A TREE GROWS IN BROADCASTING

FORT INDUSTRY CO.

Broadcasting at Its Best

With roots embedded deep in the doctrine of Broadcasting at Its Best, Fort Industry Company radio stations are true institutions of service to America. Their phenomenal growth in popularity and prestige is convincing proof of intelligent service to listeners and advertisers.
Available through Leading Radio Equipment Distributors!

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

The more popular AMPEREX tubes are available through leading radio equipment distributors. Thus, engineers may now obtain many of our standard tube types with minimum delay. The AMPEREX line, especially for industrial and electro-medical applications, is probably the most complete in the industry. AMPEREX engineers pioneered in the design and development of these types, and our name stamped on a "bottle" designates longer life with corresponding economy. If we can be of service to you, on present or peacetime assignments, we will be very glad to oblige.

AMPEREX ELECTRONIC CORPORATION

79 Washington St., Brooklyn 1, N. Y. . . . Export Div.: 13 E. 40th St., N. Y. 16, N. Y., Cables: "ARLAB"

WASTEPAPER IS A CRITICAL WAR REQUIREMENT...SAVE EVERY SCRAP
Hooper says there are no pins left standing when your advertising dollars start rolling for strikes via WSIX. During the two-year period ending in January, WSIX's all-day listening average increased 81.5%! This rich Middle-Tennessee market is booming as never before.

And WSIX, The Voice of Tennessee's Capital City— with the most day-time listeners, the top shows of both the Blue and Mutual Networks and a low unit cost in a market with over a million potential buyers who really believe in spending their money—is ready to go to work for you.

**REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.**

5000 WATTS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

980 KILOCYCLES
DON'T BE SURPRISED if the FCC extends the standard broadcast band to 540 kc when it publishes proposed allocations below 25 mc are released this week (probably Monday). NAB urged it; so did RTPB Panel 4. Navy blocked early moves to include the 540 channel in the standard band but reportedly agreed to acquiesce after the war. Whether the Commission will designate the new channel as clear, regional or local is unknown, but majority reportedly favor making it a local channel, thus providing many more stations.

ALONG PURELY political lines, opposition has developed to reappointment of Gov. Norman S. Case (R-R.I.) to FCC. A charter member of the Commission appointed in 1934, Gov. Case is opposed by Sen. Green (D-R.I.), who defeated him in Rhode Island gubernatorial election in 1932. Chairman Porter is all out in support of Case reappointment on merit. A New York Republican is said to be endorsed by Democratic Committee for appointment when Gov. Case's seven-year term expires June 30.

LEW AVERY, personable director of broadcast advertising of the NAB, may be contemplating going into business for himself. He has told friends he does not plan to remain in trade association activity for good. He has considered proposals to enter national radio representation. His name has been linked with an important figure in midwest representation and with national authority on retail advertising in possible formation of new firm. Mr. Avery, former sales manager of Buffalo Broadcasting Co. and for years with Free & Peters Inc., Chicago, is noncommittal.

LT. COL. HAROLD B. RORKE, assistant chief of public relations, Army Air Forces, is looking forward to an honorable discharge. Formerly assistant information director of CBS in New York and before that of the CBS information department in Hollywood, Col. Rorke has more than tentative plans. It wouldn't be surprising to see him wind up with one of the larger agencies, probably to headquarters in Chicago.

ATC plane schedules frustrated plans of Chairman Paul A. Porter to confer with President Truman May 14 at what was to have been their first formal conference since the Missourian assumed the Presidency. Subject of conference was to have been international teleg. and cable merger, but broadcasting doubtless would have been discussed. Date postponed until Mr. Porter's return probably end of month.

WHEN THE next broadcast emanates from the White House, the new two-microphone rack may lead for all radio pickups and another for newreels—probably will be used. This simplified arrangement, one of several radio innovations planned for President Truman, is (Continued on page 78)

**Upcoming**

- May 22-23: Mutual Board meeting, Drake Hotel, Chicago.
- May 24: Directors of the FMBI at Ambassador East, Chicago, 10 a.m.
- May 24: Meeting of industry engineers at FCC, 10 a.m. to select committee for FM propagation tests.
- June 13: Oral argument; WOV New York transfer of control (postponed from May 23).

**Business Briefly**

FRED ALLEN TO RETURN • Standard Brands Friday afternoon signed a two-year nonexclusive contract with Fred Allen through his agent, William Morris Agency, for a program on NBC Sunday 8-9:30 p.m., beginning Oct. 7. Reportedly calling for $20,000 payment weekly, contract provides for two 29-week runs with summer vacations. J. Walter Thompson Co., agency for C&S Coffee and Tenderleaf Tea, will handle the program, but product has not been determined. The Eddie Bracken show promoting Fleischmann's Yeast in that spot will be dropped May 27. Agency is Kenyon & Eckhardt.

GENERAL MILLS RENEWS • General Mills Inc., Minneapolis (Betty Crocker Soups, Bisquick, Wheaties, Cheerios and Gold Medal Kitchen Tested Flour) renewed four-quarter periods known as General Mills Hour, effective June 1, 52 weeks, 5, 1,2 p.m. CWT. First three quarter-hours The Guiding Light, Today's Children, Women in White on full NBC network. Agency is Knox Reeters Adv., Minneapolis. Fourth period, Hymn's of All Churches, 4 times weekly, with Betty Crocker on Fridays on 38 NBC stations. Agency is Dancer, Fitzgerald & Sample, Chicago.

HOPE REPLACEMENT • Pepsodent Division of Lever Bros., Chicago (Pepsodent products), on June 12 replaces Bob Hope for 13 weeks with The Man Called X on NBC stations, Tuesday 10-10:30 p.m. (EWT). Secret agent series stars Herbert Marshall with Ge Ge Pear. Felix Mills is assigned musical director. Jack Johnstone is producer for agency, Foote, Cone & Belding.

SOTER NAMES AGENCY • F. & E. Soter Tobacco Corp., New York, maker of Lady Hamilton cigarettes, has appointed Sheldon, Quick & McElroy Inc., New York, to handle advertising. Newspapers are being used and spot announcements are under consideration.

DUNNINGER FOR RINSO • Lever Bros. Co., Cambridge, Mass., for Rinso, on June 8 starts 13-week Dunninger program replacing Amos 'n Andy on 139 CBS stations.

**BROADCASTING... at deadline**

**Bulletin**

ARMY HOUR on NBC will be cut to half-hour, Niles Trammell, network president, indicated Friday following receipt of letter from Col. Edwin Kirby, chief, Radio Branch, Bureau of Propaganda, Dept. of War. Letters was joint statement of the Army and Navy, urging that network give full support to propaganda of war, Col. Kirby advised NBC that War Dept. would require only half its present time period and asked for first half-hour segment beginning at 3:30 p.m., effective July 15. Acknowledging letter, Mr. Trammell said three-year-old program has done outstanding job in keeping home front abreast of activities of American troops around the world. “We have had a number of requests from advertisers for Sunday afternoon time if any should be available and all are being given due consideration,” he said.

FIRST NAVY-produced network series was assured Friday when Rear Adm. Harold B. Miller, USN, new Navy Public Relations head, approved half-hour 26-week nighttime series on Blue, scheduled to start this summer. Subject will be exploits of the Fast Carrier Task Force of the Pacific Fleet, produced and directed by Lt. Arthur Kurlan, USNR, of Navy Radio Section, Public Relations, an ex-writer for Campbell Playhouse and other programs. Admiral Samish, Blue program and production manager, and Lt. Comdr. Charles E. Dillon, acting officer in charge, Navy Radio Section, and former Red Cross radio director, are supervising.

REVIEWS the American Broadcasting Co.'s plans to build a network that will allow advertisers to reach the public at a low cost per listener in the postwar era, Chester J. Laroche, vice-chairman, at a new luncheon in New York last Friday, revealed that stock in the network had been offered to 15 top executives "who are there to help make it good." The time has not yet arrived for the sale of stock to affiliate stations, he said, but that plan has not been abandoned but in about six months or a year. He denied a report that Time Inc. is increasing its holdings of the network's stock, amounting to 12.4%.

**STEAKS AT OMAHA**

IN THE EYES of two dozen broadcasters Omaha was the radio capital of the world last week and John J. Gillin Jr., WOW Omaha general manager, was its head man. Steaks, ribs of beef and wild duck with wild rice were only a few of the prime dishes served during the meeting of the NAB board there Wednesday and Thursday. Meetings were held in the sumptuous Woodmen of the World quar ters. The board presented Host and Hostess Gillin with a silver tray and goblets in appreciation.
more than 49¢ out of every dollar spent in retail in West Virginia is spent by listeners to WCHS Charleston, W. Va. 5000 ON 580

Represented by Branham Co.

John A. Kennedy, Pres.
(on leave U. S. Navy)

Howard L. Chernoff
Managing Director
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.
It may be "a pause in the day's occupation" to the poet, but to Mutual and its audience, The Children's Hour is one of the busiest periods in the whole radio day. From 5 to 6 p.m. every weekday, while parents beam (and listen) approvingly, youthful ears all over the land are bent to catch these four consecutive, top-notch Mutual programs:

5:15-5:15
CHICK CARTER... Treading his foster-father's footprints, placed by the immortal Nick, this junior sleuth tracks down consistent rating rewards, coast to coast.

5:15-5:30
SUPERMAN... Back at work for Kellogg, the Man of Tomorrow spans the continent five days a week, to the increasing delight of sponsor and listeners alike.

5:30-5:45
MYSTERY HOUSE... Fans from 3 to (so help us) 93 applaud this new show, which distinguishes clearly between healthy spine-tingling and sheer hysteria.

5:45-6
TOM Mix... Repeatedly rated the most popular day-time kid show on any network, the veteran straight-shooter is notching new sales records for Ralston.

The success of all four of these programs, audience-wise, and of two of them, sales-wise, is a double-action tribute: to the responsiveness of Mutual's young audience, and to the skill of Mutual's programmers.

And speaking of sales results—as who isn't—may we point out that what's being won at 5:15 and 5:45 could also be won at 5 (now available in individual markets) and 5:30 (now available on the full network)?

MUTUAL BROADCASTING SYSTEM
Here's the answer to a big demand—more, good B.M.I. music transcribed! Each month eight of the most popular B.M.I. and P.D. hit tunes are ready for you—played by leading bands and artists and beautifully recorded on one, sixteen inch, 33⅓ rpm double-faced disc. And they are all yours. For the first time in the industry C. P. MacGregor is offering these transcriptions on an outright sale basis. No fees or regulations to govern their use. When you buy 'em you own 'em. Out about the 20th of each month.

Send your order now.
Anticipation

Anticipation is one of the best of all salesmen.

Having learned to expect the best in new shows on WAGA, Atlanta listeners anticipate refreshing new entertainment at 590 on their dial.

WAGA's audience-building promotion carries this "anticipation" one step further. Car-cards, 24-sheet posters, newspaper ads and dealer tie-ins are used to create audience anticipation for your WAGA program.

WAGA
ATLANTA
Feature of the Week

TWENTY-THREE years ago tomorrow, May 22, 1922, 50 w WDAY went on the air from its one-room studio, transmitter and engineering quarters in Fargo, N. D. The staff was two people, Kenneth Hance and Earl Reineke.

In the one room (it was 10 x 18 feet) was the transmitter, a bated, upright player piano, a phonograph, a table for the announcer — operator — sales force. The single motor generator was mounted on springs in an adjacent freight elevator shaft. On the roof of the building was the 30-foot antenna—considered a menace by Fargo citizens who could see little future in radio.

Today Earl Reineke is still active head of WDAY, a record some believe is unique in the 25-year-old industry. WDAY uses 5,000 w, occupies most of the top floor of the building across the street from its original quarters and owns a theater which is going to be remodeled into an up-to-the-minute radio plant as soon as war's end loosens up material and labor markets.

Those 23 years between were busy ones for Mr. Reineke. Growth at WDAY has been steady. In 1924 the station went to 100 w and by 1925 was ready for a commercial manager.

In 1928 the station went to 1000 w. WDAY became affiliated with CBS and after 11 months shifted to NBC.

By this time the station had grown to eight people and space was at a premium. The oldest local advertiser was building a fine eight-story building across the street and the top floor looked good to Reineke. So the oldest advertiser and the oldest station in the Northwest got together in the new building. In came carpets, acoustic celotex, grand pianos and a real pipe organ. In 1931 the station went to 5,000 w.

Even through the depression WDAY kept on making progress.

The secret of success at WDAY has been its desire to serve the listening audience always. On that foundation Mr. Reineke feels confident of the future.
In every competitive news period morning, afternoon and night, WRC leads. Topping them all is Esso News and Leif Eid commentary 6:00 to 6:15 p.m. daily with 8.4 . . . more audience than the next three stations combined.

WRC's leadership goes beyond news programs. Dutch Bergman's sports comments rate 9.3. An evening record and spot period on WRC competing with a nationally known commentator is shaded for first place by .1! "Herson in Person", another WRC program, tops network competition.

The final proof is given by the overwhelming preference of local advertisers. Only WRC carried advertising for all four Washington newspapers in 1944. On spot programs—on our woman's program local advertisers favor WRC by better than two to one.

Mr. Hooper says more people listen to WRC programs—local and network. By every dependable measurement WRC has been leading continuously for 22 years!
"Now telephone F&P for the real dope!"

- Sure there’s valuable information in data books! We use them all the time!

But for a true picture of any station or market, something more is required than mere statistics. Wise time-buying is often based on intimate acquaintance with a constantly-changing situation where only an expert knows whether a certain availability is exactly what an advertiser needs.

Almost anybody in radio from a janitor up will give “advice” and “inside information”. F&P customers prefer to take theirs from an educated specialist who knows the necessity of being always accurate, honest and reliable. And that’s a description of all our Colonels!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
- BUFFALO: WGR-WEW
- CINCINNATI: WCKY
- DULUTH: WDAE
- INDIANAPOLIS: WJEF-WKRO
- KALAMAZOO: WBSK-WRKO
- KANSAS CITY: WDAE
- LOUISVILLE: WTHV
- MINNEAPOLIS-ST. PAUL: WSM
- ST. LOUIS: WFTL
- SYRACUSE: WCNY

- IOWA: WHO
- DAVENPORT: WACR
- SHENANDOAH: WOGC

- SOUTHEAST: WCBM
- BALTIMORE: WCUW
- CHARLESTON: WFFY
- COLUMBIA: WJET
- MARYLAND: WBYF

- SOUTHWEST: KOB
- ALBUQUERQUE: KELF
- BROWNSVILLE: KCOB
- CORPUS CHRISTI: KXYZ
- HOUSTON: KHHK
- OKLAHOMA CITY: KOMA
- TULSA: KOTV

- PACIFIC COAST: KKOZ
- PORTLAND: KOIN
- SEATTLE: KIRO

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FM Decision Delayed as FCC Allocates
Tests to Be Made; Upstairs TV Assured

By BILL BALEY

Allocations Table on page 16

STILL GROPING for further technical data on which to assign FM permanently, the FCC Thursday allocated all segments of the spectrum above 25 mc except that portion from 44-108 mc, embracing the highly-controversial FM and low-definition television.

High-definition commercial television and facsimile, however, were highly-controversial. The FCC and Interdepartment Radio Advisory Committee last Friday concluded a series of meetings in which minor differences were ironed out. One controversial issue, below 25 mc was reported to be the proposed extension of the standard band to 540 kc.

Three FM Proposals

For FM the Commission proposed three alternatives, one to be assigned after engineering tests are made during the coming summer. They are (1) 60-68 mc; (2) 68-102 mc; (3) 84-102 mc, the latter proposed in the Commission's report last January [Broadcasting, Jan. 16]. In each of the alternatives educational FM would be given the first 20 channels and commercial FM the remaining 70. An additional 2 mc, now proposed for facsimile, would be added to FM in the future inasmuch as facsimile eventually would be moved above 400 mc.

To determine which of the three alternatives will be selected the Commission authorized Chief Engineer George P. Adair to head a joint committee of industry and FCC engineers to conduct propagation studies during the coming summer. Mr. Adair has invited some 25 prominent engineers to attend a meeting at 10 a.m. Thursday (May 24) at Commission headquarters. At the conference the committee will be named and tests begun immediately to measure Sporadic E transmission and other vagaries.

Regardless of where FM finally goes, the Commission will allocate the 44-108 mc band as follows: Television, 36 mc (six channels); FM, 18 mc (first 20 channels for educational, next 70 for commercial); facsimile, 2 mc (to be given FM later); amateurs, 4 mc; non-government fixed and mobile services, 4 mc.

Permanent allocations for broadcast services above 108 mc include the following:

Television: 2 channels, 174-186 mc (shared with Government); 5 channels, 186-216 mc, (shared with fixed & mobile); 480-920 mc; television relay, 1246-1329 mc; experimental broadcasting, 920-940 mc; 940-960 mc (shared with fixed).

Facsimile, 470-480 mc.

Subscription radio was ignored. Amateurs, 28-29.7 mc, 144-148 mc, 220-225 mc, 420-450 mc (when no longer needed for special air navigation aids), 1145-1245 mc, 2300-2450 mc, 5250-5650 mc, 10000-10500 mc, 21000-22000 mc.

Three principal changes were noted from the proposed report of January and the final allocations as released last Thursday afternoon following a conference between the FCC and IRAC. One involves enlargement of the band for industrial, scientific and medical devices in the 27 mc region. The second is the 13th television channel below 500 mc; third is division of a 6 mc band which was unsigned in the proposed allocations.

Two More to Facsimile

Two of the 6 mc in the hereofore unsigned band will go to facsimile, the remaining 4 to safety services. These include 38 channels for relay broadcast, 10 channels for relay press and 26 channels for general experimental, all to be shared with other services. Assurance from the War Production Board that no production of AM, FM, television or facsimile transmitters or receivers will be possible during 1945 and not likely the first quarter of 1946 led the Commission to defer its allocation of FM until engineering tests are made. On the other hand, however, should Japan suddenly capitate (Continued on page 17)

NAB Board Fails to Name New Chief

Morency Draft Loses; Plenary Group Appointed

By SOL TAISHOFF

UNABLE to agree upon the selection of a new president and thwarts in its effort to draft Paul W. Morency, secretary and general manager of WTIC Hartford, for a one-year interim term, the NAB Board of Directors in Omaha last Thursday named a new presidential committee and endowed it with plenary power to select a new "operating head" as expeditiously as possible.

Zacher Refuses

J. Harold Ryan, who has served as temporary president for the past year, announced his intention of returning July 1 to his vice-presidency of the Fort Industry Co.

Mr. Morency, by unanimous vote of the Board, was asked to accept the temporary presidency but L. Edmund Zacher, president of Travelers Insurance Co., which owns WTIC, in reply to a board telegram, said he could not accede to the request. Presumably Mr. Zacher's refusal was premised upon Mr. Morency's value to the company after 16 years' service and its postwar plans in television and FM.

As a consequence of Mr. Morency's unavailability, the Board re-elected, with a vote of commendation and thanks, the presidential selection committee which had served the past year and which had screened some 33 prospects for the presidency without avail. This committee had urged another interim appointment with the suggestion that selection of a permanent head be deferred until final victory.

The committee comprised Messrs. G. Richard Schufelt, WIS Columbia, chairman; John J. Gillin, Jr., WOW Omaha; James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville, and Messrs. Ryan and Morency.

The Board then elected a new committee comprising Messrs. Shafto and Gillin, who were re-named, and T. A. M. Craven, vice-president, Cowles Broadcasting Co.; Dr. Frank Stanton, vice-president, CBS; J. Leonard Reinsch, managing director of WSB WIOD WHIO; and William B. Way, KVOO Tulsa.

This committee, which promptly elected Comdr. Craven chairman, was given broadest possible powers to select an operating head. This would permit it to name without further Board participation, either a permanent or interim president or an interim managing director. In the latter event it is pre-supposed the board’s concurrence; its failure to accede, secretary-treasurer, would resume the function he performed in early 1944 after the retirement of Neville Miller as president and prior to (Continued on page 61)
Security is only Factor; Broadcast Bans Are Eased

BY SIDNEY SHELLEY

GOING much further than was thought possible several weeks ago, according to Director of Censorship Byron Price, a new Code of Wartime Practices was issued last Friday, embodying sweeping revisions and places radio and newspapers on equal footing for the first time.

The new Code, surprisingly short in text, lifts practically all restrictions on news from and to Europe and is based on security requirements related to the war with Japan.

In opposition to some who would have continued censorship for other and varied reasons, Mr. Price said that at a time when the Code considers only military necessity. Inevitably, however, he added, there will be a short "hangover period" until the perfect order is established in the Atlantic and Europe and at least one more amendment to the Code will be necessary. He expressed hope that there will be an equally short hangover period for international communications which still are subject to some supervision.

Provisions Deleted

Summarizing the differences between the new and old editions of the Code, Mr. Price listed 20 provisions covering certain restrictions in the past, which have been deleted. They are:

- Broadcasting programs in foreign languages, music, sports, and street programs and all weather forecasts.
- Sabotage.
- Air raids.
- Loop movements except relating to the Pacific and Asiatic theaters.
- Bomb shelters.
- Production rates except specialized classes.
- Imports, exports, and stock piles of strategic materials.
- Miniguns of war except Japanese.
- Enemy aliens.
- Hidden art treasures and archives.
- President's movements except advance notice on route of travel.
- Photomontages.
- Banking Army and Navy officers except relations to Pacific and Asiatic theaters.
- Photographic and map requirements reduced accordingly.

A map giving combat area definitions will be distributed with the Code late last week. Generally the area includes, besides the obvious war theaters, the east coast of Africa, the western part of the Panama Canal, the Aleutian Islands and part of the Alaskan peninsula.

Expanding upon some points in the new Code which might bear clarification, Mr. Price explained that mention may be made of troops which are shifted back to the United States from Europe even though they may be going on to the Pacific later. It was found necessary to include warships everywhere under the cloak of silence but the situation regarding merchantmen is part of the Alaskan plana.

"Drawn for Broadcasting by Sid Hitz"

"What'll Those WIBW Promotion People Think of Next!"

NEW CODE OF WARTIME PRACTICES

ALL MEDIA of publication and radio are subject to classification in the following classes except when such information is made available for publication or broadcast by appropriate authority or is specifically cleared by the Office of Censorship:

- Newspapers.
- Radio broadcasts.
- Motion pictures.
- Broadcast information.
- Parlor programs.
- Travel information.
- Other Mass Media.
- Special Radio and Broadcast Information.

Provisions:

1. New and secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war; rate of production of material used in or for specialized military operations; movement or transportation of war material.

2. Military Intelligence

Information concerning war intelligence or counterintelligence, operations, methods or equipment of the United States, its allies, or the enemy; secret detection devices; secret United States codes or systems of military communications.

3. War Prisoners

Information as to arrival, movements, confinement, or proceeding to or from the Pacific-Asian area.

Advance information on routes, times and methods of travel by the President; movements of ranking Army, Navy, and Marine officers to and from within the Pacific-Asian area.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this Code; serial photographs of harbors, war costs, military or vital defense installations.

Drawn for Broadcasting by Sid Hitz

"What'll Those WIBW Promotion People Think of Next!"

Date of launchings and commissionings of naval vessels other than submarines.

Information about the sinking or damaging from war causes of war or merchant vessels.

Planes

Disposition, composition, movements, missions or strength of Allied military air units within or proceeding to or from the Pacific-Asian area; military activities of commercial airlines in the Pacific-Asian area; information concerning new and current military aircraft and related items of equipment.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, anti-aircraft guns and other air defense installations, including detailed installation details of public airports used for military purposes; location or description of camouflaged objects.

Production

New and secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war; rate of production of material used in or for specialized military operations; movement or transportation of war material.

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Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this Code; serial photographs of harbors, war costs, military or vital defense installations.

Senators, Porter On European Tour

Craney, Military Heads Also Inspecting Communications

A STUDY of American communications facilities in Europe and a survey of military equipment, estimated to be worth $100,000,000, is being undertaken this week by a group of Senators, accompanied by Paul A. Porter, FCC Chairman, on a preliminary American broadcast, and Army and Navy communications heads, who left Washington last Monday for a 10-day tour of Europe [CLOSED CIRCUIT, May 14].

During Mr. Porter's absence, Paul A. Craney, vice-chairman, is acting chairman.

Accompanying the officials is Ed Craney, general manager of KGIR Butte, Mont., head of the Z-Bar Network and personal adviser on radio matters to Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. He is understood to have been listed as official adviser to Sen. Wheeler.

 Wheeler Statement

Just before leaving, Sen. Wheeler issued this statement: "During recent hearings before our subcommittee studying international communications, Army representatives testified that approximately $160,000,000 worth of communications equipment has been installed in various theaters of operation."

Next: That the European war is over, the problem arises as to what disposition shall be made of a substantial part of this equipment. The party, in addition to studying the general problem of broadening our communications, expects to survey this surplus equipment.

Members of the Interstate Commerce Committee making the trip, besides Chairman Wheeler, are: Sens. Ernest W. McFarland (D-Ariz.), Frank P. Briggs (D-Mo.), chairman of the McCasko (Mo.) Chronicle-Herald and close friend of President Truman, who succeeded the President on the Committee when he left; Homer E. Nutter of Utah and a vice-chairman; Albert W. Hawkes (R-N.J.), board chairman, Congoleum-Nairn Co.; Homer E. Capehart (R-Ind.), Indianapolis manufacturer.

UNCIO Urges Radio’s Use to Prevent War

Record in Europe Cited As Proof of Abilities

FULLEST possible international use of radio to help prevent future wars is the recommendation of leading delegates to UNCIO.

A preliminary report on a survey made by the British Broadcasting Corp. shows a complete cognizance of the contribution radio is making for victory and the hope that national radio networks will cooperate toward becoming as great an influence in the struggle for lasting peace.

13 Nations Respond

An analysis of statements received in answer to letters, signed by John Salt, North American Director of BBC, leads radio authorities to believe this survey may become the foundation for an international radio organization composed of national radio networks. At least, authorities point out, these statements by leaders of democratic governments will crystallize the need for greater cooperation between radio organizations of the world.

Nations which, to date, responded: Australia, Belgium, China, Czechoslovakia, Ethiopia, France, Haiti, Liberia, Luxemburg, Norway, Palestine, Commonwealth, Union of South Africa, and Syria. United States, Soviet Union, and other delegations expressed regrets, said Salt, that pressure of conference business had made it impossible to submit their statements in time for this release. Statements received follow:

Jan Masaryk, leader of the Czechoslovak delegation, said: “I cannot think of a successful functioning of the international security organization without the closest possible contact among all nations through the medium of radio. It seems to me that international cooperation in the field of communication is one of the next important steps to be taken up jointly by all nations of the world in order to make the charter of peace effective.

Radio helped us to win the war in Europe. It can help us even more in our task of preserving peace.”

Radio Brought Comfort

Victor Delaveleye, Belgium delegate and originator of the V-for-victory campaign for the BBC: “Any European who lived through the dark years of German occupation will testify that the voice of the free world carried by radio brought to the peoples their daily ration of hope and comfort, a ration as indispensable as their meager ration of food. It is no exaggeration to say that the forty microphones operating from the BBC in London and from the shores of America, have played the role of forty divisions in liberating Europe. The guns are now silent in Europe. They will be silenced one day in the Pacific. At that time radio will be free again... for voices which will teach again the price and pride of friendship and decency. What a tool is radio to lift the world, to build a real, lasting commonwealth of nations. Let us use it and use it well.”

M. Bidault, France’s minister of foreign affairs: “We, the French people, who for so long have lived under the worst enemy domination, are grateful to the BBC for giving us the daily information needed to foster our hope. Every night, those among us who had managed to keep their wireless sets, would listen in to the London broadcasts. In those days I have already expressed the very special gratitude the whole French nation felt for the BBC. Today in San Francisco I am happy to repeat openly what our secret messages then tried to convey... Who can deny that broadcasting will not be less necessary for peace than it proved for victory? Men and women today turn their eyes in expectation toward those who have microphones at their disposal that the British radio, and especially the British radio, will remain faithful to the principles upon which it worked at the time of our trials.”

China’s Statement

China’s delegation: “The importance of radio broadcasting in wartime has been amply demonstrated during the war; and the greater importance of the role of radio after the war is becoming universally recognized. In the closely knit world of tomorrow international cooperation will be one of the effective forms of education and cultural cooperation among the nations...”

Field Marshal Jan C. Smuts, delegation of Union of South Africa: “For nearly six years of devastation and human suffering, voice of free radio—The Voice of BBC—kept alive the spark of hope in Europe. Through the darkest days radio’s message of faith in the restoration of liberty gave strength and endurance to enslaved peoples. In evil hands, radio was abused to promote evil, but all the forces of evil could not silence radio’s promise of the dawn to come. In the new era which we are now entering, radio has a duty and a responsibility—a duty to keep the world informed so that all men may have access to truth, and a responsibility to protect truth so that men and nations may build their understanding of world affairs on enduring foundations. So doing, radio may be tempered into the greatest instrument for peace and tolerance the world has ever known.”

Other Nations

From Liberia, Haiti and Ethiopia come expressions of confidence that proper use of radio can help break down “international misunderstanding and the ease with which they can be exploited.” For the small nations of the world, said Bitwooded Makonnen Endalkachau, prime minister of Ethiopia, “it is particularly important that their viewpoints and problems be understood and appreciated abroad. It is doubtful whether any single instrument is more clearly capable of laying the foundations of mutual comprehension among the peoples of the world than radio. Its world-wide influence in the postwar years is a matter of imperative necessity.”

General Carlos Romulo, head of Philippine Commonwealth delegation: “Radio has proved itself one of the most effective instruments of war, is an indispensable tool for building and maintaining the peace. People all over the world must talk with one another freely and openly; they must

(Continued on page 70)
<table>
<thead>
<tr>
<th>Prop. Band</th>
<th>Proposed International Allocation</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
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<tr>
<td>25.015-27.185</td>
<td>Fixed &amp; Mobile, except Aero. &amp; Maritime</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Mobile</td>
<td>Power to be limited internationally to 500 w peak.</td>
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<td>27.185-27.455</td>
<td>Scientific, Industrial &amp; Medical</td>
<td>All equipment to be adjusted and maintained as closely as possible to 27.260 mc.</td>
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<td>27.455-28</td>
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<td>29.7-30.5</td>
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<td>Government</td>
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<td>30.5-32.5</td>
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<td>Non-Gov. Fixed &amp; Mobile</td>
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<td>36-37</td>
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<td>Non-Gov. Fixed &amp; Mobile</td>
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<td>37-38</td>
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<td>40.96-41.4</td>
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<td>Note 2 &amp; 4</td>
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<td>41.4-42</td>
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<td>Gov. &amp; Non-Gov. Fixed &amp; Mobile</td>
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**44-108 mc. — Alternative No. 1**

<table>
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<tr>
<th>Prop. Band</th>
<th>Proposed International Allocation</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-46</td>
<td>Amateur</td>
<td>Broadcasting</td>
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<tr>
<td>46-50</td>
<td>Fixed &amp; Mobile</td>
<td>Educational FM Broadcast</td>
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<tr>
<td>50-54</td>
<td>Broadcasting</td>
<td>Commercial FM Broadcast</td>
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<tr>
<td>54-58</td>
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<td>Television</td>
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<tr>
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<td>Fixed &amp; Mobile, except Aero.</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 2 &amp; 3</td>
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<tr>
<td>64-69</td>
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<td>Television, Fixed &amp; Mobile</td>
<td>Note 2 &amp; 7</td>
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<td>Television, Fixed &amp; Mobile</td>
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<td>Television, Fixed &amp; Mobile</td>
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<td>Television, Fixed &amp; Mobile</td>
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<td>100-106</td>
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<tr>
<td>106-112</td>
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<td>112-118</td>
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</table>

**Prop. Band**

- **27.455** Air Navigation Aids (Glide Path)  
- **32.6-335.4** Air Navigation Aids (Glide Path)  
- **335.4-400** Fixed & Mobile (Including Radio Sondes)  
- **400-420** Fixed & Mobile (Including Radio Sondes)  

**TABLE OF ALLOCATIONS, 25,000 KC TO 30,000,000 KC**

The following table contains the allocations of frequencies to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table also contains for convenient reference the international allocations which the Commission will recommend to the Department of State and the allocations which the Interdepartmental Radio Advisory Committee is proposing for the governmental radio services.
FM Decision Delayed; FCC Allocates

New Tests to be Made; Upstairs Television Assured

(Continued from page 18)

and the WPB reverse itself, that agency has assured the FCC that 90 days notice will be given, according to the Commission news release which accompanied the allocations.

In declining to make a final decision on the future location of FM, the Commission said: "Felt that further measurements were desirable," and pointed out that the delay in allocating the service "would not in any way hamper the future development of that service." Should the Japanese capitulate, however, the Commission would immediately allocate the 44-108 mc band without benefit of the engineering tests, it was learned.

Service by Service

Significant in the Commission's announcement was a statement that the allocations between the various services in each of the 108 mc bands will probably be ordered in effect "service by service," contingent upon such factors as availability of manpower and materials, results of the Inter-American Conference at Rio de Janeiro, opening Sept. 3, and preparation of rules and standards.

That led to speculation that permanent allocations will not be made prior to the Rio conference. On the other hand it was reliably learned that the Commission is pressing for a September deadline in its final allocations. The engineering data are expected to be completed by August, since Sporadic E reaches its maximum in June and July and 90% of its total occurs during the summer months.

In connection with the joint engineering committee and tests to be made, the FCC released said: "The Commission decided that it was extremely important that the tests with respect to FM should be made, since the season of the year is approaching during which Sporadic E transmissions are expected to be at their maximum.

Norton Data Contested

When the hearings on FM opened last fall, Sporadic E was presented as a possible detriment to a nation-wide service in certain locations in the spectrum. Then in the closing days, Dr. K. A. Norton, former Commission technical information specialist now on duty with the War Dept., threw a bombshell into the proceedings by flatly asserting that in his opinion FM could best serve above 120 mc because of F-2 layer transmission in the lower frequencies. [BROADCASTING, Nov. 6]. At the same time he expressed the opinion that television should be allocated above 400 mc.

Sporadic E went to the background temporarily, because of the FM hastened to challenge Dr. Norton's contentions. At oral argument a memorandum signed by Maj. E. H. Armstrong, FM inventor; Dr. H. W. Barrasso, and Dr. H. C. Burrows, charging that Dr. Norton erred in his calculations, was introduced. It was based on studies made by those three engineers in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson and Stuart Bailey.

At oral argument the Commission placed in the record data tending to show that the proportion loss to the public, manufacturers and broadcasters would be minor in comparison to the improved service if FM were moved upward.

Some witnesses had testified the loss would be tremendous.

Then followed a two-day secret session, and while the military clamped a strict censorship on what took place, it was no secret that the FCC was not completely "sold" on FM just yet.

One thing was definite. The Commission was unanimous in designating the three alternatives for FM, according to reliable reports. At the same time he expressed the opinion that television should be allocated above 400 mc.

Although manufacturers have been pressing the Commission for definite FM allocations, it was pointed out that the WPB sees little prospect of large-scale civilian manufacture of transmitters and receiving sets for some time to come. Although the Japanese war should end in the near future, Requirements for the military will continue, after hostilities cease, inasmuch as the U.S. is expected to maintain a large Army and Navy for some time after the war.

Tube requirements for the military alone are astounding, according to authentic information. Civilian tube needs are growing by the day as the total output goes to military services. There is some doubt whether, in the first years after the war, sufficient tubes could be produced to equip more than 3,000,000 sets.

Little Hope for Year

Only when military cutbacks reach 75% will unrestricted civilian production be permitted, under WPB's latest order [BROADCASTING, May 14]. That isn't expected until 1947. Manufacturers, on the other hand, have been thinking in terms of 12-14 million sets the first year after the war. Production efforts to handle backlog orders of 25 million. Since 5-10 tubes are required for each set, it appeared problematical whether the industry could produce sufficient tubes for the contemplated 12 million or more receivers.

The FCC is understood to have taken all those factors into considerable consideration in determining to delay allocating FM until engineering tests are completed. Manufacturers, however, want to get to work on the drawing boards, make test sets, continue exploratory preliminary work and be ready to go when the WPB gives the signal.

Postponement of the FM allocation will cause a delay in providing the public with sufficient sets, they contend. The Commission, backed by the WPB, feels that it must delay allocating the necessary information to allocate FM for future years.

While the public must wait several more months to learn FM's final frequencies, just as soon as materials are released the "Walkie-talkie" Radio-Communications Service, proposed by Commissioner E. K. Jett, will be available. The FCC definitely allocated a 10-mc band, 460-470 mc for this service, which will be expanded as low-powered "walkie-talkie" sets for general use.

Manufacturers already are planning to produce equipment for the many uses for which the citizens service is designed.

FCC STATEMENT

(Note: on the basis of an average channel width of 60 kc provisions will be made for the following number of channels in the bands 116 to 120 mc):

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<th>Class of Station</th>
<th>Number of Channels</th>
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<tr>
<td>Fire</td>
<td>26</td>
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<tr>
<td>Provisional and Experimental</td>
<td>2</td>
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<tr>
<td>Relay Free</td>
<td>7</td>
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<tr>
<td>Forestry-Conservation, Geophysical</td>
<td>5</td>
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<tr>
<td>Power, Ferry, etc.*</td>
<td>6</td>
</tr>
<tr>
<td>Maritime Mobile</td>
<td>6</td>
</tr>
<tr>
<td>Urban Mobile</td>
<td>6</td>
</tr>
<tr>
<td>Rural Subscriber Telephone</td>
<td>20</td>
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<tr>
<td>Short Distance Telephone</td>
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<tr>
<td>Relay Broadcast</td>
<td>10</td>
</tr>
<tr>
<td>Television, Geophysical, Forestry-Conservation</td>
<td>12</td>
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<tr>
<td>Provisional and Experimental</td>
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<tr>
<td>Railroads</td>
<td>5</td>
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</tbody>
</table>

*Other classes of stations rendering similar radio services.

May 21, 1945
KYA, KMTR Sale to N. Y. Post Executives Nearly Completed

Stations Bringing Approximately Million; Papers Expected to be Signed This Month

SALE of KYA San Francisco and KMTR Hollywood, both unaffiliated, for approximately $1,000,000 to Mrs. Dorothy Thackrey, president and publisher of The New York Post, and Ted O. Thackrey, the newspaper's editor, is nearing completion, according to West Coast reports.

Final papers are expected to be signed by the month's end with the deal subject to customary FCC approval. Mrs. Thackrey also is principal owner of WLIB New York, which she and associates acquired in June, 1944 for $250,000.

In Progress Some Time

Strictly a stock-buying negotiation, conversations between Mrs. Thackrey's representative — reportedly Bartley Crum, San Francisco attorney—and principals of the two broadcasting companies have been in progress for weeks.

Confirmation of arrangements were not forthcoming either in New York or on the West Coast. It is understood, however, that the deals are substantially firmed up of notice of intent with the FCC.

KYA operates on 1260 kc with 5000 w daytime power and 1000 w nighttime. Report is that it will be acquired by the new owners from Palo Alto Radio Station Inc., present licensees, for $525,000. Station, it is said, will be sold by 25 present stockholders. The station was sold to the Palo Alto concern by Hearst Radio Inc. in 1942 for $50,000. Studios and executive offices are in the Hearst Bldg., San Francisco. The new president and general manager is Don Fedderson.

Sale price of KMTR is said to be $450,000 and includes studio building purchased from N. Y. Post on Cahuenga Blvd., Hollywood. Station operates on 570 kc with 1000 w and reportedly has been on the market for some time since stock ownership was straightened out by an appeal to federal courts. Holding firm is KMTR Radio Corp. Mrs. Gloria Dalton, widow of the late Vic Dalton, former owner, is reported to control 52% of the stock with Red L. Callister, attorney, holding 20%; Mrs. Arthur Farlow, 16%; Mrs. Kate Banning and Dalton Estates, 12%. Station manager is Kenneth O. Tinkham.

Latter station license renewal was held up in 1943 during litigation to resolve a suit by Mrs. Dal-
ton against Mr. Callister and Mrs. Banning involving disposition of 50% of the stock.

Allowing for capital assets over current liabilities, it is understood that $100,000 will be placed in escrow by new owners for each station, sum to be distributed to stockholders one year from date sale is consummated.

Mr. Fedderson, it is understood, will retain the Thackreys as operating head of both stations. He is credited with building up KYA to its present value and retaining the station out of the red within one year.

Continuing to operate as separate units, it is said that the two outlets will be linked for regional-sponsor programs,possibly forming the basis of a new California network. No immediate changes are predicted for KYA if FCC sanctions sale. It is understood that reorganization of KMTR, however, will be undertaken and that application to change call letters to KLA, identifying outlet more directly with Los Angeles, is in the plans.

Harris for Kyser

DURING July and August Phil Harris is scheduled to replace Kay Kyser's College of Musical Knowledge on NBC, Wednesday, 10-11 p.m., for Colgate-Palmolive Peer Inc., Jersey City. Agency is Ted Bates Inc., New York.

Radio Advertising Expansion Awaits Clarification of Reconversion Plans

DESPITE War Mobilization Director Fred M. Vinson's statement May 9 that production of certain household appliances will be restricted, a few manufacturers knew last week when, or to what extent, they can reconvert. Almost none of them had any definite plans for changes or expansion in radio advertising at the present.

Already announced were Westinghouse plans to increase the Ted Malone broadcasts on the Blue from three to five a week and using product-selling commercials for its line of household appliances in place of institutional messages. A survey covering other appliance manufacturers, automobile and radio receiver makers showed no other major companies with any such concrete radio advertising reconversion plans.

When and If

A likely network program spon-
or—strictly in the "when and if" stage—may be the New York studio Corp., Brooklyn, N. Y., maker of receiving sets and other radio products. According to Garod's agency, Shapiro-Wilkies Inc., New York, no decisions have been reached as to the type of program or the network to be used.

Lafayette Radio Corp., Chicago, another Shapiro-Wilkies account, has a "couple of ideas," the agency reported, but all plans are held up until details of immediate reconversion plans are fully known.

Desoto Radio Co., Mystic Conn., will go into radio advertising in about six months, according to Peck Adv. Agency, New York, which handles the account. At the moment, however, Peck reported that Desoto has made no decisions on type of advertising or markets which it will employ.

Unlike those firms, nobody seemed sure to be about future radio plans.

As the agency for one automobile manufacturer said, "We already have our radio program. We will certainly keep it. Whenever we have any cars to sell, you can be sure we'll use the program to sell them!"

In the line of cigarettes, Philip Morris & Co., on May 15 announced that its present deliveries to job-
bers will increase 60% on June 1 due to a sharp reduction in orders by the War Dept. The increase, however, may last only a few months until needs of the Pacific forces are determined, it was understood. No changes in commercial or programs of the Philip Morris Co. are expected, officials said.

Other cigarette makers reported they had received no information as to increases for civilians.

Early to Pullman

STEVE EARLY, secretary to the late President Roosevelt, has been named vice-president of Pullman Inc. effective June 1. He will have offices in Washington. Mr. Early was with UP from 1908 to 1913, when he joined AP, serving until 1917. From 1917 to 1920 he was an infantry machine gun officer in World War I. After the war he returned to AP and was there up to 1927 when he was named Washington representative of Paramount-Publix Corp. and Paramount News.

WHITEHALL ON 264 MUTUAL STATIONS

WHITEHALL Pharmaceutical Co., division of American Home Products, New York, has ordered the full Mutual network of 264 stations to sponsor Real Stories From Real Life, Monday through Friday 9:15-9:30 p.m., beginning early in June for Anacin, with time clearances still coming in. Each broadcast will be a complete story in itself, derived primarily from personal "case histories", to appear in Real Story, one of seven current publications of Hillman Periodicals Inc., New York.

Since the program started on Mutual as a sustainer in August, 1944, it has been promoted through a variety of natural channels available to Hillman through its own publications and distributors, their trucks and news stands. The publisher is said to be prepared to go even further in promotion, possibly including the name of the former President when the program goes commercial.

As the program appeals primarily to women, Hillman has been concentrating on female media, including newspapers, women's magazines, and other magazines and radio shows. As the program has been promoted, it has received a certain amount of interest and response.

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Varied Regional Radio Choice Found by CAB

IN THE first statistical breakdown of listening by seven geographic areas of the U. S. Cooperative Analysis of Broadcasting showed wide and varied radio preferences prevalent through the West, with Walter Winchell, for example, rated 18.8 in the Middle Atlantic area and only 10.7 in the Northeast Central region.

Other night programs registering widest ranges were Take It or Leave It, 15.7 in West North Central and 9.8 in New England; Screen Guild Players, 16.3 in West North Central, and England for Pop, 12.0 in West North Central and 5.8 in the South Central.

Luzo Radio Theatre was favorite nighttime listening in five of the seven regions surveyed.

Rexall Replacement

SUMMER SHOW, replacing on July 6 the Moore-Durante pro-
gram of United Rexall Drug Co., CBS, 10 p.m. Fridays, will star Ray Bolger as m. c. with Roy Bargy's Orchestra, Howard Pet-
rice as announcer, and weekly guest stars. Agency is N. W. Ayer & Son, New York.
If you think that all good shows originate in Hollywood, or that "local programming" always means records, you're due to know more about WHO's production department.

WHO is now presenting in its studios 125 live-talent shows a week—that's 18 a day. And many of these local live-talent productions actually outdraw star-studded competitive network presentations in these parts. Hooperatings prove it!

WHO shows include such diverse and varied efforts as the Iowa Barn Dance Frolic; "Melody Madhouse", a screwball comedy riot that is taking the audience away from Blue's Breakfast Club; "Time Out For Listening", a smart variety presentation, and Your Hymn For Today, a very popular devotional program. That's a pretty good range, don't you think?

With such a production schedule we naturally need a big and talented staff, and we've got it: Five versatile producers under Program Director Harold Fair and Production Manager Jack Kerrigan; a nine-man music department of arrangers and librarians, six continuity writers, eleven announcers and a truly remarkable supply of talent.

Wouldn't it be easier just to pipe in nearly all our programs from New York, Hollywood or Chicago? Sure it would! But one reason why Iowa prefers WHO is that WHO knows what Iowans like—and gives it to them!
### How FCC Checks Program Renditions

**Ratio of Commercial, Sustaining Time Is Explained**

**PROCEDURE used by the FCC in checking program renditions to determine the ratio between commercial and sustaining services—a development that has precipitated considerable unrest—is depicted on the work sheet shown here. The sheet, one of a series of three, is used by the FCC’s law department in tabulating station program performance and is submitted along with applications for license renewals (see adjoining column).

**No Prescribed Formula**

The data are developed and classified through a breakdown and check of the operating log of the particular station, presented along with the renewal application. There is no prescribed formula of evaluating programs used, it is stated at the Commission, and no recommendations are made by the law department based on the distribution of time. The Commission, however, is stressing local vs. network programming, as well as the split between commercial and sustaining.

**Under the new FCC policy,** first announced last month (Broadcasting, April 16), stations which show a wide disparity in commercial against sustaining time, or in the use of what is described as “public service” renditions, have been sent letters citing the percentages and seeking an explanation. In extreme cases, wherein the station has deviated substantially from original entries as of sustaining time, the Commission has meted out temporary license renewals pending explanation. In other cases, renewals have been issued on a regular basis, but with a request for full information. It is estimated that roughly 60 such citations have gone out, with many others held in abeyance for further consideration.

**The procedure has had repercussions** in station ranks. The preponderant view is that the Commission is invading the program field per se and is venturing into forbidden territory. The FCC, on the other hand, contends that management must be stimulated as to the necessity of maintaining operations designed best to conduct to public interest.

Reactions from station and Washington counsel have been that the FCC, on computing division of time, appears to adjudicate all commercials, whether institutional or public service, as pure commercial in arriving at percentages. The work sheets indicate that method of evaluation. As to participating programs, those having three commercial spot announcements in a 15-minute segment are classified as commercial. (The form represented herewith shows that originally a 15-minute participating with but one spot classified as full commercial, but it is now stated that the denominator has been increased to three.)

In addition to the work sheet shown herewith (81138-3), there are two other preliminary sheets used by the FCC’s legal analysts in checking station operations. The first (81138-1) covers station programming operations in 15-minute segments both for programs and spot announcements. Legends used are: NS for network sustaining; NC for network commercial; LS for live sustaining; LC for live commercial; TS for local transgendered or recorded sustaining; TC for local transcribed or recorded commercial; U for unclassifiable.

**Spots Broken Down**

Spot announcements are broken down among commercial, sustaining and public service. Separate checks are shown for Sunday, Monday and Saturday, with the weekday schedule computed by multiplying the week of one day and then subtracting the balance.

**WIP Philadelphia has an exclusive on the surrender of German submarine U-SS8 off the Jersey coast. A wire report states that the U-SS8 was being convoyed by the German cruiser Blensions, but was intercepted and captured by the destroyer USS-681. One survivor, who named himself as Julius Strassburg, was rescued by the USS-681.**

### Gillette Signs Derby

**GILLETTE Safety Razor Corp., Boston, will sponsor the Kentucky Derby June 9, 6:45 p.m. on the full CBS network and on the Dominion network of CBS, J. P. Spang Jr., Gillette president, has announced. Gillette, which has sponsored the Churchill Downs event on CBS for the past five years, picked up its option on the broadcast for 10 more years over the ban against horse racing had been rescinded. Details on the broadcast, and special “preview” CBS programs will be announced later. No announcement has been made as to what sportscaster Ted Husing has had the assignment in the past. Agency is Mazon Inc., New York.**

### Kiwanians Praise Radio’s War Work

All U. S., Canadian Stations

**Presented With Citations**

“KIWANIS International recognizes the great force which radio has become in the last quarter century in adult education and the shaping of public opinion.”

These words by Ben Dean, president of Kiwanis International, sum up the reason for Kiwanis Radio Week, just closed, during which all stations in the United States and Canada were presented with citations of appreciation by their local chapters of the club.

‘Fitting Tribute’

Mr. Dean spoke personally at Salt Lake City, Ogden, Utah; Butte, Mont.; Missoula, Mont. and Spokane. Other distinguished Kiwanis and radio personalities spoke at dinners which marked the presentation of the citations.

“It is fitting,” Mr. Dean said, “that Kiwanis pay this tribute to radio for its contribution to the war effort because Kiwanians, as leaders in their communities, recognize the importance of building a sound public opinion.”

J. Harold Ryan, NAB president, in his address in Omaha, summed up the part being played by broadcasters in the war with: “The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. . . . It can best be described as what radio stations staffed by men engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters.”

The four networks were given meritorious service awards by the New York club and Kiwanis International. NBC broadcast presentations for the first time of its award, accepted for the network by Clarence L. Menser, vice-president in charge of programs. A banquet at the Hotel McAlpin honored the chairmen which were not represented by Mr. Menser, Edward J. Noble, chairman of the board, Blue; Frank K. White, vice-president and treasurer, CBS, and Charles W. Beeler, vice-president and general manager MBS.

### Video Prediction

**PREDICTING network television for Chicago and other large U. S. cities before the end of 1946, Paul B. Mowrey, Blue television manager, declared that television’s movement today is not engineering but programming. Speaking at the May 18 meeting of the Chicago Executives Club, Mr. Mowrey said that “when television reaches the peak of its production, only one single 30-minute presentation will embrace 90% of all the departments of motion pictures, theatre and radio.”**

---

**Broadcasting** • Broadcast Advertising
They’re tough!

That’s a pair of armadillos up there. They’re armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven’t found it so.

Maybe it’s the way hard-boiled time buyers go for the choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about them.

If insisting upon low-cost sales results makes a time buyer hard-boiled ... we’ll take them armadillo tough.

WITH
Baltimore, Md.

Tom Tinsley, President    Represented Nationally by Headley-Reed
AWARDS were announced last Wednesday in the 9th American Exhibition of Educational Radio Programs sponsored by the 10th Institute for Education by Radio at Ohio State U., but the Institute hung a mild rebuke on its announcement.

"We feel no great surge of pride," the judges said, "over the work of the industry as represented by the programs submitted." They conceded, however, that their judgment was influenced by the "knowledge of the standards set" by many fine programs not entered in the competition.

The Institute did not hold its 1945 meeting because of travel restrictions. Awards in some classifications were omitted since it was decided "that to pay tribute to a mediocre program simply because it was entered would not reflect to the credit of the radio industry and would establish a false standard even for those responsible for that program thus cited." Citations on some of the awards had qualifying phrases indicating "evidence of original and imaginative thinking" in some respects but not over-all excellence.

"The only justification for competitions such as this," the judges declared, "is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions designed only to pass out laurels to be used simply for publicity purposes by broadcasters or by the organization sponsoring the competition are not worthy of recognition by the industry."

The three judges were Judith Waller, NBC central division; Edwin F. Helman, WBOE Cleveland, Board of Education station; Mark L. Haas, WJR Detroit. Only Miss Waller was connected with some of the programs submitted and she refrained from comment on these.

Several hundred programs were submitted and all but 115 were eliminated by the original screening committee. The networks themselves made no entries but several sponsors of network shows participated.

School Standards

School broadcasts were judged by the same standards of good radio production applied to commercial shows. "Schools, universities, educational organizations and local stations have less money to spend than networks or clear-channel stations; but simplicity, originality, good judgment and discriminating standards can be as effective as a large budget," the judges declared.

Again stressing that many fine programs were not entered, the trio declared there was a "surprising lack" of (1) freshness of approach, (2) imagination, (3) virility, (4) objectivity. This was found true of both the writing and production. The Canadian Broadcasting Corp., judged on the basis of Stage 45 and other drama series, was commended as "radio at its best, not only from the viewpoint of entertainment but in the projection of an idea."

The awards follow:

GROUP I—Regional Network, Religious Broadcasts—First award, Salute to Valor (Song for a Long Road), National Council of Catholic Men, WEAF New York and NBC. Honorable

(Continued on page 21)

FLASH!
Now Available Without Priorities

LINGO VERTICAL TUBULAR STEEL RADIATORS

Lingo has been authorized by the War Production Board to manufacture and sell a limited number of Vertical Radiators without the use of Priorities...

The Authorized manufacture must be made from materials on hand and must be completed by June 21, 1945.

Now, for a limited time, you can buy a LINGO Vertical Radiator without the use of priorities. Because of the time limit placed on this specially authorized production, orders will have to be filled on a first-come first-served basis. Moreover, as we are limited to the use of materials on hand, production will have to be concentrated on radiators not exceeding 250 feet in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver the radiator to you with your option to have it installed and erected by us when you are ready. As the quantity of radiators available under the priority-free arrangement is limited, we urge you to act immediately and thus be assured of having your radiator on hand when you want it.

Please include in your inquiries the radiator height required and approximate site so the complete quotation can be immediately made covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC. Est. 1897 CAMDEN, NEW JERSEY
INDEPENDENT

This versatile nationally-known sports announcer has, during his career, broadcast football, boxing, basketball, and the Democratic and Republican Conventions in 1944—a major feat.

WHITE SOX NEWS

The exclusive WJJD White Sox baseball game of the afternoon is re-enacted that same evening by sports announcer Jack Brickhouse.

This stirring play-by-play report of the "Sox News" is available for a vast evening listening audience, Monday through Saturday, 6:00-6:15 P.M.

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

PAUL H. RAYMER
366 Madison Avenue
New York City
New Blue Office

BLUE NETWORK has expanded to an entire floor in the Hollywood Center building and is giving up its offices at Yecca and Vine streets, thus cutting its Hollywood locations from five to four. The promotion department is now housed in the new quarters, with the expanding program department taking over the former's offices in Radio City. Other departments in the new office are auditing, purchasing, cashier, payroll, guest relations, research and audience promotion.

Great Hooper Survey

The mid-winter Hooper survey turned out to be a real Super-Hooper! Just one point to remember when you're buying time—there's no substitute for listeners.

KARL O. NYLER, Manager
Represented Nationally by
GEORGE P. HOLLINGER COMPANY
NBC—America's No. 1 Network

Robert S. Manigault

ROBERT S. MANIGAULT, 50, president of WTMA Charleston, S. C., the Charleston News and Courier and the Charleston Evening Post, died May 12 at his home there. He served in the first World War, returning to succeed his father, the late Arthur M. Manigault, as publisher of the Post. The newspaper purchased WTMA in April 1940. He was a member of the St. Philip's Protestant Episopal Church, Carolina Yacht Club and the Charleston Club.

Doffs Mask

NOM de Guiere for four years as the CBS shortwave Dutch news broadcaster from New York was Koen Sijzen. A few days ago the engineer handling the broadcast was startled to hear him sign off as "your Dutch news reporter, Bernard Persyn." No person was a noted Dutch journalist in pre-war Holland and had changed his name to protect his family, living in Holland during the Nazi occupation period.

Robert S. Manigault

A. S. MANIGAULT, 50, president of WTMA Charleston, S. C., the Charleston News and Courier and the Charleston Evening Post, died May 12 at his home there. He served in the first World War, returning to succeed his father, the late Arthur M. Manigault, as publisher of the Post. The newspaper purchased WTMA in April 1940. He was a member of the St. Philip's Protestant Episcopal Church, Carolina Yacht Club and the Charleston Club.

Doffs Mask

NOM de Guiere for four years as the CBS shortwave Dutch news broadcaster from New York was Koen Sijzen. A few days ago the engineer handling the broadcast was startled to hear him sign off as "your Dutch news reporter, Bernard Persyn." No person was a noted Dutch journalist in pre-war Holland and had changed his name to protect his family, living in Holland during the Nazi occupation period.
WKY Goes Everywhere in Oklahoma to Give Eye-Witness News Coverage to Listeners

ALMOST at the same moment that Franklin Delano Roosevelt died in Georgia last month, the skies over Oklahoma darkened and wind and rain wreaked havoc at widely scattered points in the state.

Early the following morning an M.K. & T. passenger train tumbled off a flood-weakened trestle reportedly drowning some 50 passengers.

To this spot in Eastern Oklahoma, 150 miles away, and to other storm and flood-torn areas, WKY dispatched its newsmen and eye-witness reporters; brought back the story of death and destruction which whipped through the state as WKY has done innumerable times in the past.

WKY was on the job. WKY was ready because WKY long ago assumed the responsibility and the obligation to cover Oklahoma news thoroughly wherever or whenever it happens. This policy has taken WKY to every corner of Oklahoma and has taken Oklahoma listeners to unnumbered important state events during the past 17 years.

WKY has made a specialty of entertaining, serving and pleasing Oklahoma listeners. In this it has done an unparalleled job and is the station today, as always, to which most Oklahomans listen most of the time.
Zoning Change for Video Urged in D.C.

Action in Capital Seen As Precedent for Other Cities

A FORETASTE of zoning problems attending the establishment of television and FM stations in large cities was given the Washington, D. C. Zoning Commission last week at a hearing to consider a proposal to permit the erection of antenna towers in residential districts of the nation's Capital. The District's action may set a precedent for the entire country, industry spokesmen for the proposal told the Commission.

Led by Harry S. Wender, counsel for Bamberger Broadcasting Service, New York, representatives of WOR, DuMont, NBC, and TBA told the Commission of plans to build possibly four television stations in the Capital, linking up Washington with New York so that national events and Broadway entertainment could be televised for audiences of both cities. New designs for studio buildings and towers to harmonize with residential architecture were submitted.

Best Sites Zoned

Members of the Zoning Commission considering the proposal are the Commissioners of the District of Columbia, the Architect of the Capitol, and the Director of the National Park Service. Maj. Gen. U. S. Grant, III, Chairman of the National Park Planning Commission, supported the proposal but recommended that each location be considered separately. He vigorously opposed a suggestion that television towers be located in Rock Creek Park.

Following the presentation of two films, offered as evidence of the progress in television development, Mr. Wender asserted his clients plan to set up in Washing ton one of the finest television stations in America. He explained, however, that the most desirable sites are in the residential areas of the city and that a change in zoning regulations would be needed.

(Continued on page 89)
While Edgar Allan Poe lived his poetry went unappreciated. The greatest poet America has ever produced died a pauper, to rest for many years in an unmarked grave.

Now, since his works have been translated into every known language, and are heard and read by millions, his fame reaches 'round the world.

Radio draws a parallel. Yours may be a fine program, with an interesting sales message, but, unless the public is tuned-in, it goes unnoticed. To be sure your message "gets across," broadcast it over WCBM, for a rich market has established WCBM as Baltimore's listening habit.
It's There!

Just like the thrilling confidence that goes with that ace in the hole to fill a top straight, does WWVA give advertisers that for-sure substantial up-swing of the sales curve. Here's what a WWVA first-timer had to say on the subject:

“We have just completed our sales analysis of the territory covered by your Station WWVA and we are pleased at the substantial increase in sales that were effected since we went on the air over your station.

“This is very encouraging to us and we hope that next season we will be able to continue over Station WWVA either at the same time or with an improved position.”

Serving Eastern Ohio, Western Pennsylvania and Northern West Virginia

—ASK A JOHN BLAIR MAN—

Basic Blue Network

(Continued from page 28)

before any steps could be taken toward purchase. The proposed amendment follows:

Permit in a residential district the erection of antenna towers for television and frequency modulation broadcasting to any height and in conjunction therewith the erection, alteration or use of buildings for transmission equipment on the same lot or elsewhere when the Board finds:

A. That the proposed location and height will not affect adversely the use of neighboring property in accordance with the zoning regulations or map;
B. That any part of an antenna tower is removed from all low lines a distance of at least one-fourth of its height or is separated from other property by an intervening street;
C. That the proposed height of the tower is reasonably necessary to render satisfactory service to all parts of the District of Columbia; and
D. That any transmission equipment to be housed in a residential district is technically necessary for satisfactory and reasonably economical transmission.

Before granting such appeals the Board shall submit the application to the National Capital Park and Planning Commission for a report, provided, however, that antenna towers to be erected to a greater height than any limit prescribed by the Act of June 1, 1910, regulating the height of buildings in the District of Columbia (38 Stat. 455) shall require approval by the Commissioners of the District of Columbia.

High Spots Needed

Eugene S. Thomas, sales manager for Bamberger, told the Commission WOR aims to bring to Washington a high type of service but requires “high spots” to assure maximum reception. He exhibited designs for one-story and two-story residential type studio structures, which would blend with neighborhood homes, and decorative towers 300 ft. in height. He said the DuMont station in New York is 600-700 ft. above street level and that there are no build-

CBS 40% War

CBS research department finds that 40% of this network's total broadcasting time since Pearl Harbor has been devoted to war news and other war-related programs. A total of 9,899 hours has been given over to war theme programs and announcements since Dec. 7, 1941. War news programs accounted for 5,844 hours, 38.7% of the total.

ings in Washington which can provide the required line of sight.

George C. Davis, consulting engineer, formerly with FCC, explained in behalf of WOR that to achieve good reception television stations require high elevation for tower sites. Much superior service will result if the line of sight is clear, he added, pointing out that height obstructions interfere with reception, causing distortions, shadows, ghosts, etc. He said television development is being delayed only by military requirements for radio and radar.

J. R. Popek, president, Television Broadcasters Assn., and chief engineer for WOR, said there are nine television stations operating regularly and that anyone in New York with a receiver can get programs at any time from the NBC, DuMont or CBS stations. He said there are 122 applications for video stations before the FCC and predicted the figure would be 422 after the war—the maximum which could be permitted under available frequencies. He explained that high elevation is necessary for (1) reception and (2) distribution. Maximum coverage obtained by a 300 ft. tower, he said, would be 45 miles.

William A. Roberts, general counsel for TBA, also representing Allen B. DuMont Laboratories, brought out that because of channel width requirements for television the number of stations will be limited. He pointed out that the same frequency cannot be used for

(Continued on page 30)
matching customers to commodities

When the giant of American production for war turns to production for peace, there must be a consumer for every product that rolls off the line...from Maine to California and from Canada to the Gulf.

Can you picture in your mind’s eye this avalanche of commodities on the nation’s conveyor-belt? To say that it will be slightly terrific is sheer understatement.

In spite of today’s starved market, these goods will have to be sold, in earnest competition for a slice of the consumer’s dollar. That will call for mass selling, with a mass medium, like radio, applying its demonstrated power and penetration.

In markets like Pittsburgh, Philadelphia, Boston, Springfield (Mass.), Ft. Wayne, and Portland (Ore.), a sagacious group of American manufacturers will look to the stations of Westinghouse for this mass power. Even now, many of them are pre-viewing their products for the 18,000,000 prospects in these rich regions.

For matching customers to commodities, it is later than you think. Consult our National representatives, listed below.

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WBZ • WBZA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
WHBL Joins Blue

WHBL Sheboygan, Wisc., operating on 1330 kc, 1000 w (daytime), 250 w (nighttime), will join the Blue Network effective June 15.

by George A. Corbin, representing the Manor Park Citizens Assn., as to the desirability of the towers in a residential area, Mr. Guy told the Commission: "NBC would not be so brash as to put an eyesore in a fine residential district". He added that NBC goes beyond safety requirements to protect adjacent areas from possibility of tower collapse and that it has never had a tower blown down nor any of its parts blown off.

He testified that efforts to purchase television sets from owners for use in veterans hospitals have been fruitless. Some owners, he said, set a price of $1,500 and others refused to sell at any price.

Douglas Clark, chairman of the Zoning Committee, Federation of Citizens' Associations, testified that his organization had given almost unanimous support to the proposed amendment. He said it was the Committee's conviction that every encouragement should be given to bring television to Washington and pointed to tax revenues which will result from such facilities.

Others attending the hearing were Kenneth Berkeley, general manager, WMAL Washington; Frank Scott, WOR counsel; Ted Herr, television engineer, Philco; Reed Rollo, Washington counsel, Philco; Gus Margraf, Washington counsel, NBC; Frederick P. Guthrie, District Communications Manager, RCA; C. B. Plummer, assistant chief, Nonstandard Broadcast Engineering Section, FCC; and E. R. Greenleaf, E. W. Prince and J. N. Bradley, Chesapeake & Potomac Telephone Co., Washington.

REVIEW OF 25 YEARS AT KDKA

KDKA Pittsburgh has given background history of its 25 years of radio broadcasting in a release issued May 15. Taken from its files this copy includes anecdotes, KDKA firsts and a chronology of station progress.

Among KDKA firsts, besides the first scheduled radio broadcast, was the first regular broadcast of church services and necessary remote pickup; first regular broadcast baseball scores, play-by-play baseball and football, blow-by-blow boxing, heavyweight championship and world series; first market reports.

The release tells how phonograph music was played for the first time by Dr. Frank Conrad on Oct. 17, 1919. A detail of mail answered the innovation and specific requests for certain records were made. Because Dr. Conrad's supply of records was limited the Hamilton Music Store in Wilkinsburg offered a continuing supply if he would announce that the records could be purchased at the store and thus became the first radio advertiser. A list of topflight radio personalities who made their debuts over the station is included.

New WAIT Policy

NEW POLICY starting June 2 on WAIT Chicago will eliminate all religious programs except on Sundays and all mail-order accounts automatically cancelling the 829 Club program featuring Tom Moore, 6 times weekly, 12 noon-1:00 p.m., which is sponsored by mail orders for approximately $160,000 per year is said to be cancelled due to this policy.

Station expects to program 25 minutes of music followed by five minutes of news, then 25 minutes of music, with five minutes of news following. Four minutes of commercial is expected to be programmed during every half hour broadcast.

COL. EDWARD M. KIRBY, chief of the Radio Section, War Dept. Bureau of Public Relations, and former NAB publicity head, addressed the Kiwanis Club of Chicago last Tuesday on "American Radio in War".

How WKBB Gets Listeners For Your Program in DubuqueLand

NEWSPAPER ADVERTISING is used liberally by WKBB to attract listeners to the WKBB programs. The WKBB newspaper schedule varies from large institutional ads, selling the station and its public service policies, to small plugs for individual programs. WKBB's newspaper linage in all Dubuque newspapers is far in excess of any other station operating in this area. Readers of Dubuque's radio pages are never allowed to forget the fine programs available on WKBB.

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

Choose WKBB for the most complete Dubuque radio coverage available.

James D. Carpenter, Executive Vice President
Represented by Howard H. Wilson Company

Page 30 • May 21, 1945

BROADCASTING • Broadcast Advertising

In the NEWSPAPERS

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BROADCASTING • Broadcast Advertising
In EVERY field of endeavor, outstanding achievement is the result of a combination that "clicks." A typical example is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

To sell the great St. Louis market, use "The Combination that CLICKS!"
Rio Radio Meeting Agenda Reviewed
Preparatory Group Meets Wednesday in Capital

AGENDA for the Third Inter-American Radio Conference will be reviewed at a meeting of the Preparatory Telecommunications Conference Wednesday morning at the State Dept. in Washington. The meeting is part of the preparatory work of drawing up proposals for the U.S. Government to forward to the other nations for consideration before the Rio de Janeiro Conference Sept. 3, 1945.

Review of the Havana and Santiago documents is planned and working committees will be designated to prepare draft proposals for consideration at another meeting in the near future.

Preparatory Work
Since the preparatory conference in August 1944, which set up three committees, most of the work accomplished to date has been on the preparation of proposals for revision of the International Telecommunications Convention and the General Radio Regulations. When completed this material is intended for consideration at a world-wide conference and also for interim informal discussion with other governments.

The agenda, provided by the Brazilian Government, proposes many subjects besides opening up the possibility of revision of the Havana Convention, its accompanying

Music's Record
WARTIME "Music at work" production records have earned a favored position in postwar management and labor plans for factory improvement in the opinion of Allan R. Royle, Stromberg-Carlson Co. sales manager of the sound equipment division.
Speaking before the membership of the Rochester (N. Y.) Engineering Society he appraised the use to which such music has been put. One plant, he said, increased a prior-recognized daily production of 9,608 units to 11,484 units. When the music was shut off output dropped 18 per cent. Another plant discovered application of music lowered the high rate of absenteeism which had been vexing the management.

Agreement or the Santiago revision thereof.
Main points of the agenda are:
1. In revising the Convention to examine possibilities of its amplification with object of: (a) including all forms of telecommunications; (b) forming an Inter-American Telecommunications Union and secretariat similar to the central office of the International Telecommunications Union, with consequent closing of the present Inter-American Radio Office; (c) changing the present Inter-American Radio Communication Agreement title to that of Inter-American Radio Communication Convention and (d) defining the limits of the American Region; (e) Standardizing the time in telecommunication services on the American continent.
2. To establish the general principles for distribution and utilization of radio frequencies, as well as the standards of good engineering practice, especially regarding the stabilization of frequencies and width of wave bands.
3. To settle the various governments' attitudes about matters which may be the object of the next American telecommunications conferences and to draft respective proposals.
4. To confer on the possibility of calling an international meeting on shortwave broadcasting problems.
5. To discuss rates for Inter-American telecommunication services.
6. To discuss a proposal by Canada that the North American Broadcasting Convention be prolonged for two years.

KVAN Vancouver, Wash., has completed remodeling of control room, news room and sales offices.

WHAT A HOOPER!
BLUE NETWORK
CALL HOWARD WILSON CO.

Page 32 - May 21, 1945
IN UTAH...

Showmanship Counts

Continuous Performance

The Nation's Top Network Shows

Plus Popular Local Features

Playing to Utah's Greatest Radio Audience

The Advertiser's Favorite

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

Wire, phone or write for availabilities
National Representative JOHN BLAIR & CO.
MARINES TO GET RADIO RECEIVERS

MARINES in the Pacific are to receive 3,000 radio receivers to supplement those on hand as a result of the 30,000-mile tour of inspection taken by 1st. Lt. George F. Putnam, USMCR, Special Services officer, and ex-NBC top news reporter.

"With these additional sets," Lt. Putnam said, "the men have a better chance to hear the Armed Forces Radio Service stations that are doing such a terrific job in the Pacific." Because of the mobility of Marine units, the supply problem of "nonessentials" such as radios, has been difficult. "But they have managed to listen through the PA systems, group radios and improvised sets that range from reassembled to wired mess kits, where individual sets are not available," he said.

"Tokyo Rose's Crossley is practically nil," he added. "The men prefer the AFRC programs, and listen whenever possible, especially to the hourly newscasts and music shows."

In addition to the new radio receivers, Lt. Putnam also arranged for extra PA systems, fuller circulation of AFRC transcription kits and variable speed turntables to be used at AFRC stations. Plans were laid for wider Marine participation in the stations, now that AFRC is a combined operation.

QUEER THING ABOUT ODDVILLE (Ky.)!

Yes, there is an "Oddville", Kentucky. But the biggest oddity is that some advertisers spend good money to reach the handful of ruralites residing there! Why do they do it when the big profits lie in WAVE's Louisville Trading Area, where people spend more money than in the rest of Kentucky combined? Radio advertisers can't expect to break even on Oddville, but all bets are in their favor here! Lay some on the line and let us prove it!

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YOU MAY BE ABLE TO PUSH A "BIKE"
2,093 MILES IN 6 DAYS* —

BUT— YOU CAN'T PEDDLE INTO WESTERN
MICHIGAN FROM THE "OUTSIDE"!

Yes, you might easily pedal to this section from
Chicago or Detroit, but you can't peddle from
there, by radio! Why? Because ALL outside sta-
tions give up the ghost when they hit the fortress-
wall of fading around Western Michigan.

So if listeners in this territory hold any attraction
for you (and they do for others) you'll have to
come closer to get their ears. "Closer" means in-
side-the-wall. Listeners here have to tune-in Western
Michigan stations—or none. Naturally the best-
programmed station gets the audience.

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

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

* Charlie Miller rode a bicycle 2,093 miles in six days at Madison Square Garden 1898.
Two New Local Stations and Twelve Renewals Are Granted by Commission

TWO NEW local stations were granted conditionally last week by the FCC, one contingent upon clearance by the War Production Board on necessary construction. At the same time the Commission granted renewals to 12 stations, 7 of which had been on temporary license pending inquiry in connection with the Commission’s new commercial-vs-sustaining program policy. Commissioner C. J. Durr dissented.

Another of the five Virginia stations, made possible by conferences between Commission engineers and broadcasters [Broadcasting, Dec. 25, 1944], was granted. Charles P. Blackley was issued a construction permit for a local outlet on 1400 kc, with 250 w, unlimited, for Staunton, Va. Mr. Blackley formerly was general manager and minor interest-holder of WSVA Harrisonburg, Va.

In its memorandum opinion the Commission said the WBP on April 16 granted its approval of the proposed construction under the policy of January 1944. Since the original grant was made Dec. 19, 1944, prior to the Jan. 16, 1945, supplemental policy, and since the WBP made no objection to the station under the supplemental policy, the construction permit was granted. Call letters WSTN have been assigned.

Herman Anderson, who was granted the conditional construction permit for a local in Tulare, Cal., to operate on 1240 kc with 250 w unlimited, must comply with WBP procedure. Original application was filed May 2, 1944, by Mr. Anderson and Robert Franklin, partners. Mr. Anderson later filed petition requesting withdrawal of Mr. Franklin. The FCC granted a construction permit Dec. 5, 1944, set it aside Dec. 12 and subsequently granted a construction permit.

The city of Tulare does receive service from existing stations, but the FCC held the policy restricting new construction to areas without service does not apply in the Tulare application. Final WBP approval for the construction must be obtained, however, before the construction permit becomes valid.

The seven stations which have been on temporary license were granted regular licenses with Commissioner C. J. Durr dissenting. Commissioner Durr, who consistently has felt the Commission should inquire into alleged top-heavy commercial schedules, in each case based on WPB procedure. Original applications were granted regular licenses with Commissioner Durr dissenting. Commissioner Durr, who consistently has felt the Commission should inquire into alleged top-heavy commercial schedules, in each case based on WPB procedure.

Hotel Video Survey

NEW YORKER HOTEL Corp., New York, is conducting mail survey of its 70-80 thousand credit card holders asking whether they would like television sets installed in the hotel rooms. Frank L. Andrews, corporation president, says video sets definitely will be put in if the survey indicates guests want television. WLON of the survey are due in about three weeks.

of the clear channel renewals voted for further temporary licenses and continued inquiry. He also opposed one regional and one local renewal.

Five of the stations, all clear channel outlets, given three-year licenses expiring May 1, 1945, over Mr. Durr’s objections, are: WCAX Carthage, Ill., KGDM Stockton, Cal., KSL Salt Lake City, WQXR New York (main and auxiliary), KEX Portland, Ore. KSL also was granted extension of its special service authorization to operate with two Federal Telegraph tubes instead of two Western Electric tubes in the last radio stage, for a period not to exceed May 1, 1945.

The two other stations, to which Commissioner Durr opposed regular licenses, are WCAX Burlington, Vt., a regional, renewed to May 1, 1946, when its three-year period begins, and WIBX Utica, N. Y., a local, renewed to Feb. 1, 1946, when its regular three-year license period starts.

Other five renewals were granted to Aug. 1, 1946, beginning of the new three-year term, to: WMFG Hibbing, Minn., KGBS Harlingen, Tex., WBBQ Harrisburg, Ill., WBBI Richmond, Va., XICW Spencer, Ia.

Licensees covering construction permits were granted these new stations by the FCC Administrations. WSTN Jackson, Miss., 1490 kc, 250 w, unlimited; WPAG Ann Arbor, Mich., 1560 kc, 250 w, days.

Radio Institute Plans

THE FIRST Radio Institute of the Rocky Mountain region at the U. of Denver will be held beginning June 17 for 10 weeks, Dr. Ben M. Cherrington, Chancellor, announced last week. Courses which will run throughout the entire 10 weeks include Problems in Radio, Radio Writing, and Radio Production. Courses offered the first five weeks only include Radio Broadcasting in Schools, Radio Announcing, and Religious Programs. Courses offered the second five weeks only will be Radio News, Radio for Children, Recording and Control Room Techniques, and Television Broadcasting. Wilson B. Paul, associate professor, School of Speech, U. of Denver and executive-secretary of Adult Education Council and Clarence Moore, program manager of KOA are co-chairmen of the Institute. The advisory board consists of program and traffic manager of the five radio stations in Denver.

2 FULL HOURS–6 to 8 A. M.–Monday thru Saturday
DEDICATED TO THE NORTHWEST FARMER!

For Full Particulars and “Choice” Spots on the "NORTHWEST FARM FRONT"

Write Direct or Ask any JOHN BLAIR Man

Page 36 • May 21, 1945
Whether for Radio's finest programs or amateur auditions, best recordings are made on audiodiscs.

AUDIO DEVICES, INC. • 444 MADISON AVE., N.Y.

they speak for themselves audiodiscs
Broadcasters Challenge FCC Authority to Make Data Public

NAB, Networks Lead Protests Against Proposed Rules; Oral Argument Set for Next Monday

CHALLENGING authority of the FCC to open for public inspection financial and business data filed as confidential records, broadcasters are slated to go before the Commission next Monday to protest certain portions of proposed rules 1.301-1.304 [Broadcasting, April 23, May 14]. The hearing will be the first for Vernon L. Wilkinson, new assistant general counsel of the FCC in charge of broadcasting.

Briefs were filed on behalf of the NAB, three major networks, a regional network and 23 individual stations in connection with the proposed regulations. NAB endorsed shifting Rule 43.1 of Part 43 into Part 1 under Special Provisions Relating to Radio. Particular forms specified in the proposed rules also were given NAB approval.

"We advocate strongly that the Commission will deem it appropriate to adopt the practice, herefore followed in application forms, of relieving licensees of filing again and again documents and information which already have been filed with and are available to the Commission," said the NAB brief.

Specifically the NAB held that proposed rule 1.301, apparently a clarification of Rule 1.361, "works a hardship on the licensee" because it requires preparation of a financial report prior to annual Federal Income Tax returns and state corporation reports. If reports to the FCC involve the same data as required by Federal Income Tax returns, then the dates should be the same, the NAB contended. On the other hand, if separate data is required by the Commission, additional time should be given licensees. Under the proposed rule the financial statements would be filed by March 1.

As for Rule 1.302 the NAB commented it appears to be a "great improvement over Rule 43.1" but it contains several ambiguities which are conducive to misunderstanding as to what is specifically required. Regarding Rule 1.303 (b), NAB offered suggestions for minor changes.

Vigorously protesting the Commission's proposal to make financial records public, the NAB brief pointed out that if information furnished the FCC is opened for public inspection, "the safeguards set up by the Congress for income tax returns would be nullified insofar as the broadcasting industry is concerned and for many individuals engaged therein."

Such a move would enable competitors to obtain information "which might be used to the great disadvantage of the licensee," the NAB contended. "It is our view that the Commission should hesitate to adopt such a rule in the absence of a very strong showing for its need," concluded the brief, filed by John Morgan Davis, NAB general counsel. Other opposition follows:

Blue: Suggests application of ownership rules be limited to persons having "substantial interest" in licensees corporation and that "substantial interest" be defined as 25% of voting stock; opposes public inspection angle, contends information required by proposed rules "is equivalent to an abridgment of the corporation's books and records;" information should be kept confidential by FCC.

CBS: Suggests several revisions regarding ownership rules; opposes making financial data public, suggests inclusion of previous that financial statements shall be treated as confidential.

FCC: Public inspection of financial data, particularly contracts.

AMARILLO: Appeals of ownership disputes; opposes rules generally, offers several amendments.

TURTLE DERBY is out now that Kentucky Derby is in. But it was also known as simply "Bobby McGee" (1), WNN Louisville manager, and G. F. (Red) Bauer, sales manager. Here "Baby WINN" says "Good Entertainment" out of "1947" went through training paces, clocked by Mr. McGee.
ARTISTIC TALENT flowers in the light of recognition... but the opportunity for a really talented young musician to make his or her debut in the world of music is all too rare.

It was this type of thinking that prompted KFI to inaugurate its Young Artists' Competition as a Public Service Program two years ago. Through a series of weekly broadcasts, KFI makes it possible for young instrumentalists to achieve recognition and to win public acclaim for their talents. Awards for final winners in the Competition include an appearance with the Los Angeles Philharmonic Orchestra in concert and $1,000 in War Bonds.

In April of this year, following completion of the 1944-1945 season, KFI's Young Artists' Competition Program won the George Foster Peabody Award as the "most outstanding radio program for youth in America."

Another reason for KFI's undisputed leadership in Southern California.

**KFI... NBC for LOS ANGELES**

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Edward C. Petry and Company, Inc., National Representatives
Long ago this institution called KMBC of Kansas City, as one of America's pioneer broadcasters, pledged itself to a constant awareness of responsibility to the community and to the nation for which it stands. Broadcast time has always been "made available for civic, educational, agricultural and other public service programs." Exemplifying its contributions in support of civic projects is KMBC's war effort which has received national recognition and awards. A generous portion of preferred time has long been devoted to furthering radio's service in education. The KMBC Radio Institute for Teachers brings to Kansas City this year national authorities on educational broadcasting, thereby giving teachers a better understanding of radio and methods for making more effective use of it in class work. The 49% population in the Heart
at KMBC of Kansas City

of America that is rural has come to think of KMBC in terms of full-time farm experts, locally produced entertainment geared to rural tastes, official marketcasts, and of recent years, daily remotes from KMBC Service Farms. * That such programming, carefully interwoven into a well balanced basic CBS network schedule, has reaped rich dividends can best be shown today by KMBC's established position of leadership.

KMBC

OF KANSAS CITY FREE & PETERS, INC.

Of Course—KMBC-FM, An Extra Service at No Extra Cost!

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
Radio Bill of Rights

DELEGATES TO the United Nations World Security Conference in San Francisco might well consider, if it is not already on their agenda, the adoption of a free speech plank which would recognize radio's news responsibility on the same basis as the press.

Here in America, birthplace of the basic freedoms, our forebears felt that liberty, so hard won, required such principles as these to perpetuate it.

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

More than 154 years ago, the first Congress, at its first session in New York, proposed the First Amendment to the Constitution as one of the 10 Amendments known as the Bill of Rights. On Dec. 15, 1791, the Bill of Rights became effective.

Since that time, elements, some evidently bent upon overthrow of the Government, have cried "Bill of Rights" when law enforcement officers attempted to stop street-corner orators, or publication of questionable literature. Religious groups have attacked other sects and creeds. Newspapers have blatantly criticized public officials. Through it all, Congress has adhered to the tenets of the First Amendment and has made no law "abridging the freedom of speech!"

Plate has changed. A world is embroiled in war. Radio has become the swiftest and most comprehensive means of disseminating information—a medium unknown to the founding fathers.

Journalism has undergone a transition. The Greeleys, Wattersons and Brisbanes of other years have as their counterparts the Murrows, Shirers, Baukhages, Winchells, Lewises and Pearson's of today. They reach audiences never thought possible in the pre-radio era. They are journalists none the less—audible journalists.

Certain Senators and Congressmen quarrel with certain brands of radio journalism. They take the floors in both houses, where they enjoy immunity, to hurl invectives at their radio critics. On the air some of these commentators, not so much by use of words as by the manner of using them, have taken their licks at Congress. Hence, the move to muzzle all radio.

Sen. Wheeler wants to write into a new statute a "fairness" provision, which apparently is incapable of being reduced to legal verbiage without impinging upon freedom of speech and of the press. Rep. Dies once had similar ideas for a House resolution. It should be clear that legislation won't solve the problem, any more than a ban on editorials in newspapers. It happened in Hitler's Germany and in the totalitarian countries. But it can't happen in our democracy under the First Amendment.

A few days ago the Assn. of Women Directors of the NAB commended the four points of Resolution 27 "Free Access of Information", adopted at the Inter-American Conference in Mexico City earlier this year, urging it as a program to be adopted by the conferences at San Francisco.

Secretary Stettinius has made it clear that San Francisco's first job is to build a structure for world peace. Directed to that, the various interests of the numerous areas represented at the Conference will be considered. This obviously is the proper line to take, since it is a direct one, if the Conference is to be successful in accomplishing its objectives. Secretary Stettinius, however, should not forget, nor should his colleagues, that a cornerstone of any such structure must be the kind of cornerstone defined in our own Bill of Rights.

This cornerstone properly laid, there need be no worry that proper dignity will attach in the future to the important function of honest news coverage. Certainly it will follow that in the shadow-zones of the Universe, as is true in the enlightened democracies, people can live in peace... for no war has ever been fought under the unsullied banner of the whole truth.

Home Town Recognition

ALL STATIONS in the United States and Canada last week were presented with citations by their local chapters of the Kiwanis International in recognition of radio's public service. It was the first observance of Kiwanis Radio Week and probably will become an annual event, just as National Newspaper Week, which originally was launched as a Kiwanis venture, now is observed annually under newspaper auspices.

NAB President J. Harold Ryan, in accepting the awards on behalf of Omaha's five stations, bespoke the reaction of all broadcasters when he cited the "home town" origination of the awards. No testimonial, he said, can equal that which comes from the people in the community in which the broadcaster serves.

The backbone of radio service is local. Those stations which afford means of local self-expression, and which therefore are vibrant, informed and participatory, are making radio an indispensable factor in the American way of life. All that has been built in a scant quarter-century.

Radio acknowledges with gratitude the warm, sincere and enlightened recognition of its public service role by the Kiwanis International. Radio knows that with that kind of solidified support, stemming from public-spirited local organizations, the mission of a free American system of broadcasting dedicated to the public service cannot fail.

Bludgeon

COULD THERE be more terrible and impressive evidence in support of America's democratic system of broadcasting than the spectacle of Joseph Goebbels' body lying atop a heap of rubble at the base of a German microphone stand.

He who had used the microphone as a bludgeon to beat lies into the brains of an entire nation died miserably and forlornly, mourned by few, within grasp of his weapon.

The microphone is ill-used thus. It is a wand, not a hammer, and its magic will auger well for the world if the men behind it will keep freedom in their sights.

---

VERNON LEE WILKINSON

INTERPRETING law has become second nature to Vern Wilkinson who, on April 15, quietly took over the job of FCC assistant general counsel in charge of broadcasting, succeeding Rose H. Hyde, new general counsel [BROADCASTING, April 3].

Not one for fanfare, Mr. Wilkinson on April 16 slipped over to the Commission from the Dept. of Justice, where he had been since 1938, took the oath, made acquaintances and that afternoon returned to his office at the Justice Dept. to wind up his affairs there. The following day he spent the morning at the FCC, the afternoon at his former office and on Wednesday, April 18, he reported at the FCC on a full-time basis.

Although young in years Vern Wilkinson long ago carved for himself a niche in the halls of Congress. While he was legal assistant in the Legislative Reference Service, Library of Congress, he compiled "Digest of Public General Bills" for the 74th and 75th Congresses. A product of the Great Northwest, Vern was born Jan. 31, 1909, in Chelan, Wash., and still maintains a legal residence in Okanogan, Wash. He received his B.A. degree magna cum laude from Whitman College, Walla Walla, Wash., in 1930, when he was graduated first in his class. A year later he received his M.A. degree from American U., Washington, D. C.

Studying under a Carnegie Fellowship, Mr. Wilkinson in 1932 received the Certificate of the Faculte de Droit, U. of Paris, and the following year his Ph.D. degree in international law at American U. He was graduated in 1938, again first in his class, with an LL.B. degree from Georgetown Law School, Washington.

From 1933-35 Mr. Wilkinson was legal assistant in the Law Division, Library of Congress, and from 1936-38 in the Library's Legislative Reference Service. He also served as a staff member and later associate editor of the Georgetown Law Journal from 1935-38.

Armed with his LL.B. degree and a world of knowledge, Vern Wilkinson joined the Dept. of Justice in 1938 as attorney in the Lands Division, about the time that another brilliant young lawyer named Charles R. Denny Jr. was elevated to the post of assistant chief of the Appellate Section, Lands Division. In 1940 Mr. Denny became chief of the Appellate Section and Vern Wilkinson stepped into the assistant chief's spot.

Mr. Denny left the Dept. of Justice in February 1941 to take a post on the legal staff of the FCC and in 1942 Vern Wilkinson became chief of the Appellate Section. When Mr. Denny (Continued on page 44)
AWARDED TO KOIN
FOR OUTSTANDING SERVICE

VARIETY SHOWMANAGEMENT AWARD
“For Outstanding War Bond Promotion”
KOIN MILLION DOLLAR CLUB

GEORGE FOSTER PEABODY CITATION
* For Regional Excellence in Public Service
* SONG OF THE COLUMBIA

KOIN
PORTLAND, OREGON
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
TOM EVANS, president of KCOMO Kansas City and of the Crown Drug Co., last Mondav apprised President Truman of his intention to retire, in case elected to the Senate, as an old friend, for the third time within a month. He introduced to the President DON MCNEILL, Blue "Breakfast Club" impresario, and Mrs. McNeill, who were in Washington to help launch the Seventh War Loan.

T. A. M. CRAVEN, executive vice-president of the Cowles Broadcasting Co., left the NAB board of directors meeting in Omaha last Friday for Salt Lake City in connection with company affairs.

FRED FLETCHER, general manager of WRAL Raleigh, N. C. and president of the Tobacco Network, was speaker at the Kiwanis Club program May 14 to WGBR Goldsboro, N. C. Award was accepted by HARRY G. BRIGHT, WGBR general manager, who is also campaign manager for the Seventh War Loan Drive in Goldsboro.

COMDR. O. W. FISHER, president and general manager of KOMO Seattle, was back at his desk after four years active Navy duty.

ROBERT G. SOULE, vice-president and treasurer of WFBL Syracuse, has been named Chairman of Syracuse and Onondaga County Committee for Economic Development.

W. VIC GEORGE, president of Whitehall Broadcasting, Montreal agency, has been promoted from major to lieutenant-colonel in the Canadian Army. He is in charge of the Canadian Army show units touring Canada and overseas.

Our Respects to
(Continued from page 48)
was sworn in March 30 as Commissioner, and Rosel Hyde was elevated to the general counselship, the Commissioner appointed Vern to Mr. Hyde's post as FCC assistant general counsel in charge of broadcasting.

During his career, Vern has written and reviewed some 500 briefs, argued cases in 9 of the 10 Federal Circuit Courts of Appeals, as well as the Supreme Court. He has authored these articles: "Judgments of the Supreme Court Rendered by a Majority of One", "The Item Veto in the American Constitutional System", "Towards a Corporation Law..." and "To Due Process of Law?", "The Federal Bill of Rights and the 14th Amendment", all published in the Georgetown Law Journal.


Vern goes to the FCC with little or no direct "knowledge" of broadcasting, but already he is deep in study of various pending cases. On him General Counsel Hyde will lean heavily in the postwar period when applications for new services are processed.

Mr. Wilkinson married the former Dorothy L. Lohman of Grand Rapids, Mich. They have one daughter, Diane C., and live at 8312 Fourth St., N. W., in Washington.

His hobby: Studying law.

Nathan Frank to Manage WHNC, Opened Sunday
WHNC Henderson, N. C., on May 20 began fulltime operations with a formal dedicatory program. Licenced to the Henderson Radio Corp., the new station operates on 890 kc with 250 w. Downtown studios are at 219 Williams St. and the transmitter is two miles north of Henderson on U. S. Highway No. 1.

Nathan Frank, for 4½ years manager of WCBT Roanoke Rapids, N. C., is manager of the new Henderson station. R. B. Bronson, former program manager of WHTD Hartford, Connecticut program director, and Howard Harrell, Coral, Ga., is chief engineer. WHNC is affiliated with Mutual, uses Press Assn. news wire service and World and Keystone transcription libraries.

LATHROP MACK, manager of NBC guest relations department, has joined the NBC spot sales department as a salesman, replacing ROBERT E. HOWARD, transferred to NBC spot sales in Hollywood. He is replaced by WILLIAM ERVIN, former assistant guest relations manager and a member of the department since 1941.

JONES SCOVEN of the New York office of Pfe & Peters is the father of a girl.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis, Adv., is now executive of KROW Oakland as account executive.

ROBERT L. BROCKMAN, formerly of KXOK St. Louis, has joined the sales department of WIL St. Louis.

8/SGT. MARCUS CHACONIA, USMC, on leave from commercial department, WFRL Syracuse, has transferred to Marine HQs., Eastern Procurement Div., Philadelphia, to handle radio SGT. EDMUND M. LEONARD, also of WFRL commercial department, teaches military courtesy and is drill instructor for Civil Air Patrol cadets, AAF public relations, Long Is. Air Field.

CHARLIE ADELL, salesman for Weed & Co., station representative, Chicago, transfers to the Detroit office as manager.

EUGENE P. WEIL, formerly of WJLD Birmingham, Alabama, is now commercial manager of the Tobacco Network, North Carolina regional station group, Mr. Weil will headquarter in Raleigh. He is represented nationally by the Walker Co.

WILLIAM L. WEISSELL, former night supervisor of WQXR New York, previously editor of Frank Shepard Publishing Co., New York, has joined WLBX New York, as salesman, NELSON P. SPENCER has joined WQXR as night manager. He has served as announcer-producer for a number of stations, most recently WPIC Pawtucket, R. I.

WABD Boston (5,000 w on 650 kc) has appointed Adam J. Young Jr. Inc. as national representative.

PATSY SMETHURST, formerly of CKOL Kelowna, is now traffic chief of CRNW New Westminster, B. C., as station executive.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis, has joined the sales department of WMY Oakland, Calif., as account executive.

ROBERT L. BROCKMAN, salesman of KXOK St. Louis, will move to WIL St. Louis.

ALFRED CRAPEY, KPO San Francisco sales manager, has been elected a director of the San Francisco Adv. Club.

CALIFORNIA State Assembly proposal to prohibit unemployment compensation for political purpose was defeated 50 to 27. Measure grew out of controversy over Cecil R. De Mille with AFTRA Los Angeles Chapter over dollar assessment for educational campaign.

Our Respects to
(Continued from page 48)
FM STATION WNBF-FM
Operated by Wylie B. Jones Advertising

FREQUENCY: 44.9 MEGACYCLES
INPUT TO FINAL AMPLIFIER: 1,970 WATTS
ANTENNA OUTPUT: 1-KW
TOTAL HOURS OPERATION TO DATE: 5,756
PERCENT OPERATING TIME TO OUTAGES: 99.3
TYPE OF TRANSMITTER: REL No. 519 DL

Another record of proven reliability. This transmitter has been operating for over three years at WNBF, FM, 3 KW station at Binghamton, N. Y.

Those broadcasters with experience in FM know the reliability performance that can be expected with the Armstrong Crystal-Controlled Phase Shift method of frequency modulation employed in REL transmitters of all power ratings. FM installations are our specialty—not our side-line. This accounts largely for our past successes. This specialization, together with the deeply-grounded knowledge and unusual experience of our staff of engineers will continue to lead the way for even greater success in FM expansion.

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
BRONZE STAR GOES TO LT. COL. HAYES

LT. COL. JOHN S. HAYES, American director of Armed Forces Network, SHAEB, has been awarded the Bronze Star for his part in extending radio to troops of nationalities in the European Theater. The award marks the first time that radio has received such recognition in this area.

During the past year Col. Hayes has acted to extend radio coverage to every section of the continent. His citation points out the "outstanding and unstinting discharge of these duties."

Currently he is organizing radio forces for a huge program directed at the army of occupation.

BBC Changes Signal WITH THE END of war in Europe, BBC changed its famous "V for Victory" signal, in use since early 1941. The first five notes of Beethoven's Fifth Symphony are now heard against a background of joybells.

LEE SAUNDERS, formerly with WJJD Chicago, and WOAC Burlington, Vt., is announced as assistant director.

ROBERT BAYNE joins WBBU Anderson, Ind., as announcer and record jockey. PAUL BROWN is new WBBU student announcer.

RAY MILLER, formerly of WBBV Richmond, Ind., is announced as news director.

MAX SHAFFER from WBBU Anderson, Ind., to WDAN Danville, Ill.

JIM MORGAN, staff artist of the Spartanburg Herald-Journal, to WOPT Spartanburg as part-time announcer and promotion man.

SUZANNE FRANCIS Auer, announcer of WTBQ Norfolk, Va., married Alta Marie Gray on May 3.

PHIL IRWIN, former announcer with KGOW Portland, Ore., is now in charge of "Relations Section" in the Marine Corps Japan, School in Washington, D.C., has returned to the service of Military Radio as announcer.

WARNER STAMPER, announcer of WOAE Carthage, Ill., to WJW Detroit.

THOMAS DALHAVEN, formerly with the Armed Forces Radio Service, to WBN Chicago first continuity.

DICK GLUNS, senior producer of CKYB Toronto, has joined the Canadian Armed Forces.

Stearns Joins WCKY

WCKY Cincinnati has added Osborne Putnam Stearns, "The Food Magician", to its staff. Mr. Stearne serves in a 15-minute culinary travelogue, five days a week, stresses the romance of cooking, why dishes came into being, how the man makes his food and what his food makes of him. He is familiar with the cuisine of 65 countries, particularly Latin American cooking and customs. He has made food talks over NBC basic western Radio, the Don Lee System, the Yankee Network and Columbia's WEEI Boston.

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Radio Courses

U. OF ILLINOIS school of journalism has added radio classes for juniors and seniors. Equipment and personnel of WLL, school station, is to be used. Park Livingston, president of the board, said radio needs 500 trained persons now with expectation of 1,000 openings a year in the future.
It's the Healy parlor . . . Captain and Mrs. Tim. Where “open house” to friends means “open house” to New York!

Every weekday WMCA now brings THE CAPTAIN TIM HEALYS to Metropolitan area housewives for a warm and memorable visit. A visit in which family problems are exchanged, food occupies its savory place, homemaking receives thoughtful attention. Above all, a visit in which—from 1:30 to 2:00 PM—the Healys' unpretentious charm creates 30 minutes of welcome for radio listeners.

Almost everyone knows Captain Tim. The mail responses he achieved for such leading advertisers as Procter & Gamble (Ivory Soap) and Kellogg's Corn Flakes made radio history: 1,900,000 soap wrappers (over a single station)!, 80,000 quarters with 160,000 wrappers! 10,000 dimes and 60,000 wrappers . . . and too many more to enumerate!

The appeal that has endeared him to millions is duplicated in Mrs. Tim. Mother of four, expert in homemaking, serene hostess—she's a woman other women enjoy knowing.

It's easy to see why alert advertisers are arranging to air their sales messages at the Healys; are rapidly reducing the number of available participations.

The proved success of stars and format . . . plus the unusual merchandising services offered a food or home product advertiser (details on request) make it imperative and profitable for you to get more information about THE CAPTAIN TIM HEALYS—fast!
CONSOLIDATED ROYAL CHEMICAL Co., South Chicago, has begun sponsorship May 14 of the transcribed Rebecca Radio Program, "Dixie Duned for Terror" on WMAQ Chicago, three weekly 10:15 p.m. Connecticut, effective May 15, for sponsorship by Bob and Dini, seed Co., Chicago.

DIAPERWHITE Co., New York, has secured advertising of Diaperwhite, a detergent, from Diner & Dorskin, to Varo van der Linde Inc., New York. Currently using WAAT New York, firm has agreed to start a new spot schedule on WLIB WMCA WAAT WQX.

CARTER PRODUCTS, New York, as part of their spot promotion, May 14 and Carter's Little Liver Pills, has signed a 52-week contract effective May 14, for sponsorship on WOR New York, "half-hour, "The Tommy-Two" quarter-hour program. Business placed thru Small Albee, New York, agency for Arrid.

R. V. WARE, advertising manager of Borden Chloroform New York, New York, has been named a vice-president.

MINUTEMAN RADIO CORP., New York, has named Sherman K. Ellis & Co., New York, to handle advertising. Plans will be announced when Hamilton can begin production for consumers.

SHELL OIL Co., New York, placed advertising for Shell Oil Thompson Co., New York, and not thru Marschalk & Brailsford, New York. Progress has been reported in BROADCASTING May 7.

A. CRAIG SMITH, vice-president of Queen Safety Razor Mfg. Co., New York, has been named to head both advertising and sales departments. Smith has been Gillette advertising chief since September 1943. T. F. BARRY Jr., continues as general sales manager.

HOPE Inc., New York (Quickdent), has appointed Grant Adv., New York, to handle radio advertising. Hope is now running a 13-26 week test campaign of spot announcements on WHIO Dayton, WARNER BROS., New York, for foreign films, has signed a 52-week contract with New York, effective May 15, for sponsorship of half-hour segments of "The Longest Day". The films include "The Bedford Incident" and "The Bridge Over the River Kwai".

FLEETING-HALL Co., New York, cigarettes, has appointed Williams Adv., New York, to handle its advertising account. It will now be handled by New York, agency for "The Human Adventure".

SOUTHSHORE Topping Inc., New York, for a whipped cream ingredient, has been participating on "Time for Charm" and "The Fantastic Four" on WINN New York. Placement is made by F. B. Hubert Adv., Detroit.

LEWIS-NEW Co., St. Louis, Louis, signed its spot radio schedule for Tums, passed through Olson Adv., St. Louis, has signed a 26-week renewal contract for 15 live out-of-town weekly on WNEW New York, effective May 15.

ADAM HAT STORES, New York, has signed a 52-week contract, effective May 12, for sponsorship of six weekly quarters in 100 major weekly newspapers. Track news by Steve Ellis, started immediately following the last weekly issue on Sunday, May 5. Placement is made by Brown & Sons, Chicago.

LUTHERAN GOSPEL Hour, Chicago, has signed a new contract for six weekly quarters in 62 weeklies for 52 weeks on WAAF Chicago starting May 20. Sixty City Internationale Advance, Chicago, has been signed for the contract.


S. J. JOSEPH & Son, Chicago, Cal. (Plumber's Friend, Yu-Re-Nu), has started Martin Agajanian, Blue commentator, five-week, on KGW Portland, beginning May 13. Blue occasional commentary on KPRS Pasadena. Blackman & Meisler Adv., Los Angeles, has the account.

ORCHID LABORATORIES, Chicago (orchid), has appointed Roger Taylor & Assoc., Chicago, to handle its advertising. Radio may be used.

E. H. CALDWELL Inc., Monticello, Ill., assumes sponsorship of "Record Mover" 6:30-7:30 p.m. (CST) on WON Chicago five-weekly for the balance of a 52-week contract which begins March 5. Agency is Sherman & Marquette, Chicago.

JOHN TAYLOR DRY GOODS Co., Kansas City, executives believe their record of 12 years of uninterrupted broadcasting of Joanne Taylor's Fashion Flashes over KMBG Kansas City is unique.

Many retail stores use spot announcements and a record of this length is not unusual with national advertisers but few have attained "program" status with regular unchaged-15-minute broadcasts over a period of years.

Scene is laid in the Personal Shopping Club, Joanne Taylor, with parts taken by Myrana Daniels, an assistant, Mary Jane Thompson, her secretary and Ray, her office boy. Conversation is informal and gossipy; merchandise featured is minutely described with prices as it is shown to friends and customers who drop in.

Firm feels program has sold merchandise, won new customers. Meredith Warren is store advertising director and R. J. Potts-Calkins & Holden is agency.

FINAUD Inc., New York, sponsors of "Musical Bouquet" for Lilian Rich in 6 Blue stations, is working on plans to place the half-hour series on additional Blue stations, probably in the fall. Program started April 22 as a test live on WLB and by transmittal a week later on the other stations. It may be heard as a regular live network show. Agency is Dow Internationarl, Pettingell & Fenton, New York.

WEAF Opens 5:30 A.M. STARTING May 14, WEAF, NBC New York outlet, is opening at 5:30 a.m. (EST), and will lengthen its Modern Farmer program to a full hour, 6-7 a.m. Among guests scheduled for the May 14 farm program were Frank E. Mullen, NBC vice-president and general manager, and Grover B. Hill, Undersecretary of Agriculture and Assistant War Food Administrator.

**Sponsors**

KANS-NBC has the SHOWS Wichita people want to hear

<table>
<thead>
<tr>
<th>Was-Matter-You-Can-Somethin?</th>
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<tbody>
<tr>
<td>BOB BOPE on THE PEPPEDT SHOW</td>
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<tr>
<td>FIBER MCGEE &amp; MOLLY ON JOHNSON WAX SHOW</td>
</tr>
</tbody>
</table>

Represented By

HEADLEY REED COMPANY

New York: Chicago: Detroit

Atlanta: San Francisco

Page 48 • May 21, 1945

RETAIL OLDTIMER

John Taylor Co. Keeps
Some Show 12 Years

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**Pinaud Expands**

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**Esmond Schedule**

**Esmond Mills, Esmond, R. I.**

baby blanket manufacturer, is running five-minute musical programs, Lydia Time, on Wavy WPTL KDIA and WSAI. Contracts, on 26-week basis, call for an average frequency of two programs daily, six times weekly. First such 26-week campaign was in New England area. At expiration of present contracts, Esmond will use same type promotion in another section. Agency is Marschalk & Pratt Co., New York.

**RADIO WORKSHOP for West Coast clergymen will be held under auspices of Hollywood May 27-28. hose and 2. Designed to provide religious programs area, and those in the other fields, group instruction was or- administered by C. O. York director of radio department for Congressional and Christian Churches board of Home Missions.

**BLUE NETWORK**

**YOUNGSTOWN**

**28th METROPOLITAN DISTRICT**

**MORE LISTENERS PER DOLLAR**

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

BROADCASTING • Broadcast Advertising
No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network
The WSLB (Hamilton)
Farmer Milks: 150,000 Cows
Twice Daily Pullings: $30,000,000.00 Annually
His Cash Pay is: $2,500,000.00 Monthly
The WSLB Farmer Has Money To Spend Every Month Not
ONCE-A-YEAR

The Walker Co.-Representatives
Ogdensburg, N. Y.

H. R. COATE, former associate director of research in the Chicago office of Flexite and Belding, has been transferred to the firm's San Francisco office as director of media and research.

DR. E. N. TISDALE, former administrative vice-president of the OPA and sales analyst for Management Controls Assoc., New York, has been appointed by Don Laing, president of San Francisco based DeWitt, to direct all market and product research activities.

JOHN B. MUREN, former advertising director of WOR, New York, has been named director of WOR's sales division in New York.

HORACE MONTREAL, former director of daily advertising for the New York Times, has joined the Daily Commercial, Montreal, as advertising man.

STANLEY JOSEFF, radio production director of Blow Co., New York, on May 14 became the father of twins—both boys.

CHARLES ULLIAN, manager of the New York office of J. Walter Thompson Co., will visit the New York office in June.

EXTRA A.V. Assoc., New York, at monthly meeting May 25 will hear discussions of markets in Mexico and Brazil.


STANLEY JOSEFF, radio production director of Blown Co., New York, on May 14 became the father of twins—both boys.

CHARLES E. ROFFE, former assistant to the president, New England Telephone Co., in charge of advertising, has joined Albert Woodley Co. as vice-president in charge of the agency's New Haven office, located at 205 Church St.

E. A. W. SCHULENBURG, vice-president and media director of Gardner Ad. Co., St. Louis, was guest of honor at a dinner given by his associates in observance of his 40th anniversary with the agency.

HAROLD L. TUELS, former advertising manager of Richard Hunt Co., has been appointed advertising manager of Frank C. Coyle, New York.

HARRY G. BLACK, former advertising manager of Frank Coyle, New York, now Black & Coyle, is F. LINWOOD MORGAN, former advertising manager of Standard Publications, San Francisco, has been appointed advertising manager of the agency's New York office.

PAUL LAVALLE, conductor of CBS Stradivari Orchestra, is honored by: Seated (I to r) Norman Dahl, president, and Jean Cote, vice-president, Matchabelli advertising agency sponsors; Lavalle, John Mitchell, radio production director, Morse Internat'l, Standing, Allyn Marah, CBS asst. sales mgr.; Margaret Bickel, pub. dir. for sponsor; L. V. Talamini, exec. v-p. sponsor; Chester Slevough, mgr. radio dept.

AGENCY specializing in the Negro market has been established at 1723 E. 15th St., Los Angeles.

SAUL M. KRAUS, president, L. M. KRAUS & CO., New York, has been appointed president of the agency.

BROADCASTING • Broadcast Advertising
Another KTSA SUCCESS STORY

KALLISON'S TRADING POST

CELEBRATING!..... ITS' 9TH YEAR ON THE AIR

Anywhere in Texas within the range of KTSA's transmitter every rancher and farmer will tell you that the "Trading Post" means Kallison's Dept. Store and Kallison's means the "Trading Post". They'll tell you, too, that the "Trading Post" is THEIR program. That it advertises the things THEY have for sale; finds the things they need; arranges swaps, locates lost horses and cattle, brings them up-to-the minute information, is a bulletin board of the air for farm and ranch meetings and gatherings. Yes! The "Trading Post" is doing a real job.

Starting with a ten minute program nine years ago, Kallison's have kept the "Trading Post" on the air continuously, and, as it has grown, have taken more and more time, until, today, it is a full twenty minutes every week-day. This program is the ONLY radio used by the store. It is broadcast ONLY over KTSA. Yet Kallison's say that it is very conservative to estimate that it brings 100,000 people per year into the store.

Another actual success story to prove how well KTSA reaches the audience it was designed and built to serve. More proof of its ability to deliver results in the "KTSArea"... a 64 county sales area including 23.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population.

KTSA is ready to write a success story for you. Let us send you specific facts about the job it is doing for sales NOW and in the postwar era.
OWL PACKET, WEEK JUNE 11

Check the list below to find the war message announcements you will broadcast during the week beginning June 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tbody>
<tr>
<td>Seventh War Loan</td>
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<td>Hold Prices Down</td>
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<td>Dangerous Pennies</td>
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<td>V-Mail</td>
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<tr>
<td>The Job Ahead—Japan</td>
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</table>

See OWI Schedule of War Message 164 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Gloria Thompson, formerly in the NBC program department, and Claudine Shannon, previously on the production staff of "Truth or Consequences" NMB, have joined Mildred Fenston Productions, New York. Firm is expanding, having leased an entire floor at 58 E. 59 St. in addition to present quarters.

Frederick Ziv Co., New York, production firm, has acquired rights to "Easy Aces" for a syndicated package and plans to start cutting discs for a transcription series around June 1. Owned by Goodman Ace and his wife, program was formerly sponsored by Anacin Co. on CBS.

Dr. H. H. Buba, economist and statistician, associated with C. E. Cooper Inc., New York, as consultant, last week became a regular member of the organization as executive. He has been active in the U.S. and Canada for 10 years in marketing and advertising research.

Roberta Dufton, personnel director, office manager and assistant to the president of Mutual during Miller McClintock's regime at MBS, and recently research director of Cine Television Studios, has been appointed department manager of Walter Lowen Placement Agency, New York, to specialize in placing radio and television executive and creative personnel.

Associated Music Publishers has completed new agreements with KCDW, WWV, and signed renewals with KQON, KPEL, KJNL, KICA, KITC, and KWEJ WLOL.

CKTR St. Catherine's, Ont., has subscribed to Press News wire service.

Walker & Minton, Los Angeles and San Francisco, has been appointed to serve Joseph Hershey McCullivra Inc. clients on the Pacific Coast.

Blue Institutes

BLUE, in cooperation with five universities, will hold a series of summer institutes, presenting discussions on radio from the listener's point-of-view. Dr. H. B. Summers, Blue director of public service, has arranged sessions for two-day period from July 9-July 29 around June 1.

KVG

In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

Represented nationally by

Taylor-Howe-Snowden Radio Sales
New York Chicago Dallas Amarillo

Allied Arts

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EXPERIENCES of Army Air Forces fliers in combat are dramatized in "A.F. Scrap Book", which replaced "First in the Field" in the 15th week of the "Service Time" series broadcast on CBS Monday through Saturday 9-5:30 p.m. Capt. Perry Lauffer, former CBS staff director, produces the new program which is written by Cpl. Joe Quillin, former staff writer for Kate Smith.

WLIR Actor's Club

BROADWAY theatrical club is the fictional setting for "The Actor's Club", five-week series on WLIR New York. Well-known stars are heard via recording in brief performances, with live continuity handled by m.c. Each act ties in with news about stage, screen and radio stars in New York.

Legion on WJJD

PUBLIC SERVICE series "This Is Our Duty", in cooperation with American Legion, has started on WJJD Chicago. Quarter-hour show broadcast Friday dramatizes work of American Legion in behalf of veterans of World War II and their families, with special presentation of provisions of the G.I. Bill of Rights.

Blue Veteran Series

THE BLUE takes up the problem of veteran rehabilitation in "Reunion U.S.A." weekly half-hour program starting May 1 and in cooperation with Hollywood Writers' Mobilization. Format will combine dramatics with talks.

Charm Program

TIPS on all phases of how to be charming composes format of "Charm School" started May 14 on WON Chicago. Listeners are given a calendar on which each day's course of instruction is outlined for following at home.

Drama Review

JOHN CHAPMAN, drama critic, New York Daily News, is featured in a new Sunday night video series "Broadway at 8:15" on WARD New York. First telecast, May 20, had stars of "Anna Lucasta" as guests.

Public Service Period

TEN-MINUTE period 7:30 p.m. Monday through Saturday has been designated by WTAR Norfolk, Va., exclusively for public service programs and announcements of local interest. Time was chosen to insure greatest possible listening audience.

Labor Law Series

NEW YORK State Dept. of Labor is presenting a series "Your Labor Laws in Action", featuring reports by division heads, on WNYC New York, each Thursday.

"Daly Double"

WBCT Waterbury, Conn., has a "Daly Double" of interest to news listeners rather than racing fans. John Charles Daly, CBS news editor, presents international news at 11 a.m. and at 11:30 John J. Daly, city editor of the Waterbury Republican, gives local news.

Transcribed Prayers

KCMO Kansas City now begins schedule each day with a transcribed prayer by one of the local ministers, priests or rabbis, with another prayer at the sign-off. Plan is to be followed every day until V-J Day.

High School Series

TO PROMOTE summer war work by teachers and students of local high schools, KOOL Omaha has started weekly quarter-hour "Youth Views the News" Program considers problems of high school students.

Results shown include every day of the week, all hours... definite proof that Peoria area cannot be adequately covered without WMBD.

Peoria area... over 600,000 population... prosperous now and in postwar.

For further details, write to FREE & PETERS, or WMBD, Peoria.
BROADCASTING  •  Broadcast Advertising

BUSINESS UP 31% IN PHILCO REPORT

PHILCO Corp.'s war production sales for 1944 amounted to $152,862,250, representing an increase of 31% over last year, according to the annual report. Net income was $3,938,455 or $2.87 per share after taxes.

"By far the major part of Philco research and engineering work has been in the field of radar and the ultra-high frequencies and micro-waves," for the Army and Navy, the report states. "Looking to the postwar years, it is keeping Philco in the forefront of the newest technical development in radio, radar and television and will undoubtedly lead to many new peacetime applications."

Referring to the new Philco television link between Washington and Philadelphia, the report says that it "may later lead to television networks across the United States."

The report says Philco is planning to broaden its postwar distribution.

**War Contracts**

REVISION of the Joint Termination Regulation involving Army and Navy contracts became effective May 20. Included in a schedule of contractors assigned under the Consolidated Termination Program of April 1 are: Airline Mfg. Corp., Kansas City; Bendix Aviation Corp., radio division, Baltimore; Fed. Telep. & Radio Corp., Newark; General Electric Co., Schenectady; Philco Radio Corp., Philadelphia; RCA Victor Division, Camden.

**John B. Harlow**

JOHN B. HARLOW, 61, contract license manager, Electrical Research Products Division, Western Electric Co., New York, died May 15 at his home in Montclair, N.J. Joining the company in 1910 as a member of the engineering department, Mr. Harlow served successively as telephone sales engineer, commercial engineer and development engineer, Electrical Research Products, before assuming his recent post. His widow and two sons survive.

**Doing a Double Job in the Magic Valley**

G. C. GLENN, former engineer of KFSD, San Diego, Cal., and W. C. RIPPEL, formerly of WYGO WHN New York, have been added to NBC Radio Recording Division, Hollywood staff, as studio-field engineers.

CLAYTON LEE is new member of the World Sparkasburg, R. C., engineering staff.

KEITH HOPKINS, member of the technical staff of KDYL Salt Lake City, is the father of a boy.

REISSUE of microphone models not used since start of the war has been announced by Universal Microphone Co., Inglewood, Cal. Internally redesigned, the 204-A dynamic handset will be marketed in both carbon and dynamic types.

RAYMOND YENNOU, formerly with WOIL Galesburg, Ill., is now technician with WBBM Chicago.

INSTITUTE of Radio Engineers, New York, received its first corporate building fund gift from Dr. Victor J. Andrew, president, the Andrew Co., Chicago. The amount was $1,000. More than $20,000 has been subscribed.

ED PROESCHLE, released from the Army, has joined the engineering staff of KFCS Portland, Ore.

DONALD DENEUF, assistant manager, communications division, Raytheon Mfg. Co., spoke on his company's experiments, present and projected, for microwave relay for television and other services May 16 at the monthly luncheon meeting of the Television Press Club of New York at the Hotel Statler, New York.

EDWARD J. CONTENT, assistant chief engineer of WOR New York, will serve as chairman of the winter technical meeting of the Institute of Radio Engineers to be held in January 1946.

NATIONAL Assn. of Chiropodists, asking radio to arouse the publicize to the importance of proper foot care, is sending a sample script to leading comedy teams showing how Fred Allen once publicized foot care on one of his programs.

WHERE TIME IS MONEY, Air Express is the economical way to ship! Where Time is priceless, Air Express is the only way!

3-MILES-A-MINUTE! That's the speed of Air Express between hundreds of U.S. cities and to many foreign countries. Shipments to 23,000 off-airline points are handled through rapid air-mail schedules.

SPECIAL PICK-UP AND DELIVERY! In all U.S. cities and principal towns a special expressman picks up your shipment at plant or office and speeds it to the airport. At its destination, the package is rushed from airport directly to you (or to consignee) at no extra charge.

LOW COST! 25 lbs., for example, travels more than 500 miles for only $4.38, over 1,000 miles for $8.75. Air Express charges today are actually less than before the war.

MORE PLANES are being put into Airline service, which means more space is available for all important types of traffic.

WRITE TODAY for "Quizzical Quiz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION Representing the AIRLINES of the United States

Any town is a spot town tonight

ASK A MAN TONIGHT

JOHN BLAIR & COMPANY

 REPRESENTING LEADING RADIO STATIONS

TWIN FALLS  •  IDAHO
FOR THE FOURTH CONSECUTIVE YEAR, WIBG IS BROADCASTING EXCLUSIVELY IN
PHILADELPHIA ALL THE HOME GAMES OF THE ATHLETICS AND PHILLIES UNDER
THE SPONSORSHIP OF THE ATLANTIC REFINING COMPANY. NO WONDER FANS
CALL WIBG THE "BASEBALL STATION."

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's
"sports-minded" station, WIBG broadcasts not only big-league baseball, but also play-by-play
collegiate and professional football, collegiate, professional and scholastic basketball and top-
flight sports news every day of the year.

WIBG plays ball with advertisers, too—
giving them the kind of cooperation and program service that spells successful campaigns. That's
why Philadelphia's Most Powerful Independent Station is also Philadelphia's Best
Radio Buy!
Powerful

Popular

The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 Kc. Day and Night.

Paul H. Raymer Co.
National Sales Representatives.

CHINESE laundry workers throughout the New York metropolitan area are distributing more than 150,000 shirts and trousers with photos of Red Star, Bert Lee and Ward Wilson and messages announcing that WHN New York for the fourth consecutive year is exclusively broadcasting the Brooklyn Dodgers home and away ball games. Car cards on more than 800 Fifth Ave. buses also promote the baseball broadcasts, also advertised by small postmark cartoons on each letter (totalling more than 70,000 a month) put through the mailing meter machine of Loew's Inc., M-G-M and WHN. Triple promotion was planned and prepared by Bob Anthony, WHN promotion director.

Contributions Party

LISTENERS who have contributed jokes topping the 1,000 mark, on the Palmolive Shaveometer on "Can You Top This?" will be entertained May 26 at dinner in the grand ballroom of the Plaza Hotel, New York, will receive engraved certificates proclaiming them members of the "1,000 Club," and will witness the broadcast of the program (Saturday, 9:30-10 p.m.) in the NBC studio. Program's prize-winning—Harry Hershfield, "Senator" Ford and Joe Laurie Jr.—will act as host at the dinner. Program is sponsored by Colgate-Palmolive-Perf Co., Jersey City, Agency is Ted Bates Inc., New York.

WJOB Promotion

WJOB Hammond, Ind., is distributing a promotion piece featuring "Rockin' N Rhythm," Wednesday-Saturday program which celebrated its twelfth birthday May 19, a new Sunday morning inspirational hour.

Store News Service

MEIER & FRANK Co., Portland department store, has started hourly new bulletins in its lunchroom originating from store's new radio and using copy prepared by KGW Portland.

WCOP "Who's Who"

WCOP Boston has issued another direct mail piece titled "Who's Who in Boston," promoting "People You Should Know" show conducted by Virginia Wray.

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 500 population.

WGY

Schenectady, N. Y.

50,000 watts—23 years of service—NBC
Represented Nationally by NBC Spot Sales

GROCI EMERGENCY 11

GROCI EMERGENCY 11

GROCERY STORES . . .

GROCERY STORES . . .

GROCERY STORES . . .
This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Programs. And this year again, ASCAP has enlarged the scope of these scripts to meet a *definite* need with a *definite*, well planned, well written, salable product.

**Your own Program men helped us plan**

With more than three years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our scripts ... and have been rewarded by seeing more and more of the programs sold commercially.

**Free to any ASCAP-licensed station**

The programs described in succeeding pages have been created by ASCAP as a service by the *composers* and *writers* of music to the *users* of music. They have earned, in many cases, much more station *income* than the station's entire *music costs*. Any ASCAP-licensed broadcaster, upon request, will receive these scripts without cost.
AMERICAN PAGEANT is a thrilling, human series of fifteen-minute programs, three times weekly.

These scripts — in story and song — highlight interesting phases of American life.

AMERICAN PAGEANT is planned and executed with superb showmanship, which makes it a welcome addition to any broadcasting schedule. Any ASCAP-licensed station may receive it throughout the year without cost.
MY COUNTRY SINGS presents the “behind-the-scenes” story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

MY COUNTRY SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1945 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, MY COUNTRY SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

MY COUNTRY SINGS is available to any ASCAP-licensed station without cost.
Of which WHBQ of Memphis says..."We have been able to sell, without exception, each individual program!" Here are fifty-three program department headaches cured. Fifty-three tough research and writing jobs all wrapped up and ready to sell.

Any ASCAP-licensed station may receive these programs throughout the year, without cost.

ASCAP RADIO PROGRAMS
30 Rockefeller Plaza - New York 20, N.Y.
New NAB Presidential Group

(Continued from page 18)

the acceptance of the presidency by Mr. Ryan.

The board, following Mr. Shaf- 
to's report on behalf of his com- mittee, last Thursday sent this 
telegram to Traveler's President 
Zachar:
The Board of Directors of the NAB, representing the broad-; 
stations of the United States, has unanimously and enthusiastically 
called upon Paul W. Morency to assume the presidency of the industry as its president for the period July 1, 1945, to June 30, 1946. It is with a keen appreciation of the contribution already made by O. E. Morency. It requests your grants of a one- 
year leave of absence. Acceptance of this request would place Paul Morency at the disposal of this board, and it is understood that your outstanding ability is available to the NAB. We fully appreciate your grants of this leave.

The telegram bore the signatures of all of the members of the board present at the session. Absentees were F. M. Russell, NBC Washington, and Don S. Elias, WWNC Asheville, both of whom are members of the board. The meeting was called to order by President William B. Ryan, KFI Los Angeles and Arthur Westlund, KRE Berkeley.

Mr. Zachar subsequently wired the committee that he regretted 
 his inability to grant the requested leave of absence.

Wartime Action

In its fast-moving two-day ses-
tion the board whipped through a heavy wartime agenda necessitated by the first conventionless year since the NAB's organization 23 years ago. Action on such debated questions as enlargement of the department to handle employ - employer relations and clarification and strengthening of the NAB Voluntary Code of Ethics was deferred pending selection of the new president.

Approval by the board of sub- 
mission to the membership of a 
pair of proposed amendments to the by-laws was voted at the Wed- 
nesday session. One proposed amendment would qualify FM and television stations for membership on the board in the three director- at-large classifications. Under this provision television stations of Class C FM outlets could qualify in the large-station category; Class B FM stations could qualify in the medium-station category and Class A FM stations in the small-station director group.

The second proposed amendment clarifies certain provisions of ex- isting by-laws and would open- associate membership to professions such as legal and engineering where directly engaged in broadcasting and to applicants for CP's in any station category.

A scale of dues will be estab- lished by the board upon member- ship approval of the amendment. Both amendments are to be voted in connection with the referendum on selection of directors-at-large, ballots for which will be mailed later this month.

A progress report on the Broad- cast Measurement Bureau, now 
boasting a subscribing membership of 514 stations, was given the board by Hugh M. Felts, president of the organization which would give to radio a counterpart of the Audit Bureau of Circulation in the publication field. Glen Banner- man, president of the Canadian Assn. of Broadcasters, a guest at the meeting, recounted the experience of the Canadian organization—Bureau of Broadcast Measurement—and commended the progress which had been made so swiftly by the American enterprise.

In the sphere of public opinion and radio the board, following a full discussion, suggested the possi- bility of sponsoring continuing surveys to ascertain the attitudes of the public on particular types of programs and to keep its finger on the listener pulse.

A project for establishment of 
an Academy of Radio Arts and Sciences which would parallel the annual motion picture Oscar awards, would be studied further.

Harold Fair, program director of 
WHIO Des Moines and chairman of the NAB Program Managers Ex- ecutive Committee, outlined the im- portance of programming in station operations and submitted a committee recommendation for cre- ation of a program directors depart- ment in the NAB. Impressed by Mr. Fair's presentation, the board asked detailed information.

Directors present at the two-day 
session were: Paul W. Morency, WTIC Hartford; Kolin 
Hager, WGY Schenectady; Harry 
R. Spence, KXRO Aberdeen, Wash.; 
E. L. Hayek, KATE Albert Lea, 
Minn.; Leslie C. Johnson, WHBF 
Rock Island, Ill.; John T. Gil- 
Jr., WOW Omaha; William B. Way, 
KVOD Tulsa; Martin B. 
Campbell, WFAA Dallas; Hugh B. 
Terry, KLZ Denver; J. O. Maland, 
WHO Des Moines; T. A. M. 
Craven, WOL Washington; Dr. 
Frank Stanton, CBS New York; 
Dietrich Dirks, KTRI Sioux City; 
Campbell Arnoux, WTBW Nor- 
folk; Roy Thomas, AL- 
toona, Pa.; Nathan Lord, WAVE 
Louisville; J. Leonard Reinsch, 
WSB Atlanta; Frank King, WMBB 
Jacksonville; Fred Burton, WQAM 
Miami; Hoyt B. Wooten, WREC 
Memphis; John E. Petzer, WKZO 
Kalamazoo; President Ryan and 
Secretary-Treasurer C. E. Arney 
Jr.

All sessions were held in the elaborate Directors Room of the Woodmen of the World building in which WOW is quartered. Mr. Gil- lin was chairman of the local station arrangements committee. The participating station executives included Charles Burke, KPAB; Gordon 
Gray, KOIL-KFOR; Paul R. Fry, 
KBON and B. C. Corrigan, KOWH.

Thomas on Trip

NBC correspondent Lowell Thomas, back from Europe, is on now a round-the-world trip scheduled to last about a month. During his absence, he will be heard on his regular Sun Oil Co. news broad- casts when facilities are available.

Ryan, Reinsch, Craven to NAB Board: 
Runoffs for Medium and Small Stations

THREE new members of the NAB 
board, to take office July 1, were 
elected on the first ballot of the elections this year, necessitated this year by the cancellation of the annual membership meeting, hav- 
ing polled a majority of all votes cast.

NAB President J. Harold Ryan, re-elected voluntarily July 1, and 
J. Leonard Reinsch, managing di- rector of WSB WIOD WHIO, were 
named in the large-station classifi- cation. Mr. Ryan's election was as 
executive of WWVA Wheeling, 50,000-watt, one of the seven Fort Industry Co. stations of which he is vice- president. Comdr. T. A. 
M. Craven, vice-president of Cowles 
Begst. Co., was declared elected to 
one of the two posts in the medium 
station group. All three are serving on the present board.

In reporting the results of the 
initial balloting to the board, C. E. 
Arney Jr., secretary-treasurer, 
announced that an aggregate of 
almost 600 ballots out of 680 eligi- le stations, were cast. This, he 
said, is triple the number usually 
assaulted in conventions in the director- 
at-large elections.

Runoff elections will be held for 
the one remaining director for 
medium and small stations and for the two small-station directors. These 
runoff ballots will be mailed by Ernst & 
Ernst, under whose supervision the elections are being conducted. 

May 21, 1945 • Page 61
Quebec Province Plans To Expropriate Outlets

QUEBEC Provincial Government is planning to buy or expropriate at least four stations to be used as the basis for a Provincial network. According to the Ottawa Daily Le Droit, the stations to be expropriated at the end of the present legislative session are CKAC 1100 Montreal, CHRC Quebec, CHLN Three Rivers, CHLT Sherbrooke, with CJBR Rimouski, CKCH Hull and CBJ Chicoutimi to be taken over later. No action has been taken yet according to a report from Phil LaLonde of CKAC. Premier DuPlessis has not confirmed the list of stations.

KRKO Transfer

ACQUISITION of control of Everett Broadcasting Co., licensee of KRKO Everett, Wash., by William B. Taft and Archie C. Taft is requested in an application filed with the FCC last week. Lee E. Mudgett, 35% owner, sells his interest to William R. Taft, president and general manager, for $1,500 cash and other considerations. Mr. Mudgett, now in radio service with the Government, no longer is able to devote time to station, according to application. Other interest is held by Archie Taft, 30%, and Fred A. Clanton, 35%.

I CAN ALWAYS GET MY FAVORITE BRAND OF ENTERTAINMENT ON W-J-W

Yes, every day, more and more people are making WJW entertainment their favorite brand. A skillful blend of sales-building local shows and the best ABC (Blue) Network programs has helped WJW make more consistent gains than any other Cleveland station, morning, afternoon and evening! This right combination for listeners makes WJW the Cleveland-area's fastest growing station.

NAB Board Approves Postwar Studies Suggested by Sales Managers Group

LOOKING TOWARD intensified selling to come with the elimination of wartime restrictions, the NAB Board of Directors meeting in Omaha last Wednesday and Thursday, gave its blessing to a series of studies and explorations proposed by its Sales Managers Executive Committee covering virtually the entire business front.

Lewis H. Avery, Director of Broadcast Advertising, who has coordinated the committee's preparations, presented progress reports to the Board covering the clinical test of retail radio advertising conducted by Joske's of Texas, San Antonio, department store; a proposed revised draft of the NAB-AAA standard contract form for spot broadcasting, and a detailed report on the proposed standardization of rate-card format for stations.

Sales Problems Study

The reports followed a meeting of the Sales Managers Committee in San Antonio May 8-10. That meeting was presided over by Arthur Hull Hayes, WABC-CBS New York, chairman.

Following the board presentation, it was announced that Mr. Hayes would name subcommittees to study the establishment of an advertising agency recognition authority; the implication of complete disclosure of audience measurement information; the practice of selling blocks of time for resale to individual advertisers.

The San Antonio meeting also recommended that the Board be asked to appoint primarily from the membership of the NAB Code Committee, a group which would study the proposal of the Proprietary Assn. of America for an intra-industry committee to review proprietary copy.

Present at the San Antonio sessions were Dietrich Dirks, KTRI Sioux City, chairman of the Board subcommittee for liaison with the Sales Managers Executive Committee and Paul W. Morency, WTIC Hartford; special guest chairman Hayes; Mr. Avery; Sam H. Bennett, KMBC Kansas City; William Doerr Jr., WEBR Buffalo; Walter Johnson, WTIC Hartford; Stanton J. P. Ketterl, BIR; and W. J. LaRid, WOSH Oshkosh; James V. McConnell, NBC New York; John M. Outler Jr., WSB Atlanta; Frank V. Webb, WGL Fort Wayne.


WARD Expands

WARD BAKING Co., New York, for Tip-Top bread, is running a transcribed quarter-hour dramatic serial, Tennessee Jed, on 18 stations and will start the program on KGQ Pittsburgh June 18. Stations now using it are: WOR, WFLF, WMBS, WFOY, WOBC, WNBC, WKW, WBBN, WHOT, WHUR, WELI, WFK, J. Walter Thompson Co., New York, is agency.

FIVE TOP MARKETS!

Central Kentucky

WLAP Lexington, Ky.

Amarillo

KFDA Amarillo, Tex.

The Tri-State

WCMN Ashland, Ky.

Knoxville

WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore Adams and J. Lindsay Shaw Represented by T. R. John E. Pearson Co.
Some day you'll see the multiplexing of FM and Finch Facsimile...five-column newspapers and audio programs sent simultaneously by radio over one channel to mass circulation homes!

Over-eagerness for postwar products can lead to costly errors. It is altogether probable that so long as American armed forces need equipment and supplies, some of the leading, ablest, most essential manufacturers will devote their facilities to war rather than civilian requirements. Buying too soon may be a capital blunder. In matters of facsimile communication, we remind our friends that strong Finch patents cover nearly every phase of the facsimile field. Wait and see!
Subscription Plan Of Muzak Ignored

Final Decision May Come With Next Allocations

SUBSCRIPTION RADIO, as proposed by representatives of Muzak Corp., was ignored by the FCC in its allocations below 25 mc, which is due in the final week or 10 days. The FCC is expected to announce that it does not have sufficient information to determine whether or not stations should be licensed for Subscription Radio. Should the service prove feasible, however, and the Commission decides to license stations of the type proposed by Joseph L. Weiner, counsel for Muzak, applications in the future will be permitted to apply for channels in the regular FM band or in such other band as the Commission may later designate.

Multiple Address

At oral argument early this year, J. Harold Ryan, NAB president, told the Commission that the NAB felt Subscription Radio is a multiple address service and therefore should not be allocated in the commercial FM band. Commissioner Norman S. Case, who questioned Mr. Weiner's argument, expressed the view that Subscription Radio as described by the witness apparently would fall into the category of multiple address and not broadcasting.

Muzak Corp., of which James Lawrence Fly, former FCC chairman, is chairman of the board, proposes "nickel-in-the-slot" FM without commercials. Subscription Radio Inc., a subsidiary of Muzak, would handle the service.

There was some question, however, as to whether the service as proposed would violate the Commission's multiple ownership rules, inasmuch as three frequencies in each city would be required.

Chernoff Writes Diary As War Correspondent

HOWARD L. CHERNOFF, managing director of the West Virginia network, has written the diary of his recent experiences abroad as a war correspondent under the title, Asbury Here from West Virginia?, all proceeds of which will go to the American Red Cross.

The book contains a forward by Edward Murrow, CBS European director, and the front cover bears a BROADCASTING Sid Hix cartoon inspired by Mr. Chernoff's trip. Published by the Charleston Printing Co., Charleston, W. Va., the book is dedicated to servicemen and women from the state all over the world.
You might say that this is a picture of a bee gathering nectar... and you would be right. But the bee is performing another function just as important, if not more so. It is pollinating a flower. In California hundreds of thousands of fruit trees and other crops depend upon bees for efficient pollination and maximum yield.

- Bees live entirely on a community basis with 50,000 or more in each colony. Together they produce fabulous amounts of honey. Together they represent one of the most efficient production units in nature.

- Likewise the Beeline, working on the group principle, represents one of the most efficient coverage units in radio broadcasting. The Beeline with its 41 primary counties is the only combination of stations that can properly cover the Central California Valleys plus Western Nevada.

WHAT THE Beeline IS... Not a regional network but a group of long-established key stations, each the favorite in its community... combined for regional spot business. See McClatchy Beeline rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
New Code
(Continued from page 14)
publication of some may be allowed.
Stories on the President's movements practically return to a peacetime basis, the Censorship head explained, although the Secret Service always places some restrictions on his trips. It may now be said that the President, for example, is expected to attend a conference in London sometime next week or that he will address a meeting in New York Thursday. Merely the node and time of travel may not be used. Travel restrictions on diplomatic missions also have been removed.

Price Thanks Radio
Mr. Price reiterated that, as he had written in an article in Broadcasting a few weeks ago, he wished to go on record as stating that he is gratified with the cooperation of broadcasters in voluntary censorship. This, he said, fully justifies his insistence that radio stations be not taken over by the government under an interpretation considering them international communications.

Asked if the censors in New York would continue to go over shortwave copy beamed to Europe by other government agencies, Mr. Price replied that the subject is under discussion and he is not yet sure of the result. He said almost all expenses are incurred in censoring international communications since the other forms are voluntary. However, many of these functions are being eliminated.

In the peak during 1943 the office had 14,500 employees. During the current fiscal year, 14,187 are authorized by Congress but only 9,999 are on the rolls. For next year, a staff of 6,980 will be requested, Mr. Price said, indicating his agency's voluntary efforts at reduction. This will represent a 51% reduction from the present authorization, and 31% from the V-E Day total.

Further personnel reductions planned are 1,771 by June 14, another 514 by July 4 and 831 by Aug. 8. All cuts through July 4 are already provided for by resignations and it is part of the program to find jobs for the others.

Set Planning Urged
INTELLIGENT planning to avoid chaos in reconversion to radio set manufacturing was recommended Friday by Samuel J. Novick, president of Electronic Corp. of America, in a letter to the RMA. Mr. Novick suggests that the Association conduct surveys to determine potential component production and potential set output.

Mutual Promotion Plans Are Shown
Network Executives Explain Local Drives to Affiliates
PLANS for local promotion of Mutual programs and for the affiliation with the network by stations newly joining it were a major topic at a meeting of 29 representatives of 19 stations with network executives held May 15 at the Hotel Astor, New York.

Meeting opened with an introduction by Robert D. Sweeney, MBS vice-president and general manager. Edgar Kobak, president, told of the development of client interest in the network on the basis of newly created station relations, programming and sales policies. Phillips Carlin, vice-president in charge of programs, detailed the recently inaugurated expansion of network-developed programs.

Recorded Talks Proposed
Robert A. Schmid, vice-president in charge of sales promotion, and Harold G. Cober, manager of audience promotion, described the network promotion kits and other aids available to affiliates. The new Mutual Clippiesheet and other publicity aids to back up station advertising were described by James E. O'Bryon, director of the network's press department.

G. S. Wasser, general manager, KQV Pittsburgh, reported that Mr. Kobak was going to address a luncheon meeting of some 500 Pittsburgh businessmen to welcome KQV as a new affiliate. Mr. Coulter said that Frank Katzenbine, WKAT Miami Beach, had suggested that five-minute talks by Mr. Kobak and Mr. Carlin be recorded and sent to stations where they cannot appear in person. Local promotion campaigns which had succeeded in building audiences for Mutual programs were described by the station executives.

Station managers and owners attending the meeting included: E. L. Alburtis, WHBQ Memphis; J. B. Brandy, WSLB Ogensburg; J. L. Keese, WMBO Auburn; Pete Wasser, Ben Kirk, KQV Pittsburgh; G. H. Roeder, John Elmer, WCBM Baltimore; Ted Chapeau, WJHP Jacksonville; A. R. Halliber, R. B. Helms, WHLN Harlem; Norman Knight, WJIR Morgantown; Art Graham, WKST New Castle; John Groft, WJPA Washington, Pa.; R. W. Richmond, WHKK Akron; W. W. Cribb, KHMO Hannibal; Chauncey Eanes Jr., C. E. Johnson, WILM Wilmington; Walter Speight, B. C. Presley, WAVY Atlantic; Hugh O. Potter, WOMI Owensboro; Milton Hinkle, KDRO Sedalia; Ken Gordon, Fred Woodward, KDTK Dubuque; Jonas Weiland, L. H. Peterson, WSSV Petersburg; Louis Howard, WHIT New Bern; D. J. Poynor, WMBE Joplin; Frank Niel, Perry H. Stevens, WRRN Warren.

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

WJAC WRFB
JOHNSTOWN ALTOONA

Both Stations Are Sold in Combination Rate for Network and Spot

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Page 66 - May 21, 1945
Hallicrafters will again assume its position of leadership in the field of peace time communications—with equipment especially designed to give new standards of transmitting and receiving performance on land, at sea or in the air. Communications receivers and transmitters for amateur and commercial use; two way radio telephones for marine and aviation use plus the finest kind of new equipment for further experiment and research at very high frequencies will all be included in Hallicrafters postwar production plans.
Heavy Support Given by Broadcasters To Treasury’s Seventh Bond Campaign

WITH the time, talent and overall effort volunteered to date by radio in support of the War Bond financing of World War II already mounting high in the millions of dollars, stations, networks, agencies, advertisers and broadcasters last week again undertook the promotion of another War Loan Drive, the Seventh. Estimates are that the current radio campaign to help secure complete support to finish the job against Japan will surpass the all-high contribution of the last drive.

Early in the week Ted R. Gamble, national director of the Treasury War Finance Division, stated, "Never has this country gotten a Bond drive off to a better start." General comment and observations on the swiftness with which sales have been mounting point directly to the pre-drive job done by radio to help organize the nation's 5,000,- 000 Bond salesmen. The present direct, intimate approach to the buyer is to be repeated for each man, woman and child in the nation some 2,000 times during the seven-week period.

Radio's high place was confirmed last Wednesday by Mr. Gamble, speaking at a luncheon meeting of the Washington Kiwanis Club, held in honor of the industry's 25th anniversary (see story page 20). He related the role of broadcasters in past campaigns and their expected unsurpassed support of the Seventh Loan, stating that the medium has been indispensable in achieving nationally unified thinking of the Bond program thru explaining the needs and purpose of Bond sales as well as direct promotion.

War Finance figures forthcoming are expected to bear out factually the impact of this initial effort.

Gene Carr, WFD Radio Section chief, expressed satisfaction over the volumes of independent reports on activities. NAB advises however that many of the special "Telling the World" reports, No. 1 and No. 2, have not been received for the formal tabulation of the industry support, reminding broadcasters that Report 3 is due May 25.

Crosby Affiliates With Godfrey Firm

MURRAY G. CROSBY has joined the firm of Paul Godfrey Co., consulting radio engineers, Upper Montclair, N. J. as of May 15. He will specialize in radio communications systems, including FM problems, point-to-point mobile and airborne radio communications, development projects, multiplex operation, relay transmission, satellite stations, television and facsimile.

Mr. Crosby has been research engineer for the Communications Division of RCA Laboratories for the past 20 years. He specialized in FM and has over 100 patents, among them being the reactance tube automatic - frequency - control type of frequency modulator used in FM transmitters, marketed by RCA and GE. He is author of a considerable number of basic technical articles on the subject of frequency and phase modulation.

NBC Midwest Gain

NBC central division showed a sales increase of 9.6% for the first three months of 1945 over the same period last year according to Paul McQuill, sales manager. Central division handled 25.2% of the network's entire sales business during the period. At the same time a business increase of 9.2% has been scored in the division's sales on WMAQ Chicago for the first three months of 1945 over a year ago according to Oliver Morton, manager of NBC central division spot sales.

THE SPOT BROADCASTING

Some of the industry's past and present are coming together this summer as NBC sponsors the first mass invasion of the television market by radio. The invasion is to take place July 21 and July 28, when NBC's 43 affiliated stations will broadcast programs selected from the weekly television programs of NBC. The invasion will represent the biggest single effort by radio to support television and is expected to be widely utilized by radio stations throughout the country.
Reliability  
Engineered by Gates  
For All-Around Performance

NEW Gates 1 KW  
HIGH FREQUENCY  
TRANSMITTER

Here's evidence of Gates' rugged designing in this extremely large ONE KILOWATT transmitter. Its massive, roomy design expresses quality, and it is full of oversize components for reliable performance in every type of climate. Simple in design and operation so that it can be efficiently operated and maintained by experts and "future experts".

Gates' engineers have paid special attention to the elimination of trouble sources and the saving of maintenance upkeep. For example: Ordinarily a 1 KW capacity band change switch would not be found in a 5 watt R.F. circuit, but it is here in the HF1-2, because it eliminates trouble that might otherwise occur two or three years hence. It has four R.F. stages and three A.F. stages—all self-contained. It operates from 2-22 mcs. and can instantly change to any of five pre-set crystal frequencies. The audio response of 30-10,000 cycles is suitable for short-wave broadcasting or communication*. This transmitter deserves your interest. Write for complete technical data and details on low maintenance costs.

* Peaked audio response may be had if desired.
(Also available, is the popular Gates HF1-X Transmitter, identical to the above, but for telegraph service only.)

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* Peaked audio response may be had if desired.
(Also available, is the popular Gates HF1-X Transmitter, identical to the above, but for telegraph service only.)

Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' current developments. Ask About Our Priority Plan for Prompt Delivery When Gates Equipment is Again Available—

RADIO COMPANY, Quincy, Illinois, U. S. A.

BROADCASTING • Broadcast Advertising
Radio Drug Ads Are Bitterly Criticized at House Hearing

RADIO ADVERTISING of drugs and patent medicines was criticized last Wednesday at a hearing before a subcommittee of the House Committee on Labor investigating aid to the physically handicapped.

Following testimony by Richard P. Whiteley, assistant chief counsel, Federal Trade Commission, on FTC activities to protect the public against false advertising, Rep. Ellis E. Patterson (D-Cal.) suggested that if two-thirds of the commercials on medicines and drugs were eliminated it would be "a great service to the public."

Rep. Patterson told BROADCASTING his primary interest is in protecting the handicapped against monopoly control, excessive prices and unscrupulous advertising of medicines and devices they require but felt it would be to radio's interest if the public were spared a good deal of drug commercials now carried.

When Mr. Whiteley testified that the FTC has adequate power to stop false advertising but has funds only to handle the most serious cases, Rep. Patterson asserted: "You don't seem to be making any headway. There is a vast field here."

During the current fiscal year ending June 30, 1945, Mr. Whiteley pointed out, only about 812,000 radio continuities and written advertisements will have been examined, representing a 13% decrease from last year. Approximately 27,000 were marked for further investigation, a decline of 36%.

Uncio Urges Radio's Use

(Continued from page 15)

Bech then called for the international league at San Francisco to "establish an inter-governmental organization to stimulate and assist the rehabilitation of education, scholarship and the arts in Germany and in all the liberated countries where the Nazi invader left more traces of his evil influence than is commonly believed... It should have at its disposal a powerful radio station under international control which will disseminate in all languages... the ideas, arguments and examples... the personality of great statesmen, teachers, speakers, musicians of the world could be brought directly into the homes of all down to the lowest peasant."

Norwegian delegation: "Hoped that radio will continue to play its great part in the breaking down of isolationism and contribute to a better understanding and cooperation between the nations of the world."

Faris El-Khour, prime minister of Syria: "Radio must have as its aim for the postwar period the focusing of thoughts on the problems of lasting peace. This could be attained by studying and honestly presenting to the peoples of the world the real facts and the different points of view of the countries concerned."

Potent in Preventing War

Francis M. Forde, deputy prime minister of Australia: "Radio will prove potent in preventing another war. Improvements made in short wave broadcasting during the war years will, I think, be proved a weapon that can be used in the battle for permanent peace. To the people on whom fall the responsibility of operating the world's radio networks falls a great responsibility... to misuse it would be a major crime. If it is used as it should be used, it will prevent the major crime of war."

The statements came in answer to a letter, sent by the BBC, which read in part: "While the United Nations delegates are fashioning an instrument to achieve lasting peace, the great radio organizations of the world are giving serious consideration to the constructional role they can play in this time of peace. We believe that a short statement by the leaders of all delegations on the role of radio in the postwar world would prove to be a stimulating influence and guide in the discussions to take place during the coming months on international radio."

Last Nazi Message

DYING GASP of Nazi radio was High Command communiqué transmitted May 8. It was: "The ban on listening to foreign stations has been lifted."
Republic Campaign

Republic Pictures Corp., New York, is spending $50,000 on spot announcements and five-minute programs in 35 markets in connection with the picture corporation's 10th anniversary and the opening of its new film, "Flame of the Barbary Coast." Campaign, scheduled to run in each city for about a week before picture's opening locally and for several days thereafter, will last through July 27. Agency is Donahue & Co., New York.

Blue Insigne

NEW microphone insignia to be used by the American Broadcasting Co. after June 15, when the name Blue will be dropped—a Gothic "A" with the word "American" beneath it in white on black—was displayed Friday by Chester J. LaRoche, vice-president, at a luncheon at the Waldorf-Astoria, New York.

FLACK WILL HEAD SALES EXECUTIVES

Gene Flack, director of advertising and trade relations for Loose-Wiles Biscuit Co., has been elected president of the Sales Executives Club of New York, succeeding Dr. Paul Nystrom, Columbia U. marketing professor, who becomes chairman of the board.

Other officers elected were: Frank M. Head, vice-president and merchandise manager, United Cigar Whelan Stores Corp., first vice-president; Don G. Mitchell, vice-president in charge of sales, Sylvan Electric Products Co., second vice-president; Robert A. Whitney, promotion manager, McGraw-Hill Publishing Co., secretary; S. George Little, president, General Features Corp., treasurer.

Eugene S. Thomas, sales manager, WOR, and Carroll B. Merritt, Chas. Scribner's Sons, were elected directors for two years.

KDKA Farm Hour 24

KDKA Pittsburgh observed Saturday the 24th anniversary of radio's first farm program which was inaugurated at request of the U. S. Dept. of Agriculture with market reports. Frank Mullen, now vice-president and executive manager NBC, gave up writing a farm column for Sioux City, Iowa, Journal to take charge and develop program. Today Agricultural Director Homer Marts conducts full farm hour daily.

TBA Directors Meet

TELEVISION Broadcasters Assn. will hold a board of directors meeting May 25 at the Huntington Valley Country Club in Philadelphia, with Philco Radio and Television Corp. of that city, as host. Program for the day includes a visit to the transmitter of WPTZ, Philco video station.

G. E. ELECTRONICS DIVISION CHANGES

THREE CHANGES in the Electronics Department of the General Electric Co. include the naming of James D. McLean as manager of sales for the Transmitter Division with headquarters at Schenectady; Paul L. Chamberlain, manager of sales for the Receiver Division, with headquarters at Bridgeport, Conn., and Henry A. Crossland, assistant to the manager of the Government Division, with offices in Washington.

Mr. McLean, since 1939, has been coordinating the development and manufacture of airborne radar and radar equipment supplied by the company to the Army Air Forces and the Signal Corps. Since 1943 he has been in charge of the sale of television broadcast equipment for use after the war.

Mr. Chamberlain joined the Electronics Department of General Electric in 1942 with a background as a radio sales executive. He was placed in charge of the Army Aircraft Division of the Government Division until 1943 when he was named manager of sales for the Transmitter Division.

Mr. Crossland has been employed by General Electric since 1930, most recently as manager of sales of the Receiver Division.

Hydes Have Daughter

ROSEL H. HYDE, FCC general counsel, and Mrs. Hyde are the parents of their fourth child, a daughter, born last Thursday. The Hydes have three sons, the oldest 17.

FOR SPECIAL WASHINGTON COVERAGE

Follow the Crowd TO...

U.S. RECORDING CO.
1121 VERNON AVE—WASH., D.C.
WRITE—WIRE OR CALL FOR DETAILS

BLANKET BUFFALO WITH
WEBR AND YOU COVER THE WESTERN NEW YORK MARKET AT
LOWEST COST!

HERE ARE THE FACTS: 65% OF THE POPULATION AND 70% OF THE TOTAL RETAIL SALES OF THE EIGHT-COUNTY AREA IN WESTERN NEW YORK ARE CONCENTRATED IN METROPOLITAN BUFFALO... WELL WITHIN WEBR'S PRIMARY SERVICE AREA.

Nationally Represented by Weed & Co.

BUFFALO Courier-Express STATION
WEBR MUTUAL NETWORK

BROADCASTING * Broadcast Advertising
LEA GROUP STUDIES UNION FEE BILL

THE HOUSE Committee on Interstate & Foreign Commerce is working on a bill to prohibit collection of royalties on recordings, prevent unions from forcing a fixed quota of musicians on stations, eliminate the practice of standbys and do away with exclusive platter turners, Chairman Lee (D-Cal.) told BROADCASTING. He said the full Committee will broaden the Vandenberg Bill (S-63), restricted to AFM interference with noncommercial cultural programs.

Senate action on the Bailey bill (S-754) to outlaw payment of royalties was seen with appointment of a subcommittee of the Judiciary Committee to hold hearings.

City College Radio and Business Conference Gets Under Way Tuesday

FIRST annual radio and business conference of the School of Business and Civic Administration of the City College of New York gets underway Tuesday morning May 22 at 10 a.m. in the auditorium of the School of Business with a session on "Radio program building," presided over by Hugh N. Feltis, MBM president, and with Archibald M. Crossley, president of Crossley, Inc., as moderator.

Clarence M. Mcler, NBC vice-president in charge of programs, will speak on "Programs Are for People," and will be followed by a panel discussion by Philip Carlin, MBS vice-president in charge of programs; Robert T. Colwell, radio director, J. Walter Thompson Co.; Ted Cott, program director, WNEW.


Lewis H. Avery, director of radio advertising, NAB, will disclose the results of the San Antonio experimental department store radio campaign conducted by the NAB for Joske of Texas in a talk on "New Fields for Radio Advertising" to open the Wednesday morning session whose topic is "Radio Advertising Opportunities and Obstacles," Ordway Head, chairman of the board of higher education, New York City, will preside at the meeting and Earl Bunting, president, O'Sullivan Rubber Co., will moderate a panel discussion by Joseph D. Bohan, vice-president, Centaur Co. Division, Sterling Drug; Gordon Cates, vice-president and general manager, radio department, Young & Rubicam; Llewellyn Harries, manager, sales promotion division, National Retail Dry Goods Assn., and Bertram Lebhar, Jr., sales manager, WHN.

Robert A. Love, director, evening session, CCNY School of Business, and director of the conference, will preside at the final session on Wednesday afternoon, devoted to "Advancement in Commercial Television." Lyndon O. Brown of Palmer, Stewart, Brown & Associates, will report on "What the Public Expects," disclosing the results of a survey recently made by his company. A. Craig Smith, vice-president, Gillette Safety Razor Co., which currently sponsors televised boxing bouts two evenings a week, will tell "What the Sponsor Requires." Paul Morrey, Blue television director, will speak on "What Will Open the Way: Production Costs and the Sponsor." Ira A. Hirschmann, vice-president, Metropolitan Television, will moderate the panel discussion, participated in by Gerald O. Kaye, advertising and promotion manager, Bruce-New York; Louis Tannenbaum, advertising manager, R. H. Macy & Co., and Lewis D. H. Wolf, director of research, McCann-Erickson, Inc.

Programs and Promotion plans receiving CCNY awards [Broadcasting, May 14] will be exhibited following each day's meeting.

Ohio U. Courses

COURSES in "the history, development and use of radio as a socializing influence," radio speech, radio new writing and editing, radio news practices, writing for radio, radio advertising, radio play production, radio management and a non-technical study of broadcasting mechanisms are included in a curriculum developed by the School of Journalism of Ohio U. leading to a B. S. degree in journalism with a radio major. Actual operating experience on WOUH, the university's experimental station, is also given to the student radio newsman, along with his allied journalistic and dramatic arts classes.

JOHNNY LONG

There was a time when Johnny Long and his band couldn't get a big time booking within 200 miles of New York. But once he hit New York's Paramount Theatre, Johnny and his crew made up for those lean years. Most of the band's members who played with Johnny when he first organized them at Duke University are still with him today.

Still climbing in popularity, Johnny and the band are a smooth musical aggregation, and their Decca recordings are always in demand.

I GIVE YOU MY WORD
THE SAME OLD STORY

Dec. 3459

ACCIDENTLY ON PURPOSE
WALKIN' BY THE RIVER

Dec. 3660

I WISH I HAD A SWEETHEART

Dec. 4017

NIGHT WE CALLED IT A DAY

Dec. 4126

BREATHLESS

Dec. 4191

For complete listings of BMI-Licensed titles recorded by Long and other noted bandleaders and vocalists consult your BMI DISC DATA or write for this special service.

BROADCAST MUSIC INC. 555 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD
6-9 A.M. LISTENING SURVEYED BY PULSE

THE PULSE Inc., New York, reporting in the May 15 issue of The Radio Audience, on the extent of listening between 6 and 9 a.m., shows that during the first two hours the average audience is higher in the six winter months than in the summer, while for the 8-9 a.m. period, the summer figure is slightly higher.

Sets-in-use for 1944 averages 2.6 from 6-7 a.m., with 3.1 the average for the winter half and 2.2 for the summer half. Average sets in-use for entire year from 7-8 a.m. runs to 11.1, with the winter average 11.9 as compared to 10.3 for the summer half. Year-round average for 8-9 a.m. rises to 12.9, with 12.8 for winter and 13 for summer sets-in-use.

The Pulse finds that listening in the three-hour period surveyed is substantially higher in the last three months of the year than in the first three. Possibly the summer habit of getting up early is still more prevalent between October and December than between January and March, the report ventures by way of explanation.

In the year-round average Saturday listening from 6-9 a.m. is 25% less than on weekdays, with 6-7 a.m. scoring the greatest drop.

Listening in the Greater New York area experienced a greater drop from March to April, 1945, than for the same months in previous years back through 1942. April listening this year nonetheless surpassed the volume for the same month in previous years, with an index of 23.6, compared to 22.1 in 1944, 20.7 in 1943 and 19.6 in 1942.

WJMC Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of License of WJMC Rice Lake, Wis., from Walter C. Bridges, sole owner, to WJMC Inc., a new corporation of which Mr. Bridges is president and treasurer and 75% owner.

Max H. Escowan, local businessman with sales management experience, acquires quarter interest in the new firm for $5,000. He becomes vice-president. Mary G. Bridges is secretary.

"Didn't I warn ye not to let WDFD Flint broadcast that spot announcement?"

Commentators Rise In Latest Hooper

Kaltenborn, Heatther, Thomas Among First Fifteen

H. V. KALTENBORN, Gabriel Heather and Lowell Thomas appear in C. E. Hooper Inc.'s list of "first fifteen" network programs, in a report covering the first week in May, when listeners flocked to their sets for news building up to first V-E Day announcement May 7. During the news-packed period May 1 through 7 preceding the official announcement, May 8, the seasonal downward trend in listening was abruptly reversed, the report showing substantial increases in average sets-in-use and average audience rating over reports of two weeks, and a year ago.

Position of the three commentators, who have appeared in the "first fifteen" list before during summer months only—Mr. Kaltenborn, 9th, Mr. Heather, 12th and Mr. Thomas 15th. Walter Winchell, a "regular" on the list, is in 7th place.

Average sets-in-use figure is 32.6, an increase of 3 from the last report and of 5.6 from last year, according to the current report, dated May 15. Average audience rating is 9.6, up 0.6 from last report, up 0.8 from last year. Radio Theatre rated the highest sponsor identification index—88.7.

Fibber McGee and Mollie head the "first fifteen" list, nudge out Bob Hope from this position for the first time since Dec. 15. Radio Theatre ranks third, followed by Screen Guild Players, Joan Davis with Jack Haley, Bing Crosby, Walter Winchell, Charlie McCarthy, Mr. Kaltenborn, Hildegarde, Mr. District Attorney, Gabriel Heather (Tuesday-Thursday), Abbott and Costello, Kay Kyser (1st half-hour), Lowell Thomas.

Nelson Eddy, Walter Winchell and Dinah Shore tied on the largest number of women listeners per listening set with 1.58, and Great Gildersleeve, for the first time, drew the largest number of children listeners, with 1.04. The Janero-Parrato boxing bout drew the most men listeners (1.10).

Tabulations of the "First Fifteen" and the number of listeners per listening set follow:

FIRST FIFTEEN* EVENING PROGRAMS—Fibber McGee & Molly, Bob Hope, Radio Theatre, Screen Guild Players, Joan Davis, Abbott & Costello, Kay Kyser (1st half-hour), Lowell Thomas.

Jack Benny 2nd Pacific Coast Broadcast changes his rate from 10th to 15th.

*A includes computed rating in East.

LISTENERS PER LISTENING SET:

Special Bulletin

Via wired network without paying metropolitan rates—a $7,000,000,000 RURAL MARKET available now thru Mississippi Valley Network

With Live Talent Programs, Reach the Ear of Mr. Farmer thru MVN's Wired Regional Network!

MISSISSIPPI Valley Network, operated by North Central Broadcasting System, offers without the cost of metropolitan rates an affluent agricultural market which has a total of 1,600,762 farm radio homes. MVN is programmed exclusively for farm listeners...Mr. and Mrs. Farmer won't know briefly how the war news affects farming...want the latest Washington agricultural bulletins...want complete market reports...are vitally interested in weather forecasts and local temperatures...want live musical entertainment for early morning pop-up...MVN delivers this thru its 74 affiliated stations. No other REGIONAL network offers this exclusive early-hour farm audience.

AVAILABLE FOR SPONSORSHIP

6:00 AM Mississippi Valley Time (complete network)
7:00 AM Agriculture and the News
9:30 AM Features for "Mrs. Farmer"
12:15 PM News and the Farmer's Views

Contact any NCBS office for cost estimates and further details

Mississippi Valley Network
OPERATED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.

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Decisions...

**ACTIONS BY COMMISSION**

**MAY 15**

1240 kc WMIC Rice Lake, Wis.—Granting joint petition for the sale of the station naming the licensee as Brothers Radio, Inc., to the City of Rice Lake.

1090 kc KLDU Roanoke, Va.—Reconsidering grant of license to new station 1090 kc.

**NEW-1400 kc KPJA Laurel, Md.—Reconsidering grant of license to new station 1400 kc.

1160 kc KSGC Des Moines, Iowa.—Granting joint petition for the sale of the station naming the licensee as Des Moines Broadcasting Co., to the City of Des Moines.

**MAY 16**

KHQ Seattle, Wash.—Granting joint petition for the sale of the station naming the licensee as Seattle Broadcasting Co., to the City of Seattle.

WJSY Hillside, N.J.—Granting joint petition for the sale of the station naming the licensee as New Jersey Broadcasting Co., to the City of New Jersey.

**Tentative Calendar**

**MAY 22**

WVO New York—Granting joint petition for the sale of the station naming the licensee as New York Broadcasting Co., to the City of New York.

WMC Memphis—Granting joint petition for the sale of the station naming the licensee as Memphis Broadcasting Co., to the City of Memphis.

**Applications**

**MAY 14**

1370 kc WSYA Rochester, N.Y.—Petition for the sale of the station naming the licensee as Rochester Broadcasting Co., to the City of Rochester.

1650 kc WLS Chicago, Ill.—Petition for the sale of the station naming the licensee as Chicago Broadcasting Co., to the City of Chicago.

**MAY 17**

1290 kc WIQK Erie, Pa.—Petition for the sale of the station naming the licensee as Erie Broadcasting Co., to the City of Erie.

1740 kc WJXN Providence, R.I.—Petition for the sale of the station naming the licensee as Rhode Island Broadcasting Co., to the City of Rhode Island.

**COMMISSION CLEARS TWO DUOPOLY CASES**

TWO of the remaining few duopoly cases were disposed of last week when the FCC granted license renewals to WTAQ Green Bay and WBLY Appleton, Wis., and WAPAS Panama and KFVD Los Angeles. The Commission held there was no conflict with the multiple ownership rules in the Wisconsin outlets, both licensed to WBLY Inc.

Since the FCC granted transfer of control of WPAS to Eugene L. Dunn, president of Associated Broadcasters Inc. [BROADCASTING, Oct. 20, Dec. 5, 1944], there no longer exists a duopoly question inasmuch as J. Franke Burke, principal owner of KFVD, sold his interest in WPAS to Mr. Dunn.

Continuances were granted two licenses of four other stations by Commissioner Charles R. Denny Jr., motions chairman, to permit completion of negotiations now pending. They involved KFQ and KGA Spokane, licensed to Louis W. Skinner Inc., and KOMO and KJR Seattle, licensed to Fisher's Bend Station Inc.

**Raytheon Seeks Site**

RAYTHEON MFG. Co., Waltham, Mass., manufacturer of electronics equipment, is negotiating with Waltham Park commissioners to lease a site in Prospect Hill Park as the location for an FM and television station, for which applications have been filed with the FCC.

The Mayor of Waltham, in a report to the City Council, recommended granting preference for the site to Raytheon as one of the largest local post-war industries. Raytheon plans to include video and FM transmitters in one power room at the station and to construct a large room with glass partition enabling the public to view station operations.

1400 kc KRKO Everett, Wash.—Application for the sale of the station naming the licensee as Everett Broadcasting Co., to the City of Everett.

**MAY 18**

620 kc WIZB Bangor, Me.—Petition to change from DA-12 to DA-11.


NEW-48.4 kc The Aeronautical Division, Inc., St. Louis, Mo.—Petition to change from DA-5 to DA-5.
MEN IN SERVICE, formerly employed by WRC Washington, were greeted by Carleton D. Smith, general manager, at annual party. Group includes (1 to r) Pfc. Bernard Balah, music rights office; Mr. Smith; Lt. John Hogan, engineer; Lt. Walter Godwin, engineer; Lt. John Hurley, announcer, shaking hands with his boss; Lt. John Stetson, engineer.

OVALTINE CHARGED WITH FALSE CLAIMS
FALSE and misleading representations in radio and other advertising concerning Ovaltine were charged by the Federal Trade Commission last week in a complaint against the Wander Co., Chicago, which operates a factory in Villa Park, Ill. The Commission denied the company's claims that consumption of the beverage reduces the emptying time of the stomach, decreases weight, corrects nervous conditions, stimulates appetite, aids in digesting milk and starchy foods, and repairs one to successfully fight colds and flu. The product assures good eyesight, builds muscles, enables one to wake up feeling fresh, vital, vigorous and buoyant, etc.

The complaint also charged as false the representation that loss of appetite is due to lack of vitamin B, which Ovaltine supplies in sufficient quantity to correct; that three out of four people have developed symptoms of fatigue, underweight and nervousness as a result of vitamin and mineral deficiency; that human health and well-being require vitamins and minerals over and above that found in a well-balanced diet.

Mutual Co-Ops Sold
REPORTING the sale of five Mutual cooperative programs in just two hours, R. H. McAlister, general manager, KICA Clavis, N. Mex., explains it this way: "What's behind this sudden success in our selling Mutual's cooperative programs? In the first place, we made our first concerted effort to sell them. Secondly, we had carried most of the programs sustaining long enough for them to stand on their own merits. Finally, we've selected sponsors whose programs are sold to the persons who are interested in the programs they sponsor."


Foreign Newsman Shifted by Nets
Coverage Stresses European Capitals and Pacific War
NOW THAT the fighting is over in Europe, networks are shifting their foreign correspondents, placing emphasis on coverage of major European capitals and the war in the Pacific.

NBC, however, will keep its present staff in Europe, adding Louis P. Lochner as Berlin correspondent; and when facilities are available, according to William F. Briggs, NBC director of news and special events. NBC's line-up will be: Paul Archard and Roy Porter, France; Max Jordan, Switzerland; Grant Parr, Rome; Sven Nordberg, Stockholm; Frank O'Brien, Cairo; Bjorn Bjornson, Copenhagen, and Oslo; W. W. Chaplin, European roving assignment; Robert Magidoff, Moscow and coverage from the Balkans as radio permitted to establish a bureau; Stanley Richardson, Haaker and Chester Morrison, London. John MacVane and David Anderson are to get a U. S. furlough before reassignment, and Guthrie Janssen, now in this country, is scheduled to return to the Mediterranean area. Paul White, CBS news broadcasts director, said his network will return a number of its war correspondents for furloughs and reassignment, some to Europe and others to the Pacific. First three on the list are Bob Downs, Larry Lease and Bill Slocum Jr. Mr. Slocum, who has been on leave as CBS special events director, will return to that post and resume as co-author of Report to the Nation, sponsored by Continental Can Co.

Next to return will be Gill Shadel and Charles Shaw. CBS staffers remaining in Europe will be: Edward R. Murray, European news chief; and Douglas Edward, with both in London; Charles Collinswood, Paris; Richard Hottelet, Germany; Winston Burdick, Rome; Howard K. Smith, European roving correspondent; and Farnsworth Fowle, Moscow.

Mutual will send John Thompson to Paris and Paul Manning from Paris to London. In the Pacific, the network will have Don Bell, Leslie Nichols, Bob Brumby, Jack Mahon and Cedric Foster, who is being sent from Manila to Boston. Blue plans to bring home George Hicks and Gordon Fraser, for furloughs pending reassignment. Herbert Clark will stay in Europe as roving correspondent and John Bryson will go to Norway for a few weeks.

Erwin-Wasey in Seattle

MEMO
Must Contact
WBOC
Salisbury, Md.
One of America's
Finest Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

CHNS
The Key Station of the Maritimes
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers. or JOE WEEDE 350 Madison Ave. New York

WIBB has developed America's most successful radio selling technique—reasons why recommended of one friend to another.

WIBW the Voice of Kansas in Topeka

RIIP VAN WINKLE
SLEPT FOR 20 YEARS...

PROBABLY becouse he could't tune in WKNY, serving the rich Hudson Valley and the popular Catskill Mountain Vacationland.

You'll find Manager Louis Steketee, wide-awake, on the job, ready to offer you a friendly hand for lots of business from this Friendly Station.

WKNY M U T U A L
KINGSTON, N. Y.

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

For further details on WKNY—see LOU STEKErEE, Kingston, N. Y.
For further details on the other friendly groups stations—write JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

BROADCASTING • Broadcast Advertising

May 21, 1945 • Page 75
Operator-announcer. First class radio-telephone license. Must be capable of handling radio and telephone. Excellent opportunity. $1,000 per year future. Box 922, BROADCASTING.

First class engineer wanted for 250-watt Indiana station. Permanent position. Right man. State full particulars and teaching experience, in first letter. Box 399, BROADCASTING.

Texas low watt Blue-Mutual desists improve in Pennsylvania. Must receive complete details first letter. WTJS, Jackson, Tenn.

Wanted—Announcer, newscaster with reasonable experience. One who can assist, in progression. Please be able affiliate Central New York. Basic $100 per week. Reply Box 161, BROADCASTING.

Wanted—First class operator for basic necessities station in midwest. Box 603, BROADCASTING.

Wanted—Proprietors experienced in studio operation, transmitter, receiver and general maintenance work. Must be able to work harmoniously with others. Box 604, BROADCASTING.

Announcer-writer-producer for NBC affiliate in Louisiana. Salary $1,000. Must send resume details. Box 626, BROADCASTING.

Commercial manager wanted for network affiliated station in this market. This job requires man who can do desirable work and get along with local business. Will also be station contact for national reps and must be able to work well with sales managers and program departments smoothly, according to experience. Must be one who knows New England advertisers and agencies. Must be able to handle national spot business other markets. Replies are to be received. Box 627, BROADCASTING.

Manager of station to supervise post operation. Responsible for production of drama, music, etc. Must have education and experience teaching Radio. We can come to you. Box 664, BROADCASTING.

Manager—Operator—Announcer with first class ticket, 250 watt network station in Pacific Northwest city. In reply give full details and audition record if possible. Address Box 672, BROADCASTING.

Manager for local station, midwest city of over 500,000. Man who is known with, down-to-earth policies. Write Box 675, BROADCASTING.

Announcer—Booked immediately for permanent staff writer position, Metropolitan network station. Write Box 676, BROADCASTING.

Announcer, 5 years experience on 5 kw net, good speaking voice. Woman. Box 383, BROADCASTING.

News editor. 4 years experience editing and broadcasting news. 5 years 5 kw experience. Woman. Box 384, BROADCASTING.

Manager. Good can go anywhere. Expert at copyright clearance, programming, type writing, tape transcription of transcription and record libraries. Also straight play-reading, script theme, B. G. variety or straight musical show, 2A (F), 30, married. 5 years experience. Box 677, BROADCASTING.

Announcer—3rd class engineer, Network experience over 27 years. Recently returned from World War II. $800.00 minimum. Box 682, BROADCASTING.

Announcer—2nd class license, experience permanent position. N.Y. or Frankfort, Ky. Well-qualified. Box 690, BROADCASTING.

Operator—First class license, experience. Desires permanent position. N. Y. or Pennsylvania. Box 692, BROADCASTING.

Experience can save money for you, establish your position and build your station. All details handled in most reasonable manner and at your direction. Have built and established two "war" stations. Box 693, BROADCASTING.

Here Is A Good Permanent Job FOR A COMMUNICATIONS EXPERT

You may be interested in this permanent position in a long established, progressive radio school. The job is open right now—but we will hold it for the right man, until he can be released from his war job.

To qualify for this position, you should be a college graduate with engineering and operating experience. Excellent experience teaching Radio subjects will be an advantage—and experience in writing instruction manuals clearly, interestingly is essential.

Get in touch with us now. Let's see if we can come to an informal understanding so that you can start with us the day you are available.

Tell us all about yourself—your education and experience—or your ambitions—your salary requirements. We will hold your letter in strict confidence.

WRITE BOX 667, BROADCASTING

WXJ 780 Printer's Press
Washington 4, D. C.

The School of Radio Technique

NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by New York Professionals. Moderate rates.

For Full Details, Request Booklet B.

WRITE BOX 780, BROADCASTING

NEW YORK 20, N. Y., RADIO CITY, R.K.G. Bldg.
CHICAGO 4, ILL.: 225 S. Wabash Avenue

HELP WANTED

Wanted—experienced announcers, good salary, promotions, model station. Communicate immediately. WBOC Salisbury, Maryland.
Capt. Clifford W. Speer, CAPT. CLIFFORD W. SPEER, 42, war correspondent engineer of Canadian Broadcasting Corp., Toronto, died in London May 11 following a traffic accident while in charge of a CBC mobile broadcasting van. He had been serving overseas for the past year with CBC Overseas Unit in Italy, Holland, Germany and England. Prior to going overseas he was supervising engineer of CJBC Toronto.

Plans of KGFI Los Angeles to move studios and executive offices to Hollywood are being held up as result of a fire which swept through proposed new headquarters at 6314 Sunset Blvd.
V-E DAY LISTENING UP SHARPLY, CAB FINDS

V-E DAY (May 8) listening was up 210% in the morning, 67% in the afternoon and 4% in the evening in comparison with the comparable Tuesday (May 9) of the previous year, according to tests made by the Co-operative Analysis of Broadcasting. Compared with April 17, last previous Tuesday survey by CAB, V-E Day audiences were up 166% in the morning when President Truman broad-cast his official proclamation of the end of the war in Europe, up 55% in the afternoon and up 7.5% in the evening. Individual programs in the early evening had increased audiences, but late evening programs lost listeners, CAB reports, even such popular programs as Fib-ber McGee & Molly dropping from 24.6 on April 17 to 18.8 on May 8, and Bob Hope from 24.1 to 20.3.

EXPERIMENTAL VIDEO STARTS IN WASHINGTON

TRANSMITTER of experimental television station W3XWT Washington is operating on a temporary basis, making preliminary tests to determine field strength and propagation data for Washington and the surrounding terri-tory. W3XWT is operating on channel 11, 50-68 mc, with a temporary antenna structure atop the Harrington Hotel, where the station has rented space on the top floor, and will con-struct a permanent antenna as soon as WPB permission is obtained. The station is owned by Allen B. DuMont Laboratories, also operator of video station WABD New York. Dr. Thomas T. Goldsmith Jr., DuMont director of research, is in charge of the field tests.

McDONALD HAPPY

CONFIDENT the forthcoming FM tests will prove the wisdom of assigning that service to the lower frequencies, Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, who has vigorously opposed moving FM up-ward, issued the following statement after allocations above 25 mc were announced: "I am delighted with the FCC's wise decision to conduct tests to determine the best wave band for FM. . . . I am confident that these tests will indi-cate the desirability of assigning FM to the 50-68 mc band, rather than the alternatives of 68-86 or 84-102 mc. . . . Selection of the 50-68 mc band will save the public millions of dol-lars in the purchase of new radios. If FM cannot use the 50-68 mc band, then certainly tele-vision cannot because television is much more susceptible to interference than is FM."

WLS HONORED

WLS CHICAGO, key station of the Blue, and Christian Science Monitor, have been selected as national winners in their respective fields of $500 gold medals offered by the National Board of Fire Underwriters for outstanding service to fire prevention education during 1944. WLS is cited for continued efforts in behalf of rural fire prevention. Stations figur-ing in the finals, and who received national hon-orable mention, are KGW Portland, Ore.; KMTR Hollywood; WLW Cincinnati; WPAR Parkersburg, W. Va., and WOW Fort Wayne, Ind. Special citation goes to WGAR Cleveland.

25 ENGINEERS ASKED TO ASSIST IN FM TESTS

GEORGE P. ADAIR, FCC chief engineer, late Friday invited 25 industry engineers to attend meeting at 10 a.m. Thursday (May 24) in Room 2292, FCC headquarters, and serve on a joint Industry-Commission committee to make engineering tests in three proposed FM bands (see earlier allocations story, page 13). All engineers interested are asked to attend, whether they have received or not.

Those invited include: Maj. E. H. Armstrong, FM inventor; Dr. W. R. G. Baker of GE, RTBP chair-man; Dr. D. E. Noble, Galvin Mfg. Corp.; Dr. T. T. Goldsmith Jr., DuMont Labs.; Ray-mon-d Guy, NBC; William B. Lodge, CBS; D. B. Smith, Philco; C. M. Jansky Jr., chair-man, RTBP Panel 5 (FM); Everett Dillard, Commercial Radio Equipment; Dr. H. B. Heverage, RCAC; Dr. C. R. Burrows, National Defense Research Committee; Prof. Lennox F. Creede, Corp.; Cyrus T. Read, Hallcrafters; D. C. Summerford, WHAS; A. Earle Culhm Jr., Radio Research Lab.; J. R. Poppele, WOR; Frank Marx, Sheu, Dr. H. E. Wells, Carnegie Institute; G. E. Waggoner, Zenith; Frank A. Gunther, Radio Engineering Labs.; George Lang, WGN; Carl H. Wesser, WENA; Robert Higgy, WOSU; Irving Robinson, Yankee Network; Philip Laeser, WFMJ-WMFM.

MBS IN CINCINNATI

ARRANGEMENTS for mutual programs to stay without WCPO and WLW Cincinnati have been worked out by the network and those stations, to begin June 1, when WKRC, cur-rent Mutual outlet in that city, switches its affili-ation to CBS. WCPO, with no regular net-work affiliations, will carry the bulk of the Mutual business, while WLW, which formerly carried some Mutual programs in its schedule, will take certain periods. Programs are being placed with WCPO and WLW on a spot basis in 13-week cycles as an interim arrangement.

Closed Circuit (Continued from page 4)

the work of J. Leonard Reinsch, Presidential radio adviser and managing director of the Cox radio stations.

RADIO FOLK are calling Thursday, May 17 "the day of no decision." It was then that the FCC announced its final allocations above 25 mc with FM designations held in abeyance. It was then, too, that the NAB Board of Di-rec-tors meeting in Omaha failed to select a successor to President J. Harold Ryan.

BROADCASTERS are pondering report that Canadian Broadcasting Corp., Dominion-owned system operating commercially, has suggested informally that maximum broadcast power be limited to 50 kw on North American continent. If concurred in by U. S., Mexico and Canada, it would spell doom to hopes of clear channel stations in those countries for substantially increased output under forth-coming clear channel reallocation and revision of the Havana Treaty (now scheduled to run until March 29, 1947). Canadian Assn. of Broadcasters has expressed no view on power limitation.

MARKET FOR 5 MILLION SETS

An IMMEDIATE market for 6,000,000 radio sets was disclosed last week by the Office of Civilian Requirements, WPE, in preliminary returns from probably its last annual survey of consumer requirements. General demand for appliances is higher than in any previous year. Demand for radios has doubled since last year's survey, OCR found.

People

LT. ROBERT H. McILWAINE, USNR, former CBS, J. Walter Thompson Co. and Lord & Thomas writer, has been made head of Navy Special Activities. Veteran of the North Af-rican, Sicily and Salerno invasions as senior gunnery officer and winner of the Silver Star and Secretary of the Navy citation, he was with Radio Section, Navy Public Relations, be-fore present assignment.

CHARLES B. HOFMAN, until recently in the research department of Biow Co., New York, has joined the New York office of Sherman & Marquette Inc. as director of media and re-search. He replaces W. R. Denning, now in the Army.

HENRY E. ABT has resigned as director of promotion of the National Industrial Informa-tion Committee, to become managing director of Brand Names Research Foundation, effective June 1.


KARL SUTHPHIN, sales promotion manager of Blue central division, was inducted into the Army last week and is stationed at Fort Sher-idan, Wyo., as a private.

GEORGE D. TONS, after a year on the sales staff of KDKA Pittsburgh, has been appointed manager of that department.

HAL SHAW, former program manager of WSPA Spartanburg, S. C., is now with WOR Spartanburg as assistant manager.

D. M. (DAVE) GREENE, connected with the sales staff of KGW San Francisco since 1943, has been named sales manager of the CBS af-filiate.

KATHRYN CRAVENS, commentator for WOL Washington, has left for overseas.

HUBBARD PROTESTS AWARD

AT DEADLINE Stanley Hubbard, owner, KSTP Minneapolis-St. Paul, told BROADCASTING that the announcement of the Ohio State U. Institute for Education by Radio award to WCCO Minneapolis for the program The March of Minnesota (see page 22) was incomplete. The program, Mr. Hubbard said, originated in WCCO studios. He said program was devel-oped by committee of which he, Mr. Hubbard, was chairman; that writer, Philip Gelb; musi-cal production director, Leonard Leigh, and Richard Kotho, announcer, all were staff mem-bers at KSTP. He said KSTP terminal con-nexions were used to pipe program to state-wide network. Producer, he said, was Harold McGee of BBDO, New York. Earlier story in this issue was taken from Ohio State U. re-lease.

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ADVERTISING MUST PACE PROGRESS

Little Orphan Annie

Put MILLIONS of Salesmen to Work!

When Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was—Tops!

Advertising Must Again Speed Sales in the Distribution Decade!

Action will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation’s bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

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

WLW
Division of the Crosley Corporation

The Nation’s Most Merchandise-able Station
**Radiophoto – news pictures out of the air!**

**RCA** radiophoto transmits pictures around the world and prints them—*in a matter of minutes*!

And thanks to RCA research, pictures now come through the receiver (shown above) about as sharp and clear as the originals themselves.

Through RCA radiophoto, today’s “news shot” in Honolulu or Cairo can make tomorrow morning’s front page. Or—blueprints for a disabled power generator can be flashed to London—saving hundreds of vital war production hours.

Advertisements, fingerprints, documents and letters are radiophotoed by RCA Communications—as many as 2000 a month! Even musical scores—such as the new “Trio” by Shostakovich—are sent by faster, error-proof radiophoto.

RCA has long been a pioneer in all fields of international communications. Progress is constantly maintained by scientific research . . . research that is reflected in all RCA products.

When you buy an RCA radio, or television set, or Victrola—made exclusively by RCA Victor—you enjoy a special pride of ownership in knowing that you possess one of the finest instruments of its kind that science has yet achieved.

---

**1945—London to New York—7 minutes**

**1926—New York to London—1 hr. 35 mins.**

Notice the great improvement in clarity, as well as in speed—both results of RCA research. Radiophoto prints are no longer blurred by a “pattern.” Today, they’re about as clear and sharp as the original photograph snapped thousands of miles away.

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**RADIO CORPORATION of AMERICA**

**PIONEERS IN PROGRESS**

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