders of China.**

**SIR BERNARD PARES, English authority on Russia, discussing Russia and the peace.**

**LOUIS NIZER, lawyer, author—on the subject for which he has become noted — What to Do With Germany.**

**RICHARD WRIGHT, author of "Native Son," and "Black Boy," talking of his youth and the problem of race relations.**

Nor is this all. Besides Bessie Beatty's opinion-forming discussions, she has also been an active sponsor of many public-spirited causes. Naturally, she has backed every war drive. But she has even gone beyond this and instigated her own social projects. Among these are her famed:

**GIFT SHOWERS FOR HOSPITALIZED SERVICE MEN, which have raised thousands of dollars and countless gifts for men in hospitals, and in which Bessie Beatty enlisted the support of women's clubs in various communities.**

**EASTER AND CHRISTMAS PLANT DRIVES, which, to date, have supplied over 71,000 plants to Army and Navy hospitals within the area.**

**BUY A BOMBER DRIVE, which sold over $300,000 in War Bonds.**

**NEEDLES AND THREAD DRIVE, which elicited over 2,000 contributions of sewing materials for the women of Russia.**

Why is Bessie Beatty able to arouse such full-hearted response?

Because no matter what subject she touches on, what cause she supports, her own warmth and sincerity . . . carried into women's homes by the intensely personal medium of radio . . . gives every woman a greater understanding of problems outside her own experience; greater realization of the world beyond the kitchen, the nursery and the front yard.

Equally notable is the outstanding work of WOR's Martha Deane. Every weekday, from 3:00 to 3:30 P.M., her program mirrors the simple but profound way of American life. People and events are as real to Martha Deane as pumpkin pie — and just as American. The most involved political and sociological problems of the day are reported by Martha Deane in terms of flesh-and-blood men, women and children.

In her own words, Martha Deane feels that, "Ignorance is the root of every evil in the world and education is the only way to combat it. Peoples' instincts are right, but we've got to let them know . . . open to them fields for conjecture and decision in arriving at a true and fair judgment."

One way in which Martha Deane fulfills this credo is with her now famous "Thursday Club" sessions. These are open forums which frankly and constructively approach powder-keg subjects and detonate them with intelligence and common sense. Just a glance at some of the subjects most recently covered gives an idea of the courageous vitality with which this WOR program is imbued. For example, Martha Deane has covered:

**A pro-and-con discussion of Federal Housing.**

**A survey of un-American activities throughout the nation.**
Discussions, from various angles, on Dumbarton Oaks, Yalta, San Francisco and Bretton Woods.

A fearless attack on intolerance, Probing Our Prejudices.

Russian-American relations.

Martha Deane has also actively campaigned for the “You are the Government” ideal, based on American “government by the consent of the governed.” These reports have kept listeners informed on Congressional activities; urged them to study the various issues and to express their views to their Congressmen.

Besides supporting regular war effort drives on a year-round basis, Martha Deane and her listeners have “adopted” Leslie County, Kentucky, the poorest county in the United States. Working through a small mission run by Dr. and Mrs. E. Campbell Symonds, listeners have supplied clothing, library books, seeds, Christmas gifts, and other contributions which have helped to rehabilitate the county.

Martha Deane’s guests, too, are chosen for their news-value and general interest. Some, like John of John-Frederics (the milliner), or Billy Rose, are on the lighter side, for Martha Deane well realizes the value of diversion in these tense and troubled times. But others, such as these, more than adequately balance the fare:

John Mason Brown, drama critic, author, formerly of the Navy, discussed the events which made possible his book, *Many a Watchful Night.* “If there is ever to be a real peace, men and women must be willing to live as gallantly as they are willing to die.”

Mrs. Lafell Dickinson, president of the General Federation of Women’s Clubs, in her first radio interview: “Every woman can and should accept her responsibilities for a lasting peace. We will do this by keeping public opinion alive.”

Dr. Harry Overstreet, philosopher and lecturer. Discussed the psychology of being grown-up. “Become independent in action and mind. Don’t be self-centered. Judge objectively.”

As with Bessie Beatty, much of the effectiveness of Martha Deane’s program is due to her own personality, and her skill in blending informed alertness with intelligent entertainment. Marian Young’s young, up-to-the-minute viewpoint is enhanced by a keen sense of showmanship and a delightful sense of humor. The result: a program that never sags in interest, that is as rich in human qualities as it is in humanity.

WOR sincerely believes that public-spirited programming, as personified by Bessie Beatty and Martha Deane, is an increasingly vital part of daytime radio. It is this kind of programming that will help make clear to the women of America that they must play a crucial part in the shaping of the future, and show them how to do it.
False Armistice Aired With Caution Warning by Most Nets

MAJOR networks didn’t exactly go out on a limb with the April 28 Associated Press story of German surrender, although Blue-ABC gave the report full benefit of bulletins and a name list of correspondents, starting with a flash at 7:56 p.m., EWT.

Apparently remembering the premature Armistice in World War I, the networks hedged as far as possible by stressing the fact that AP’s story would not be confirmed until a White House announcement was made.

President Truman’s “no foundation” bulletin was first aired by CBS at 9:36 p.m., EWT, with a break in the Lucky Strike Hit Parade. Second was NBC at 9:37 p.m., when Don Hollenbeck read the President’s statement and followed with an explanation.

NBC Cautious

NBC, most cautious of all four networks on the surrender report, started at 8:51 p.m. by saying that no confirmation to the AP story had been received. At 8:38 NBC in Washington repeated the “no confirmation” news, adding that the President would read his proclamation when and if the surrender became official. Mr. Hollenbeck stayed with the story through regular quarter-hourly news broadcasts, breaking in with a bulletin only upon receipt of the Presidential denial. Significantly, NBC did not sound its fourth chime...a tone reserved for breaking of such big stories as D-Day. The fourth ring is to be heard on V-E Day, network officials said, and again on the day of final victory over the Axis.

While other networks followed almost the same policy as NBC, Blue-ABC broadcast the “surrender” bulletin from San Francisco at 7:56 p.m., interrupting Meet Your Navy, and aired a total of 15 brief commentaries on the story before presenting President Truman’s denial at 9:44 p.m. EWT. Immediately after the original bulletin by David Lewin, Blue picked up Martin Agronsky from Washington, then switched back to San Francisco and Edward Tomlinson, who described the “air of expectancy” prevailing in the Conference city.

The two were followed by a series of Blue commentators and experts, including Baukhage and Vincent Sheean. At 8:30, the Boston Symphony went on and was interrupted three times before going off at 9:27 p.m. Spotlight Bands started at 9:30 and Blue had two breaks on that program, including the official denial at 9:44.

CBS read the AP bulletin at 8 p.m., and broke into Mayor of the Town at 8:21, repeating that the story was still unconfirmed. At 8:39, CBS interrupted F. B. I. in Peace and War, and again at 8:43, when the network quoted Steve Early as saying that announcement of the end of the war with Germany was expected at the White House.

Mutual had 12 commentators standing by to go on the air if the rumor was confirmed, but after the first bulletin on Frank Singiser’s 8 p.m. program, the network followed its regular schedule until 9:52, when the President’s statement was read on a split network (57 stations) and repeated at 10 p.m. on the full chain, breaking into the Chicago Theatre of the Air.

Fax Crime Chaser

FACSIMILE Radio transmission will bring a sharp reduction in the postwar criminal’s chance of escape from police, according to H. H. Rathkamp, executive of Finch Telecommunications, Passaic, N. J., who described expected detecting facilities before a meeting of the New Jersey section of the International Municipal Signal Assn. in Nutley, N. J.

Kleanser Campaign

KITCHEN KLEANSER, Chicago, is to start a test campaign on three or four stations sometime this summer through Russel M. Seeds Co., Chicago.

Getting First-hand Impression of the War, these commentators visited Lt. Gen. William Simpson, Commanding General, U. S. Ninth Army in Germany. They were (l-r) Johannes Steel, WEN; burnet Hershay, WHTN; Brig. Gen. Richard E. Nolken, Commanding General 29th TAC; Lowell Thomas, NBC; Gen. Simpson; Howard Barnes, WOR; George Hamilton Combs Jr., CBS; Joel Bayer of the New Yorker; John W. Vandercock, NBC; Quincy Howe, CBS; Joe Harsh, CBS.

Check the list below to find the war message announcements you will broadcast during the week beginning May 28. OWI, the transcription service, will provide announcements suitable for sponsorship and three-20 second chain breaks on each side of the spot. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WOVI PACKET, WEEK MAY 28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAR MESSAGE</strong></td>
</tr>
<tr>
<td>NET.</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Seventh War Loan</td>
</tr>
<tr>
<td>Paper Salavage</td>
</tr>
<tr>
<td>Meat Campaign</td>
</tr>
<tr>
<td>Prepare for Winter</td>
</tr>
<tr>
<td>Crop Corp</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 162 for names and time of programs carrying Network Allocation Plans.

Appeal Expected In WOKO Refusal

FCC Denies Rehearing, Grants Temporary License Extension

APPEAL to the U. S. Court of Appeals for the District of Columbia probably will be taken by WOKO Inc., licensee of WOKO Albana, N. Y., following FCC denial last week of a petition for a rehearing in the Commission’s refusal to renew the WOKO license. That Commission did, however, extend the station’s temporary license to 3 a.m. May 31 to permit continued operations pending appeal.

In a dual decision, at its Tuesday meeting the FCC (1) continued indefinitely the station’s temporary license pending consideration of a petition filed April 28 by George O. Sutton, WOKO counsel, for rehearing and (2) denied the rehearing and extended the special authorization only to May 31. First action was taken Tuesday morning; the second in the afternoon.

Under its original order of March 27 the FCC ordered the WOKO license terminated as of 3 a.m. May 31 on grounds that Sam Pickard, former Commissioner and CBS vice-president now overseas duty with the Red Cross, held a hidden interest in the station’s ownership. The Station’s ownership was leased by Mr. Pickard to Mrs. WOKO owners, including the late radio career. The scholarship would be sold to one or more prominent citizens of Albany” now negotiating for the stock. In turn the Press Co. would purchase from Messrs. Smith and Curtis their interests in WABY. It is further proposed that the 490 shares of stock to be owned by Messrs. Smith and Curtis would be placed in trust for a very short period of years to cover the normal license period. Present officers and directors

Nielsen Mails New Form Program Rating Report

A. C. NIELSEN Co. has mailed clients first issues of a new form of advance report on program ratings. Report includes 20 pages, pocket size, giving data for each of more than 300 individual network programs on accordion-folded sheets, separated by evening and daytime programs, by days of the week. Average audience of each program is charted as is the per cent of homes using radio and the program’s share of the audience. Each program also shows total audience and holding power.

On separate pages the report gives the rank of the various program types, intimacy of name, sponsor, ranking of top twenty for evening and daytime programs. Clients include radio advertisers and agencies, CBS and NBC.

Kaltenborn Fund

H. V. KALTENBORN, NBC commentator, has presented a $19,000 scholarship trust fund to Wisconsin U, for education and training in broadcasting with special emphasis on news and news analysis of just-war decisions. Higher standing in the college are eligible if qualified on the basis of financial need, scholarship, special aptitudes and interest in radio, and evidences of planning for a radio career. The scholarship is “in appreciation for the excellent work which has been done by station WIA (at the University campus) in advancing and developing radio broadcasting, and to the great University of my native state, of which I am an honorary alumnus,” Mr. Kaltenborn said.
Serenaders ARE UNPROFITABLE!

At the time of his death Enrico Caruso was famed throughout the entire world. Millions who had heard him sing acclaimed him the greatest tenor of all time.

Yet there was a day in Caruso's career when, for a small tip, he hired himself out to an ardent swain to sing beneath a lady love's window.

Advertisers who strive to court public esteem for their product, through the use of radio, need more than a ballad beneath a window. They need a broadcasting station that is heard by thousands. In Baltimore, such a station is WCBM. The finest in entertainment and the last word in programming have made WCBM Baltimore's listening habit.

WCBM
Baltimore's Listening Habit

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

BROADCASTING • Broadcast Advertising

May 7, 1945 • Page 34
RCA Net Profit Up 24.4% Over First Quarter of Last Year, Sarnoff Reveals

RCA showed a net profit after taxes of $2,987,000 for the first quarter of 1945, a gain of 24.4% over the same period in 1944, Brig. Gen. David Sarnoff, RCA president, told the corporation's 26th annual stockholders meeting in New York last Thursday. Consolidated gross income for the three months was $85,385,000, up about 9% from last year. Gen. Sarnoff reported, and profit before taxes was 15.6%, while taxes rose 14% over those for the first quarter of 1944. Earnings for the quarter were 15.8 cents per share of common stock this year, comparable to 11.6 cents per share in the same period of 1944.

Reviewing the quarter-century RCA history, Gen. Sarnoff said operations have grown from a gross of $2,000,000 the first year to more than $326,000,000 in 1944. During the 25-year period, RCA's profits before taxes have totaled $337,000,000, he said, or about 9% on the gross business. Federal income taxes have aggregated $114,000,000, leaving a net profit of $235,000,000, or roughly 6% of the gross, with about 65% of the earnings paid out in dividends to stockholders.

Working Capital

Gen. Sarnoff said that the company's working capital is approximately $60,000,000, a "substantial increase" from the $3,000,000 it started off with in 1919. This should make it unnecessary to borrow funds for postwar reconversion and expansion, he said, adding that RCA "has never sold any stocks or bonds to the public. Most of the stock of this company now outstanding was issued for manufacturing plants, communication properties, patent rights and other assets acquired from other companies. Without these there would have been no RCA."

Unfilled orders of RCA manufacturing plants as of April 1 totaled approximately $180,000,000, a decrease of about 40% from the same date last year, and orders booked during the first quarter of this year totaled $92,000,000, down 25% from the same period last year, Gen. Sarnoff said. But he added that the demand for war products will probably use all of RCA's facilities through this year, at least.

Expansion

Looking to the future, Gen. Sarnoff cited the development of new electron tubes that make the use of microwaves practical and open up new fields of service, such as radio relays for television, facsimile and other services. He mentioned the agreement concluded with Western Union permitting that company to use RCA's radio-relay developments, on which "highly successful" tests are under way between New York and Philadelphia. He also cited the radio-relay chain RCA hopes to operate between New York and Washington, providing channels for international communications traffic, radiophotos and program transmission through a series of super-high frequency repeater stations which will be automatic and unattended.

Anticipating a great expansion in all fields of civilian and commercial radio services, the company has made its plans and, without interfering with its primary war production job, "is taking preliminary steps for reentry into the field of civilian radio, phonograph, television, FM radio, and other radio and electronic products as soon as conditions permit," he declared.

Officers Elected

Stockholders reelected as directors for three-year terms are: Niles Trammell, NBC president; Frank M. Folsom, vice-president in charge of the RCA Victor Division of RCA; James G. Harbord, chairman of the Board; Bertram Cutler. Arthur Young & Co. was chosen as outside public accountants to certify the financial statements for this year. Approval was voted for the employees' pension plan which was adopted by the directors and put into effect Dec. 1, 1944.
MR. TIME BUYER, WE LOVE YOU!
(And that goes for you, too—Miss Time Buyer)

We love you for giving a newcomer a break...and giving us a chance to prove we could really do a selling job.

We love you for recognizing real coverage when you see it...appreciating what terrific sales value there is in the half a million radio homes we can reach for you.

We love you for the great percentage of national renewals you're giving us. Last month alone, it was 64%!

We love you for...aw shucks, let's not get maudlin...but with nice fellas like you to do business with—no wonder we're Top Station in Cleveland in the Morning!
Prospects Dim for Final Allocations Before Mid-May; FCC Seeks More Data

W I T H A L L O C A T I O N S “still locked in the bosom of the Commission”, it was learned last week that the FCC has made an exhaustive search for all propagation data bearing on the future of FM and that prospects of final allocations above 50 mc before Mid-May were not too bright.

Conclusions

Maj. Edwin H. Armstrong, FM inventor and opponent of the Commission’s proposal to move that service to 84-102 mc, disclosed last week that on April 25 he filed three additional briefs with the FCC at the request of Commissioner Charles R. Denny Jr. Two of the briefs were on P2 layer and tropospheric transmissions, thus they were added to the secret portion of the record, conducted March 12-13 in the presence of military experts.

The third, dealing with Sporadic E, was added to the public record. Maj. Armstrong’s public brief bore these conclusions:

1. It has been established that stations of a local character covering 60 to 90 miles can be operated without encountering Sporadic E interference within the service range from 44 mc upward.
2. It has been established that if the high power transmitters are operated in the vicinity of 90 mc and a realistic appraisal made of the practical factors bearing on the situation, that the amount of interference which may be expected is negligible.
3. Such interference as does occur, occurs in the outer ranges, and it is my considered opinion that if an attempt is made to cover these ranges in the 90 mc band that far worse service to the public will result by reason of shadows, tropospheric fading, and above all, long distance tropospheric transmission of the type described in a memorandum on this subject filed this day.

According to Maj. Armstrong the P2 layer brief relegated the effects of that interference “to the ash can”. His brief on Sporadic E set forth facts concerning the extent of, and duration of, that type interference under various conditions.

Members of the Commission answered all queries regarding allocations with the statement, “they’re still locked up in the bosom of the Commission”, reportedly suggested by Chairman Paul A. Porter at Tuesday’s meeting. It is known, however, that Commissioners themselves were not in agreement, particularly as to the future location of FM.

The entire spectrum from 25-30,000 mc, except that portion from 42-108 mc, which embraces the highly-controversial FM band, has been decided upon. Final reports on the spectrum other than FM and television have been prepared, it is understood.

Proponents of keeping FM as low in the band as possible were en-couraged by the Commission’s delay, contending that “additional evidence” had been presented to improve the theory of Dr. K. A. Norton, who urged that FM be moved upward because of P2 layer transmission in the 40-mc region.

It appeared likely, however, that the Commission would not begin the FM band below 60 mc, thus a compromise allocation between the RTTB recommendations (43-58 mc) and the Commission’s proposal appeared to be gaining strength, it was reported. In some quarters that compromise was seen as beginning at 60 mc [Broadcasting, April 23].

Should the FCC decide to start the FM band at 60 mc, it was pointed out that the allocation might be along these lines:

-42-44 or 42-50 mc: FM on temporary basis to take care of present stations until transition is accomplished.
-50-58 mc: Television or FM temporarily.

Significant in this respect was the BCA-NBC brief at oral argument which suggested that the 44-58 band be assigned temporarily to FM. Should FM be moved upward, Telestar would not be ready for that channel until FM is ready to move out, NBC contended. The Commission has given that suggestion consideration.

-50-54: Amateurs.
-54-60: Television.
-60-68: FM.
-68-78: FM.
-78-84: Unassigned for the present.
-84-108: Telestar.

URGING greater support of the paper salvage campaign, War Advertising Council suggests to broadcasters that "you can arrange interviews with salvage leaders in your community, also with soldiers and sailors who have seen paper’s thousands of war uses. You can report on the progress of your campaign in your community and point out the special achievements of outstanding individuals, such as Boy Scouts and Paper Troopers. You can use plenty of short reminder announcements, especially just before collection days. You can contact the local Salvage Committee to take care of tapes and promotional ideas you need."
Fitting a sponsor is like fitting a shoe. The right leather, the right width, the right last...a right fit or no more customer!

Good as CBS is (and we think it’s tops) we know we need more than the best in network radio to keep WCSC the number one civic and entertainment force in Charleston. We need locally selected programs. Programs that reach the heart of Charleston...programs that fit.

We think we have them.

Take our “Air Adventures of Jimmy Allen”. We thought it would fit the James F. Condon & Sons Department Store. Fit their shoe department, to be specific. It does. Condon’s has been on our air for three years.

WCSC planning has made this adventure story an institution in Charleston. Every afternoon at 5:30, Monday through Friday, the “Air Adventures of Jimmy Allen” tells of the achievements of Charleston children: their school work, their good deeds, their civic efforts. Another nice gesture to nice people (our people) for the nice things they keep doing.

The “Air Adventures of Jimmy Allen” is the kind of program WCSC likes to do. Wants to do. Our listeners expect it. It sells shoes (in quantity) for the Condon Department Store, too!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
EDUCATIONAL FORUM

UNDER allotment from the Michigan State fund of $235,000 to subsidize a year's experimental program of adult education, the Office of Adult Education at Western Michigan College, Kalamazoo, is presenting a half-hour Tuesday evening "Western Michigan Radio Forum" program on WKOZ Kalamazoo and WJEF Grand Rapids. In cooperation with the stations, participants on the programs include leading citizens of the state.

Rehabilitation Talks

SERIES of quarter-hour talks "Lock Homeward Soldier," are featured on the CBC Trans-Canada network by War Correspondent Andrew Cowan, returned from overseas.

Essay Winners

WINNERS ofziello contestant's contest for the best essay by a high school student on juvenile delinquency were announced on last week's broadcast on NBC, with a first prize of $1,000 in War Bonds going to Charles Blaine, 17, of Minneapolis. Second and third prize winners also received bonds. Judges were Dr. Nicholas Murray Butler, president emeritus, Columbia U.; Dr. Robert G. Sproul, president and president and chief, Florida; and Dr. George J. Hoover. All winners received plaques for display in their schools.

Sponsors of Bristol-Myer Co. Agency is Young & Rubicam, New York.

Plays by Youngsters

WITH roles played by young actors 10 to 16, "Pluto Space Program" has started on KGW Portland, Ore. The weekly Saturday series is expected to run through the summer.

ON THE STREETS

BUS ADVERTISING CARDS are attract listeners in the Dubuque area to the WKBB radio programs. Passenger traffic on city busses has increased considerably during wintertime. To reach this vast audience, WKBB frequently employs exterior and interior bus cards. Dubuque's first radio station, WKBB, distributed advertising cards as just one of its many promotional activities constantly to remind the people in the Dubuque area of the interesting local features and Blue Network shows presented on WKBB.

A November listener survey conducted by Robert S. Conlan & Associates showed that the four programs with top audience ratings in the Dubuque area were all WKBB programs. Further evidence of WKBB's leadership in audience response is the ratings for the entire survey period. WKBB, 36.4; 2nd Station, 30.2; 3rd Station, 13.3.

WKBB's first place standing among listeners in Dubuque, a growing marketing area, makes it the wise choice for time buyers.

Potential Tele-Talent

TO STIMULATE interest in television among high school students and to find potential television entertainers, Admiral Cop., Chicago, is televising a program titled "Young Chicago." The weekly half-hour program features high school talent exclusively. Idea was conceived by Admiral executives and George Jennings, acting director of the Radio Council of the Chicago Board of Education.

Workshop Series

SERIES of 11 weekly programs titled "Kansas City Story," dramatizing the work of the various departments of the city hall, is being presented on WDAF Kansas City by the radio department of the D. of Kansas City. Public school listening groups have been set up. Programs use workshop as well as professional talent.

Talent Search

CKAC Montreal's reach-for-talent contest "Les Bouviers de CKAC" closed with a broadcast featuring all winners. Corp. Jean-Noel Croset won first in scriptwriting, Michelle Thibeault and Charles Martin tied in the popular singing contest, and Beatrice Mont梭罗, won the vocal art division and six contestants tied for the dramatic talent award. More than 600 contestants took part in the 23-week, $1,000-prize series.

Biographies by UP

SERIES of quarter-hour recorded biographies of front-page personalities are being presented on Press radio station section for use by UP clients in a 13-week series and for bundling up of station files of recorded life stories ready for distribution. New York UP radio news manager in New York, said the programs will be titled "One Man's Destiny" and will be sold only to stations using regular UP news service.

Minute Feature

IN "Last Night's News," a nightly one-minute feature, WOW New York carries listeners of the lights situation of the enemy. Announcer reads items on U.S. or Nato stories, culled from eyewitness accounts obtained from reports by American war correspondents, or from the official French, Dutch and other governments. Stories are presented factually with no comment.

Student Round Table

WFBO Syracuse is broadcasting a weekly public service program produced under supervision of the English department of the Syracuse Board of Education. Called "The High School Student Speaks," program takes schools in rotation and consists of a round-table discussion with leader and four participants.

KONE Health Series

KOME Tulsa in cooperation with the Tulsa County Public Health Assn. has arranged a series of public service programs run off the hour, titled "How's Your Health?" Dick Campbell, program director, is moderator. Program is 3:30-3:40 p.m. Wednesdays.

Musical Commentary

FEATURED Dr. Max Ritter, conductor of the Kansas City Philharmonic Orchestra, "Musical Interpretations," a new Saturday morning half-hour program on WKA New Orleans, presents classical and semi-classical recordings with correlatives.

Child Talent Contest

FIFTH annual child amateur contest, conducted by "Uncle Don" on WBO New York, drew total of 5,767 entries. Finals were aired on Uncle Don's May 3 broadcast, with Don and radio representatives as judges.

Overseas Experiences

OVERSEAS experience of Army Air Force combat veterans are related in new weekly series of "The Soldier Seeks" on WOR Hollywood.

Truman Portrait

KROW Oakland, through a series of six broadcasts, presents, a nightly one-minute feature, a portrait of America's new President, Harry S. Truman.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE,
IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Broadcasting • Broadcast Advertising
Whether you're advertising cereals or soaps... Spot Programs are excellent "spots" for you. And if you want to sponsor soap opera or grand opera...

Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others.

Investigate Spot Programs while there are still good availabilities. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others. Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others. Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others. Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others. Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others. Spot Programs will do the job. For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you because they're conducted by popular station personalities who have already proven their ability to sell for others.

Better buys—better programs... Talk to a John Blair man today!
BLAW-KNOX is responsible from BLUE PRINTS to BROADCAST

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox. Specifications are completed under one responsibility. The job is not done until the tower is up, tested and approved.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Bldg.
Pittsburgh Penna.

Talk Tips by CBS

Tips for the prospective amateur radio speakers are contained in a mailing packet with the Blaw-Knox "Microphone," pocket-size booklet distributed by CBS to civic organizations and other groups regularly receiving talks, digest of network broadcasts. Last of the hits to speakers urges speakers to "leave their listeners wanting more—and thus make friends."

WWDC Project Lauded

THE WWDC Washington duckpin tournament was 'the most successful city or state-wide duckpin tournament in the history of bowling' according to the chairman of the National Bowling Congress. There were 17,676 entries, with close to $6,000 in prizes. Bowlers' Victory League received $600 to be spent for sports equipment for Army personnel overseas.

Kate Smith Gems

KATE SMITH fans sent more than 3,000 birthday cards to WJR Detroit honoring her 36th birthday on May 1. Cards were sent to her in New York by WJZ as a surprise greeting from the Midwest. Leo Fitzpatrick, WJZ general manager, arranged a reading of Kate Smith's biography on the "Know Your America" program.

Mail Piece by WROK

MAIL PIECE on the Blue-ABC "Breakfast in Hollywood" morning feature has been distributed to grocers in Rockford, Ill. area by WROK Rockford, to turn it on that the program is "on the air to help you sell more products to Gumble's Ivory Flakes and Kellogg's Pep."

Cafeteria Promotion

RECIPE from the Jane Weston "Modern Home Forum" program on WOWO Fort Wayne, Ind., was featured item at the cafeteria of the Fort Wayne Studebaker plant. Supplemental promotion included table program schedules of daytime WOWO shows.

Four-Color Map

WHEB Portsmouth, N. H., has issued a humorous four-color map showing coverage of the station. Picture was drawn by Edward McCandlish, comic illustrator, who has since been added to WHEB promotion staff.

WJZ Troupe

WJZ New York is sending its "Victory Troupe" of entertainers to Pope Field, Fort Bragg, N. C. to entertain in connection with the third anniversary of the paratroopers and to open the Seventh War Loan Drive.

Window Displays

NBC world news coverage is promoted by WRC Washington via a window display of news commentator, correspondent and؜ Durant pictures adjacent to the station's entrance.

WNEW to Move

WNEW New York has signed a 10-year lease to occupy second and third floors at 565 Fifth Ave., formerly the S. W. Strauss Bldg. WNEW signed the lease with Atlantic Coast Network which acquired half of the stock in the Fifth-Forty-Sixth Corp., owners of the 12-story building. Now located at 561 Madison Ave., WNEW plans to move early next year or as soon as it can complete remodeling of the 32,000 square feet of space it will occupy. Ten broadcasting studios, a television workshop and 30 offices will cost over $300,000.
It's not unusual for NBC affiliates to have considerably higher ratings than the other network stations in their communities.

But, in San Antonio, WOAI's average C. E. Hoorating for the Fall-Winter of 1944-45 is 11.6% HIGHER than the national average for NBC!

By comparison, the average Hooratings of the three other network affiliates in San Antonio range from 27% to 63% LOWER than the national averages for their own networks over the same period.

Definite listener preference for WOAI, in town and out—morning, afternoon and night—helps explain why this popular station sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!
WBAL MEAN IN BAL'

WBAL — 50,000 Watts — Baltimore . . .
Basic NBC Network . . . . . . . . . . . . National
S BUSINESS

TIMORE

One of America's Great Radio Stations
Represented by Edward Petry & Co., Inc.
Radio and the Veteran

Radio in all its phases offers many opportunities for servicemen returning from the wars.

The vast potential for employment which radio presents is reviewed in this issue [Page 20]. It is recommended reading for all broadcasters and for all those allied with the art.

It behooves every one of us to begin thinking now, if we have not done so already, about the discharged veteran.

He has had vast training. Much of that training applies specifically to the problems which must be met every day in broadcasting stations, in advertising agencies and in related pursuits.

He has had tremendous worldly experience which has broadened his concept of living. His ideas will influence the lives of everyone for generations to come. His ideals will bulwark the standards upon which radio of the future must build.

The average serviceman will need no helping hand, beyond the proffer of a job. He has been keenly trained. He will be ready to take up his assignment in a peaceful world. Radio, which needs him, will welcome his return.

POST-PRESIDENCY prospect for Mr. Truman: do one of those five-minute, capsule form newscasts a la Elmer Davis. In a 20-minute news conference last Wednesday, he gave radio and press reporters enough headline news to keep them at their typewriters far into the night.

Pittsburgh Folly

BEWARE of big powers in the hands of little men.

The climax was capped in Pittsburgh a few days ago. The district office of the War Manpower Commission announced a ban on the playing of radios in restaurants which remain open after midnight, ruling that radio is "entertainment".

At WMC headquarters in Washington it was learned that no such directive had been issued on a national basis. The only order was that eating places which remain open after midnight may not offer music (live, radio or juke boxes) if there is dancing. One of the first pronouncements by Justice Byrnes when he issued the curfew order last February was that this request did not apply to broadcast stations "in any way".

The Pittsburgh ruling is too ridiculous to argue. But it's interesting to probe into the kind of mentality that provoked it. From radio sources in the city it is reported that one of the officials is a former labor organizer. Another is reported to be a member of the American Federation of Musicians, and feels that radio impinges upon employment of musicians.

As things are now, we are given to understand, any Pittsburgh restaurant which "violates" the curfew by playing a radio or juke box or performing live talent, will be closed for 30 days. That ruling means, we assume, that war workers in highly industrialized Pittsburgh won't be able to get war news reports during the midnight lunch hours, or after they are off.

We think no less a personage than Paul McNutt should lend an ear and perhaps, wield an ax.

CAMPBELL ARNOUX has as cosmopolitan a background as radio.

Of Virginia and New England ancestry, he was born Jan. 13, 1895, in New York City, spent his early childhood in St. Louis, moved to Texas where he grew up, then to Arkansas for nine years and finally reversed the old adage by coming east to Virginia. He celebrated his 11th anniversary as general manager of WFAR Norfolk on Feb. 1.

Campbell entered Texas A. in 1916 after graduating from Fort Worth High. At the university he was issue editor of the Daily Texan, college newspaper. He got his first newspaper assignment by telling the managing editor of the Fort Worth Record he would work two weeks for nothing with either a salary at the end of that time or a pink slip and no hard feelings. Covering a saloonkeeper's convention as his first assignment, he came back with a collection of bartenders' anecdotes which made front page and put him on the payroll at $10 a week.

The World War interrupted his college course and he entered First Officers Training Camp but was discharged because of illness after completing half the course. Later he was civilian instructor of aerial observation at the Austin Army Ground School and finally was made a second lieutenant in the Fifth Texas Cavalry.

In 1919 Campbell set out, Jack London style, on a journey that took him around the world. Starting with $25 he reached New York two years later with $240 and a great deal of experience.

He became assistant to the director of publicity of the Southwestern Division of the American Red Cross with headquarters in St. Louis. He saw disaster relief duty during the Pueblo flood and similar disasters. He also conducted Red Cross exhibits at western state fairs and claims to be an expert baby weigher as a consequence.

In 1922 he became staff writer on the Ft. Worth Star-Telegram shortly before the paper installed a station—now WBAP. The job of managing it was offered in turn to older members of the staff who declined. Finally the boss got down to Arnoux. He wasn't asked, he was told, "You're it!"

For six months he had a wonderful time. He hadn't the foggiest notion of how to make a radio station click. But then nobody else did either. When he had to have his tonsils removed somebody had to do his announcing and Harold (Continued on page 44)

BROADCASTING • Broadcast Advertising
You will agree that these diminutive stars, while rarely at loss for correct answers, are seldom available when prospective operators of postwar Television stations have questions to ask. Fortunately, DuMont Television "know how" can be tapped as needed...cost and engineering data on every phase of station design, construction and operation...the accumulated knowledge gained through more than 4 years' station management.

The low operating cost, extreme flexibility and rugged dependability of DuMont Television transmitting equipment are being convincingly demonstrated week-in and week-out in 3 DuMont-equipped stations. New postwar designs embody all wartime advances. You can arrange now for early peacetime delivery of station equipment and training of personnel through the DuMont Equipment Reservation Plan. Visit DuMont's Station WABD, New York. Call, write or telegraph for appointment...Station Equipment Sales Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.
Our Respects to
(Continued from page 42)

Hough, circulation manager, agreed
to try it. This was the birth of the
"Hired Hand", when Hough de-
veloped a personality and dry hu-
mor that made him nationally fa-
mous. Radio arguments began
between Arnoux as the "regular
announcer" and Hough the "Hired
Hand", supposed to be the station
janitor.

Arnoux was with WBAU until
the station grew from its original
20 w to a "giant" of 1,000 w. In
1924 he went to Hot Springs, Ark.,
to put on what was at the time
the "longest remote control pro-
gram", some 300 miles of wire con-
nection. The program sold the
Arlington hotel on a desire for a
radio station and he was offered
the job of director. He accepted
and helped install KTHS in December
of 1924. He was there nine years
and the station increased in power
from 4,500 to 10,000 w.

Offer From Huber
In 1933 P. S. Huber, president
of Norfolk Newspapers Inc., own-
er of WTAU, asked Arnoux to
become manager. He is still there
and the station has grown from
its original 500 w to be one of the
country's leading 5,000 w regionals.
During the years at WTAU he
has installed WRTD Richmond,
obtained, built and staffed WPID
Petersburg, Va.

Arnoux was elected to the board
of the National Assn. of Broad-
casters as district director from
the fourth district and took office
in September last year. He served
as chairman of the Music Com-
mittee in 1944 and is now liaison
member from the board on the
Labor and Code Committees.

Campbell served this year as
president of the Virginia Club,
Norfolk's oldest social club, just
completed a term as president of
the Norfolk Rotary club, vice-
president of the Tidewater Coun-
cil of the Boy Scouts, member of
the board of directors of the Nor-
folk Assn. of Commerce, the Boys
club, the Norfolk Orchestral Assn.
and is active in a long list of other
community projects.

Married, Arnoux has two chil-
dren, Suzanne, 18, studying at Wil-
	
RED CROSS LAUDS HELP FROM RADIO
RADIO contributed time and tal-
ent worth $19,075,000 to the 1945
Red Cross War Fund campaign ac-
cording to Chairman Basil O'Con-
nor, who issued a message of ap-
preciation to the country's radio
stations, networks and sponsors
last week.

"The whole-hearted cooperation
of broadcasters was an enormous
factor in enabling us to put the
campaign over the top," said Mr.
O'Connor. He said the quota of
$200,000,000 was oversubscribed by
$19,075,000.

"On Feb. 28 alone, which was
'Red Cross Radio Day', 192 network
programs carried Red Cross mes-
gages to the ears of the public,"
Mr. O'Connor pointed out. "Dur-
ing February and March, no less
than 560 coast-to-coast programs
featured War Fund appeals."

Sufficient appeals were made to
reach every listener in the United
States 22 times, the Red Cross esti-
mated. "This marks the greatest
assistance to a fund-raising cam-
paign that the Red Cross has ever
received," the chairman stated. "I
want to express my heartiest and
most sincere thanks, not only to
the OWI and the National Associa-
tion of Broadcasters, but to all per-
formers, announcers, sponsors and
network and station personnel as
well. Radio has aided us brilliantly
in attaining our goal."

Comptone on 14
COMPTONE Co., New York, en-
ters radio for the first time May 19
as sponsor of Bob Trout on 14 CBS
stations Sat. 6:55-7 p.m. for Ocu-
lena Sunglasses. Stations include:
WABC WCAU WKBY WJVS
WKMB WINS WJAS
WJAD WGAU WGST KNX KQW.
Other media include 33 national
magazines, trade papers and direct
mail. Agency is Byrde, Richard &
Found, New York.

William and Mary, and Pat, 17, student
at the George School in Pennsyl-
vania. His hobby is his victory
gardening and he likes fishing in
summer, football in winter and
bridge all the year round.

RELIGIOUS TRANSCRIPTION LIBRARY
Designed for Better Programs
100 NUMBERS IN LIBRARY "A"
10 NEW NUMBERS EACH MONTH
CAMPUS CHRISTIANS
427 WEST 5TH STREET, LOS ANGELES 13, CALIFORNIA
BROADCASTING • Broadcast Advertising
WMPS, Inc., a wholly owned subsidiary of Plough, Inc., of Memphis, has now assumed active operation of WMPS, following transfer of ownership from the Memphis Broadcasting Company.

The present, aggressive policy of WMPS will be expanded to further serve those who have come to look to this progressive station for results. And the bright days ahead in postwar broadcasting will find WMPS contributing toward constantly increasing listener enjoyment through an outlet embodying newer principles and practices in the world of radio.

For 20 years, WMPS has been a factor in Memphis and Mid-South broadcasting. Now under its new ownership and with the same management, even greater things are in prospect. As material and equipment become available, refinements are planned in both quality and coverage of broadcasting.

WMPS is proud of its affiliation with the rapidly expanding Blue Network of the American Broadcasting Company. Through this network’s facilities, as well as through its own local programming, WMPS service to the public will continue to provide radio’s outstanding educational and entertainment features.

Reach and sell this responsive, growing audience—in one of the nation’s outstanding markets.

H. R. KREELSTEIN,
Vice President and General Manager
Selvin Joins Majestic

BEN SELVIN of Muzak Corp., New York, in June will join Majestic Records, recording unit of Majestic Radio & Television Corp., New York, as executive assistant to President James S. Walker, until October, when he will take over as general manager and vice-president, succeeding Eli Osterbein, whose contract expires at that time. Mr. Selvin is recording manager of Muzak Corp., a member of the board of directors, and in charge of repertoire and talent for Muzak and Associated Program Service, transcription library service. Mr. Selvin will continue as consultant with Muzak until he joins Majestic fulltime in the fall.

PRINCIPAL SPEAKER at the 49th annual Utica Chamber of Commerce banquet, April 17, CBS Correspondent Ned Calmer chats with his hostess, Mrs. Margaret F. Bowden, owner-operator of WIBX Utica.

FORT INDUSTRY CO. MEETS MAY 10-13

SPRING meeting of the Fort Industry Co.'s officers and managing directors will be held May 10-13 at the Homestead in Hot Springs, Va. Featured will be a discussion of programming, led by J. Harold Ryan, vice-president and general manager of Fort Industry, now on leave as NAB president. George W. Smith, chairman of the executive committee and managing director of WWVA Wheeling, W. Va., will preside at all sessions. Other discussions will be: Sales, by E. Y. Flanagan, managing director of WSPD Toledo; Promotion, by Charles Smithgall, managing director of WAGA Atlanta; Comdr. George B. Storer, Fort Industry president, plans to attend, along with Managing Directors Stanley P. Kettler, WMNN Fairmont, W. Va.; Ralph G. Elvin, WLOK Lima; Allen Haid, WHIZ Zanesville, O.; Robert G. Venn, WGBS Miami, and John Poole, general counsel for Fort Industry.

KVSO Power Increase

KVSO Ardmore, Okla., has granted a modification of license by the FCC for increase in nighttime power from 100 w to 250 w. Station operates unlimited time on 1240 ke.
Another of Many Lone Star Chain Success Stories

Study some of the big success stories back of the LONE STAR CHAIN when you want to "lasso" one of the richest and biggest markets in the Southwest. The results are amazing. For example, Bewley is one of fine milling accounts which have used the LONE STAR CHAIN for a long time. As Mr. W. P. Bomar, Vice-President in Charge of Sales, puts it, "LONE STAR CHAIN reaches more of our customers and prospects—dollar for dollar spent—than any other selling force we've tried."

Yes, the LONE STAR CHAIN covers a whoppin' big market. It's a favorite with rural and city folks alike. And, what's vitally important, it costs less per listener when you use the LONE STAR CHAIN!

OTHER PRODUCTS AIRED OVER LONE STAR CHAIN

- Admiration Coffee
- Crustene Shortening
- Gold Chain Flour
- Grand Prize Beer
- Hyle Soap Products
- Justin Boots
- Resistol Hats
- Texaco Products

THE LONE STAR CHAIN
805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 3663
CLYDE MELVILLE, MANAGING DIRECTOR
Join WJEF Staff

MEMBERS of the announcing staff of WJEF Grand Rapids, new John E. Fetscher station which went on the air Feb. 5, include Miles Olsen, chief announcer formerly with WKZO, Fetscher station in Kalamazoo; Clem Harland, Al Hopkins, Lewis Smedes and Phyllis Tedler.

Continuity editor of WJEF is Richard Kowalkski, Dr. Willis F. Dunbar is program director of both WJEF and WKZO. Jo Bemes has been named chief announcer of WKZO. Lee Carter, formerly of WKMO Kokomo, Ind., is now on the WKZO announcing staff.

NBC Adds Announcers

COMMERCIAL announcers, effective May 1, were added to all new programs broadcast on NBC and its owned and operated stations on which newscasters formerly read commercials as well as the news. Move was a followup to NBC's recent elimination of middle commercials on newcasts.

SPORTS BROADCASTERS Assn. sent a group of entertainers to Chatham Field, Ga., by plane to stage performances for servicemen. Freemanwere included in the group.

Gortatowsky Heads

J. D. GORTATOWSKY, general manager of the Hearst newspapers, has been appointed president of King Features Syndicate, International News Photo Service, and Mutual International News Photos, succeeding Joseph V. Connolly, who died April 18. Other personnel changes, announced by Mr. Gortatowsky, who continues as general manager of the Hearst papers, include appointment of Ward Greene, executive editor of King Features Syndicate, as editor and general manager of KFS. Bradford Kelly, one of Mr. Connolly's assistants; becomes assistant editor and assistant general manager of KFS. Frank J. Nichl, general sales manager of KFS, was elected a vice-president of the syndicate. Seymour Berkson, managing editor, will be general manager of INS with Graham continuing as INS editor-in-chief.
YOU can sponsor one of these great network radio shows—locally

1—CHARLIE CHAN, that clever Oriental detective, smash hit of films and fiction, is now a radio hit too. The exciting ADVENTURES OF CHARLIE CHAN, broadcast at a popular evening time, attracts an ever-increasing family audience.

2—CONSTANCE BENNETT, glamorous movie star, gives warm, informal chats about Hollywood and Broadway—the personalities and fashions she knows so well. This daytime program is sure to attract a vast audience of women listeners.

Either of these great shows can be yours; can help sell your products or services right in your territory. Here is how it works...

Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. Your local station announcer gives your commercials during the broadcast—and identifies the great network show as yours.

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

AMERICAN BROADCASTING COMPANY
The Blue Network

HERE ARE OTHER BLUE NETWORK CO-OPTERATIVE PROGRAMS YOU CAN SPONSOR LOCALLY

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

HEADLINE EDITION: More famous people heard on this news program than on any other radio show. Early evening, Mon.-Fri., 15 minutes.

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

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Fourteen Blue Network overseas correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

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

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

KIERMAN'S NEWS CORNER: Walter Kierman direct from New York. One of the outstanding human-interest reporters of our time. Early evening, Mon.-Fri., 15 min. Available East only.

DICK TRACY: Popular juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.
A G E N C I E S

GLENHALL TAYLOR, acting head of Young & Rubicam's Hollywood office, has been appointed associate director of agency's radio division.

G. COLEMAN DAWSON has resigned as radio production chief of Morse International, New York, and leaves the agency May 7. He may continue in the agency field or resume free-lance production and radio acting.

JOHN P. MITCHELL, with Morse for six months, will handle production work, with CHESTER SLAYBAUGH continuing as radio department manager.

W. S. PATJENS, former vice-president and an account executive of Franklin Bruck Adv., New York, has opened his own agency at 429 Fifth Ave., New York, and plans to specialize in combined radio and car-card advertising.

WILLIAM C. ANTHONY, Chicago, has been transferred to the New York office of the agency.

GOLDMAN & GROSS, Chicago, has moved to larger quarters at 221 N. LaSalle St., Chicago. Telephone: Dearborn 1380.

FREDERICK KLEEMAN, former production manager and radio director of Henry H. Teplitz Adv., Chicago, has opened an agency under his own name at 108 W. Adams, Chicago. Telephone: Randolph 1169.

McCANN-ERICKSON Inc., New York, foreign department, is offering a course in the Spanish language to all staff members, with DR. LEONARD LUDWIG, foreign research director, in charge.

A. N. SARMENTO, manager of the two Portuguese offices of McCann-Erickson since 1924, has arrived in New York for a three-month visit at the agency's New York headquarters.

RALPH HARRIS has opened an advertising agency under his own name at 250 Park Ave., New York, with plans to service accounts in radio as well as television.

Mr. Harris is former account executive of Abbott Kimmel Co., New York, and previously with Bow Co., Mears Adv., and Grey Adv.

DONALD B. SAMSON, former managing editor of Forbes magazine, has joined the radio writing staff of N. W. Ayer & Son, New York.

JAMES V. SPADAIA, former executive of Kenyon & Eckhardt, New York, previously publisher of You for five years, has established his own advertising agency at 29 E. 46th St. Associated with him is his wife, JEAN SPADAIA, as art director, and KATHARINE JOHNSON, former copy chief of Bonwit Teller, New York.

DOROTHY ROLLINGSWORTH, formerly with Douglass Leigh, outdoor advertising agent, and previously in the radio and research departments of BBDO, New York, has joined the research department of Doherty, Clifford & Shenfield, New York.

J. A. BRIGGS, West Coast manager of Kenyon & Eckhardt, has resigned to become president and general manager of Los Angeles Downtown Shopping News. JOHN SWALLOW, agency radio director, now will be in charge of Hollywood office also.


BEAUMONT & HOHMAN, Seattle agency, has opened new quarters in the Central Bldg., Telephone: Seneca 6086.

HAL AYRES Jr., Hollywood account executive of The Homer Griffith Co., station representative, has been appointed assistant Hollywood manager.

BEA STEFFY, formerly with advertising department of Western Auto Co., Los Angeles, to Robert F. Dennis Inc., Los Angeles agency as assistant copywriter.

EILEEN COCHRAN has been placed in charge of media.

VERN EASTMAN, publicity director of Hixon-O'Donnell, Inc., Los Angeles, has been transferred into the Army, CARL APPONYI, former advertising manager of Northrop Aircraft Inc., Hawthorne, Calif., has joined the agency.

Devins to Grant

J. H. DEVINS, formerly of Ben-dix Aviation Corp., public relations staff and J. Sterling Getchell Adv., has joined the Detroit staff of Grant Adv., in a public relations capacity, it was announced by Edward R. Grace, Grant vice-president.

Mr. Devins

Mr. Devins

Mr. Devins

Rollinson Agency

DUDLEY ROLLINSWORTH has announced opening of an advertising agency, Dudley Rollinson Co., with offices in the Empire State Building, New York. He will also act as professional advertising consuliant.

Accounts already include Maxson Food Systems, New York; Heston & Anderson, manufacturers of Fairfield, Ia.; and St. Paul Engineering & Mfg. Co. Mr. Rollinson has handled several accounts for CBS, NBC and Blue-ABC networks.

He was also director of research for Blackett-Sample-Hum-ert in Chicago, and account executive for Hixon-O'Donnell in Los Angeles.

RALPH CUSHING, account executive of Prentice, Walters & Bros., Chicago, April 6 married Nida Eldred, now in the WABC station at Scott Field, Ill.

BROOKS ELMS, formerly of Foote, Cone & Belding, New York, to J. M. Mathes Inc., New York, as account executive.

At FC&B he was assistant to the president and serviced the American Tobacco Co. account, supervising "Bit Pictures." He now is assistant to J. R. Mathes.

WILLIAM H. WOOD, released from the Army and former production manager of Jim Duffy Co., Chicago, has joined BBDO, Los Angeles, as production manager.

CHARLES H. HARRISON has been appointed radio director of Lester Harrison Inc., New York.

FRANK PITTMAN, for more than a year Hollywood producer of Needham, Louis & Brody, has been appointed manager of agency's Hollywood office and radio director, replacing CECIL UNDERWOOD, resigned. Prior to joining Needham, Louis & Brody, Mr. Pittman was NBC Hollywood producer.

This is the station in Chattanooga. CBS 5,000 watts day and night.

ACCORDING TO EVERY HOOPER THE OUTSTANDING CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAEYMER COMPANY NATIONAL REPRESENTATIVES

W R C

Represented by NBC Spot Sales

Page 50 • May 7, 1945

BROADCASTING • Broadcast Advertising

"Since Zeke's eight boys got back from the army, he calculates' ad- vertise over WDFD Flint."
Today's
BEST BUYS

AudiencE tested for Busy Buys uEyErs

East

WHN—New York
50,000 Watts

DICK GILBERT
5:00-6:00 P.M.
Mon. thru Sat.
The singing disc jockey. Versatile vocalist, master salesman. (You can say
that again.) Tuneful, different, gets results!
1/4 hour participation.
3 days—$500.00 6 days—$1000.00.

WNBD—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS
5:30-6:45 A.M.—6:15-6:30 P.M.
Mon. thru Sat.

Two good news periods on a station that Hooper shows with a 20% to 120%
audience gain in six months! Participation—$4.00 daily—$8.00 evening.

WATR—Waterbury
1,000 Watts—Blue

“MA” HURLBUTT and AL VESTRO
12:00-12:30 P.M. Saturday

“GAGS and GOONS”
This is the station’s biggest mail puller. Cost rate card plus $10.00 net
for talent.

WJIE—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS
11:15-11:45 A.M.—11:45-12:30 P.M.
Mon. thru Sat.

That old time 1-2 show that gets mail and sells merchandise.
Participation—$5.00 3 per week—$15.00 6 per week—$30.24.

WRAB—Reading, Pa.
250 Watts—NBC

IT’S IN THE BAG
(Meaning the grocery bag)
10:10—11:00 A.M.
Mon., thru Fri.

Yew! This is the one rings cash registers in grocery stores.
Participation—$25.00 per wk.

WJAS—Pittsburgh
5,000 Watts
LEE KELTON’S ORCHESTRA
5:10-6:00 P.M.
Mon. thru Fri.

A half-hour of appetizing, easy-to-listen
to music by one of Pittsburgh’s leading orchestras.
Participation—One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1450 CLUB
7:00-8:00 A.M.
Mon. thru Sat.

Bridgeport’s best bet for breakfast.
Daily participation—$32.40 per week.

WNHC—New Haven
250 Watts

1840 MUSIC ROOM
2:00-4:00 P.M.
Mon. thru Sat.

Two hours of uninterrupted popular
music.
Daily participation—$25.00 per week.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS
7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.

Mon. thru Sat.

Hot from the four corners of the
earth by Associated Press Wire.
Spot participation—$10.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE
1:30-5:00 P.M.
Mon. thru Sat.

An ideal time for those old familiar
music tunes.
Participation—$25.50 Wk.

WST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.

The program that rides into the hearts
and homes of Burlington folks.
Participation—$8.00 per week.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS
9:00-9:30 A.M.
Mon. thru Sat.

A D.N.Y. program has been telling ‘em how
to keep house for fourteen years and
they love it.
Participation—$27.00 Wk.

WDIN—Minneapolis-St. Paul
6,000 Watts

VILLAGE RAMBLERS
11:15—11:30 A.M.
Mon. thru Fri.

Old time music at its best, on the
theater-jacket station of the great
Northwest.
$160.00 per week, complete.

KMYR—Denver
250 Watts

BEN BEZOFF
6:00 to 6:15 P.M.
Mon. thru Fri.

Denver’s most popular commentator.
Just returned from a tour of France
and England.
Complete at $200 per week.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB
7:00-8:00 A.M.
Mon. thru Sat.

Twenty years of audience build up
plus an extra-listen-to-M.C., makes
this one outstanding.
Minutes or 1/4 hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME
5:15—6:30 P.M.
Mon. thru Fri.

Timely tunes for Twin City tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM
11:00-12:00 Noon
Mon. thru Sat.

A new farm program in the State
where the tall corn grows.
Daily participation—$12.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.

Two whole hours of New Mexico’s
favorite music.
Daily participation—$15.20 Wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue

PIE & COFFEE TIME
1:30 to 1:45 P.M.
Mon. thru Fri.

A smart emcee and the customers in
the popular Shy Ann Cafe makes this a
sparkling quarter-hour.
$17.50 per week complete.

Pacific Coast

KFWE—Los Angeles
1,000 Watts

MAKE BELIEVE BALLROOM
11:00 A.M. to 12:30 P.M.

Mon. thru Sat.

The original Make Believe Ballroom—
12 years on KFWE—lowest cost per lis-
tener in Los Angeles.
50 per 1/4 hr.—50 word spots—$15.00,

KFJS—San Francisco
600 Watts

ALARM KLOCK KLB
6:00 A.M.-8:00 A.M.
Mon. thru Sat.

Surveys prove it’s the best dollar buy
in the Bay area.
Base Participation—$50.00 base rate.

KFMV—San Diego
250 Watts—Blue

MORNING MELODIES
8:00-8:15 A.M.

Mon. thru Fri.

A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
6,000 Watts—Blue

ALL STAR DANCE PROGRAM
7:15-8:00 A.M.

Mon. thru Fri.

Everybody likes a dance tune. Here’s
forty-five minutes of it. Participation—
Card Rates.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS
7:45-8:00 A.M.

Mon. thru Sat.

If they want music with breakfast
(and they do) this is where they get it.
Participations—$3.50 each.

South

WHBQ—Memphis
250 Watts—Mutual

JITTERBUG HALL
2:00-3:30 P.M.

Mon. thru Fri.

Seven years at the same time. It’s lively
—with music—it’s hot—in fact, it’s the
height of the day down Memphis-
way.
Participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR
12:30 to 15:30 P.M.

Mon. thru Sat.

The Texas A & M Station with farm news
for Texas Farmers.
Base Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

WOMEN IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Fri.

Mostly news about women, of especial
interest to women.
Daily participation—$21.00 Wk.

WORD—Spartanburg, S. C.
250 watts—Blue

1400 CLUB
7:30-8:00 P.M.

Mon.-Wed.-Thurs.

Recorded music, plus a smart disc
jockey plus a lot of merchandising tips
make this an outstanding particip-
ator. Card rate.

Represented by Rambeau

Chicago • New York • Hollywood
Rogers, Adams Elected Keystone Vice-Presidents

KEYSTONE Broadcasting System, New York, has announced election of two new vice-presidents, Naylor Rogers, western sales manager in Chicago, and Mort Adams, station relations director, New York. Mr. Rogers a veteran of more than 20 years in radio, was with KNX Los Angeles for 11 years, then at KOW Phoenix, and in 1938, he joined International Radio Sales in Chicago. Founder of the Los Angeles Advertising Club, Mr. Rogers has held his present post for the past three and one-half years.

Mr. Adams, formerly with the New York World-Telegram promotion and advertising research department, joined Keystone in 1941. He had previously done research and sales promotion work with a number of large department stores, Gulf Oil and Atlantic Refining Co.

H. R. S. RECORDINGS, New York, producer of phonograph records, has entered the radio transcription field. First release features Brick Fleagle and orchestra in 12 original numbers, all handled by Broadcast Music Inc. H. R. S. president is STEVE SMITH, recording engineer.

PHILIP KRIEGER has joined Radio & Television Service Co., New York, as manager and co-partner, with ALLEN C. KAYE-MARTIN, president. Until recently he was a radio engineer with OWI in New York. Known as Kay-Tele, one of the organization's current projects is the building of package shows for New York foreign language stations.

MARY CONWAY has been appointed women's radio editor of British Information Service, succeeding GENE SAWYER, resigned. Mrs. Conway was formerly with CBS Chicago and WMCA New York.


JACK DOUGLAS, former assistant director of publicity of USO Camp Shows and head of overseas division publicity, has established a public relations firm at 150 W. 42nd St., New York, in conjunction with two former USO publicity associates, RUTH CALHAN and CONSTANCE FONTEYER.

RAY F. SETTI, in the publication office of the New York Post, is now serving as manager of stage, screen and radio artists.

GEORGE SILVERS has left Press Ann, where he served as producer-director to join his own company in the radio field.

RALPH W. HARKER, former assistant to publisher of Sunset Magazine and co-owner of Sunset Books, has joined Keystone Broadcasting System Pacific Coast division as sales manager, with headquarters in Hollywood.

MARTIN LANGWEIL has resigned as assistant to the department of WFNJ Philadelphia, to join A. J. Wood Public Relations Organization, Philadelphia, May 14.

CLAIR HEYER, radio man on the advertising staff of Armstrong & Co., Chicago, has announced plans to leave the company to form a service of radio time availability.

JOHN P. MYERS, Co., 110 E. 57th St., New York, production firm, has reopened after two years during which JOHN P. MYERS, president, was in military service. Mr. Myers and his associates, ALAN TIGNER, vice-president on leave of absence, and WILLIAM KAUFMAN, production chief, are offering for national syndication a packaged series of five broadcasts starring Elise Landa and titled "Where Ladies Meet".

ADDISON SMITH, former head of the radio department of Frederick Bros. New York, artists representative, will establish his own production firm at 515 Madison Ave. He has become associated with DAVE LENAN in production of "Dame Elman’s Auction Gallery," to that includes Milton Berle and "There’s No Place Like Home".

JERRY DEVINE, writer-director-producer, has established his own firm at 520 Park Ave., under the name Jerry Devine Productions. LEE MYERS is associated with him as general manager and publicity head, continuing his own public relations firm. Mr. Devine will drop his assignment towards the end of June on Bristol-Myers “Mr. District Attorney” (Joherty, Clifford and Shenfeld) NBC, to devote fulltime to building and handling his own production programs, including Brooklyn Life Insurance “This Is Your FBI”, Blue-ABC.

NEW recording index, listing more than 30,000 titles, has been issued by Broadcast Music Inc. to member stations. Index supersedes the BMI Compendium Record list of Jan. 1941 and contains nearly three times the material originally distributed.

RADIO VERSION of "Abbie and Slats", the comic strip syndicated in U. S. and Canada by United Features, is being prepared by Richman-Sanford Productions, New York.

ELEANORE M. SMITH, owner of Elea- nor Smith Associated Radio Artists, Chicago, was married to ALFRED KEN- DRICKS of World Broadcasting System in New York on April 20.

RYDER & INGRAM, Oakland, Calif., advertising management and sales development firm, is now located at 10 S. Broadway, Los Angeles 12, California.
On May 10, 1930, a new star became fixed in the constellation of Super-Power Broadcasting Stations. That was the day we joined the distinguished company of 50,000-watt stations. Up until that day only seven had attained the pinnacle of such power and prestige. Not only that... we became the premier 50,000-watt station of the Southwest.

Our Fifteenth Anniversary of this notable event finds us celebrating with recognition and appreciation of the past and its marked progress and achievements in serving our coverage area. It also serves to make us more cognizant of responsibilities, and is the genesis of a still firmer determination to intensify our range of usefulness and service.

We joined the pioneers in feeling our way along the uncharted skies of Radio by building a 150-watt station in 1922. The call letters, “WFAA,” became the now widely-known and popular emblem of “Your Neighbor of the Air,” with a signal that heralds distinctive service throughout an ever widening territory—to an ever growing audience. From 150 watts to 500 watts—then 5,000 watts—and in 1930, 50,000 watts! They’ve been glorious years—years in which ideals of the A. H. Belo Corporation, publisher of The Dallas Morning News, and operator of Station WFAA, have been activated by the finest of equipment, facilities, personnel and talent. We would be alien to the spirit of this age of progress without these guiding ideals of service. They’ve carried us ever forward. They’ll continue to do so in the years ahead.

WFAA  Dallas

Martin Campbell, General Manager        Ralph Nimmons and Roy Collins, Asst. Mgrs.

NBC and Texas Quality Network Affiliates

820 KC . . . . . . . 50,000 WATTS

“A NATIONALLY CLEARED CHANNEL STATION”
JOHN DAVID STONE, New York (men's square), has responsibility for a weekly Blue ABC Letter to Your Servicemen, weekly quarter-hour on WARD, New York. Dunton television station spot, which pays production costs only also promotes the program on W47, New York, Blue on The Air. Agent is Giudicini Kahn & Co., New York.

GROTON WATCH Co., Boston, has handled New England Brinks New York agency, and is considering radio. New York, as agency and is considering radio.


ARMOUR SOAP Co., New York, has begun sponsorship May 1 for 52 weeks of a spot campaign on WMAQ and WCFL, Chicago. Agency is Foote, Cone & Belding, Chicago.

CERTIFIED LABS., Philadelphia, (Katten Medicated skin cream), has appointed Arthur Bruns Adv. Philadelphia to handle a campaign said to include radio.


CUTTER LABS., San Francisco (veterinary biological), has started one-minute transcribed spots on a number of West Coast California stations. Agency is Cockrell Brown & Co., Vancouver.

FREDERICK & NELSON, Seattle department store, is featuring “Meet the West Heroes” on KOMO Seattle, Sunday 3-9 p.m., featuring transcribed over- sessions interviews, dramatization of heroic and other feature stories about service men of the area.

DON CINIMO WINE Co., Chicago, has appointed Malcolm Howard Adv. Chicago, to handle advertising. Radio will be used.

GAYLORD CONTAINER Corp., St. Louis, has purchased the KSD St. Louis Sunday afternoon “St. Louis Heroes” program, 3:15-3:30 P.M., for institutional advertising and to promote the Seventh War Loan. No middle commercial is used on program.

BLITZ-WINHARD Brewing Co., Portland, Ore., is sponsoring quarter-hour Mon. thru Fri. evening “San Francisco Calling” on KQW Portland, featuring highlights and human interest sideline on the San Francisco Conference.

U. S. MFG. CO., New York, has appointed J. R. Kuplick Inc., New York, to handle advertising of the shaving stick. Spot announcements will be used but stations have not yet been decided.

FORDER BOWEN, recently resigned from Thomas J. Lipton Inc., is now merchandising director of the American Institute of Food Products, New York. Mr. Bowen will work on acquainting the trade with the new line of products.

“St. Louis Heroes” on WOR New York and the Yankee (2:00 to 2:30) on WINS New York, and Capt. and Mrs. Tim Healy, scheduled to start on WMCA New York before June 1.

CELEBRATING opening of Blue’s Tom Bruneman’s Breakfast in Hollywood are: Mr. Bruneman, Lewis Allen Weiss, vice-president, general manager of Don Lee Broadcasting System; Hal Hudson, program director; Charles Morin, sales manager; Harry Witt, sales assistant general manager; Donald W. Thornburgh, vice-president, all of CBS western division; Clyde Scott, general manager of KECA Los Angeles Blue outlet: Sydney N. Strote, NBC western division vice-president.

W. N. CONNOLLY, advertising manager, S. O. Johnson & Son, Boston, has been elected to the board of governors of the Cooperative Analysis of Broadcasting as the fourth advertiser member.

HYDROPONIC CHEMICAL Co., New York (Hyponex Chemical Plants Food), has named Bridges & Varney Inc., New York, as agency. Radio is said to be included in $10,000 campaign.

BLOOMER BREWERY, Bloomer, Wis. (Buckingham Girl), has placed its account with McCord & Bohn, Philadelphia. Radio is said to be included in $10,000 campaign.

LEOP’S Criterion Theater and Universal Pictures Corp. used a three-day spot campaign in New York to herald opening of “Salome.” Campaign included use of 150 stations divided among 10 stations: WOR, WABC, WOR, WCBS, WINS, WQXR, WNYW, WNEW, WNYC. Spot radio is expected to be used in other areas in connection with the picture’s local release. Business was placed by Donahoe & Coe, New York.

ENCOD MFG. Co., Chicago (turret lathes), has appointed Evans Assoc., Chicago, to handle advertising and sales promotion. Radio is considered.

NARRAGANSETT BREWING Co., Cranston, R. I. (Narragansett Ale and Lager), and Atlantic Refining Co., Philadelphia (Atlantic White Flash), have aligned with Yankee Network to co-sponsor daily play-by-play broadcast of America’s pastime.

Tom Mussey, veteran sports announcer, donor of broadcast to National Broadcasting, Fenway Park, Yankee FM stations, WMTW Boston and WORF Boston are included in the show. WWN New Haven has been added.


SERVICE FINANCE Co., Los Angeles (service contracts), on April 27 added five-week quarter-hour transcribed musical program to Sunday morning spot for 2 weeks on KNOC Hollywood. Contract is for 12 weeks. Financial Director, Los Angeles, has account.

INDIANA GROUNDSMEN, Indiana (kinds of lawns), has signed contract for 26 weeks weekly thru Adolph Weiland Adv., Los Angeles.


STUDIO GIRL SHAMPOO, Los Angeles, in late April started daily spots on KFSD San Diego, Cal. Contract for 12 weeks. Firm sponsors similar schedule on KFAX Glendale, KFSD Los Angeles, WJLA Washington, O. R. Fleming Inc., Los Angeles, has account.

INDEPENDENT DRUGGISTS of California, San Francisco, on April 16 started five-week newscasts on KFQX Long Beach and KFOX Los Angeles. Contracts for 26 weeks placed thru Robert F. Donegan Inc., Los Angeles.


SERVICE FINANCE Co., Los Angeles (service contracts), on April 26 added five-week quarter-hour transcribed musical program to Sunday morning spot for 2 weeks on KNOC Hollywood. Contract is for 12 weeks. Financial Director, Los Angeles, has account.

NORTHERN AIRCRAFT Inc., Hawthorne Calif., has begun an advertising campaign which started in late April, is using participation in “Sunrise Salute” on KNX Los Angeles and in “Rise and Shine” on KABC Los Angeles. Firm also sponsors daily newscast on KMTR Hollywood and a daily spot announcement schedule on KFAC KFWB KMPC KOFU. Placement is through J. Walter Thompson Co., Los Angeles.

CELEBRATION has opened of Blue’s Tom Bruneman’s Breakfast in Hollywood are: Mr. Bruneman, Lewis Allen Weiss, vice-president, general manager of Don Lee Broadcasting System; Hal Hudson, program director; Charles Morin, sales manager; Harry Witt, assistant general manager; Donald W. Thornburgh, vice-president, all of CBS western division; Clyde Scott, general manager of KECA Los Angeles Blue outlet: Sydney N. Strote, NBC western division vice-president.

W. N. CONNOLLY, advertising manager, S. O. Johnson & Son, Boston, has been elected to the board of governors of the Cooperative Analysis of Broadcasting as the fourth advertiser member.

HYDROPONIC CHEMICAL Co., New York (Hyponex Chemical Plants Food), has named Bridges & Varney Inc., New York, as agency. Radio is said to be included in $10,000 campaign.

BLOOMER BREWERY, Bloomer, Wis. (Buckingham Girl), has placed its account with McCord & Bohn, Philadelphia. Radio is said to be included in $10,000 campaign.

LEOP’S Criterion Theater and Universal Pictures Corp. used a three-day spot campaign in New York to herald opening of “Salome.” Campaign included use of 150 stations divided among 10 stations: WOR, WABC, WOR, WCBS, WINS, WQXR, WNYW, WNEW, WNYC. Spot radio is expected to be used in other areas in connection with the picture’s local release. Business was placed by Donahoe & Coe, New York.

ENCOD MFG. Co., Chicago (turret lathes), has appointed Evans Assoc., Chicago, to handle advertising and sales promotion. Radio is considered.

NARRAGANSETT BREWING Co., Cranston, R. I. (Narragansett Ale and Lager), and Atlantic Refining Co., Philadelphia (Atlantic White Flash), have aligned with Yankee Network to co-sponsor daily play-by-play broadcast of America’s pastime.

Tom Mussey, veteran sports announcer, donor of broadcast to National Broadcasting, Fenway Park, Yankee FM stations, WMTW Boston and WORF Boston are included in the show. WWN New Haven has been added.


SERVICE FINANCE Co., Los Angeles (service contracts), on April 27 added five-week quarter-hour transcribed musical program to Sunday morning spot for 2 weeks on KNOC Hollywood. Contract is for 12 weeks. Financial Director, Los Angeles, has account.


SERVICE FINANCE Co., Los Angeles (service contracts), on April 26 added five-week quarter-hour transcribed musical program to Sunday morning spot for 2 weeks on KNOC Hollywood. Contract is for 12 weeks. Financial Director, Los Angeles, has account.

NORTHERN AIRCRAFT Inc., Hawthorne Calif., has begun an advertising campaign which started in late April, is using participation in “Sunrise Salute” on KNX Los Angeles and in “Rise and Shine” on KABC Los Angeles. Firm also sponsors daily newscast on KMTR Hollywood and a daily spot announcement schedule on KFAC KFWB KMPC KOFU. Placement is through J. Walter Thompson Co., Los Angeles.
Never a dull moment on this station!

World Library keeps star talent on the air round-the-clock!

No program let-downs here...the World Library sees to that! Stations subscribing to World's Program Service broadcast sparkling entertainment right around the clock—and keep their ratings high.

Brilliant stars...World talent includes some of the biggest names (bands, vocalists, orchestras and novelty groups) in the business—and there are plenty of selections to work with. These artists have big followings—a ready-made radio audience for your advertisers.

Life-like reproduction...World's famous Vertical-Cut transcriptions were voted by radio engineers in a nation-wide Reuben H. Donnelly Corp. poll "the highest quality reproduction."

Latest hits...tunes that everyone wants to hear now. World sends out at least fifty new units each month.

Variety...The 4000 selections of the basic World Library include material for every type of program.

Smartly-styled shows...To round out its service, World provides completely-written continuities—78 each week—ready to go on the air as sustaining or sponsored programs. Station managers are enthusiastic about this service...for instance Station KGY, Olympia, Wash., writes—"with the World Library, anybody can go out and sell his head off!"

Why be satisfied with less?...Join the leading stations (over 300 of them) who enjoy World's service. Get the facts now! Drop a line to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N.Y.
IN READERSHIP
where only one publication is read!

Among general advertising publications covering the entire field of advertising and marketing...frequently happens that advertisers and agencies subscribe for only one publication. This, they feel, covers the subject insofar as they are concerned.

Throughout this group which makes a practice of reading only one general advertising publication...ADVERTISING AGE leads all competitors by a wide margin...and especially among agencies, where it has more paid subscribers than any other general advertising paper.

Because of its exclusive readership and its widespread influence throughout the advertising world...broadcasting stations use more advertising in ADVERTISING AGE than in any other general advertising publication.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 339 W. 42nd St., New York 18

STROMBERG CARLSON Sales
Over 55 Million in 1944
STROMBERG CARLSON Co., Rochester, N. Y., achieved a total of $55,140,243 in sales for the year 1944, compared with $40,946,618 in 1943, according to the annual report released to stockholders. Net profit for the year amounted to $5,909,697 for 1944, compared with $729,815 for 1943.

WHAM Rochester, N. Y., S-C's owned and operated station, had its most profitable postwar year in 1944, and at the same time devoted a large amount of time to aid community war activities, without excessive interference with its commercial schedules, the report states.

Special surveys made in 1944 have shown the existence of a large potential market for the postwar products planned by S-C. On the basis of these, plans are being made "for immediate postwar operations well in excess of prewar volume," which will continue through a period of years, according to the report.

IrvIng ROSE, president of Releva- tion Patents Holding Co., New York, has announced his company will license radio set manufacturers to use Synthetic Bass Patents in postwar receivers, intercoms, public address amplifiers and record players.

BROADCASTING • Broadcast Advertising
The Exclusive WHITE SOX Baseball Games

WILL BE BROADCAST BY

JACK BRICKHOUSE
CHICAGO'S ACE SPORTS-ANNOUNCER

Actual play-by-play description of all home and out of town games. • In the 15 minutes before games, Brickhouse interviews members of the White Sox team direct from the diamond.

WJJD, INC.
230 North Michigan Avenue
Chicago 1, Illinois

PAUL H. RAYMER
366 Madison Avenue
New York City

WJJD
A Marshall Field Station 20,000 Watts

ChICAGO' S LARGEST I NDEPENDENT STATION

Exclusive Coverage!
Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago's Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric "bazooka" for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment ANDREW engineers have solved many problems for military and broadcast engineers.

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS 

FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT 

CONSULT ANDREW

Curve shows standing waves determined by probing electrostatic field in "piccolo" section of transmission line with holes drilled in outer conductor. Wavy curve represents initial conditions before adjustment; straight line shows the final result after adjustment of matching unit.

Twin-barrelled dehydrating unit especially designed for WBEZ by ANDREW engineers. Design permits leaving one cartridge in service while the other cartridge is being recharged.

Separate Offices Opened By Woodward and Keel

SEPARATION of the consulting engineering partnership of Woodward & Keel and separate operation of offices by the two were announced last week. John J. Keel disclosed he will continue in the consulting practice under his own name, retaining the partnership's clientele, and will headquarter in the Earle Bldg., Washington, D. C. (phone: National 6153).

J. D. Woodward will head a new engineering organization under the firm name of J. D. Woodward & Associates, with offices at 507 Water St., Baltimore (phone: Saratoga 6856). Mr. Woodward will specialize in manufacture of radio transmitters and industrial electronic equipment.

RCA Negotiates Wage Contract With NABET

CONTRACT covering wage rates for recording engineers at New York and Chicago studios of RCA Victor division of RCA has been negotiated with NABET, subject to approval of the War Labor Board, Allan T. Powley, president of the union, announced last week. NABET was certified several months ago as bargaining agent for recording engineers, technicians and wax recording disc makers at the RCA studios by the National Labor Relations Board.

Meanwhile, NLRB announced certification of NABET as bargaining representative for engineers and technicians of WSPR Springfield, Mass. The Board conducted an election April 9 to determine whether a majority of the employees desired union affiliation.

Dante Augustine

DANTE AUGUSTINE, 27, technician in the CBS equipment laboratories, where he had been working on special assignment for the Government, was killed April 28 by an electrical charge. CBS executives said that Mr. Augustine, who was alone in the laboratory at the time, had apparently picked up a wire with both hands, completing a circuit of 500 volts through his body. A police emergency squad worked for six hours under the direction of Dr. Joseph J. C. McDonald, CBS emergency physician, in a futile attempt to revive the technician. Mr. Augustine joined CBS March 8, 1943. His wife survives.
Creative thinking at Detrola probes the frontiers of electronics—devising the pattern for greater performance—wider range of Detrola-built Television Receivers . . . Radio Receivers . . . and other electronic instruments. And none will excel them in beauty or value.
Radio Programs Hindered by "License Neurosis" of Broadcasters, Says Field

MOST BROADCASTERS exhibit a mental quirk, best labelled a "license neurosis", which constitutes a disturbance to the health of the country's radio programs, in the opinion of Marshall Field, publisher of the Chicago Sun and New York's PM, and owner of WJJD, Chicago and WSAI, Cincinnati.

In a current best-seller, Freedom is More Than a Word [U. of Chicago Press, 22.50], Mr. Field devotes a chapter to radio as the important new major media of discussion. He combines with the chapter the importance of public opinion polling.

Radio's plight, Mr. Field relates, crops from the "alleged threat, presumably hanging over each radio station, of the termination of its license by the FCC or other Federal authority." Though the FCC has given every evidence of "a high regard for freedom of speech in radio and has avoided giving any evidence of prior restraint—censorship—upon broadcast material, station policies are formulated as though the Commission's definition of "public interest, convenience or necessity" were both narrow and dictatorial!" Because of this "license neurosis", the author observes, managers have so avoided controversial program material as to make their offerings "politically insipid rather than as challenging as they should be". Eternal vigilance of radio free speech, he said, is just as important as eternal vigilance of the other freedoms.

Mr. Field contends that the public has a right, and sooner or later will exercise it, to keep radio from "becoming still another means through which it is cajoled and coerced into accepting the ideas of dominant individuals and groups without adequate means for reply and discussion."

Touching upon what has become a current regulatory controversy, Mr. Field argues it is not enough for station operators to talk in terms of the percentage of the entire program time that they devote to non-commercial offerings. He urges a voluntary agreement among networks and stations for the assignment of certain choice periods for non-commercial presentations.

While this would represent a temporary cut in revenue and would call for development of better techniques, Mr. Field feels that it would immediately improve the attitudes of important groups toward the social role of stations and would "be a fine investment for the industry from this standpoint".

WELI Assignment

CONSENT has been granted by the FCC to voluntary assignment of license of WELI New Haven from City Broadcasting Corp. to Connecticut Radio Foundation Inc., a newly formed Connecticut corporation owned by the Col. Harry C. Wilder interests, operator of WELI.

WELI TELEPHONE LABS has developed a "submersion-proof" lip microphone and head set combination especially for use on "warmed" forms. Manufactured by Western Electric Co., the set is equipped with a gland which will pass air but exclude water. It can be submerged 25 minutes under 10 inches of sea water and has been tested in ovens of 125 degrees Fahrenheit repeated five times without damage to the instrument.

GATEWAY TO THE RICH TENNESSEE VALLEY

WLAG 50,000 WATTS
NASHVILLE
"WHATEVER affects the nation's business and industry ultimately affects us in radio and television. That's why I—and many of my associates—read The Wall Street Journal diligently. It can truthfully be said this publication is, to those interested in day-by-day business developments, what 'round-the-clock radio news is to the public. It's a 'must' for radio executives."

JOHN F. ROYAL
Vice President
National Broadcasting Company, Inc.

*Like most important business news, this story appeared first in The Wall Street Journal. That's why this national daily is "must" reading for business men who need to be fully, accurately and quickly informed. And that's what provides such an unusually responsive audience for advertisers.

The ONLY National Business Daily
Published simultaneously on both coasts
Off-Mike at San Francisco

(Continued from page 18)

the stewardess checked his pulse, looked at the thermometer, declared his temperature normal, then realized her error. Baukhage also had his temperature taken—after he quit laughing.

** PAUL H. APPLEBY, vice-president and general manager of KIRO Seattle, files daily reports on the Conference to his station. Before entering radio he was special advisor to the then Lend-Lease Administrator Stettinius. He authored America's proposals for the United Nations Food & Agriculture Organization.

** ELSA MAXWELL, famed party hostess, is now a full-fledged commentator. She's doing a daily stint on Mutual. To make it official MBS officials turned the tables and threw a "coming out" breakfast for Elsa at the St. Francis.

** TO H. V. KALtenBORN, NBC commentator, the San Francisco session marks two anniversaries—his 25th international conference and seventh anniversary of broadcasting for one sponsor—the Pure Oil Co. He has been on the air 23 years.

** A HOUSEWIFE and mother of twin sons in the service is covering for WEOA Evansville. She is Margaret Rosencranz, who conducts the daily Inside Evansville. Also covering for WEOA and WGBF, licensed to Evansville-On-the-Air Inc., is Clarence Leich, station's manager. Mrs. Rosencranz's sons are Lt. Allen Rosencranz, Army medical administration corps stationed in West Virginia, and Lt. Albert Rosencranz, Army Engineer, in the Philippines.

** LESLIE BALOUGH BAIN, commentator of WIOD Miami, is protecting his station, the McNaught Syndicate and the James M. Cox newspapers.

** AMONG STATIONS represented at the Conference is KALW San Francisco, noncommercial educational FM outlet licensed to Board of Education, San Francisco Unified District. Staffers include Edgar S. Anderson, Albert Granes, Kathleen Hirschl, James C. Morgan, Ken Neilson.

** ONE OF BUSIEST individuals at the Conference is Paul Bolton, news editor of KTBC Austin. He's doing a daily direct broadcast for his own station plus KRLD Dallas, KGKL San Angelo, KBST Big Springs, KBBC Abilene, KRIS Corpus Christi, KPLT Paris and occasionally others. In addition he's filing copy for several Texas newspapers. Before joining KTBC Paul was INS bureau chief in Austin.

** FROM INDIANA comes William Randolph, newswriter of WKMO Kokomo, 250-w. outlet, who is filing daily copy. He's also cutting records of interviews for broadcast on his station. WKMO is one of few locals so far from West Coast going all-out for Conference coverage on strictly public service basis.

** BOB TROUST, veteran CBS newsman and former Presidential announcer, recalling opening broadcast from his opera-box studio, declared he has been in many "tight" places but nothing to compare to putting the Conference on the air. Despite rigid measures to admit only accredited correspondents to radio boxes, the CBS booth was jammed to overflowing and Bob had to elbow spectators while he spoke into a microphone.

** MAJ. E. Z. JONES, manager of WBBB Burlington, N. C., on Army furlough, is sending daily wire-recorded commentaries and interviews to his station.

** BEN BEZOFF, news chief of KMYR Denver, is filing a daily newscast for nightly broadcast.

** HAROLD SAFFORD, program director of WLS Chicago, finds the wire recorder a handy gadget. He's interviewing delegates on the impact of UNCIO decisions on midwesterners and shipping wire reels airmail to Chicago.

** MBS on May 20 starts another weekly quarter-hour news program based on the Conference, with four-minute commentaries from Paul Schubert in New York and Leo Cherne and William Hillman, both in San Francisco. Program replaces Stanley Dixon, commentator.

** UNITED PRESS Radio News Service is transmitting a daily five-minute commentary written by Robert K. Miller, UP correspondent, for broadcast.
In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. — we can get you out of that dilemma!
You'll see eye to eye with us on this solution.
Because the people know a good thing when they see one.
The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.
That's tops for licking the scarcity of space that currently exists in other media.
It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.
For there's nothing quite like this unique medium to reach all the audience and deliver all your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.
So how can you miss with such an unusually powerful advertising program?
Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home.
No other medium sells like moving pictures!
You'd expect an advertising effort of this calibre to be expensive!
Not on your life! Actually it costs less than ordinary advertising.
Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.
Get full facts NOW — they'll pay you big dividends!
Richmond, Petersburg, Va. Stations Allowed Under Amended Applications

FINAL ACTION assuring new commercial stations for Richmond and Petersburg, Va., was taken last week by the FCC when construction permits under amended applications were granted Thomas G. Tinsley Jr. and Grace Covenant Presbyterian Church, Richmond, and Southside Virginia Broadcasting Corp., Petersburg.

Under the Richmond grants Mr. Tinsley will operate a new station, WALV, on 1440 kc with 250 w, using facilities of WBBL, licensed to Grace Covenant. The church station will operate limited time Sundays. In both the Richmond and Petersburg grants, the War Production Board notified the FCC that WPB requirements had been met.

Grants were the outgrowth of a policy adopted by the Commission last December, whereby through the “conference” method two new Virginia stations were granted and facilities of three others improved [.Broadcasting, Dec. 25].

Mr. Tinsley, president and directing head of WITH Baltimore, in June 1944 made arrangements to lease for 10 years the equipment of WBBL, a noncommercial religious station, then operating on 1240 kc with 100 w power [Broadcasting, June 12, 1944]. Under the transaction Mr. Tinsley is to pay $50,000 for the lease-hold, $10,000 the first year and the balance spread over nine years.

On Dec. 19, 1944, following the conference between applicants, John A. Willoughby, assistant chief engineer in charge of broadcasting, and Rosel H. Hyde, then assistant general counsel in charge of broadcasting, the Commission granted Mr. Tinsley a construction permit for a new station (WLAV) in Richmond sharing time with WBBL. At the same time the FCC granted a construction permit to change frequency of WBBL from 1240 kc to 1450 kc, change hours of operation and share time with WALV. Effect of the two grants, according to the Commission’s memorandum opinion “was to establish one unlimited time station in Richmond (WALV).”

The Commission’s grants last week were subject to the condition that permittees shall, when materials and personnel become available, file applications to complete construction in accordance with FCC rules and regulations. Under the grants WALV will operate full-time except on Sundays between 11 a.m. and 12:15 p.m. and 8-9 p.m. when WBBL will fill then the air with religious programs.

The Southside Virginia grant will give Petersburg its first station since WPID suspended operations. Petersburg will have the call letters WBDH and will operate on 1240 kc with 250 w, unlimited. Licensee corporation is controlled by Louis H. Peterson, president, who owns and operates the Bowman Co., advertising agency, and Jonas Weiland, vice-president, operator of WFTC Kinston, N. C., each holding 48% interest.

Messrs. Peterson and Weiland originally sought the 1490 kc channel with 100 w power, but as a result of the conference they agreed to take 1240 and increase power to 250 w. An original grant was made last December but an amended application was filed in January, following adoption of the supplemental freeze order.

A construction permit also was granted last week to American Colonial Broadcasting Corp. for a new station, WKVM, at Arecibo, Puerto Rico. A conditional grant was issued last December but under the supplemental freeze order of last January an amended application was filed. WPB on April 15 notified the FCC it had approved application for necessary construction for the station. WKVM will operate on 1230 kc with 250 w, unlimited.
Radio Activity of U.S. Offices Curtailed Under Budget Cuts

WAR RADIO activities of the Federal Government last week were preparing for the transition to a one-war basis following recommendations by President Truman for reductions of more than $80,000,000 in the budget estimates of eight war agencies.

Most affected by the cut, as far as radio activities are concerned, is the OWI for which the President asked $42,000,000, a reduction of $12,000,000. The OWI, which had estimated some months ago that it would be necessary for its operations during the fiscal year beginning next June 30 if both wars continued, will continue to operate.

ABSIE to Suspend
OWI said the saving in the proposed budget will be made possible largely because of the ending of psychological warfare against Germany. Shortwave activities from England to the Far East, OWI will suspend in half. OWI's OWI's powerful station in Europe, ABSIE, will suspend operations in 90 days.

However, OWI will have important tasks to perform in Europe in the early part of the transition to peace and radio will play an important role in this work. Elmer Davis, OWI director, said that because of the need for communication and shortage of new print radio will be the principal source of news in the conquered countries for some time to come, both to the listener directly and for providing news for the press.

OWI's European job will embrace: (1) Cooperation with the Allies and the Armed Forces, and a strong information media in Germany and in the conquered countries for the war and understanding of America's post-European war aims; (2) counteracting Axis propaganda of the last five years directed against the U. S. in the liberated countries; (3) enlisting cooperation in allied and liberated nations in behalf of transport and supply needs of American forces quartered in these areas.

OWI plans for intensification of psychological warfare, specifically a stepped-up radio offensive from its transmitters in San Francisco, Hawaii, Salpian and other points. In addition to propaganda broadcasts to the heart of Japan, the agency will endeavor to enlist the "greatest possible support" from the Japanese-occupied nations in the Pacific and the Far East.

On the domestic front, OWI plans only a small reduction in operations because of the cessation of the European war. The agency had submitted an estimate calling for an 8% cut for the Domestic Radio Bureau, to be made possible by the elimination of some campaigns and services and others. On the other hand, radio activities will be intensified to maintain production for the war with Japan, obtain nurses and recruits for Jap aid.

To obtain vital information needed in connection with its front-line campaigns, the Domestic Branch is asking for an appropriation of $128,500 for the Division of Surveys which was eliminated by the 78th Congress. The funds requested would go largely for farming out work to commercial agencies to determine reactions of listeners and readers to OWI war messages. Such data is regarded as extremely valuable in overcoming the public's resistance to campaign appeals.

Other agencies concerned with radio which are affected by the reductions are Office of Censorship, War Radio, cut 20%; Office of Scientific Research & Development, cut 14%.

Discontinuance of censorship "in some cases" is given as the explanation for the reductions in OC. The WPB budget anticipates a removal of numerous control orders over materials but little change is planned for the radio & Rater Division because of the continuation of large military requirements for the Pacific war (see page 16). Reductions in OSRD expenditures are accounted for by termination of contracts for research which cannot be completed in time to help the war effort. These include radio and radar projects of a "classified" nature.

LindlaoR to Blue for Serutan Seen
SERUTAN Co., Jersey City, before July 1 will move Victor H. Lindlao from his transcriptioned spot broadcasts on more than 20 stations to a five-weekly quarter-hour program on a full network, probably Blue-ABC. Commercial will be for both Serutan and Nutrex.


P. Wesley Combs, Grant account executive, said no radio will be used for the Journal account until the paper shortage eases but a campaign to double circulation will be started at that time.

Serutan Co. for Nutrex and Serutan will continue two Blue-ABC programs, Drew Pearson, Sun., 7-15 p.m., Clear Channel and Don Gardiner, Sun. 7:15-7:30 p.m. 165 stations, Mr. Combs said, and will also go ahead with Alexander's Monthly magazine on 12 Mutual stations, Sun. 8-8:30 p.m.

Refusal to Bargain Defended by Ways Turnover in its personnel since a majority voted to join the IBEW relieves the obligation to bargain with the union and negates the unfair labor practice charge made against the station, counsel for WAYS Charlotte, N. C., contended last week at oral argument before the National Labor Relations Board. The station is disputing the report of an NLRB trial examiner which recommended that WAYS be required to recognize the union as the representative of its radio technicians [BROADCASTING, Dec. 11, Jan. 1].

Whiteford S. Blakeman, WAYS counsel, admitted the station refused to bargain "at a time when the union had a majority but argued that the Supreme Court decision in the Franks Bros. case, cited by the examiner, does not apply.

Freeman L. Hurd, representing IBEW, said the right of collective bargaining should not be denied because of the size of the unit. The Board, in its decision, says the "right to bargain is not limited to situations in which the employer has a showing of majority support of the union." But, he said, that is not the case in this instance.

Wheeler Suggests Both Sides' Law
LEGISLATION compelling radio to present both sides of controversial issues and to restrict Government propaganda, is expected to be made by Thursday by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. John E. Taft (R-O.) on the use of radio, newspapers and newsmags for State Dept. "propaganda."

Sen. Taft criticized a broadcast on Mutual April 6, conducted by Bessie Beatty, during which, he charged, Leo Cherne, a MBS commentator, was presented as a "great authority of Broadcasting," while another man was given more time to "mutter a few words." Sen. Wheeler declared that "constantly propaganda is put on the radio by men whom they claim are experienced in the particular line, whereas, as a matter of fact, they just check up on the columns of the columnists and others who speak on the radio, we find that they do not know anything about the subject on which they speak, they do not give the facts, and they present only one side of the issue."

Hoekstra Elevated
JERRY HOEKSTRA, war program director of KMOX St. Louis, last week was named assistant to Frank B. Falknor, general manager, replacing Arthur Casey, who resigned to become executive assistant to Merle S. Jones, general manager of WOLO Washington [BROADCASTING, April 11, 301]. Mr. Hoekstra joined KMOX-CBS in 1943, established and has directed the KMOX public affairs department.

Committees Plan For Clear Agenda
Shepard, Craven Are Chosen As Officers by Regions

PRELIMINARY preparations for clearing channel broadcasting, beginning Sept. 5 [BROADCASTING, April 30], were made last week in meetings of the Clear Channel Broadcasting Service and National Broadcasting Committee, while Committee 4 on Surveys held its third session.

At the RBC meeting in New York Wednesday John Shepard 3d, Yankee Network, was elected chairman of the regional group and T. A. M. Craven, vice-president of the Cowles Broadcasting Co., was chosen vice-chairman.

The CCBs, convening Thursday in the Washington offices of Louis G. Caldwell, its counsel, heard from Mr. Caldwell a report on Wednesday's session. Although no formal announcement was made, other than that no decisions were reached, the Committee 4, adjourned until May 15 during heated debate as to whether the contemplated rural listening survey [BROADCASTING, April 23] should include families living within clear-channel broadcasting service areas as well as those living outside primary areas.

Program Questions
Argument arose, too, over a proposed set of questions on programs, which some members felt placed the FCC in the category of inquiring too closely. It is not proposed that the FCC ask more than two questions on programs of the air in violation of Sec. 326 of the Communications Act. The Bureau of the Census, Dept. of Commerce, will conduct the survey, and the FCC will not make a decision under way late this month. Another meeting of Committee 4 will be called just before the survey begins.

Attending the Regional Broadcasters Committee meeting were: Messrs. Shepard and Craven; E. B. Cranes, KGIR Butte, Mont.; Walter J. Damm, WPJMI Milwaukee; Hoyt B. Wooten, WREMC Memphis; Paul D. P. Speckman, Washington, counsel for RBC.

Attending Thursday's CCBs meeting were: Harry Stone, G. W. Reynolds, WSM Nashville; Lee B. Wailes, J. W. Steen, D. A. Myer, KDKA Pittsburgh; R. Morris Pierce, Lee J. Fitzpatrick, Alf Thomson, WJER Jersey City; W. Shropshire, WSB Atlanta; William A. Fay, WHAM Rochester; J. O. Maland, Paul A. Loyet, Frank Scott, WITB Chicago; A. W. Paton, WOAI San Antonio; George S. Smith, Philip J. Hennessey Jr., WWI New Orleans (Messrs. Smith & Hennessey also represented Midwest newspapers before the FCC); D. D. Levy, George Lewis, WCAU Philadelphia; Frank P. Schreiber, WGN Chicago; Robert E. Dunville, WLV Cincinnati; Glenn A. D. Snyder, WLS Chicago.
Hands-Off Policy
On KFI News Plan

FCC Won't Interfere Unless Reporting Is Not Objective

despite protests from the state assembly of california against the news policy of KFI Los Angeles, the FCC will maintain a "hands-off" attitude unless it should develop that KFI's new policy is "not in accordance with the principle of objective presentation of the news". the commission last week notified the state assembly.

by a vote of 65-3 the california legislators on april 12 adopted a resolution requesting the FCC to investigate the station's news policy and "any other action which results in the control of news by owners of radio stations". copies of the resolution were sent to all members of Congress.

in a letter to Arthur A. Ohnimus, chief clerk of the california state assembly, the commission cited Sec. 3(h) of the Communications Act which specifically provides that stations are not common carriers, and Sec. 326 which expressly forbids the commission to exercise censorship over programs. it was pointed out, however, that the FCC does review overall operations of stations.

"the commission is fully conversant with the situation and is awaiting developments," said the letter. "should it develop that KFI's new policy is not in accord with the principle of objective presentation of the news and represents the adoption of a definite editorial policy by the station, a violation of the Mayflower decision would be involved. in such a situation, the commission could then call upon station KFI in connection with its application for renewal of license to show why its license should not be withdrawn because of its failure to operate in the public interest."

effective march 1 KFI banned all local commentators "expressing personal opinions" and confined its newscasts to analyses and objective reporting [broadcasting, Feb. 12, 19]. news personnel must be employed by the station and not by individual sponors.

Grubhorn REC Head
MURRAY GRABHORN, Blue- ABC, was elected president of the Radio Executives Club of New York last Thursday. other officers, announced by former president Warren Jennings, manager of the New York office of WLW Cincinnati, are: Craig Lawrence, WHOM New York, vice-president; Helen Wood, secretary; Claude Barerre, WEAf New York, treasurer. they will be installed May 17. Gene Carr, on leave from WGAR Cleveland to serve as radio section chief for the seventh War Loan drive, told the meeting the radio schedule calls for an average of four programs or announcements per day.

Add almost any famous face

... and you'll have a familiar picture.

In your newspapers and magazines, you see leading statesmen of the United Nations, speakers at Red Cross and War Bond rallies, and stars of radio-and screen radio-paired with the Western Electric 639 Microphone.

The much photographed Cardioid—designed by Bell Labs—was a pace setter when it was introduced back in '38. It's still a pace setter in '45.

Though war has interrupted our work for broadcasters, the vast experience it has given us will surely pay dividends in finer microphones for tomorrow.

Western Electric

"YOUR WESTERN NEW YORK SALESMAN"

1180 on dial

50,000 watt

clear channel

ROCHESTER, N.Y.

19

NATIONAL BROADCASTING COMPANY

National Sales Representative

GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Hands-Off Policy
On KFI News Plan

FCC Won't Interfere Unless Reporting Is Not Objective

despite protests from the state assembly of california against the news policy of KFI Los Angeles, the FCC will maintain a "hands-off" attitude unless it should develop that KFI's new policy is "not in accordance with the principle of objective presentation of the news". the commission last week notified the state assembly.

by a vote of 65-3 the california legislators on april 12 adopted a resolution requesting the FCC to investigate the station's news policy and "any other action which results in the control of news by owners of radio stations". copies of the resolution were sent to all members of Congress.

in a letter to Arthur A. Ohnimus, chief clerk of the california state assembly, the commission cited Sec. 3(h) of the Communications Act which specifically provides that stations are not common carriers, and Sec. 326 which expressly forbids the commission to exercise censorship over programs. it was pointed out, however, that the FCC does review overall operations of stations.

"the commission is fully conversant with the situation and is awaiting developments," said the letter. "should it develop that KFI's new policy is not in accord with the principle of objective presentation of the news and represents the adoption of a definite editorial policy by the station, a violation of the Mayflower decision would be involved. in such a situation, the commission could then call upon station KFI in connection with its application for renewal of license to show why its license should not be withdrawn because of its failure to operate in the public interest."

effective march 1 KFI banned all local commentators "expressing personal opinions" and confined its newscasts to analyses and objective reporting [broadcasting, Feb. 12, 19]. news personnel must be employed by the station and not by individual sponors.
P&G Spots
PROCTER & Gamble, Cincinnati (Spic and Span), is sponsoring a spot campaign on approximately 34 stations. Contract for 13 weeks was placed by Dancer-Fitzgerald-Sample, Chicago.

Grant Gets Accounts
GRANT ADV., New York, has been appointed to handle radio advertising for two more drug chains. Albright & Wood, Mobile, now using time on WMOB and WALA in that city, and Katz & Beshoff Ltd., New Orleans, now on WDSU there. Greatly enlarged radio schedules are planned for both firms. Gallaher Drug Co., Ohio chain of 43 stores, an account acquired recently by Grant, now sponsors a total of 89 programs a week in Dayton alone. Gallaher now has program on WHIO and WING Dayton and also uses WCMU WHIZ WIZE. For Skillern Drug Co., Dallas, agency is placing 39 quarter-hour programs weekly in that city. Expansion is planned for the day chain in Miami, now on WGBS.

BMI, Marks Plan To Appeal Decision
ASCAP Wins Pecora Verdict In Membership Withdrawal
BROADCAST MUSIC INC. and Edward B. Marks Music Corp. will appeal decision of the New York Supreme Court which on May 3 ruled that performing rights to songs controlled by ASCAP members remain with the Society even though the copyright holder may withdraw his own membership from the organization. Specifically, the court held that when Marks withdrew from ASCAP at the end of 1940, he could not take with him the performing rights on music written by ASCAP members so long as the writers retain their ASCAP membership.

"Decision will not deprive broadcasters or other users of performing rights to any works which are now being licensed by BMI," Syd- ney Kaye, BMI vice-president and general counsel, said. "BMI has not included in its catalog compositions which are wholly of ASCAP authorship." BMI, Mr. Kaye said, will continue its licensing agreement with Marks "indefinitely".

Justice Ferdinand Pecora referred to BMI's option with Marks, which expires Dec. 31, 1945, saying, "A declaration by this court conceivably would have the effect of advising BMI whether its exercise of the option would be good business acumen."

Instead of dismissing the BMI-Marks suit against ASCAP, as many had expected, Justice Pecora declared ASCAP sole owner of performing rights to songs composed by its members, and named BMI and Marks guilty of a breach of trust and of contract.

Performing rights to songs controlled jointly by ASCAP members and non-members are non-exclusive property, it was ruled.

Writers of two songs involved in the suit "have abundantly established their right" to regain control of their copyright contracts now held by the Marks company, Justice Pecora declared. Based on that precedent, more than 1,000 songs could be completely with-

MAKE FRIENDS with Dayton and Miami Valley through

Cultivate the responsive WHIO audience. It's the key to the prosperous Dayton and Miami Valley market. WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, plus CBS' Best
BASIC CBS * * * 5000 WATTS

... WHEN YOU GO WEST OF CHICAGO

The latest Hooper listening index (December, 1944 and January, 1945) shows WOC "way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 53.3!"
Radio Will Keep Bond Drive Score
Daily Check of Dollar-Volume Contributions to Be Kept

BY THE END of the forthcoming $14,000,000,000 Seventh War Loan Drive, broadcast plans for which are now being completed by Treasury and radio, a comprehensive and detailed dollar-volume figure on the contribution to the campaign by broadcasters and advertisers will have been computed.

Not like previous loans, when only a compromise estimate of radio's part could be matched with the item-for-item and by far dollar-wise smaller report of the other media, the Seventh Loan report will be based on daily compilations to be complimented by weekly summaries of both individual station and network activities.

Must File Reports
Success of the plan, originated by Gene Carr, War Finance Division Radiations chief on plan from the G. A. (Dick) Richards stations, will depend solely upon individual broadcasters who must file reports of their activities on the weekly forms being distributed by the NAB along with explanatory promotion. The charting of the network activities will be done by OWI. Details of the plan are being handled for Treasury by William R. Cline, on leave from WLS Chicago, and Tom Olsen, operator of KGY Olympia, Wash.

The WFD Radio Information Service last week released information to 595 stations on the extensive Army Ground Forces "Here's Your Infantry" demonstration and likewise suggestions to 179 stations about the Army Air Forces "Airborne Attack" demonstration which WLW Cincinnati already has reported it was to cover this weekend. The Infantry show will be staged in some 600 cities and the AAF show in 54 cities during the Seventh Loan.

To launch the Seventh War Loan Drive starting May 14 each of the four nationwide networks will broadcast a special program 8:30-9 p.m. May 13. Although broadcast simultaneously, programs will be individually produced by each network.

Blue-ABC has selected May 14 as its special day. All sustaining and many commercial programs will be aimed at selling Bonds. Among the day's special broadcasts will be program from Buffalo, 10-11 p.m., opening the Infantry combat exhibition.

Members Sign
CBS has chosen Flag Day, June 14, as its special day. Mutual has picked "I Am an American Day", June 20, and NBC will specialize on Bond selling on Memorial Day, May 30.

Member firms of the New York Stock Exchange, in conjunction with the parent company, had signed to sponsor the War Bond series "It Happened in 1865" on 40 stations late last week, and returns were still coming in, according to New York office of Gardner Adv.

In addition to WOR New York, previously reported [Broadcasting, April 28], the station list includes:

<table>
<thead>
<tr>
<th>WWGC</th>
<th>WBAL</th>
<th>WBFE</th>
<th>WBAI</th>
<th>WBFY</th>
<th>WGBW</th>
<th>WBDU</th>
<th>WBIK</th>
<th>WBOC</th>
<th>WBNH</th>
<th>WBOO</th>
<th>WBOI</th>
</tr>
</thead>
</table>

Ralph Edwards and his NBC Truth or Consequences program again are to tour to aid War Bond sales during the Seventh Loan.

Don McNell's Blue-ABC Breakfast Club May 14 originates from Constitution Hall, Washington, 9-10 a.m., inaugurating B (Bond) Day for the nation's retailers and saluting store employees.

Eddie Cantor on his May 9 NBC broadcast, 9:9-30 p.m., offers a musical kickoff to the campaign.

On the local side, WOR New York again is planning War Bond rallies in neighboring communities, 12 slated in all with five children's rallies planned, and WAAT New York reports plans for a Salute to Glenn Miller, a 90-minute program of selection by one of the nation's top bands and service orchestras to be made available to the New Jersey State Network.
Restaurant Radio Curfew Ban Enforced In Pittsburgh Contrary to WMC Rule

RESTAURANTS entitled to remain open after midnight may continue to perform music via radio, juke box or other mechanical devices, provided there is no dancing, according to a ruling by the War Manpower Commission.

The interpretation came to light last week after the Pittsburgh district office of the War Manpower Commission had banned playing of radios in restaurants after midnight, on the ground that it constituted entertainment. The ban was reaffirmed by the Pittsburgh council April 30, according to reports from Pittsburgh broadcasters.

The action would mean policing of restaurants in the area, with violations resulting in closing down the establishments for 30 days.

WMC Interpretation

The WMC ruling, issued April 28 and sent to all regional manpower directors, dealt with application of curfew in special cases. The provision relating to restaurants appeared conclusively to outlaw the action taken by the Pittsburgh district. It pointed out that on March 15 WMC headquarters had exempted from the curfew provisions, restaurants which after 12 midnight (1) serve night workers engaged in war or industrial plants or in activities supporting the war effort or providing essential civilian services and (2) which serve food exclusively and provide no entertainment.

The April 23 directive (No. 703, Supplement No. 2, Office of the General Counsel No. 27) follows:

Several inquiries have been received as to whether restaurants otherwise entitled to that exemption must be held subject to the curfew request if they provide music by mechanical devices such as juke boxes, radio, etc., after twelve o'clock midnight but permit no dancing on the premises. The provision by a restaurant otherwise entitled to that exemption to the exclusion of music through mechanical devices such as juke boxes, radio, etc., after twelve o'clock midnight does not constitute entertainment within the meaning of the Chairman's March 15 wire but if such a restaurant, after 12 o'clock midnight permits dancing on its premises, the dancing and music does constitute a provision of entertainment within the meaning of the Chairman's March 15 wire.

Raleigh Sub

SUMMER replacement for Hildergard's Raleigh Room, NBC, will be Sigmund Romberg with his 45 piece orchestra in a show titled Evening With Romberg, starting June 12 for 13 weeks, Tuesday nights, 9:30-10 p.m. Music will be selected from Romberg scores. Don Gillis will direct, Frank Gallop narrates and Ed Hurtley announce. Show is handled for sponsor, Brown & Williamson Tobacco Corp. (Raleigh cigarettes), by Russel M. Seeds Co., Chicago.

BLUE-ABC PLANS

NAME PROMOTION

PROMOTION and publicity plans for informing the public of the change in network name and increased facilities June 15 was a major topic of discussion at a meeting of the Blue-ABC Stations Planning and Advisory Committee in New York April 30-May 2.

It was "a good meeting but not especially newsworthy", H. Allen Campbell, WXYZ Detroit, chairman, reported Wednesday. Edward J. Noble, board chairman; Chester J. LaRoche, vice-chairman; Mark Woods, president, and other network executives conferred with the station members, representing eight geographical divisions, were present, including: Dist. 1, William A. Biddle, WTRY Troy; dist. 2, Mr. Campbell; dist. 3, C. T. Hagman, WTCN Minneapolis; dist. 4, Henry P. Johnston, WSGN Birmingham; dist. 5, Harold Hough, KGRO Ft. Worth; dist. 6, W. Duncan Pyle, KVOD Denver; dist. 7, Wil Noble, KTMS Santa Barbara; dist. 8, W. C. Bochman, WOS Columbus, S. C.

Tall Corn Net Expands

IOWA Tall Corn Network has added KBIZ Ottumwa and KEUR Burlington to its cooperative selling plan, bringing the total to eight stations. The stations have arranged with George W. Webber of Webber Radio Programs, Des Moines, to manage all area and national selling. Mr. Webber has named William G. Rambeau Co. as national representative with four selling headquarters in Des Moines, Chicago, New York and Los Angeles.

General Mills Plans

GENERAL MILLS, Minneapolis, on July 2 places Hymns of All Churches four weekly and Betty Crocker once weekly in the 10:30-10:45 a.m. (EWT) strip recently purchased on the ABC [Broadcasting, April 30]. Both shows will be continued on 38 NBC stations, 2:45-3 p.m. (EWT). New 52-week contract placed by Dancer - Fitzgerald - Sample, Chicago.

Chicago Club Elects

OPEN discussion on the double chain break and election of trustees took place at the meeting of the Chicago Radio Management Club May 2. Trustees elected for a three-month term were: Jack North, Aubrey Moore & Wallace; Russ Togt, BBDO; Bill McGuineas, WGN; Mark Smith, Presba, Felders & Presba.

SUN Radio & Supply Co., Washington, D. C., has stipulated with the Federal Trade Commission that it will represent that any radio set it sells contains a designated number of tubes when one or more of the tubes referred to is not used for detection, amplification and reception of signals.

Meet MARY MORGAN

—Local Gal Makes Good in a Big Way!

FOR Crowley's (big Detroit Dept. Store) Mary's "Beauty and Fashion Hints" daily at 10:30 a.m., plays to a packed audience. Then, for Helena Rubinstein, her "Hollywood News" (with many of Hollywood's notable), keeps Detroit ladies glued to their radios daily at 10:50 to 11:00 a.m. and sends listeners merrily off to pay cash for things on dealers' shelves. Proof that clocked programming (the CKLW kind) pays off! IN THE DETROIT AREA.

J. E. Campeau, Managing Director

Adam J. Young, Jr., Inc.,
National Representative

5,000 WATTS
DAY AND NIGHT
800 W.

BROADCASTING • Broadcast Advertising

POSITIVELY NO GRAVY WITH RABBIT HASH (Ky.)!

What's all the stew about getting covered up in a lot of little Kentucky towns where the hounds probably outnumber the people? Sure, WAVE offers a rich menu in Kentucky, but it doesn't include Rabbit Hash, Turkey Foot or Persimmon. Our "bargain special for today" and every day is the sizzling Louis-ville Trading Area which does more business and has more money than all the rest of the State put together. And that's no hassen-pfeffer! Look up the statistics!

LOUISVILLE'S WAVE

5000 WATTS • R.F.C. • B.B.C.
FREE & PETERS, INC.
National Representatives

WHBO

Your MUTUAL Friend

E. A. ALBERT, Gen. Mgr.

Memphis, Tennessee

Now Available
Top ranking show with a known audience

5.1
Says Oct.-Feb. Hooper

THE JOE MANUEL SHOW
Mon. thru Sat. 11:45 a.m.

For low talent cost call
WHBO or Rambeau

Represented by RAMBEAU

Hollywood • Chicago • New York
Changes in Censorship Code

(Continued from page 15)

make any practical use of such a device to consult his principals. This would indicate that Mr. Price, if his reasoning pursues this line, and if his information does not augur against such a policy, would follow the common sense procedure which has distinguished his administration and cut out all unnecessary verbiage.

Brief Relaxation

A similar deduction might be made in the case of quiz programs, and in this category would fall the man-in-the-street production which practically has been outlawed since the outset of hostilities. There are many broadcasters who believe that the removal of the man-in-the-street type of program from the air was a great blessing to better programming. There are those among America's listeners who doubtless do not agree. Mr. Price has acknowledged frequently that this was one of the most difficult sections of the broadcast Code to enforce in the early days of Censorship.

However, it has been true since early 1942 that no man-in-the-street broadcast on a regular basis could be heard over any American radio station, except in violation of the request of the Office of Censorship. It is being recalled that at the time of President Roosevelt's death this clause was relaxed temporarily to permit various networks and stations an opportunity to interview, in areas where the microphone would be exposed to background sounds, individuals whose identities were not necessarily known to the broadcasters. This was the first general relaxation of the clause.

These two developments, it would seem, indicate that the Office of Censorship does not view with great alarm any potential perils which might exist in such informal programs.

The third section of the Code for American Broadcasters deals exclusively with foreign language broadcasts and asks stations transmitting programs in languages other than English to prepare such productions in script form and to check them on the air against such scripts. It is evident here that, by voluntary process, Mr. Price was attempting to place adequate controls on those stations which were dealing heterogeneously in many languages. It is equally obvious that such safeguards were necessary at the time that Germany and Italy were threatening military powers.

There are, it is estimated, about two dozen odd languages and dialects other than English spoken over American broadcasting stations. None of these, according to recent surveys, is in any way remotely connected with the Japanese language. With V-E Day, the only language of the enemy is Japanese, since Japan is the only enemy that remains. One would presume, then, that foreign lan-

BMB Membership
Now 512 Stations

WITH A MEMBERSHIP of 512 stations and subscriptions totaling $785,000, the Broadcast Measurement Bureau Board last week appointed Ernst & Ernst, New York accountants, as auditors and approved as an immediate project preparation of a booklet describing BMB Procedure.

Meeting in New York Thursday, the Board disclosed that appointment of a research director may be expected in the near future. Several encouraging methods of collecting and appraising data were referred to the executive and research committees for recommendations.

Handbook Planned

REVISED NAB Engineering Handbook, delayed by anticipated war, now in the process of revision and changes, and new standards, was discussed at recent New York meeting of the NAB Executive Engineering Committee. The Committee decided: 1. To make book a practical technical guide for operating engineers. 2. The Preface should recommend engineer's technical books. Book will be loose leaf. 4. Edition will include original material from radio sources. 5. Committee will serve as editors. 6. Book will include some data on studio acoustics. Cut illustrations of typical buildings will be reserved for later publication. 7. Portions of the FCC Standards of Good Engineering Practice and Rules and Regulations will be retained in new book.

Mills' two adjacent serials ("Today's Children" and "Woman in White") were combined last week to form a semi-weekly broadcast dramatizing rehabilitation of wounded soldiers. The cooperation with the Office of War Information, the show, written by a blind veteran, used no commercial.

WBDR Board of Directors, meeting last Wednesday, declared a cash dividend of 6c per share on present Class A and Class B stock, of $2.50 par value. Dividend is payable June 1, to stockholders of record at close of business of May 18 of this year.

Allegeny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

The news is going around—Buy KQV in Pittsburgh!
Radio to Sound
(Continued from page 17)
ment through various channels. The people want to know, and we want them to know. But we must be on our guard against building up false hopes for the immediate future.
The more fully the listening audience comprehends what we propose to do and why it is necessary to do it, the more certain we are to have the continued and enthusiastic support that is essential to maximum prosecution of the war.
Up to Radio
You in radio have been real partners in this war. You have contributed your time and services in the same way as your employees, your dollars and your energies. You have provided opportunity and talent for a host of new war missions. Let me assure you that in explaining the reemployment problem of the Army through every effective means at your command, you indeed are profoundly serving the war's needs, and certainly you are catering to the public interest and welfare of the nation.
The slogan is: "Two down and one to go."
The Mission is: "Get the Jap and get it over."

Let the mighty voice of American radio sound the final battle cry!

Russell Joins Probers
THREE INVESTIGATORS, including Louis J. Russell, formerly of the House Select Committee to Investigate the FCC and a veteran FBI agent, last week were appointed by the House Committee on Un-American Activities, of which Rep. Edward J. Hart (D-N.J.) is chairman. Mr. Hart was a member of the FCC investigating committee. The other two investigators are Chester J. Nickalas, Pittsburgh attorney, and George V. McDavitt, Livingston, N. J., chief of OPA enforcement in Newark. They will serve under Ernest Adamson, general counsel, William V. O'Sullivan, Lawrence, Mass., and have been named committee clerk succeeding James Lanzetti, who resigned last month.

Congress Breakfasts
PRESENTING the "human side of Congress", Coffee With Congress, weekly feature of Bill Herndon Timekeeper show on WBC Washington, was started Saturday with a breakfast table interview at the home of Sen. McKellar (D-Tenn.), president pro tempore of the Senate. Members of both houses will be interviewed on later broadcasts. Only stipulation of the show is no politics.

U. S. Rubber Video
U. S. RUBBER Co., New York, on May 6 started a half-hour television series scheduled to run 52 weeks on WABD-DuMont New York. Charles J. Durban, assistant advertising director of U. S. Rubber Co., said the program will show motion pictures based on the war and industry, with a section of the time being devoted to live demonstration showing company war contributions. John Hewlett will write scripts. Agency is Campbell-Ewald Co., New York.

City College to Sponsor Radio, Business Meeting
FIRST RADIO and business conference of the City College School of Business and Civic Administration will be held May 22, 23 at 17 Lexington Ave., New York City. The meeting is "tied to advancing business through radio" according to an announcement of Dr. Robert A. Love, director. The conference will consist of four sessions dealing with current problems in radio, advertising and research. Moderators will be Archibald Crossley, president, Crossley Inc.; C. G. Mortimer, vice-president, General Foods Corp.; Earl Bunting, president, O'Sullivan Rubber Co., and Ira A. Hirschmann, vice-president, Television Inc.
Principal speakers include: Clarence L. Meuser, vice-president in charge of programs, NBC; Robert T. Colwell, J. Walter Thompson Co.; Frank Stanton, vice-president, CBS; S. E. Gill, director of research, Brown Co. and president of Radio Research Council; Lewis Avery, director of Broadcast Advertising, NAB; Lyndon C. Brown, of Stewart, Brown and Assoc.

Radio Show Audiences Analyzed by City Sizes
BREAKDOWN of individual program ratings by city-size groups is published for the first time by the Cooperative Analysis of Broadcasting in its "Comprehensive Analysis of Radio Program Audiences" for the summer of 1944.
Adventures of Sherlock Holmes had its largest share-of-audiences in the largest cities, while Adventures of Nero Wolfe fared best in the smallest-size city group. March of Time, rated highest in cities of 1,000,000 and over. News of the World rated highest in the smallest city-size group, and Lowell Thomas did best in the cities between 100,000 and 1,000,000. So-called intelligentsia appeal programs such as Information Please and Words at War got their highest ratings in the smallest cities, and the same was true of the supposedly ultra-sophisticated Chamber Music Society of Lower Basin Street.

GROCERIES . . .

14,400 GROCERY STORES...

... where the cash registers ring up over $324,171,000 in just one year. That's the picture of the grocery business in the WGY COMMUNITY—created as it is by WGY in central and eastern New York and western New England where 1,045,717 radio families keep their sets tuned to WGY more than to any other station in the area.
And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

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

RY
Schenectady, N. Y.
50,000 watts—23 years of service—NBC Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

IN BOSTON IT'S

WHDH

850 ON YOUR RADIO VIAL

5000 WATTS

ATLAB Brewing Co., Chicago, is sponsoring "Atlas Prager Sports Special", featuring Studs Terkel Monday through Friday 5:30-6:45 p.m. (CWT) on WMAG Chicago. Contract runs for 26 weeks. Ollan Adv., Chicago, is agency.
The WSB (Musical)  
Farmer Milks: 250,000 Cows  
Twice Daily Pulling: $30,000,000.00  
Annuity  
His Cash Pay is: $1,500,000.00 Monthly

The WSB Farmer Has Money To Spend Every Month Not

ONE A YEAR

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

Horace N. Stovin  
CORPORATION  
Radio Station Representatives

offices

MONTREAL • WINNIPEG • TORONTO

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . .

CHNS  
Halifax, Nova Scotia  
JOS. WEED & Co.  
300 Madison Avenue, New York Representatives

One of the Great Stations of the Nation

Radio Highlights in War (Continued from page 17)

all stations of restrictions on weather reports, but speedy reconnaissances, as well as reports such as that because of possible impounding of water for war purposes.  

Dec. 26—J. Harold Ryan, vice-presi-
dent of the Canadian Broadcasting Corp., industry, appointed Associate Director of Censorship in charge of broadcasting.

Dec. 27—Radio and television programs established as essential occupation under Selective Service System by Maj. Gen. Lewis B. Hershey.

July 9—Gardner Cowles Jr., president of the Denver Post Corp., and editor and publisher of Des Moines Register-Telegram, named special assistant to army chief of military Domestic Service, including overall radio, service. Simultaneously, OWI issues Order No. 1 (Executive Order No. 8809) and structures in handling war news.

Dec. 9—Board of Facts & Figures vies plans for funneling of wartime broadcasts.

Dec. 31—All Manhattan broadcast stations are shut down by a strike of technicians for fear of losing jobs and losing control.

1942

Jan. 16—War-time code of practices for broadcasters, placing censorship on all time and talent in radio for war correspondent.  

Dec. 28—FCC freezes all construction of new broadcast stations or major modi-
fications because of shortages in mate-

April 19—Production Board re-
duces output of phonograph records and transcription broadcasts.  

April 24—War Production Board gives radio A-3 priority on maintenance, re-
loading and replacement, without loss of status as essential operation in war.

May 1—First in series of air raids against London, 500 in number, are dropped in New York and spread to other areas of the East Coast.  

May 4—Stoker, executive order transferring to Defense Communications Board (which Board of War Communications) functions vested in him under Section 606 of the National Defense Act, dealing with control and coordination of communications.

Dec. 15—In keeping with plans worked out by OWI, several radio war-activity organizations, including military police are assigned to guard placements, and WAR, Radio Station-Managers Association also authorized to maintain small arms facilities as protection against possible sabotage.

Dec. 18—Publication by the editor of Associated Press, named Director of Censorship.

Dec. 22—First radio casualty in world war is reported as Lieutenant Thomas A. McLaughlin, leave as chief engineer of KLZ Denver, Dec. 7 during Japan attack on Pearl Harbor.

Dec. 22—U. S. Weather Bureau advises

July 8—Many manpower plug felt by radio due to lack of trained key personnel. Board of War Communications undertakes manpower planning for which execution will be

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

Horace N. Stovin  
CORPORATION  
Radio Station Representatives

offices

MONTREAL • WINNIPEG • TORONTO

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . .

CHNS  
Halifax, Nova Scotia  
JOS. WEED & Co.  
300 Madison Avenue, New York Representatives

One of the Great Stations of the Nation

Radio Highlights in War (Continued from page 17)

all stations of restrictions on weather reports, but speedy reconnaissances, as well as reports such as that because of possible impounding of water for war purposes.  

Dec. 26—J. Harold Ryan, vice-presi-
dent of the Canadian Broadcasting Corp., industry, appointed Associate Director of Censorship in charge of broadcasting.

Dec. 27—Radio and television programs established as essential occupation under Selective Service System by Maj. Gen. Lewis B. Hershey.

July 9—Gardner Cowles Jr., president of the Denver Post Corp., and editor and publisher of Des Moines Register-Telegram, named special assistant to army chief of military Domestic Service, including overall radio, service. Simultaneously, OWI issues Order No. 1 (Executive Order No. 8809) and structures in handling war news.

Dec. 9—Board of Facts & Figures vies plans for funneling of wartime broadcasts.

Dec. 31—All Manhattan broadcast stations are shut down by a strike of technicians for fear of losing jobs and losing control.

1942

Jan. 16—War-time code of practices for broadcasters, placing censorship on all time and talent in radio for war correspondent.  

Dec. 28—FCC freezes all construction of new broadcast stations or major modi-
fications because of shortages in mate-

April 19—Production Board re-
duces output of phonograph records and transcription broadcasts.  

April 24—War Production Board gives radio A-3 priority on maintenance, re-
loading and replacement, without loss of status as essential operation in war.

May 1—First in series of air raids against London, 500 in number, are dropped in New York and spread to other areas of the East Coast.  

May 4—Stoker, executive order transferring to Defense Communications Board (which Board of War Communications) functions vested in him under Section 606 of the National Defense Act, dealing with control and coordination of communications.

Dec. 15—In keeping with plans worked out by OWI, several radio war-activity organizations, including military police are assigned to guard placements, and WAR, Radio Station-Managers Association also authorized to maintain small arms facilities as protection against possible sabotage.

Dec. 18—Publication by the editor of Associated Press, named Director of Censorship.

Dec. 22—First radio casualty in world war is reported as Lieutenant Thomas A. McLaughlin, leave as chief engineer of KLZ Denver, Dec. 7 during Japan attack on Pearl Harbor.

Dec. 22—U. S. Weather Bureau advises

July 8—Many manpower plug felt by radio due to lack of trained key personnel. Board of War Communications undertakes manpower planning for which execution will be

The Walker Co.—Representatives Ogdenbury, N. Y.
Radio Ready as Germany Collapses

(Continued from page 16)

called in from theaters of action to say a few words. If this is done hourly, as proposed, the procedure would require about a day and a half of broadcast time. Among those who might be heard from are Gen. George S. Patton Jr. who, if he does broadcast, will be doing so for the first time since the war began. Others, many of whom have appeared before the microphone on the Army Hour and other programs, might include:

- **European Theater**

- **Pacific Theater**

- **C-B-1 Theater**

- **U. S. Navy and Marine Corps**

- **Air Force**
  - roughly 29% of radio’s per-sonnel

- **March 12**—Army plans for Berlin in-vasion with 60,000 w transmitter mounted on 17 Army trucks in van-guard of troops driving toward capital. Resultant events, which left Berlin’s leaders in, evidently obviated need for use of mobile unit.

- **March 29**—Stations, networks and ad-ver-tising agencies contribute $1,712,000 in funds and talent for war messages during 1944, according to NAB estimates—an increase of 8% over 1943. (Breakdown of funds for network stations and networks, $78,000,000; talent, $28,000,000.)

- April 25—Radio goes all-out on cover-age of United Nations Conference on International Organization in San Fran-cisco with all networks and some 50 stations. We shall hear other United Na-tions radio representatives, on scene. (Events since March 27, leading up to Nazi collapse, elsewhere in detail in this issue.)

---

**ELECTION SCHEDULE SET UP IN CANADA**

**POLITICAL**

The federal election was held on Thursday, May 7, 1945. The federal Progressive-Conservative campaign was directed through the party’s central office, and the federal Progressive-Conservative campaign through McKim Adv. Ltd., Toronto. The Ontario Liberal campaign is handled through Progressive, Toronto, and the Ontario Progressive-Conservative campaign by McKim Adv. Ltd., Toronto. The Co-operative Commonwealth Federation (CCF) was also transcribed and live talks and flash announcements throughout most of Canada, expects to use some regional networks. Account is placed by Wm. Orr & Co., Toronto.

---

**Watch!**

**Homer Griffith Company**

**Radio Station Representatives**

The West's Largest Fastest Growing Organization

**"We know the West. We sell the West."**

Homer Griffith Company

Hollywood San Francisco Seattle

---

**Radio Ready as Germany Collapses**

Adm. William P. Halsey
Vice Adm. Aubrey W. Fitch
Lt. Gen. Alexander A. Vandegrift
Vice Adm. Nicholson, Deputy Turner
Adm. Harold R. Stark

No specific plans for broadcasts by the GI’s themselves have been announced yet. Doubtless for the “poor”, innumerable stations will cut in on network loops, if they are nearby, or re-broadcast, by pickup. These pooled broadcasts will include programming by all services—the Army, the Navy and the Marine Corps—but planning has been left to the Army, since the European victory is recognized as its job.

Networks, for competitive reasons, were giving out no details of their scheduled special coverage for V-E Day. A survey indicated that each had sets filled with background material, however, and each had sufficient material for at least ten hours of broadcast.

Similarly, as has been reported in previous issues, individual stations from coast to coast have been preparing for many weeks special V-E Day programs which would have special significance in their areas of coverage.

Progress will run the gamut—from musical salutes to our victorious troops, dramatic presentations, news and special events and inter-denominational thanksgiving observances.
Decisions . . .

**ACTIONS BY ADM. BOARD**

**APRIL 30**

**KINY Juneau, Alaska**—Granted license to cover CP as mod. authorizes in-crease power, install new trans. and changes in antenna.

**WWX Nashville, Tenn.**—Placed in pending file application for CP new FM station.

Review Publishing Co., Alliance, O.—Same.

Lynchburg Broadcasting Corp., Lynch- burg, Va.—Same.

Roanoke Broadcasting Corp., Roanoke, Va.—Same.

**ACTIONS BY COMMISSION**

**MAY 1**

1239 kc WIBX Utica, N. Y.—Granted vol. transfer control from Scotts Howe Bowen, deceased, to Estate of Scotts Howe Bowen, Margaret B. Bowen, executrix.

506 kc KSUB Cedar City, Utah—Designated for hearing under Policy of Jan. 16, 1945, application for CP change assignment to 500 kc 250 W 1 kc D 600 kc 2 kw and install new trans.

1038 KWWU Corpus Christi, Tex.—Granted extension special service authorization for six months from 5-9-45 to 11-9-45 for 50 kw DA local sunrise to local sunset.

WALV, WBLJ Richmond, Va.—Adopted memorandum opinion granting application of Thomas Garland Tinsley Jr., for new developmental broadcast station, change trans. and studio location WALV and granting application of Grace Covington Presbyterian Church for mod. CP authorizing change assignment, for trans. approval and authority to use presently licensed antenna and trans. site for WBLJ conditions.

1239 kc WKYM Arechib, P. R.—Adopted memorandum opinion granting mod. CP for approval antenna and equipment trans. and studio location; ordered that CP as mod. be issued.

1249 kc WKHD Petersburg, Va.—Adopted memorandum opinion granting application for mod. CP for change in equipment and approval trans. site and antenna system; ordered that CP as mod. be issued.

1960 kc WOKO Albany, N. Y.—Adopted order issuing special temp. authorization for continued operation until further order of FCC.

Following stations were granted li-cense renewal for period ending 8-1-48:

KWL, WOAC WIBU WCNW.

Following stations were granted li-cense renewal for period ending 2-1-48:

KWNW WDSM KOUE.

Following stations were granted li-cense renewal for period ending 5-1-48:

WOGA WHN WTNM KLRA.

1126 kc WTWY College Station, Tex.—Adopted order denying petition for grant without hearing of application for CP change assignment to 500 kc 250 W 1 kc D 600 kc 2 kw and install new trans.

1038 KWWU Corpus Christi, Tex.—Adopted order denying petition for grant without hearing of application for CP change assignment and designated said application for hearing. Be con-solidated with hearing on applications of San Antonio Broadcasting Co. for new station Houston, Reporter Broadcasting Co. for CP change frequency KKGX and Galveston Broadcasting Co. for CP change frequency KPLC.

146 kc WOKO Albany, N. Y.—Adopted order denying petition for rehearing change in location of FCC station denying application for license renewal; further ordered that special temp. authorization for continued operation be extended to 3 a.m. 5-31-48.

730 kc KXLI Portland, Ore.—Designated for hearing application for mod. CP change hours from limited time—WBB to unlimited.

**PHILCO RELAY NET GETS FCC PERMITS**

FURTHER developmental work in the Philco Corp. proposed television relay network for Washington, Philadelphia and New York was approved last week when the FCC granted construction permits for new relay stations to be operating in central and northeast Maryland, southeast Pennsylvania and Washington and authorized power in-creases of from 15 to 40 w for relay stations now in operation.

Grants include: one new experimental relay station to be operated in various areas between Philadelphia and Washington; power in-creases, addition of A3 emission, antenna and transmitter changes of three stations in Philadelphia to include operations in Washington and New York; authorization to change power to 40 w and add A3 emission to port-new stations in Washington and Philadelphia; and one new relay station in Philadelphia link in a special tele-cast from the Statler Hotel, Washington, on April 17 [BROADCASTING, April 23].

**NEW-100-100 mc Sarkeis Tarian, Bloomington, Ind.—CP new developmen-tal broadcast station 1500 w and special test emission.**

**NEW-108 2 mc San Pedro Printing & Publishing Co., San Pedro, Cal.—CP new new station. 780 sq. mi., $12,500 estimated cost.**

**NEW-104 2 mc Southern California Asso-ciated Newspapers, Alhambra, Cal.—CP new FM station, 1,500 sq. mi., $12,500 estimated cost.**

**NEW-104 2 mc Southern California Asso-ciated Newspapers, Alhambra, Cal.—CP new FM station, 1,500 sq. mi., $12,500 estimated cost.**

**NEW-104 2 mc Southern California Asso-ciated Newspapers, Alhambra, Cal.—CP new FM station, 1,500 sq. mi., $12,500 estimated cost.**

**SERIES of half-hour dramatic programs based on stories which may be suitable for motion picture use is being offered for sponsorship by Grow Associates, Inc., New York, which plans to use the weekly medium as a pre-test "laboratory" for the movie industry. The series, including a 1,000-woman panel built up by the Grow firm, will be invited to write suggestions regarding picture possibilities of stories and stars. Program series will be called "Hollywood Story Conference".**

**THEN FOR ANOTHER BIG JOB!**

When the last bomb has fallen on Ger-many or Japan . . . when the last gun has been fired . . . what a problem of re-tooling and job-changing will face many a "boom" town!

Not for Roanoke! On V-Day Plus 1 OUR three big industries—railroad, rayon milling, steel production—will be functioning as smoothly for civilian goods as they now are for the war effort.

You should be known by these people of Southwest Virginia whose present prosper-ity will CONTINUE. Only one station, WDBJ, satisfactorily covers ALL their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. Let us— or Free & Peters—tell you more!
Jefferson Standard Life Ins. Buys WBT for Million and Half

Purchase Up for FCC Approval; Company Also Is Owner of WBIG Greensboro


It is understood a new corporation, probably to be known as WBT Inc., will be formed to operate the station. Aside from Jefferson Standard, Maj. Edney Ridge, executive vice-president and secretary of WBIG, will be the only other stockholder in the new WBT company. He holds approximately one-third interest in WBIG.

Mr. Price, it is expected, will become president of the WBT company. Joseph M. Bryan, vice-president of Jefferson Standard and president of WBIG Inc., also will be an officer of WBT, along with Maj. Ridge and Julius C. Smith, Greensboro attorney and general counsel of Jefferson.

Mr. Bryan recently became half-owner of WORD Spartanburg, S. C. He, along with Maj. Ridge, acted for Jefferson in the WBT negotiations with CBS.

The network was represented by Dr. Frank Stanton, vice-president, and Frank E. White, vice-president and treasurer. In announcing the sale, CBS explained it had been made in order to comply with FCC Rule 3.106, which prohibits network ownership of a standard broadcast station “in any locality where the existing broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency or other related matters) that competition will be substantially restrained by such licensing”.

Other Charlotte Stations

Charlotte has two other stations —WSOC, NBC affiliate with 250 w on 1240 kc, and WAYS, affiliated both with Blue and Mutual, with 1,000 w on 610 kc. CBS had acquired WBT in 1929. It operates on 1110 kc with 50,000 w.

It is understood WBT had a gross income of $690,000 in 1944, with approximately half that amount net before taxes.

Jefferson Standard has been interested in ownership and operation of WBIG for the last 12 years. The station, a CBS affiliate, operates on 1170 kc with 5,000 w.

Maj. Ridge said it was the intention of the new owners, following FCC approval, to operate WBT independently of WBIG. He explained, however, that the two stations will follow the same public service policies and emphasize development of talent and program features of peculiar interest to their respective communities.

YESTERDAY Was The 522nd Time

... the “Ave Maria Hour” has brought Sunday evening consolation and comfort to New Yorkers through WMCA.

The occasion of this tenth anniversary is a good time to say thank you.

For the high radio standards that earmarked each of those 522 broadcasts...

For the job it has done as originating station of “Ave Maria Hour” programs throughout the country...

For its unflagging service to the New York community in every facet of radio programming...

For these things, our grateful salute to WMCA!

We look forward to continued association with this station.

The Franciscan Friars of the Atonement Graymoor Monastery, Garrison, New York

V-E Telecasts

BULOVA WATCH Co., New York, a regular advertiser on WNBT, NBC's television station, will sponsor one-minute time signals on V-E day, when the station shifts for that day only into 24-hour operation. Agency is Biow Co., Watch Co. has purchased time signals to be telecast that day on WABD New York, the DuMont station, which will be taken over by Blue-ABC for the occasion. Agency is N. W. Ayer & Son.
Help Wanted

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regular 40 hour, 11 A.M. to 7 P.M. shift, $25.00. Good postwar future. Box 592, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Perman- ent position will be geo- graphic, full-ricus and salary expected in first letter. Box 593, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good announcer. Location is small and snaps, news and sales work. Excellent staff, excellent working conditions. No dope donnas, please. $55.00 per 46 week to right man. Tell all about yourself. Box 554, BROADCASTING.

Salesman—Man familiar with small market station operation and real understanding of radio sales. Send record of position held, salary, and references. Box 555, BROADCASTING.

Wanted—Top flight announcer with reasonable experience, who recognizes his duties and positions accurately. For small station operation and know when to call in help. Box 556, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, announcer familiar with all phases of network radio. Small network regional affiliate station in northwestern states. Please send all qualifications and references with application. Box 557, BROAD- CASTING.


New England station is seeking a com- mercial announcer with reasonable experience, good pay, good future to com- peteet man. Box 559, BROADCASTING.

We want some good men. We're just a small southwest radio station with a big job ahead of us, expanding into a strong regional outlet in the near future. We need someone who can come in and help build a station to be proud of. Single-minded, aggressive and commercial standpoint. We prefer announcers with sales and management experience. Production manager, two or three top-flight announcers. Must have a complete understanding of a station operate! with program writing experience and desire to expand. We respect the big as the men working for us make us grow. Write your complete qualifications and experience in first letter. Box 560, BROADCAST- ING, giving full qualifications of your letter. If you sound like the man we need, we'll come see you, where you are.

Wanted—Operator, first class license im- mediately. Send complete story first letter. Permanent. Box 561, BROADCASTING.

Texas klokstai Blue-Mutual desires im- prove its spot. Want program man who can write and play. Write or wire Box 562, BROADCASTING.

1000 watt New England Network station is opening for experienced announcer with knowledge of programming. Permanent position will be with the right man. Box 563, BROADCASTING.

Announcer-continuity writer—Station WOLB can place announcer with expe- rience. Must have experience in combination announcer-continuity man or相近cal man. Word and tele- graph, good live town. Write or wire WOLB, Columbus, S. C.

Salem-man—250 watt progressive Blue- Mutual station, northeast Texas has opening for good live town. Word and tele- graph, replace top salesman going into Army. Send full details including experience. Phone and telegrams. Reply with resume and photo. Box 564, BROADCASTING.

Engineer, Transmitter and control room work, full time. All positions permanent. WAKR, Akron 8, Ohio.

Situations Wanted


Announcer, 5 years experience 3 kw CBS station. Excellent performance and sales ability. Woman. Box 583, BROAD- CASTING.


Newscaster—salesman, writer. University graduate, 3 years experience in Economics. Three years experience 1000 watt station, and 6 years with our guar- antee station. Box 585, BROADCASTING.

Manager for radio station on east coast seeks, costs, and station manager. Experience in Denver territory. Creative, aggres- sive promotion work. Must have ex- perienced in sales, programming, announce- ment, and public relations. Must have best recommendations. Now employed. Must be permanent. Box 589, BROADCASTING.

Station manager available. Twelve years management experience, who can manage your station and become your community's entertainment center. College graduate. Two years experience, 50,000 watt station. Looking for all kinds of entertainment. Box 590, BROADCASTING.

Experienced, announcer, new editor. Excellent personality and background. Desire better position. Prefer station located in N. Y. State. Box 591, BROADCASTING.

Young, sober family and talent in broadcasting ready for that program di- recctor job. Returned vet. Excellent refer- ences. Box 597, BROADCASTING.

Writer-announcer—Would like position in broadcasting where I can use my development of program ideas or put yours into script form. Worked for NBC, Mutual, ABC, N.B.C. sporting cast, platter shows, commerc- ial and newspaper advertising. Married, drafted, prefer east coast. Box 600, BROADCASTING.

Announcer—experienced announcer. Willing to work for large local radio corporation desires broadcast en- gineering position. Will work part time if necessary. Six years in broadcasting. Box 610, BROADCASTING.

Announcer—First class announcer, experienced. Good voice, very interested in production. Available now. Box 612, BROADCASTING.

Station manager—Station owner heeding the commercials, who can work with sales and others to save money for himself. Box 613, BROADCASTING.

Operator—Telephone first, telegraph sec- ond, 30, 4F. Family. Wants job with future. Anywhere but deep south. Box 614, BROADCASTING.

Transmitter engineer available soon. Experienced maintenance, operation and sales. College degree. Looking for permanent position in an AA market. Please state salary. P. O. Box 63, Edge- water Branch, Denver, Colo.

Engineering executive man, 23 years in radio, wants position where mainte- nance and production are combined. Includes a control cabinet, remote and some an- nouncing. Also available. Box 615, BROADCASTING.

Experience and training. Needed. Experience in few weeks. Permanent 4F. Man. $6000 in about his work. Three years experience. Twelve years experience. Will work under contract. Box 616, BROADCASTING.

Top flight announcer. Network experi- ence solid background, sound equipment and ad lib and straight commercial. Excellent personality and background. Has worked in both head- ing spots in New York City. Available for live auditions. Married. 4F. Write Box 617, BROADCASTING.

News editor, 4 years experience editing and broadcasting news. 5 years 5 kw station experience. Box 618, BROADCASTING.

Advance June 1st for chief engineer job. Experienced first class operator, teaching in Navy Electricians' School. 2nd class radio license. Will start. Draft exempt. State maximum salary. 553, BROADCASTING.

Wanted—PCF approved frequency and present station equipment. Accept station equipment. Cutting mechan- ical knowledge, good work and clean habits. Box 590, BROADCASTING.

Wanted—Experienced broadcaster interested in pleasing stations all or part of 250 watt sta- tion. Box 614, BROADCASTING.
MONROONEY ARTICLE ATTACKS PETRILLO POWER

POWER of James C. Petrillo, AFM president, "to cripple the networks by refusing to permit them to serve him which will not employ the number of musicians he demands" is cited by Congressman A. S. (Mike) Monrooney (D-Okl.) in an article in the American Magazine (May 78) as a type of union "monopolistic control" which he wants Congress to abolish by removing some of the immunity from antitrust laws now granted to labor unions.

Reps. Monrooney declares Congress must shortly decide whether union leaders shall be permitted to exercise the "new extraordinary power" of the "royalty method" first adopted by Petrillo and later demanded by John L. Lewis. "This ... is too pat a method of fund-raising to be overlooked; it is held to be a legitimate claim of union bosses. It could spread and greatly increase the cost of every article used by the public."

FM APPLICATIONS PASS 400 MARK

APPLICATIONS on file with the FCC for new FM stations totaled 403 May 4, FCC said Friday. Represented are 41 states and District of Columbia. Ohio leads with 36 requests; California has 33; New York, 31; Illinois and Pennsylvania, 24 each. There are 46 commercial FM stations broadcasting currently, plus three experiments (see page 74 for late applications).

NAB URGES FILINGS

WITH DEADLINE for filing briefs and appearances Wednesday (May 9), NAB on Friday urged broadcasters to "avail themselves of the opportunity to appear" at hearings on the proposed FCC rule governing financial reports, contracts, ownership and station personnel. NAB asks copies of all filings, none of which had been formally docketed at Commission Friday.

NLRB PLATTER BRIEF

NATIONAL Labor Relations Board filed its brief over the week-end with the Second Circuit Court of Appeals in the NABET-network-Petrillo dispute in support of its petition for a decree to compel NBC and Blue to bargain with NABET on platter turners.

COAXIAL CABLE NET FAST-GROWING

BELL SYSTEM expects by year's end to have 2,500 miles of coaxial cable network manufactured and placed in service by that time. A year ago the AT&T announced a 5-year program of 6,000 to 7,000 miles. Rapid pace job going forward has been dictated by increasing demand for more telephone circuits between war centers. The coaxial cable is capable of transmitting the broad bands of frequencies required for television as well as for telephone service.

RECOGNITION FOR NEWSMEN

A BILL to create the Distinguished Service News Medal, to be awarded radio or press correspondents who "have rendered or hereafter rendered exceptionally meritorious service" in war zones was introduced in the Senate late last week by Sen. Bridges (R-N.H.) and Sen. Johnson (D-Colo.). The measure (S-937) was presented after a bill to award the late Ernie Pyle the Distinguished Service Medal was held up because Congressional Medals of Honor can be awarded only to members of the armed services.

BLUE ON BOND SERIES

BLUE-ABC on Saturday began weekly Seventh War Loan sustainer, 5-6 p.m., to continue through campaign and featuring Duke Ellington's orchestra. Same network to air Nat Brandwynne's orchestra from Waldorf-Astoria, New York, 12:30-1 a.m. Mondays and Tuesdays in War Loan interests, beginning May 14.

Closed Circuit

(Continued from page 4)

out. Annual meeting and new board session by proxy will be held in July, consistent with bylaws, however. Pittsburgh was likely convention site before ODT called all bets off.

PROHIBITIONISTS, led by Rev. Sam Morris of Texas, are still making the Washington rounds against advertising of alcoholic beverages on air. They seek right to purchase time to answer wine and beer advertisers, contending that such advertising constitutes controversial issue. Beat-pounding in Washington has included Congressional offices, FCC and NAB.

WITH WAR emphasis moving to Pacific area, look for more Navy activity in their representation on Armed Forces Radio Service (AFRS). Los Angeles headquarters, recently sprinkled with some Naval personnel, is due for expanded operation with the boys and girls in blue in greater prominence than ever.

RETURN OF COMDR. Mefford R. Runyon to his CBS vice-presidency may develop soon. Reported authoritatively he has applied for inactive status. He went on active Navy duty in 1942 in Communications but changed to the Bureau of Ships, Electronics Branch.

EDITOR'S NOTE: Wonder why Montana's Sen. Wheeler sounded off on radio news and commentators last week? Travel note: Ed Crane, prominent and militant Montana broadcaster, was in Washington last week.

RADIO SELL-OUT

FIVE 75-word announcements on WBEN Buffalo over a weekend and one ad in the Buffalo Evening News sold 12,000 reserved seats in Buffalo's Memorial Auditorium to see Bob Hope and his Pepsodent radio team. Purchase of it was a benefit for the News' "Smokes-For-Soldiers" fund. Six thousand additional orders had to be turned down for lack of seating capacity. The story was broken on WBEN and the News Saturday. By Monday evening all 43 top seats were gone and Tuesday morning WBEN was begging people not to send more orders. Darel Martin, News radio editor and close friend of Hope, made arrangements to bring comedian to city.

LT. GEORGE PAULSON, bomber navigator released by the Army, is new sales service supervisor of Mutual, succeeding Barry Keit, transferred to cooperative program sales division.

VERA EIKEL, formerly program supervisor in Procter & Gamble's radio department, has joined Benton & Bowles, New York, as executive assistant to Walter Craig, radio director. She replaces Marion Connolly, now B&B personnel director of women.

DONALD C. HAMILTON, program division office manager, WOR New York, named to newly created post of director of artists' service.

EDMUND B. (Tiny) RUFFNER, assistant program manager, WOR New York, promoted to commercial program director, where he'll develop new saleable ideas and coordinate program and sales departments.

MARJORY IRWIN, 12-year-veteran with Compton Adv., New York, is new business manager of the radio department, replacing Helen Shervey, resigned. Miss Irwin was office manager.

GLENN BANNERMAN, president and general manager, Canadian Assn. of Broadcasters, has been invited to attend the NAB directors' meeting in Omaha May 16-17.

HENRY SEATON DAWSON, former chief engineer, CFRB Toronto and since 1940 on loan to the National Research Council, Ottawa, and Research Enterprises Ltd., Toronto, has been appointed engineer of the Canadian Assn. of Broadcasters.

LAMBERT B. BEEUWKES, advertising, publicity and sales promotion manager, King-Wendle Broadcasting Corp. (WXYZ, WOOD), on May 12 becomes general manager of the Blue Ridge Broadcasting Corp., soon to apply for a new station in Roanoke, Va.

JOHN P. URICE, J. Walter Thompson Co., Chicago, account executive for Swift & Co. Breakfast Club, was to resign May 7 to join H. W. Kastor & Sons, Chicago, as head of food advertising.

LESLIE RADDATZ, with NBC Hollywood production group since 1942, has been appointed assistant press manager, succeeding Homer Canfield, recently named network Hollywood production manager. Walter S. Davis released by Air Transport Command and Kathleen Wilson are new members of press staff.

BEN MUROS has been named program director of WCAE Pittsburgh. He has been with the station eight years as studio engineer, continuity supervisor and most recently production manager.

CHARLES B. McCABE, publisher of the New York Mirror and president of the Hearst Radio Corp., has been elected to the board of directors of the Morris Plan Industrial Bank of New York.

TROOP GREETINGS FREEED

GREETING messages may now be transmitted to or by members of armed forces in this country under an order announced Friday afternoon by the Board of War Communications. As soon as "speed and quality of service" have improved sufficiently, BWC will order further relaxation to permit greeting messages by the public generally, said announcement.

Page 78 • May 7, 1945

BROADCASTING • Broadcast Advertising
Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that nice women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

*Prepared by Newell-Emmett Co.

In the Distribution Decade,

ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities—there’ll be plenty of all these after Victory. The problem will be to move the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising’s responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation’s Station, as they apply to the great 4-State market that is WLW-land.
The first transmitters using mercury-vapor rectifiers were made available by RCA in the middle 1920's and represented a major improvement in early transmitter design — one of the first modern features. Today, every transmitter manufacturer uses mercury-vapor rectifier tubes in his broadcast transmitters because of lower cost, high efficiency, and good voltage regulation.

RCA not only led the way in applying mercury-vapor tubes — it also made major improvements in such tubes as the 866A/866 and the 872A/872. Examples are: greater freedom from arc-back, lower voltage drop, and cathode coatings with greater thermal efficiency.

In rectifier tubes for commercial broadcasting, RCA offers a broad line of standard types such as the RCA-816, 857B, 869B, 866A/866, 872A/872, and 8008.

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