DOES THE RADIO industry need a 7th War Loan message?

Do the people who have lived with the news, spread wide the word of setback and assault, broadcast the bitter but victorious drive from Africa to Berlin, have to be reminded of the job American boys, and American bonds, did in Europe?

Does radio have to be made aware of the job still to be done in the Pacific, and of the men and materiel still to be sacrificed before liberty and freedom can exist for all?

Because radio itself is a living symbol of that liberty and freedom, let’s make this the greatest radio bond selling campaign that the nation has ever seen. Let radio stations the country over unite to stage the most powerful campaign ever launched to meet and beat the 7th War Loan goal.

WOR

—one of America’s great stations
Our "Little Brown Church" dates from 1925, when WLS broadcast night and day to raise money for tornado relief. Reporting to our listeners on the $216,904 they had contributed, we prepared a program of deep spiritual significance, called it "The Little Brown Church."

Seeing in our mail the continuing need for such a religious program, we made it a regular feature, added later the daily "Morning Devotions" and Dr. John W. Holland's brief meditation which closes "Dinnerbell Time" each noon.

The purpose of these religious programs is service alone. So long established, they have become old friends to the WLS million-letter-a-year audience. In choosing a station to reach this balanced rural and urban market, consider the fact that practically all WLS programs — service, entertainment, educational, farm — follow this same friendly pattern, have been on the station year after year — are in truth, Old Friends to Midwest America.
More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five-minute news broadcasts occur every hour on the hour from 7 A.M. to 12 P.M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.
**BROADCASTING... at deadline**

**Closed Circuit**

AMBITIOUS PROPOSALS under which Congress would create and operate its own radio studios [not stations] so it could report direct to the nation via transcription and networks has been advanced confidentially to Congressional membership by Robert J. Coar, head of General Sound Corp, who is in charge of the Radio Room of the House. Plan envisages Coar as director of Congressional Radio, to function under joint Senate and House Committee on Radio. Programs would be formulated from recordings of floor debates and committee hearings for release to networks and independents. Report throws sop to Congressmen by alleging press and radio have slily misrepresented Congress, and averrs that not a single legislator who has used transcribed radio reports consistently has failed to be reelected.

ONE OF bellwether heavy industry radio accounts—General Motors—may resume brand-name exploitation, probably to supplement rather than displace current institutional efforts. Since war's onset and automotive holiday, GM campaigns have been restricted to institutional themes on General Motors Symphony (NBC) and transcribed spot series, Victory Is Our Business. After V-E Day, GM resumed radio. Chevrolet, Pontiac, Buick, Oldsmobile, Cadillac, Frigidaire and other divisions that product advertising could be resumed. Besides upcoming direct sales campaign, GM may expand institutional efforts with possibility of separate programs on more than one major network.

IT'S NOT ONLY what's said but the manner of saying it that counts in radio. When new section of the voluntary NAB Code of Ethics dealing with commercial copy is drawn, not only substance of copy but presentation and infections will be covered.

EXPERIMENTS will be started by a well-known research authority on a new technique to measure effectiveness of radio commercials. He points out development of competitive program ratings has stimulated competition among program producers and raised production standards. Same attention focused on commercials, he feels, would produce similar result and eliminate all but excellent sponsor messages. Don't expect results for a long time, because there is lots of work to be done.

WHEN AUSTERE L. S. Supreme Court gets nettled over radio effusions, that's news. Several times provocative Drew Pearson has essayed to forecast Supreme Court decisions on pending litigation, that could be construed in contempt. His most recent prediction—that court will decide in favor of the right of Harry Bridges, labor organizer, to remain in this country though an Australian citizen—is understood to have caused the court to check up on possible leaks.

OVERDUE is ruling from Dept. of Justice on ASCAP. Department is considering aspects of (Continued on page 88)

**Business Briefly**

DEATH VALLEY MOVES • In late June or early July Death Valley Sheriff will move from CBS to Blue. Now on CBS, 8:30-9 p.m. Thurs., program will be heard either in 9:30-10 p.m. spot Friday on Blue or 6:30-7 p.m. Sunday when Philco gives up half of its hour period. Stations: Pacific Coast, Beroax, Agency, Mc Cann-Ericksson.

MILLION DOLLARS SLATED • National Leather & Shoe Finders Assn., St. Louis, plans to spend more than a million dollars on radio, consumer magazine and direct-mail advertising to promote shoe repair and shoe service shops. Account placed with D'Arcy Adv. Co., St. Louis.

RENEWES DINAH SHORE • General Foods Corp., New York, has signed 52-week renewal with Dinah Shore effective July 5 for the Thurs. 8:30-9 p.m. program on NBC. Agency is Young & Rubicam, New York.

INSURANCE SPOTS • All State Insurance, Chicago, begins sponsorship May 28 of live spots on six Minnesota stations. Four-week contract was placed by Ruthrauff & Ryan, Chicago.

LORILLARD REPLACEMENTS • P. LORILLARD Co., New York, June 13 for summer replacement Which Is Which, CBS Wed. 9:30-10 p.m. with Detect and Collect, audience quiz with Wendy Barrie, Fred Utall as m.c.'s; cash and "fantastic" gifts as prizes. Summer substitute for Lorillard's Comedy Theater, NBC Sun. 10:30-11 p.m.; beginning June 17—Meet Me at Parly's, with “Parchyarkus,” Betty Rhodes and David Street, singers, “Opie” Coates, orchestra. Agency, Lennen & Mitchell, New York.

P & G RENUES VARIETY SHOW • PROCTOR & GAMBLE Co., Cincinnati, for Teel, has signed a 52-week renewal of Beatrice Key Variety Hall on NBC, network reported Friday. Bow Co., New York, which handles the program, said P & G will retain its Sat. 8:30-9 time through Variety Hall's June 7-Sept. 1 hiatus but will not put in a summer replacement.

FRED FOR FETE • THREE ex-WSB Atlanta announcers, now in uniform, were released from duty and flown to Atlanta to handle portions of the station's account of the welcome given Gen. Courtney Hick Hodges during the two-hour program covering the return of 50 veterans of the European theater, May 24. Lt. Marcus Bartlett, USNR, former WSB production manager, Lt. Add Penfield, infantry, former sports editor, and Sgt. Walter Paschall, AAF, former news editor, were the three men responsible for important parts of the broadcast, most elaborate for the station since the 1909 "Gone with the Wind" premier.

**Bulletins**

ANNOUNCEMENT was made at White House Friday that J. Leonard Reinsch, managing director of Cox and NAB last member, would accompany President Truman to the San Francisco conference as radio advisor. Mr. Reinsch last week addressed the Dayton Kiwanis Club in observance of Kiwanis radio week and is expected in Washington this week preparatory to the San Francisco trip.

HEARING ON THE proposed sale of WINS New York by Hearst Radio to Crosley Corp. for $1,700,000, plus $400,000 in time, last Fri-day, was held by the FCC for June 27 in Washington. Hearing notice, released last month, is most detailed ever drawn up by FCC and station price establishes new record for independent operation [BROADCASTING, April 16].

NEW NAVY night series scheduled to start on NBC in mid-summer, is available for sponsorship. Originating in Washington, program will be written and produced jointly by Navy Dept. and NBC. Half-hour series will spotlight Navy Marine Corps, Coast Guard front line action, featuring live on-the-spot pickups, and music by Navy Band Symphony Orchestra for first time on air. Special production unit includes: Clarence Menser, NBC vice-president in charge of programs; Carleton Smith, WRC Washington manager; Lt. Comdr. Charles E. Dillon, USNR, acting officer in charge, Navy Radio Section; Lt. Ev. Mead, USNR; Lt. Hazen Kenyon Markel, USNR; Specialist 2nd Class Raymond Katz, USNR.

HOOPER OFFERS SURVEY • C. E. HOOPER Inc. has developed a technique of measurement for communities as small as 2,500, which may provide data needed for FCC clear-channel hearings, it told stations last week. Letter says area needing surveying for hearing purposes is "doughnut-shaped" lying between the home city area, in which all stations in the city can be heard, and each station's 500 microvolt contour. Government surveys will be in communities under 2,500 inside or outside this "doughnut" area with sharp interest in results outside 500 microvolt contours. Hooper points out stations must produce evidence of service rendered individually to the population living in this area.
A FULL LENGTH AHEAD!

- In a horse race, a jockey's familiarity with the track and his mount give odds to his success. Similarly, the radio advertiser who has run test campaigns, and who has previous knowledge of markets and broadcasting stations, has the best chance to come in first in the big race for post-war trade.

Any investigation will prove that WIBC's wider territorial coverage and intensive merchandising cooperation make this station the best radio test medium for Indiana.

Represented Nationally by JOHN BLAIR & CO.

WIBC
INDIANAPOLIS, INDIANA
For your KOIL production, contact
Represented by Edward Petry Co., Inc.

KOIL
in Omaha!

For your KOIL production, contact
Represented by Edward Petry Co., Inc.

GORDON GRAY,
General Manager

KOIL
CBS in Omaha

3000 WATTS 1290 MILEOCLES
Read This Fact!*

WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station— including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

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

“DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY”
The School of Business and Civic Administration of the College of the City of New York recently opened a new field of reward of merit in the specialized area of radio's methods of program creation and promotion.

The awards of its impartial and authoritative jury, for distinguished performance in 1944, have just been announced.

Eight awards went to individual stations; six of these went to stations on the Columbia Network—of whom 5 are affiliated stations, and one company-owned.

Four honorable mentions went to individual stations; three of these went to stations on the Columbia Network—two of them affiliates, one company-owned.

One award went to a network. Columbia was the network.

One award went to N. W. Ayer & Son for its admirable promotion of the highly promotable CBS news program Report to the Nation.

And Hillman-Shane-Breyer, Inc., received an award for "the most effective radio program developed by an advertising agency"—the program being This Is My Story—now playing on KNX, CBS in Los Angeles.

The specific station and network citations:

**AWARDS:**

- **KIRO** (CBS affiliate in Seattle) for its program, Swap'n Shop, "the most effective direct-selling commercial program developed by a clear channel radio station."

- **WDWS** (CBS affiliate in Champaign) for its program, Sorority Charm, "the most effective direct-selling commercial program developed by a local channel radio station."

- **WHCU** (CBS affiliate in Ithaca) for its program, Let's Make a Dress, "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

- **WJR** (CBS affiliate in Detroit) for its promotion of Victory F.O.B., "the most effective sales promotion of a locally produced, public-service network program by a radio station."
like this is no accident...

KLZ (CBS affiliate in Denver) for its program, *Highlights of the Rockies*, "the most effective institutional, commercial radio program."

WEEI (CBS in Boston) for its promotion of *Food Fair*, "the most effective sales promotion of a local program by a radio station."

CBS—for its notable children's program, *Let's Pretend*, "the most effective commercial program developed by a national network."

**HONORABLE MENTIONS:**

KDAL (CBS affiliate in Duluth) for its program, *Open House*, "an unusually effective program developed to increase the station's share of the local audience."

WHAS (CBS affiliate in Louisville) for its program, *Renfro Valley Gatherin'*, "an unusually effective commercial program."

WTOP (CBS in Washington) for its program, *Let's Learn Spanish*, "an unusually effective sales promotion of a local program."

So into the Columbia trophy room go these new and welcome honors. To the City College, and to the august members of the jury, our respectful gratitude for their recognition. To the stations, to N. W. Ayer & Son, and to Hillman-Shane-Breyer, Inc., our heartiest congratulations.

And to members of the radio industry, another gentle reminder that the nationwide leadership of the active Columbia Network in making first-class radio *most effective is not an accident!*

this is CBS....the Columbia Broadcasting System
Feature of the Week

WHAT A SUCCESSFUL RADIO EXECUTIVE SHOULD BE

Note: When the NAB Board of Directors met in Omaha May 16-17, each director found a place this dissertation. Authorship, we understand, is unknown, but Bill Wiseman, sales promotion manager of WWDC, confides he perpetrated delivery of the opus, and wryly inferred that it was cribbed from a job once done on a chamber of commerce secretary.

HE MUST be a man of vision and ambition; an after-dinner speaker; a presider at meetings; a before and after-dinner gourmand; night owl.

He must work all day and sometimes most of the night, and appear fresh the next day. He must have the health and zip of ten tigers, but he must be able to simulate a nervous breakdown at will, lest he never get a vacation. He must be able to foist at the mouth with enthusiasm over the merits of any product.

He must be able to entertain clients' wives, sweethearts, and pet stenographers, without becoming too amorous.

He must be able to reach meetings far away in the shortest possible time. He should be able to inhale dust, to drive through snowstorms, to work all summer without perspiring or acquiring B.O.

He must be a man's man, a ladies' man, a model husband, a fatherly father, a devoted son-in-law, a good provider, a plutocrat, a democrat, a republican, a new dealer, and old dealer, and a fast dealer; a technician, an electrician, a politician, machinist, mechanic.

He must be a sales promotion expert, a good credit manager and an outstanding correspondent.

He must attend all jobber clinics, dealer, labor, sales and civic meetings, golf tournaments and horse-shoe pitching contests.

He must be a regular attendant at funerals and birthday parties, visit members and their families in hospitals and jails.

He must contact all new accounts regularly, and in his spare time look after new clients, collect delinquent accounts, supervise department heads and secretaries.

He must have a wide range of telephone numbers for outstate agency men, clients and national reps.

He must have a good club, an attractive home, belong to all clubs, be in a position to meet everyone in the community; all on a reasonable salary.

He must be an expert driver, talker, liar, dancer, traveler, bridge player, diplomat, financier, capitalist and philanthropist; an authority on palimistry, chemistry, archaeology, psychology, physiology, meteorology, and criminology.

Sellers of Sales

Chief buyer for the New York office of Dancer-Fitzgerald-Sample is Frank Moriarty, a young New Englander with a sense of humor and a deep preference for outdoor sports.

A native of Holyoke, Mass., Frank has lived in New York for about 12 years but still considers New England his home. A bachelor, Frank is devoted to the theater during the winter season but spends his free time in summer in the country where his favorite sport is swimming.

After graduation from the Bay Path Business Institute in Springfield, Frank went to New York as an accountant with the firm of Air Reduction Sales. About a year later, he joined Dancer-Fitzgerald-Sample, then known as Blackett-Sample-Hummert, in the continuity department.

"When I was new to the advertising business at that time, I was advised to go into continuity to learn as much as possible about the operations of the agency," Frank said. After four or five years in that department, Frank became a timebuyer and then chief timebuyer, now handling radio advertising for the agency's several large drug accounts.

Network advertisers among the agency's accounts which Frank handles include Anacard Co., HiSeDol Co., Kolynos Co., Charles H. Phillips Chemical Co., R. L. Watkins Co. and Bayer Co.

Within the near future, Frank will take over spot radio buying for the several American Home Products Corp. subsidiaries. This operation is currently being handled through the Chicago office of the agency.

Frank's only assistant time buyer is Miss Gaynor Hawkins who joined Dancer-Fitzgerald-Sample about three months ago.

The Hot Shoppes are a chain of fourteen restaurants in and around Washington. They used radio here and there and now and then. But about 18 months ago they really started to use radio!

In the past 18 months the Hot Shoppes have used 3900 chain breaks...and 390 half-hour programs.

Take a tip in Washington and use the station smart retailers choose.

WWDC

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

Represented nationally by WEED & COMPANY

Page 10 • May 28, 1945

BROADCASTING • Broadcast Advertising
LET US Consider TOGETHER

There can be no perfect laws but there can be good ones. Good laws should define the limits toward wrong without restricting activities toward good.

This is true of every law whether it affects individuals or business.

Let us remember that the United States Constitution was written to provide government as a servant of the people and that it will continue to be that only so long as Americans believe the least governed are the best governed.

There will be no perfect radio law but the fulfillment of the purpose of the best possible law is already within the reach of every broadcaster through better programming...a more understanding public service...a cooperative civic spirit and an earnest willingness to exceed the requirements of license obligations.

W. B. WAY, General Manager
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE . . .

IN AGRICULTURE
NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES
$221.8 (MILLIONS)

IN INDUSTRY
NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES
$1,420.6 (MILLIONS)

WPTF IS NORTH CAROLINA'S No. 1 SALES MAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
This affiliation will give a firmly established and loyal audience in Ashland, and the populous Tri-State adjacencies of Kentucky, West Virginia and Ohio, a new era in listening pleasure.

The listeners in the concentrated, industrial Tri-State area appreciate, and deserve, the best in radio.

Columbia Network shows, plus outstanding local programs, will give listeners an excellent and well-balanced radio program service.

The regular year-round promotion schedule of WCMI is being augmented by intensified radio, newspaper, billboard, bus cards, trade journal and direct-by-mail campaigns in connection with this WCMI-CBS affiliation.
"Thistlewaite, you're a genius—or has F & P been here again?"

No geniuses around our offices, Sir—just a bunch of hard-working men and girls who use their eyes and ears to keep forever posted on one subject—spot broadcasting—in order to pass on their knowledge to the places where it'll do the most good.

F&P is a group of spot-broadcasting experts whose prosperity is based on your prosperity... who try never to give a wrong tip nor release a half-baked idea... who for thirteen years have given their best efforts to agency men and advertisers traveling the rich but mysterious jungles of spot broadcasting.

Have you used our services lately?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
First City College Conference a Success

Program Building, Other Problems Are Studied

By BRUCE ROBERTSON

Radio Business conference, held last Tuesday and Wednesday by the School of Business and Civic Administration of the City College of New York, was ac-

claimed a successful starter for the proposed annual series, even though wartime travel restrictions limited the registration to about 300 executives of advertisers, advertising agencies and broadcasting companies in New York.

A large number of students at the school also attended the four half-day sessions on program building, measuring sales effectiveness, retail radio advertising and television. Prize-winning programs and program promotion campaigns [Broadcasting, May 14] were exhibited throughout the two-day meeting, although the awards dinner was canceled. Dr. Robert A. Love, director of the school's evening session, was chairman of the conference. Dr. John Gray Peat-

man, associate dean of CCNY, was chairman of the awards committee.

Dr. Harry N. Wright, CCNY president, in opening the confer-
cence, cited radio for "rapidly rising to the position of Public Entertainers No. 1," as "a sponsor of the arts . . . bringing music, literature, drama and information to cultural subjects to its millions of listeners," as "a far-reaching servant of democracy" and as a "vital force in achieving effective and economical distribution of a large volume of goods."

Sometimes Forget Audience

Declaring that "in the hurried and sometimes hectic business of programming in radio we sometimes forget all about the audience," C. L. Menzer, NBC vice-

president in charge of programs, speaking at the opening session, proceeding that "many replacement programs "be considered important because the audience who hears them is important"; "that while they may differ in type, they do not represent a let-down in quality from the regular show which they replaced, and that they be prepared far enough in advance to guarantee their complete success as a replacement." Mr. Menzer also made two proposals regarding day-
time serials. First was that the sponsor guarantee 10 minutes of story, which would leave 4½ minutes for theme, introductory material and the client's message and would present "somewhat more story than the listener is currently getting". Second, he proposed "that we all make sure we are getting the writing we are paying for".

Sales Effectiveness

Session concluded with a panel discussion of questions on programing from the audience at the meeting. Panel members were Philip Larsen, Mutual vice-president in charge of programs; Robert T. Colwell, vice-president and radio director, J. Walter Thompson Co., and Ted Cott, program director, WNEW New York. Archibald M. Crossley, president, Crossley Inc., acted as moderator.

Tuesday afternoon session, on "Measuring the Selling Effectiv-

eness of Radio", with Dr. John Gray Peatman, associate dean of CCNY, president and C. G. Mortimer, vice-president, General Foods Corp., as moderator, opened with a presentation of the station circulation measurement plan by Hugh Feltis, BMB president. A number of methods of measuring the sales effectiveness of network radio were reviewed by Samuel E. Gill, director of research, Biow Co., who said that despite all the advances that have been made, much more experimentation is necessary before definite answers can be supplied to the two basic problems of determining actual listening to a program and actual pur-

(Continued on page 72)

All-Day Coverage Features Joske-NAB Retail Program

Over 20% of Texas Department Store's Advertising

Budget Goes into 52-week Test

PRELIMINARY results of the most intensive department store radio advertising campaign ever conducted were unfolded last week at the CCNY conference on radio and business in New York.

Utilizing a budget of well over 20% of its total advertising ap-

propriation, Joske's of San Antonio undertook the experimental radio campaign in collaboration with the NAB as a model department store test of optimum use of radio at this stage of development of retail advertising. Lewis H. Avery, NAB director of Broadcast Advertising, who supervised the undertaking, and his assistant, Helen A. Cor-

nelius, depicted results of the effort at the CCNY conference.

Following the NAB presentation to retailers on radio, Mr. Avery reported, Joske's had come to the industry association with an offer to undertake a test campaign if the NAB would conduct it. After consulting with five stations in San Antonio and conducting a thorough survey of the city and the store, Mr. Avery and Miss Cor-

eelius recommended that the radio campaign attempt to present the store's identity as many different types of radio audiences as it has types of customers who patronize its different departments.

Specifically they recommended a five-station plan, including:

1. Programs that will give greater identity and further individuality to Joske's of Texas . . . "The Largest Store in the Largest State" . . . with dis-

tinction between the uptown store and the basement store.

2. Programs that will establish Joske's of Texas as a leader and power in the civic and educational accomplishments

(Continued on page 74)
CIO Moves Toward Large-Scale Organization of Net Personnel

Salary Information Literature Distributed by UOPWA; To Ask Increases for 6-700 at CBS

CONGRESS of Industrial Organizations, through its New York branch of United Office & Professional Workers of America last week appeared to be well under way on large scale organization of network and agency personnel.

With the recent establishment of the UOPWA's salary information department, the union began distributing literature in front of buildings housing the four major networks in New York. Idea was to get network white collar workers interested in the CIO salary information department, union officials explained, and to encourage those employees to form their own "single purpose" salary-increase committees.

CBS 'Most Advanced'

At CBS, a committee was quickly set up with representatives of several network departments who signed circulars asking others to join the group in drawing up wage increase proposals for submission to management. Union officials, declaring that the CBS committee as yet has no affiliation with the union but is "entirely independent and isolated" by the UOPWA, said that the committee is "about ready to put up its proposals" which would involve 600-700 CBS employees. Increases to be asked are not yet known.

"People are interested in the union's salary information department straight through all the networks," a UOPWA spokesman said. CBS committee, however, was described as the "most advanced" with employees at three other networks expected to follow suit "in the near future".

According to the UOPWA definition, the union has jurisdiction over employees of radio networks and stations, advertising agencies and publishing firms "who are not covered by any other union group". Major CIO organization drive seemed to be aimed at clerical and some professional workers within the networks.

No Producers, Directors

One New York agency, however, reported CIO attempts at organizing the agency's radio producers and directors. Agency spokesman said that several producers had been approached directly by CIO representatives and that as a result, radio officials of several advertising agencies met last week to discuss possible unionization within the agencies.

CIO executives flatly denied any attempts to take in producers and directors, most of whom are already affiliated with the Radio Directors Guild, independent organization, headed by Jerry Devine, or with the Radio Writers Guild, whose president is Peter Lyon. Mr. Devine, whose organization is negotiating with the four networks for recognition as the official directors' bargaining agency, said his group now claims about 95% representation in the networks and has considerable membership among agency men. He denied any knowledge of a CIO attempt to move into the directors' field. Both Mr. Devine and the CIO declared there is no plan for the Guild to go into the CIO.

Radio Writers Guild, according to Mr. Lyon, is "on the brink" of negotiations with agencies, but so far no proposals have been submitted. Mr. Lyon, whose guild is joined with the Authors League of America, also denied any intentions of CIO affiliation.

UOPWA Fund Drive

UNITED Office & Professional Workers of America (CIO) last Tuesday announced plans to raise $300,000 during 1945 to be applied to political action, a drive to increase salaries, veterans rehabilitation and war relief. The political action project, which will have half the allocation, will involve use of radio, but whether the UOPWA will seek sustaining or commercial time has not been determined. Original plans for a national spot radio campaign to promote its salary formation department [BROADCASTING, April 16] have been abandoned for the present.

EXTRA FEE Upheld IN NLRB Decision

NATIONAL War Labor Board last week refused to reconsider its decision in the WML-AFRA case granting staff announcers at the Washington, D. C., station extra pay for commercial announcements. The ruling ends a dispute which began nearly two years ago.

It is expected that negotiations will begin soon regarding six announcers at the station fees ranging from $1 to $4 when assigned to commercial broadcasts, in addition to base salary of $200 a month. Under the decision of Dec. 28, 1944, which the board upheld, the fees will be retroactive to Oct. 15, 1943.

The action is likely to affect stations throughout the country. In petitioning for a review of its decision, WML presented the case as a "problem of fundamental importance." Recently the Chicago regional WLB denied an AFRA demand for assigned fees at six Chicago class B stations and authorized, instead, an increase of 14 cents per hour [BROADCASTING, April 2]. In the WML case, the board held that the fee increase was retroactive to the union's original verdict.

President Truman asked that "no agency of the government should be exempt from the scope of the legislation". But he did not particularize.

In 1939, when Congress, at the request of President Roosevelt, enacted reorganization legislation, 21 agencies were specifically excluded, including the FCC. Prior to Congressional action, there had been informal reorganization of a new department, headed by an individual of cabinet rank, which would cover both transportation communications. The plan embraced possible consolidation of the ICC, FCC, inland waterways and other such independent establishments in a single department.

Blank Check Doubtful

In Congressional sources, first reaction to the Truman message was that Congress would not be disposed to give any Chief Executive a "blank check" in Government reorganization, particularly involving those independent agencies which are legislative in character and to which Congress has delegated certain legislative functions. The FCC falls in that category.

The thought was that Mr. Truman is interested primarily in consolidating many of the wartime functions of independent agencies in permanent operations.

Before there evolves any consideration of fusion of FCC functions with those of any established department or with a new department, President Truman is certain to discuss it with his confidants in radio and communications.

"Shadow" Adds Sponsors

TWO NEW sponsors, in addition to the Delaware, Lackawanna & Western Coal Co. (Blue coal), on Sept. 9 begin carrying "Shadow", sponsored by R. W. & W. Lab., 5:30 p.m. ET, on Mutual, Mutual Network. A new station, "Shadow," will go on the air this weekend.

WKIX Joins CBS

FM IS EXPECTED to become the “finest aural broadcast service” attainable in the “present state of the radio art,” according to the FCC’s final allocations report above 25 mc, released last Friday. At the same time the Commission announced appointment of a 14-man subcommittee of industry—Commission engineers to coordinate studies and set up standards for final analysis of propagation data to be gathered in available two-months in the band, 44-108 mc [BROADCASTING, May 21].

Work already has begun on a nationwide system of monitoring and recording to assemble all data possible on Sporadic E and tropospheric transmissions in the three proposed FM bands, 68-85 mc, 84-102 mc, one of which eventually will become the permanent home of FM. Dr. Lynde P. Wheeler, chief, FCC Technical Information Division, was named subcommittee chairman. On the group are eight industry and six Commission engineers.

Higher TV Home Needed

The FCC said a “truly nationwide and competitive television system”, if it is to be developed, “must find its lodging higher up in the spectrum”. Space between 480-900 mc was allocated for “experimental television”. Development of color video and “superior monochrome pictures” depend on the potential of the industry and the Commission expects the industry to move forward. Channel widths and assignments will be determined by the FCC chief engineer during developmental stages.

The FCC made it plain that sound broadcasts only will not be permitted on television channels. “If, after a reasonable period, limitations of television stations are not using the facilities sufficiently to warrant an unlimited assignment,” said the report, “consideration will be given to other applications for all or part of the time of such stations.”

1,000-3,000 FM Stations

The Commission’s final report broadcast contains these highlights on FM:

- The FCC expects 1,000-3,000 stations and 50-100 million receivers in the public’s hands in years to come.

- There will be no compromise in assigning FM. It will be allocated in the best-suited place in the spectrum. The allocation is to be permanent.

- Best place in the spectrum is between 42-108 mc. Available within that range is no band which is ideally suited for FM broadcast.

- The FCC recognizes there is little factual data; that predictions are “necessarily based in part upon theory and guesswork.” FM channels will be 200 kc wide. Of 90 channels to be allocated immediately (10 additional when fascimile moves above 400 mc), 50 commercial channels will be available immediately to “present licensees and newcomers”, thus affording “existing AM licensees an opportunity to enter FM...and enable some new persons to participate in FM’s early development”; remaining 20 commercial channels “will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated”; other 20 FM channels to educational stations.

It would appear “desirable” to assign high-powered stations upper end of band; low-powered at lower end.

Regardless of the alternative selected, a band of 2 mc will be allocated for interim operation of present transmitters and use of present receivers.

Suggested Assignments

Included in the report was a table of suggested temporary assignments in the lower portion of the band during the transition period. Under alternative allocation No. 1 the interim assignment would be 48-50 mc. Under alternative allocations 2 or 3 it would be 42-44 mc.

The FCC explained that the 10 channels between 42-44 and between 48-50 mc would provide only five FM stations in a city and time-sharing would be required for the 10 stations in the New York area, with one case of time-sharing in Chicago. In time-sharing, the Commission suggested conversion of one of the FM stations promptly for high frequency operation so that simultaneous operation in the two bands could be maintained. The Commission encouraged operation of transmitters temporarily in both the new and old FM bands.

Following are the suggested interim allocations covering existing stations:

24.1 or 48.1 mc—KALW San Francisco, WQFM Schenectady, WMWV Boston, WYSH Atlanta, WFWZ Chicago.

24.3 or 48.3 mc—WPTL-FM Philadelphia, WTTW Chicago.

45.5 or 48.5 mc—WBAM New York, WBOB Cleveland, WBEX Chicago, WGNF Chicago, WBNF New York, WBNP-FM Chicago.

47.2 or 48.7 mc—KTV-FM Philadelphia, WAKW Indianapolis, WTAQ-FM Waco.

49.9 or 48.9 mc—WBKY Lexington, WUXC Urbana, Ill., WPIM Alpinus, N. J.

43.1 or 49.1 mc—WWEA-FM Springfield, WIF-FM Philadelphia, WOWO-FM Fort Wayne.

43.3 or 49.3 mc—WABC-FM New York, WJBW-FM Chicago, WBOC-WLBN Boston, WOFO New York.

45.9 or 49.5 mc—KOZZ Kansas City, WGWU-FM Philadelphia, WZL-FM Hartford, WJDF Rochester, WLOU Detroit, WBNF South Bend, WNTT Pittsburgh.

49.7 or 49.7 mc—WBAP New York, WCAK Chicago, WJSO Milwaukee, WEFW-FM New York.

49.9 or 49.9 mc—WEVA-L FM Los Angeles, KEMCO-FM Kansas City, KCDK-FM Pittsburgh, WDFH Superfeed, WELD Columbus, WENF Detroit, WGFY Boston, WQGX West Palm Beach, WMLL Evansville, WIPN-FM Philadelphia, WBPM-FM Nashville, WBRJ Baton Rouge, WMYK Monroe.

Tests to Start

Attending last Thursday’s conference on propagation data, called by George P. Adair, FCC chief engineer, were 60-old engineers. Invitations had been sent to 25 to serve on the overall joint commission. The subcommittee, at a meeting Friday morning, made specific arrangements for getting the tests under way.

These tests involve a line of recording stations from New England to Montgomery, Ala., and westward from New England to Grand Island, Neb., with recording units at every point. Each of the field personnel will do most of the recording, which includes monitoring of and measurements on the 60 FM stations now in operation. Several additional transmitters will be set up on the higher frequencies from 50-104 mc. “It is hoped,” said a Commission news release, “that the comprehensive recording program will yield important information on Sporadic E.”

PROPOSED ALLOCATIONS AT A GLANCE

STANDARD—655-1800 kc (channels 540-1800 kc inclusive).

RELAY BROADCASTS—1605-1800 kc*; 2250-2300 kc; 2700-2850 kc (shared with other services).

INTERNATIONAL—6000-6200 kc; 9500-9700 kc; 11700-11900 kc; 15100-15300 kc; 17700-17900 kc; 21600-21700 kc (120 channels).

AMATEURS—1605-1800 kc*; 3600-4000 kc; 7000-7300 kc; 14000-14400 kc; 21000-21500 kc.

* Assigned to Government and non-government police, aviation, relay broadcast, special, Alaskan and disaster communication, including amateur disaster networks.

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AM Extension to 540 Well Received

Original IRAC Proposal On International Is Reversed

EXTENSION of the standard broadcast band to include the 540-kc channel [Closed Circuit, May 21], as proposed by the FCC in its report on allocations below 25 mc, last week, is expected to meet with unanimous approval among broadcasters.

At the same time the Commission disclosed that 120 channels are proposed for direct international broadcasting, reversing original recommendations made by Government engineers in the controverted report of the Interdepartment Radio Advisory Committee. Frequencies assigned to the


BROADCASTING • Broadcast Advertising

May 28, 1945 • Page 17

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May 28, 1945 • Page 17

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Radio United Against Opening Books

Durr ‘Share-the-Wealth’ Program Control Views Aired
By BILL BAILEY

COMMISSIONERS C. J. Durr and Charles R. Denny Jr. led the questioning, joined by broadcasters, presented, through their respective counsel, a united front in opposition to the FCC’s proposal to make public the financial statements and business dealings of Stations.

During oral argument Monday on proposed regulations 1.301 - 1.304 [Broadcasting, April 23], covering financial statements, ownership reports, personnel and contractual agreements, Commissioner Durr gave every indication that he feels all stations should be placed on equal footing, that none should make more money than others and that their private business deals should be an open book.

All Present but Porter

All Commissioners, except Chairman Paul A. Porter who is in Europe, attended. Commissioner Paul A. Walker sitting as acting chairman. Representing the FCC were General Counsel Rosel H. Hyde, Assistant General Counsel H. M. Sorenson, Robert Marks, assistant to the general counsel. Interested spectators included Vernon L. Wilkinson, assistant general counsel in charge of broadcasting, and Panney Newman Litvin, principal attorney in the broadcast section.

John Morgan Davis, NAB general counsel, who led the retinue of attorneys attacking the Commission’s right to disclose private records in face of the Communications Act, filed a supplemental brief which was based on a conference with FCC officials. It said the Commission attorneys and NAB legal counsel failed to agree on 1.305(a) regarding ownership reports, but agreed on other changes.

Durr Questions Relation

“I don’t know what the Commission’s reasoning is,” said Mr. Davis of the proposed rules. He pointed out that it should be guided by the “language of the Act.” In his brief, however, he suggested the words “action or suggestion” could be replaced with “program policy,” commenting, “This more clearly reflects the Commission’s purpose.”

NAB counsel asserted that “no useful purpose except to cater to the idle curious or with malicious intent” could be served by making financial reports public.

“It would result in opening to the public entirely those records which the Congress has seen fit in its wisdom to keep private,” declared Mr. Davis.

Commissioner Durr questioned the bearing of expenditures on the quality of operation. “How is the public going to regulate unless it is fully informed?” he asked when Mr. Davis told him that the public wasn’t forced to listen to any programs and that free competition would make for better entertainment. “The public is pretty well able to take care of itself as far as presentations are concerned,” the NAB counsel added.

“Do you argue that the Commission doesn’t have the statutory authority to make this data public?” Commissioner Denny asked.

Mr. Davis said he did and that he felt the FCC “goes beyond the law and intent of Congress” in its attempts to make it public.

Henry J. Ladner, appearing for NBC, concurred in the NAB position and took particular exception to the proposal to make network contracts public.

Radio on Public Domain

“You would have no objection to making public overall income, earnings last, in full, if he paid all overall net profits, would you?” queried Commissioner Durr. Mr. Ladner questioned whether broadcasting should be put on a comparable basis with other advertising media. “Newspapers and magazines are not required to make their financial records public,” he asserted.

Commissioner Durr couldn’t see the comparison between radio and publications, Radio, he insisted, operates on “public frequencies” whereas newspapers and magazine publishers do not.

The Commissioner, who has crusaded against commercial broadcasting, wanted to know if Mr. Ladner felt that money spent on programs had nothing to do with the quality of such programs.

“That’s a little broad,” replied Mr. Ladner. “If NBC cut its program expenses half it might affect the quality of its programs. In these days, with union agreements, you just don’t get anything for nothing.” Commissioner Durr asked Mr. Ladner if he would agree with previous counsel, “You’re a glimmer through Mr. Durr’s questions, of the use this public information might serve,” he said. “The public comes in, reads the reports and goes back to the stations in its communities and says, ‘you’re not spending enough on programs’. I’m quite

Minnesota Poll Shows Radio Preferred Above Telephones

IF THE STATE of Minnesota is a criterion, the average citizen, at a ratio of better than two to one, prefers his radio over his telephone.

That’s the result of the Minnesota Poll of Public Opinion conducted by the Minneapolis Sunday Tribune released last week.

Results of the poll were published in the newspaper’s May 20 edition. The question asked was: “If you had to do without either a telephone or a radio in your home, which one would you rather give up?”

The results: Telephone .......................... 95% Radio ........................................ 5% Undecided .................................. 10%

People in the top income level are the only ones among four economic groups who would prefer to do without their radios rather than their telephones.

Among age groups, those in their 40s give the strongest backing to the telephone, while those in their 20s and those over 60 show the greatest liking for the radio.

Col. Lowman New Video Head of CBS

Ex-Operations Chief Returns July 1 as Vice-President

COL. LAWRENCE W. LOWMAN, CBS vice-president on leave with the armed forces since 1942, returns to the network July 1 as vice-president in charge of television, Joseph H. Beam, vice-president and secretary, announced last week.

Col. Lowman will have overall supervision of television. C. Worthington Minor continues as manager of the television department, head up production and operations. Gilbert Seldes is director of programs.

To Army in 1942

Col. Lowman was CBS vice-president in charge of operations when he was commissioned in the Signal Corps in June 1942. He was chief, communications branch, Office of Strategic Services, reporting to Maj. Gen. William J. Donovan. Recently he resumed civilian status, serving as adviser to Gen. Donovan on communications.

As CBS operations chief, Col. Lowman was concerned with television activities, in addition to handling labor relations, program department activities, and network phase of operations of WABC New York.

Col. Lowman joined CBS in December 1927 as traffic manager, and was subsequently promoted to assistant traffic manager and secretary. In 1932 he was elected vice-president and secretary and in 1928 was made vice-president in charge of network operations. When joining CBS he was credit manager of J. Jacob Shannon, contractors.

“The appointment of Mr. Lowman emphasizes the growing importance of television in the industry,” Col. Lowman said.

Reichhold Special

REICHHOLD CHEMICAL Co., Detroit, last Saturday cancelled Symphony of the Americas on Mutual, 8:50-9 p.m. to present an eye-witness description of German prison camps by Malcolm Bingay, publisher and editor of the Detroit Free Press. Agency is Grant Adv., New York.
Camera study

That’s a U.S. Navy sub. It makes a fascinating study for the camera.

But do you see anything wrong with the picture?

Most people who first see the picture exclaim, “Look! Isn’t that a torpedo crossing the bow?”

If you’ll look again... you’ll see that it’s just part of the reflection on a sullen swell.

But there’s one picture that has no second guesses in it... no doubtful reflections... and that’s the part W-I-T-H plays in the Baltimore radio picture!

Delivering as it does... the greatest number of listeners for the lowest cost... W-I-T-H is the top buy in this five-station town. And remember... Baltimore is the 6th largest city in the country.

Tom Tinsley, President  
Represented Nationally by Headley-Reed

BALTIMORE, MD.

BROADCASTING  *  Broadcast Advertising
Draft Changes Reduce Station Losses

Only Hit 26-29 Group With Occupational Defers

By JACK LEVY

Changes in Selective Service policies, occasioned by the end of the war in Europe, leave broadcasters virtually safe from further inroads by draft boards, it was learned last week following an announcement by Gen. Lewis B. Hershey, director, of reduced requirements of the armed services.

With future calls to be confined almost entirely to men under 30 and with the bulk of radio men under that age ineligible for induction, the new regulations will mean that few men will be taken from stations to meet draft quotas. The only men in radio likely to be affected are those in the ages 26 through 29 who have been given occupational deferment.

Hershey announced major revisions in Selective Service policies in two memoranda issued to local boards. The first of these (No. 115-3) declares that registrants 18 through 29 must be made available for military service in greater numbers while those over 30 should be deferred if they are merely "regularly engaged in" essential activities instead of "necessary to and regular engaged in" such activities.

Reclassification

Because of the reemphasis on the induction of young men, the memorandum states, registrants over 30 need only be engaged in essential activities to be eligible for continued deferment and "even though an Order to Report for Induction has been issued" the local boards are directed to reopen and reclassify such cases if it is found that the registrant qualifies for deferment under the more liberal classification policies.

The boards are advised that the War Manpower Commission List of Essential Activities, which includes broadcasting, may be used as a guide in determination of activities "in support of the national health, safety or interest" or "endeavor essential to the war effort," although they are not restricted or limited by the list. The boards are also authorized to consider registrants for continued deferment "on the basis of their last employment".

The second memorandum (No. 77-B) concerns new policies regarding registrants in the 18 through 25 group, a very large number of which have been disqualified for general military service or qualified for limited service only. The boards are instructed to

(Continued on page 70)

FOX CASE IS NAMED EARL GANNONS AIDE

FOX CASE, in charge of CBS Pacific public relations, has been appointed assistant to Earl Gannons, network's Western Division director. He will report for his new duties when the United Nations Conference on International Organization, San Francisco, is over. A former Los Angeles newswoman, Mr. Case joined CBS on the West Coast 10 years ago. He organized and directed the news, special events, features, talks, agriculture and public service departments and has served as chairman of the NAB District 14 Legislative Committee.

Succeeding him as chief of CBS West Coast public relations will be Chet Huntley, who has been Mr. Case's assistant. Clinton Jones, KNX's Washington and managing editor, becomes news chief for the CBS Pacific network.

Blue Series Praised

EVERSHARP, Inc., Chicago, will sponsor the June 6 broadcast of The Road Ahead, 9:9 p.m., on the Blue, Road Ahead, veterans' rehabilitation forum originating from military hospitals has won high praise from ranking officers of the armed services, among them Maj. Gen. N. W. Grant, air surgeon of the Army Air Forces, who said last week, "The Road Ahead is a vital contribution to the understanding by the American public of the problems of re-adjustment of the disabled soldier. Its message should be heard by every American citizen." Eversharp agency is Blow Co., New York.

Maxon Named

FORD DEALERS Assn., in sales region including Buffalo, Pittsburgh, N. Y., and Sommerville, Mass., and two branches in Washington and Richmond, Va., has appointed Maxon Inc., New York, to handle all account. Account will not become active until automobile sales resume in some volume. Agency now handles four of the six Ford dealer groups in various parts of the country.

Continental Shifts

CONTINENTAL CAN Co., New York, June 3 through Sept. 3 shifts Eastern time from Sat. 1:30-2 p.m. to CBS to Sun. 6:30-7 p.m. on the same network, moving into period vacated by Toasties Time, General Foods Corp. program which takes a 13-week hiatus. Agency for Continental is BBDO, New York and for General Foods, Benton & Bowles, New York.

WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

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

*WOW's 2½-millivolt contour actually reaches out nearly 200 miles!
THE MUSIC OF MANHATTAN
Glorious musical program with every feature of top network shows from thirty-piece dance orchestra to Dixieland jazz combination, playing music scored by the nation's top arrangers. Seven individual specialty groups and vocalists provide unlimited program combinations. Scripts provided for three half-hour shows per week. 117 selections.

THE GOLDMAN BAND
As America marches to Victory... an air of timeliness surrounds each stirring march... drum beat... cymbal clash... in this distinguished Thesaurus program. "Music in March Time" of this famous band directed by Edwin Franko Goldman is combined with stories of great composers of martial music and folklore of their rhythms. 78 selections.

I HEAR THE SOUTHLAND SINGING
From the opening theme song of the Golden Gate Quartet to the sign-off of this unique Thesaurus program... this is American negro music at its best. The Golden Gate Quartet presents rhythmic spirituals... original folk songs... tells tall tales and stories from "De Good Book." 103 selections.

SLIM BRYANT AND HIS WILDCATS
For the best in hillbilly entertainment... it's this network-quality Thesaurus program. Slim and his gang are specialists... skilled entertainers in this field. Everybody responds to the warmth and sincerity of their ballads of the Old West, hoe-downs, novelties, square dances and comedy songs. 57 selections.

JAZZ JAMBOREE
Designed for teen-agers with "the beat" and connoisseurs of jazz, this new Thesaurus program presents the unforgettable rhythms of Charlie Barnet, Tony Pastor, Teddy Powell. Jazz classics tied together with a listenable script written by swing authority Muriel Reger (editor of "Jazz" magazine). 219 selections.

...and these prominent musical artists too:
XAVIER CUGAT  BOB HANNON  TED STEELE  THOMAS L. THOMAS  HORACE HEID  THE JESTERS  LAWRENCE WELK  SHEP FIELDS  HARRY HORLICK
SWING AND SWAY WITH SAMMY KAYE

Thanks to this THESAURUS program...your library can now claim the absolute tops in "sweet-swing" music. Sammy Kaye is headmaster of that school. His compelling dance band...his parade of singing favorites...set all America swinging and swaying. 102 selections.

LISTEN TO LEIBERT

This THESAURUS program of great organ music peals from the organ of the world's largest theatre—The Radio City Music Hall. These special recitals give full play to Mr. Leibert's individual style and to the magnificent Music Hall instrument, providing programs of rich musical appeal. 131 selections.

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

A THESAURUS program of musical comedy favorites that turns back the pages of musical memory. A string orchestra of 25 musicians, all members of the incomparable NBC Symphony, bring to life again the immortal melodies of Herbert, Gershwin, Romberg and others. 94 selections.

THE CHURCH IN THE WILDWOOD

Today people are turning more and more to religious music for inspiration and comfort. These elements make The Church in the Wildwood with its familiar hymns...its inspiring organ, viola and harp music a timely program of restful beauty. John Seagle, baritone, assisted by William Meeder, organist. 192 selections.

Here are two pages of radio's best selection of great recorded musical shows—exclusive to our subscribers. They are the result of a survey conducted by NBC THESAURUS. It all happened when THESAURUS decided to take the guesswork out of "what kind of service and programs stations wanted for local broadcasting."

THESAURUS representatives asked hundreds of men and women who build and broadcast local programs day after day, "What should the ideal library service offer?"...then tabulated the facts. Result—this 5-point plan:

1. A service that is especially designed for radio with plenty of short instrumental selections...vocals separate.
2. Material that is exclusive to your station in your town.
3. Music that is not available on phonograph records.
4. Enough selections by every performer to make programming worthwhile.
5. "Network quality" arrangements, musicians and vocalists.

If you are considering a new library of recorded music look into these programs...48 individual musical shows for each week's programming...all built around the 5-point plan for your needs by America's Number 1 Musical Program Service—NBC THESAURUS.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

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

1945—RADIO'S 25TH ANNIVERSARY—PLEDGED TO VICTORY!
### TABLE OF ALLOCATIONS UP TO 25,000 KC

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### FCC SPECTRUM PROPOSALS

**Abstracts of summaries by the FCC in its proposed allocations for broadcast services and amateurs below 25 mc**

- **Proposed Broadcast Service**

  *Paretheitinal notations refer to names of witnesses, transcript pages and exhibits at hearings Sept. 28-Nov. 2, 1944.*

- **STANDARD BROADCAST SERVICE**

  (The STANDARD broadcast band extends at the present time from 550 to 1,600 kc. No proposal was made to enlarge this band by adding frequencies above 1,600 kc; however, it was suggested that the frequencies 550, 555, and 560 kc be added for government purposes. This frequency at the present time has been fixed for government purposes and it is not known how soon it can be made available for broadcast use.)

- **INTERNATIONAL BROADCASTING**

  Need for Allocation

  The DIRECTOR of the Office of War Information (Tr. 894-897) testified to the great utility of U. S. international broadcasting in
FOR THE 200 DAYTIME QUARTER HOURS, 8 A. M. TO 6 P. M. MONDAY THROUGH FRIDAY,

KXOK gained 29.7% in Daytime Audience

According to Hooper—1944 compared with 1943

Same station, same rates, same market . . . only a larger share of it . . . That's what KXOK advertisers are getting. Their average increase of daytime listeners gained nearly 30% in 1944. That the same C. E. Hooper survey revealed an average daytime audience loss for all other network-affiliated stations in St. Louis makes this KXOK gain even more impressive . . . Yes, the trend is to KXOK, because alert advertisers are responding to bonus audiences.

KXOK
SAINT LOUIS - 1, MISSOURI

Owned & Operated by the St. Louis Star-Times
610 KIL. • 5000 WATTS • FULL TIME • BASIC BLUE NETWORK
Affiliated with NBC, Columbia, WOR, Associated by Sam Frank & Co., Associated
BROADCASTING
May 28, 1945
Page 25
The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means by which that role may be made known and understood everywhere. The furthering of international understanding and unity hereafter will require international broadcasting as urgently as it has been required during war time.

Position in the Spectrum

Other means of international communication, including the transmission of news and public announcements by radio, the laying of cables, and the growth of the International Telecommunications Union, are, of course, important means of maintaining the unity of the world. But it has also been shown that radio broadcasting can be a vital factor in world peace.

In any discussion of world communications facilities, the role of the United States as a world power must be central. The United States possesses a vast array of potential communication resources, including the Panama Canal, the Mississippi River, and the Alaska Highway. These resources can be used to support international broadcasting.

In conclusion, it is clear that international broadcasting is a vital component of the United States' role in world affairs. It is essential for the United States to maintain a strong presence in international broadcasting in order to support the unity of the world. This can be achieved by investing in the development of new communication technologies and by providing financial support for international broadcasting organizations.
THE GENE EMERALD SHOW has 38% of the Des Moines Audience, Monday thru Saturday 3:30 to 5:00 P.M.

'Gene Emerald Show' Ratings
Monday Thru Saturday
3:30 to 3:45 P.M. ........... 5.8
3:45 to 4:00 P.M. ........... 6.4
4:00 to 4:15 P.M. ........... 5.6
4:15 to 4:30 P.M. ........... 5.5
4:30 to 4:45 P.M. ........... 6.0
4:45 to 5:00 P.M. ........... 6.7

Robert S. Canlon & Associates' Survey April 2 thru April 8, 1945

Many radio experts said, "You can't buck the established format of late afternoon 'soap operas.'" Maybe so. . . . some radio stations do sit back on their 'transmitting hunches' and say that listening habits are as deeply embedded as a 400-karat diamond hidden in an African mine.

But . . . KRNT thought different. . . . and the figures at the left prove that KRNT thought right. The Gene Emerald Show, (3:30 to 5:00 P.M. daily) brought a welcome change of afternoon programming to Iowa listeners. A change that pleases. He sings, with Daisy Mae at the organ . . . he knows how to knit his singing together with top-notch recordings spun by 'Patti, His Gal Friday.' . . . Betty Wells gives news headlines on the half hour . . . celebrities, war heroes and many other interesting persons appear regularly to make the Gene Emerald Show an hour and a half of downright good listening.

Gene Emerald is in tune with the pulse of this market. He continues to talk before three and four social and service clubs each week about his overseas USO experiences . . . he is in constant demand as an entertainer. His sponsors have learned that Gene Emerald is the most merchandise personality in Iowa.

There's activity on the Gene Emerald Show . . . and activity that is responded to by Iowa listeners. There are still a few . . . but very few . . . available minutes and quarter hours. CALL KRNT . . . or your nearest Katz Agency office right away. Sponsor demand for this program is active, too . . . so hurry.

NEW YORK HAS MARTIN BLOCK . . . WASHINGTON, D. C., HAS ARTHUR GODREY . . . and DES MOINES HAS GENE EMERALD

THE COWLES STATION FOR DES MOINES
Represented by the Katz Agency
Allocations Text

Following is text of the FCC order designating oral argument for June 20 in proposed allocations below 25 mc.

In the Matter of Allocation of Frequencies to the Various Classes of Non-Governmental Services in the Radio Spectrum from 10 kc to 30,000 kc. Docket No. 6651

ORDER WHEREAS, the Commission has this day approved and issued a "Report of Proposed Allocations Below 25,000 kc."; and

WHEREAS, the Commission is of the opinion that public interest would be served by giving all interested persons an opportunity to appear before the Commission at an early date and argue why the Commission should order allocations different from those set forth in the "Report of Proposed Allocations Below 25,000 kc." or otherwise object to or comment on said report, or to adduce additional evidence that has been developed since the close of the hearing on Nov. 4, 1944, should file a written request with the Commission on or before June 6, 1945, if any such requests are filed, oral argument and further hearing will be held before the Commission on or before June 24, 1945 at 2:30 p.m. All persons who have filed their requests to be heard in such oral argument shall file with the Commission on or before June 12, 1945, 25 copies of a brief or of any exhibits proposed to be introduced at the oral argument.

IT IS FURTHER ORDERED that copies of the "Report of Proposed Allocations Below 25,000 kc." shall be sent to all persons who appeared in the above proceedings, to the Interdepartment Radio Advisory Committee, and to the Dept. of State.

Seek New York TV

NEW commercial television station on Channel 10 (182-192 mc) is sought for New York in a new application filed with the FCC by Palmer K. Leberman, owner of KRSC Seattle, and Lois G. Leberman. Station would have effective signal radiation of 3900 for visual and 2900 for aural. Comdr. Leberman is now serving with the Navy.

Stettinius Praises Radio's War Role

Says Medium as Potent Force

SECRETARY OF STATE Edward R. Stettinius sees in radio the vehicle for making the homes of the world into "one great, common living room for the family of nations," according to a letter he wrote to John Salt, North American Director of the British Broadcasting Corp., in connection with a survey of radio's contribution to the war effort [Broadcasting, May 21].

Mr. Stettinius wrote:

"The organization for the maintenance of peace being created in San Francisco will be only as enduring as the understanding in the minds and hearts of the men and women of the United Nations. At the present time, the will to work toward this end has been strengthened tremendously by the ordeal of war. During times of adversity and suffering, those who labor in a common cause are not dependent upon fighting forces to bring about a meeting of minds for the common good. But when there is a peace again throughout the world, there will exist an urgent need for a continuation of the spiritual unity which enabled the United Nations to produce the miracle of victory. Nations, like individuals, can be good friends for practical business reasons but when nations are good friends because people know and like each other, there is approaching an era when the four freedoms will be a reality.

Radio is making a great contribution to the winning of the war. Radio and television have an even greater obligation to the future in the winning of the peace. The voices of the world must be made into one great, common living room for the family of nations. The challenge is a great one, but it is not to be doubted that the men and women responsible for the functioning of this great medium of communication are equal to the task.

Announcers Anonymous

BBC announcers, identified by name during the war, will lapse into anonymity now that all danger from invasion is past. The practice of an announcer giving his name began in 1940 when BBC started. Of course, so that the British public would learn to trust the announcers' voices that they knew and to prevent enemy radio sending on same wavelength false information during an invasion attempt.

Loyalty...in Philadelphia

WDAS Audiences Have Been LOYAL

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922...a variety of popular programs...the latest news on the hour every hour...and three hours of classical music every day.

With "Loyalty" like this, it's no wonder
78 percent of this station's sponsors renew regularly.
In War!

This year, Dr. William Wallace Youngson, retired Superintendent of the Portland District of the Methodist Church, returned to the KGW microphone to deliver another Easter Sunday sermon, completing a 23-year cycle of public service religious broadcasting from KGW to the people of the Pacific Northwest.

In Peace!

On Easter Sunday, 23 years ago, KGW broadcast the FIRST Easter Sunday sermon ever heard by radio in the Pacific Northwest. On that occasion, also, the sermon was given by Dr. Youngson as a non-commercial public-service feature.

In Audience Influence

In Peace or War, in recreation, education or religion, KGW has foreseen and answered the needs, tastes and desires of the people of the area it serves. Twenty-three years of such progressive public service has kept KGW constantly FIRST in the minds of its vast and loyal audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.
FM does it

with triple the tone range
to bring new program brilliance
to your listeners

In the range of tone from low to high, a present-day AM broadcast system reproduces the values of tone from approximately 100 to 5,000 vibrations per second. Compare this range with that of an FM broadcast system which is capable of reproducing all values of tone from 50 to 15,000 vibrations per second—a range that matches the ability of the normal ear to hear! Within this extended range provided by FM is ample room for all the highs and all the lows of natural sound. Here is space for the vital lacework of overtones that gives sound its "natural color"—that enables the listener to distinguish the piano from the banjo, the oboe from the flute, each voice and instrument from all others.

Nor are these values lost in the FM broadcast receiver. Here each tone and overtone is clearly heard against a background of silence, for FM does away with background noise that normally masks AM reception, particularly at low sound levels. Each crescendo reaches its true value, for an FM receiver is designed to handle without distortion the entire range of sound intensities from the softest whisper to the swell of the full concert orchestra.

To your audience this means fuller program enjoyment. To you, this means stimulated audience interest and improved service to your advertisers.

When you plan your FM station make full use of General Electric's vast background of experience in the FM field. G.E. is the one radio manufacturer with experience in designing and building complete FM broadcast systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of the half million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. And at Schenectady, G.E. operates its own FM proving-ground station, WGFM. For information on General Electric FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.
FM broadcasting brings listeners all the tones and overtones the ear can hear. Reproduction is true and natural.

50 FM broadcast stations are on the air; over 370 applications are pending.

FM does it—
- FM gives your audience programs with virtually no man-made noise or static.
- FM multiplies your effective coverage day and night.
- FM minimizes station interference.
- FM gives programs vivid naturalness with greater dynamic sound range.
- FM gives your programs truer realism with triple the tone range.
- FM contributes to the economy of your broadcast system.

Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

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

The G-E pre-war 1,000-watt FM transmitter.

FM - TELEVISION - AM

See G.E. for all three!
NOW IT CAN BE SOLD!

A mass-market of farmers, for luxury equipment—not so long ago that would have sounded like a pipe-dream! But today such a market's ready and waiting for the signal to spend! Iowa's bursting with prosperity!

Some figures in proof? Well, in 1943 the average farm income here was $7,672. Last year it was at least 20% more—exceeded $8,000.' This year and next, what with the demand for full-scale, all-out farm production, the total will be anybody's guess!

More than any other station in our area, KMA has the ear of America's No. 1 Farm Market. KMA has a deep knowledge of its listeners' preferences—gives them what they want in news, farm markets and entertainment (and that's not jive music nor Times Square wit). Specializing in farm material, we present it ALL—as spoken by Iowans. Our policies have their sure reward: more than twice the number of listener-letters received by any nearby station!

There's more to KMA's different story. Let us shoot it to you—or ask Free & Peters!

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA

Free & Peters, Inc., Enact National Representatives

Col. Schechter Wins Legion of Merit
For Organizing Pacific Broadcasting

AWARD OF the Legion of Merit to Lt. Col. A. A. Schechter, radio chief on the public relations staff at MacArthur's headquarters, for "invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting" in the Pacific campaign, was announced last week in Manila. Col. Schechter, who recently returned to Manila following a brief mission in the United States, is the former director of news and special events of NBC and after the war began served both with OWI and with Army Air Forces public relations in Washington.

The decoration, awarded in Gen. MacArthur's behalf by his public relations chief, Brig. Gen. L. A. Diller, in the presence of more than 50 war correspondents, carried this citation:
"For invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting in new and untried territory which extended over vast areas of land and sea. By his enthusiasm, exceptional ability and expert knowledge of radio, gained in long service with the radio industry, he contributed materially to the outstanding success of radio from combat zones in the Philippine Islands campaign."

Col. Schechter, it is expected, shortly will return to this country and request inactive status. He has not announced his future plans. He has been assigned to the Pacific theatre since August, 1944, and was largely responsible for the radio ship Apache, which established both press and code communications from the war theater to this country.

SEASONAL AUDIENCE ANALYZED BY CAB

ALTHOUGH fewer families listen to radio programs in the summer than in the winter, the number of listeners in each family through the week is greater, according to a comparison of audience composition for July 1944 and January 1945 issued last week by the Cooperative Analysis of Broadcasting.

Except in the late afternoon period, the greater size of the daytime audience is attributed to more child listeners during the vacation period. Male listeners during the summer equal or exceed those during the winter for every quarter-hour between 3 and 6 p.m., probably due to the baseball broadcasts. Of 22 daytime serials covered in both reports, 16 had more listeners per listening home in July than in January, four showed no change and three were lower in the summer. Of the six weekend daytime programs covered, three had more listeners per family in July, one showed no change and two had more in January. Nighttime family audiences reverse the picture, with winter ahead of summer.

Net Racing Plans

WITH reopening of the nation's tracks, networks and stations last week were busy working out their racing broadcast schedules with the NBC season lineup virtually completed. Clem McCarthy, NBC's turf expert, was to open the network's racing-series May 26 with a broadcast of Excelsior Handicap from Jamaica, 4 p.m., with Bob Stanton handling color. CBS was to start its racing programs Saturday with Ted Husing and Jimmy Dolan broadcasting from the Kentucky Derby trials, 5:30-6:45 p.m. Husing probably will describe the Kentucky Derby June 9, but no further racing broadcasts had been set by the network. Plans were being studied for Mutual's racing coverage.

Mennen Spots

MENNEN Co., Newark, N. J., will use spot radio for Quinsana foot powder, as part of an expanded summer advertising schedule. Details are being worked out by H. M. Kiesewetter Adv., New York.

Who is "Listened-To Most" in 79 of Iowa's 99 Counties!
(1950 counties, nighttime)
50,000 Watts • Des Moines
Free & Peters, Representatives

Page 32 • May 28, 1945
If you can figure out a factor to represent the twenty-year difference among people who now have things they didn't have—such as electricity in the home, energizing appliances from toasters to milkers—you can multiply that factor by five million people, all of whom listen some of the time, and some of whom listen all of the time to WSM...
A MAP of Europe, with a crimson brush-marked X marking the once-time Nazi realm, makes up the front cover of a book telling the story of the last 338 days of the German war, issued by NBC less than two weeks after V-E Day. The 82-page book largely consists of photographs of the progress of the liberation of Europe. The text is made up of quotes from the broadcasts of NBC newsmen. NBC describes it as "a record of the highlights of military actions that culminated in the unconditional surrender of the Third Reich—as NBC listeners heard it from June 5, 1944, through May 8, 1946."

Raytheon Additions
RAYTHEON Mfg. Co. has elected five new members to the board of directors following recent merger with Belmont Radio Corp. New directors are: P. S. Billings, former president of Belmont; Harold C. Mattes, vice-president of Belmont in charge of engineering and production; Joseph Person, manager of Raytheon's communication division; Emmons Bryant Jr., New York manager of N. A. Woodworth Co., Detroit; George L. Langreth, special consultant to Raytheon.

New Shortwave Tube
ESPECIALLY for use in high power, high frequency broadcasting and FM broadcasting, Federal Telephone & Radio Corp. is manufacturing what is claimed to be the most powerful high frequency tube with an output of 200 kw. It is water cooled and incorporates a low inductance grid lead with a very complete shielding between filament and plate.

Juan de Jara Almonte
JUAN DE JARA ALMONTE, 65, assistant to Niles Trammell, NBC president, died May 12 of a heart condition. Burial service was held at Nyack, N. Y., last Wednesday. A former newspaperman, Mr. Almonte joined NBC in 1927 as a member of the sales department, serving successively as night sales representative, night general manager, and finally assistant to the president. Before joining NBC, he served with Marconi Co. and later became South American representative of a telegraph agency. Of Mr. Almonte, NBC's vice-president, Roy C. Witmer once said "After hours he was practically the National Broadcasting Company."

STEPHEN M. COREY, consultant in education to the Encyclopaedia Britannica, and professor of educational psychology at Chicago U., has been named host of "The Human Adventure". Mutual program sponsored by Revere Copper & Brass Inc., New York. He replaces Walter Yust, who will devote full time to his duties as editor of the Britannica and allied publications.

NEW American Broadcasting Co. (Blue) microphone is unveiled by Chester J. LaRoche, vice-chairman, at trade luncheon in New York at the Waldorf-Astoria. As of June 15 network drops "Blue" designation.

SCHOOL OF AIR HAS LARGEST AUDIENCE
CBS, REVIEWING the American School of the Air series, which at the close of its 15th year of operation this spring, reports the program reached the largest domestic audience in history, and expanded internationally to serve listeners outside the United States and Canada. Four of the five programs aired each week were rebroadcast to Latin America, by the Office of Inter-American Affairs United Network, and all five were transmitted by the OWI to schools in Australia and New Zealand. In addition certain programs were broadcast by Armed Forces Radio Service over 400 stations and sound systems, and in general and hospital stations as part of the Surgeon General's reconditioning program.

Series, which resumes again this fall after a summer lay-off, presented 150 different programs, each rebroadcast the same day, required a staff of 9 directors, 351 actors and 45 script writers, CBS reports. Some 100 CBS and 20 CBC stations carried the program.

WE LIKE TO BE Fooled... Sometimes
We all like to watch a Magician do his tricks...we occasionally like to be fooled. BUT NOT WHEN BUYING TIME. We resort to no tricks here at WBIG in obtaining results from "The Magic Circle." It's based on years of solid performance—knowing HOW to do a JOB...and DOING IT! Investigate the Number One Station in the SOUTH'S NUMBER ONE MARKET.
of the 5 stations in Cincinnati

WSAI

is

TOPS

in the morning

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C. E. Hooper Report, Cincinnati
December, '44 through April, '45

Represented by Paul H. Raymer Co. Inc.
World on the

- NBC Newsroom goes into action after days of constant alert... and the official word speeds across the whole country. NBC's International Division, operating closely with OWI and OIAA, spreads victory news in eight languages, helps inform peoples and U.S. fighting men abroad.

- NBC newsmen in the Pacific send back reactions of Armed Forces there to victory in Europe... are already reporting the intensified battle of the East, now the scene of undivided Allied action in the war against Japan.

- NBC's television station, WNBT, begins first full-day broadcasting. Cameras are set up at Times Square, and elsewhere, to record crowd reactions. Television viewers watch throngs from Broadway marquee... actually see NBC commentators broadcasting from studios... view historic scenes of war... and special programs.
ON MAY 8, stirring news, inspiring victory programs—and sober reports on the war not yet finished went out on the NBC air.

By sound radio, by television and short wave, audiences heard and saw the historic day unfold. NBC covered the global story completely—accurately, speedily and graphically.

...THE RIGHT MEN
AT THE RIGHT PLACES
AT THE RIGHT TIME

WILLIAM F. BROOKS
Director of NBC News and Special Events

Stanley Richardson
PARIS

John MacVene
GERMANY

Edwin Haaker
GERMANY

David Anderson
GERMANY

Wright Bryan
PARIS

W. W. Chaplin
PARIS

Chester Morrison
LONDON

Bjorn Bjornson
GERMANY

Paul Archinard
PARIS

Roy Porter
PARIS

Grant Parr
ROME

Robert Magidoff
MOSCOW

NBC alters its regular broadcasts, presents a full day and night of special distinctive programming to mark the occasion. Typical is the stirring music of Arturo Toscanini, Lauritz Melchior, Artur Rubinstein, Fritz Kreisler and Helen Traubel.

NBC's illustrated documentation of 337 days—the march of events since D-Day as heard over the network—is available on request, while the supply lasts.

NBC has brought to America the end of but one conflict—from inside the shell of the vanquished Third Reich—from excited cities and busy factories of the victorious Allies—and from grim Pacific outposts where May 8 was simply another fighting day in the war. NBC's news coverage goes on from front lines of the war—as it will from the front lines of peace.

National Broadcasting Company

America's No. 1 Network
Assistance Given Armed Forces Radio Draws Commendation From Col. Lewis

EDITOR BROADCASTING:
I was just reading your editorial, "They Want It With" in the April 30 issue of Broadcasting.

There isn't anything that you could have done at this time that could be more helpful to us in the simple job of getting radio to troops. We are so dependent upon the industry for the material to give the men.

The American radio industry is the Armed Forces Radio Service and vice versa. If we can just put that thought across, we will retain the privilege of taking these programs off the air and decentralizing them, adding pertinent Army and Navy material, and thus sustain this service to troops as long as it is necessary to sustain it.

You are a good friend to us and to our mission of bringing radio to troops. That mission could not be successful without the constant help of all phases of the industry, including Broadcasting.

THOMAS H. A. LEWIS, Colonel, AUS
Commandant
Armed Forces Radio Service, Los Angeles.

Hennafoam Expands
HENNAFOAM Corp., New York, is using spot announcements on WNEW WAAT and WIBG and a participation three times weekly on WNEW. Radio advertising is expected to increase as distribution of the Hennafoam shampoo expands to a national basis. Agency is Arthur Rosenberg Co., New York.

DOWN UNDER, a small kangaroo and a small WAC get together. Kangaroo is a Wallaby, WAC is Sgt. Jessie Stearns, widely known as "Wee Wac", with the Armed Forces Radio Service, Information & Education Division, in the Netherlands West Indies. She was formerly a member of the staff of KYA San Francisco and also was at WLS in Chicago and KQW in San Jose, Cal.

TRUMAN TO WORK OUT TIME PROBLEM
EXPRESSING the opinion that legislation by individual states returning to standard time is illegal in view of the national War Time Act, Rep. Starkey (D-Minn.), disclosed last week that President Truman is attempting to reach a solution to the disruption caused when several states, including Minnesota, returned to standard time.

Rep. Starkey didn't say what action the Chief Executive would take, but he made it plain that disrupted broadcasting schedules came in for discussion during conferences with the President. He also expressed the conviction that the country will remain on war time until after Japan is defeated. President Truman, he added, hopes to "work out a solution to the best interests of all concerned without clashing with the States".

Several bills to repeal war time are pending in committees of both the Senate and House, with little likelihood of any action until the war ends.

Coast Campaign
MILANI FOODS Inc., Chicago (1890 French Dressing), in a 52-week campaign designed to cover Northern California markets, in mid-May started a varied spot announcement schedule on seven stations in that area. List includes KFRC KGO KPO KJBS KROY KXOA KFBK. In addition firm has renewed spot schedule on KMPC KFAC KPMB KECA, and is also sponsoring a daily quarter-hour live program, Ethel & Albert, on KQW station. Agency is Garfield & Guild, San Francisco.

Tornado Hits WHOP
A TORNADO wrecked the antenna of WHOP Hopkinsville, Ky., on Tuesday, May 15, taking the station off the air for two days. The engineering staff worked 48 hours with the light, gas, and telephone companies in setting up two 70 ft. towers. The station returned to the air at 4:45 Thursday with an inverted "L", type antenna. New tower will go into operation around June 1.

AP
K.SLM, Salem, Oregon

...I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service.

Glenn McCormick
General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.
WOV'S HILL BILLIES HAVE MADE A BIG HIT IN NEW YORK

HIGH brow? Maybe not. But the Hill Country Jamboree on WOV nightly, Monday through Saturday, has struck a responsive cord with metropolitan New York's radio listeners. And the experience of present sponsors indicates that the large audience that makes it a regular habit to tune in this popular program is made up of people who are buyers as well as listeners. A few participating periods are available, three or six days a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
RADIO COUNCIL HAS THIRD ANNUAL MEET
WITH the theme “Radio’s Widening Horizons”, the third annual conference of the Northeastern Radio Council was held in Schenectady Friday evening at WRGB, General Electric television station, and on Saturday morning in the Hotel Van Curler. Part of the conference program was televised and broadcast.

Talks by a number of prominent educators present were televised plus a production by the Yale School of Drama. An entertainment spot was furnished by the Blue network. Other subjects on the agenda were a panel discussion on the San Francisco Conference by local high school students broadcast over WGY and a discussion of the panel by an adult board of critics.

Lt. Johnson on Leave
LT. COL. TOM JOHNSON, former commercial manager of Oklahoma Network and KTOK Oklahoma City, for nearly five years on active Army duty with the Army Motion Picture Service, last week was placed on terminal leave subject to honorable discharge Sept 6. He has not announced future plans but is expected to return to radio. Organizer of the Overseas Motion Picture Service and of the extensive operations placed in the European theater, Col. Johnson served two separate tours overseas while still attached officially to Army headquarters in Washington.

TUESDAY, JANUARY 28

ARThUR GODFREY through WABC New York program has called another meeting at New York’s blood donor units June 15, of the GAPSALS (member of the Give-a-Drink-and-Save-a-Life Society).

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This remark stemmed from a horserace in which the favorite so outclassed the field that it was actually no contest. Of course there is no literal truth to the statement—yet it expresses an idea of superiority equally applicable to horses, people or radio stations. The leader is often so far in front that he is in a class by himself. An excellent example of such superiority is Station WSYR and the comedy programs it brings to the radio homes of Central New York. The impartial, authoritative, C.P.A.-certified 1945 Syracuse Area Radio Leadership Study* showed that of the ten radio comedians mentioned in the poll as the most popular, nine are heard regularly over WSYR. And they took the first nine positions, leaving only the tenth position to a program aired over another station.

Today comedy is the great safety valve for war-jangled emotions and in the comedy field WSYR is truly in a class by itself. Bob Hope, Jack Benny, Fibber McGee and Molly, Eddie Cantor, Joan Davis, Charlie McCarthy, Abbott and Costello, Gildersleeve, Bob Burns—that is the roll-call of comedy stars who have given WSYR leadership among all stations in the Syracuse area. No wonder WSYR leads the second station of the area by 2 to 1 in nighttime listening audience. Yet comedy is only one among many factors contributing to the overwhelming preference for WSYR shown by the radio-wise listeners of its area. This proven prestige, expressed by the listeners themselves, makes WSYR the most valuable radio buy in upstate New York. You can do no better, when considering how best to reach the rich, substantial central New York market, than to think first of WSYR.

*Copies of study on request

Representatives: Paul H. Raymer Company
SYRACUSE
570 KC
5000 W
Associated with WTRY, WELI, WKNE

Above charts show results of recent survey of "most listened to stations in Syracuse area."
FREE installation of push-button tabs on receivers in Toronto has been organized by CJBC in conjunction with ten Toronto radio service firms. CJBC is using newspaper and radio spot announcements to advertise its service. Dealers have been supplied with sets of tabs for all stations heard in the Toronto area, to be installed on listeners’ sets without charge. Each listener whose set has been changed is sent a time-table card on which favorite evening programs throughout the week can be listed.

Beattie Cited

W. R. BEATTIE, WRC Washington general manager, has been cited by Grover Hill, Under Secretary of Agriculture and Assistant War Food Administration, for “contributing immeasurably to the nation’s food supply.” The station will run its Annual Victory Garden Contest through the summer months, sponsored jointly with Jelled’s department store, Beattie’s supporter.

WHBQ Wins, Didn’t Enter

WHBQ Memphis mailing piece points out that station won a special award for radio program promotion in a contest “we didn’t even enter.” Contest was Mutual’s Kid Show Promotion Contest and WHBQ was chosen among top 35 of 174 stations competing.

WAPI Brochure

“WE owe our achievement to three things,” says brochure published by WAPI Birmingham—“our program makers, our programs, our sponsors.” Pictures of personnel and shows are carried plus list of network, local and national sponsors.

WOL Thanks Advertisers

WOL Washington has mailed a folder offering “Our Thanks to...” to 29 advertisers who have added 87 commercial quarter hours in new business to the station’s weekly schedule.

Promotion Card

PHOTOGRAPHS of some of the promotion pieces for WEAF New York viewed by visitors to NBC studios in New York are featured in a one-sheet presentation, “Station Identification”, illustrated to all studio tourists.

WNAX Farmer Brochure

WNAX Yankton, S. D., starting promotion for “Midwest Farmer Day” to be Sept. 3 this year, has issued a brochure on picture story of Mr. and Mrs. Anton M. Eisevedt, of Morris, Minn., who visited Washington as Mr. and Mrs. Midwest Farmer in 1944.

WKBP Bus Cards

WKBP Muskogee, Mich., has placed 28-inch red, white and blue signs in Muskogee buses to promote baseball games carried by the station.

Co-op Program Folder

BLUE cooperative program department has issued a brochure on “Headline Edition”, quarter-hour news dramatization heard five-weekly. Folder is six pages, three colors, explaining the program’s format and listing personalities.

WBS Brochure

WORLD BROADCASTING SYSTEM. New York, is distributing to all U. S. stations a brochure on “The Lonesome Train” 25-minute recorded musical legend about Abraham Lincoln’s funeral train. Produced by Norman Corwin and aired on 100 stations on occasion of Lincoln’s birthday earlier this year, the program is being suggested for use on Decoration Day, May 30.

WFL Survey

WFLY Syracuse, N. Y., has published a booklet showing the results of its offer to listeners of the WFLY “Cookbook of the Stars” and the results of a subsequent survey connected with the cookbook. The station’s primary coverage is confided to the station’s primary coverage.

Courtesy Award

AWARD of a $25 War Bond is made by KTYC Tucson, Ariz., each week to the clipper service correspondent. Choice is made by a secret shopper and presentation is broadcast each Sunday 2:25 p.m.

KCKN Invitation

KCKN Kansas City invitation to its first birthday party held May 4 was honored by a miniature pink birthday candle.

Promotion Personnel

JAMES L. MCDOWELL, FCC lawyer handling station transfers for 10 years, is to join KPRO Riverside, Cal., July 1 as public relations director. Mr. McDowell was formerly field attorney of the FCC and prior to that served two terms as district attorney in Illinois and as deputy U. S. district attorney in Cook County, Chicago, where he prosecuted Al Capone and Samuel Insull.

CONNIE MARTIN, former assistant to CBS press chief GEORGE CRANDALL, has been named assistant trade news editor, working with LEO MISCHKIN, trade news chief.

ROBERT VESSEL, former night news editor of WWVA Wheeling, W. Va., has joined the Blue Network publicity department, assigned to the night desk with GEORGE FLEMING.

EDWARD McCANDISH is new member of the promotion department of WHEB Portsmouth, N. H.

RALPH YARNUM, former merchandising and promotion director of KFBI Wichita, Kans., has been named director of promotion and research of the “Wichita Eagle.”

JOEL MURCOTT has joined Blue Hollywood publicity staff, succeeding CHET BROWER, who shifted to N. W. Ayer & Son as assistant to JEAN McFARLAND, West Coast publicity director.

BOB WARD, publicity director of WJJJD Chillicothe, is the father of a girl born May 15.

Little Elmer says: "Not much searching is necessary to ascertain that WGN is the leader in local and national spot business among Chicago's major stations."

A Clear Channel Station

CHICAGO 11  ILLINOIS
WGN
50,000 WATTS  720 Kilocycles

EASTERN SALES OFFICE: 220 EAST 42nd STREET.
NEW YORK 17, N.Y. * WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

BROADCASTING • Broadcast Advertising
Best of Luck
WKRC

and Every Good Wish...

C.B. Wilson

WCKY

★
One Code, One Price

WITHOUT fanfare or fuss came an event last week which exemplifies efficient Government in action. Byron Price, Director of Censorship, issued a revised Code of Wartime Practices. A single code for the first time covers both radio and press, on equal footing. This sensible Government administrator who built up one of the hardest-hitting wartime agencies in the early weeks of the war, just as diligently and quietly began the process of taking it down. He was ready, when the bells tolled V-E Day, with the revised code, which used only about one-fourth the space consumed by the initial separate code for radio. The program sections of the separate code, which imposed special restraints on broadcasters were discarded.

It demonstrates, thus, not only the sagacity of Mr. Price as a tape-cutting, tradition-besotted administrator, but reveals his adult attitude toward working radio. The new, streamlined document emphasizes the similarity of problems faced by both news-gathering media.

Broadcasters therefore may thank the former executive editor of the Associated Press not only for recognizing their ability to handle voluntary censorship but for saluting their medium as a front-line news force.

This is a far cry from the days when Washington radio men had to struggle in obtaining an outstanding personality for the full time presidency of the association—radio's topmost post.

The NAB board at its meeting in Omaha earlier this month found itself constrained to name another Presidential selection committee. The one-year draft term of interim President J. Harold Ryan terminates July 1 and he is committed to return to his Fort Industry Co. station headquarters in Toledo. An effort to draft Paul W. Morency, able general manager of WTIC Hartford, for another interim term proved futile. The board, until the war's end, wanted another practical broadcaster who could carry on in the Ryan tradition.

The new committee, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Cowles Broadcasting Co., has unusually broad powers. It is authorized to select an "operating head" for the association. It's deadline appears to be July 1, when President Ryan locks up his desk.

The Committee may not be able to select a permanent head immediately. There is divided judgment, too, as to the type of man who should become the national radio spokesman. One group of broadcasters prefers a national public figure, one who probably wouldn't be versed in radio but of such commanding stature that he would enjoy respect in the highest places. Another substantial segment prefers a practical broadcaster, thoroughly conversant with radio and one who, by dint of ability and his newly acquired status, would achieve national standing and recognition.

We are inclined to the latter view. Radio has developed men who could well qualify for the NAB post. They are the very men who have helped develop radio. Several of these best prospects—we can think of two now—saw fit to enter the military services in wartime and, may not be available this month or next. But they will be back. Perhaps, because of radio's important function in wartime, the military command involved could be induced to release such a figure from active service to enable him to accept the NAB call.

We know the new Craven committee will do a thorough job in its search for the Ryan successor. We trust it won't overlook those possible appointees now in war service.

Prudent Course

THERE ARE mixed reactions to the failure of the FCC, after months of consideration, finally to allocate broadcast services in the high frequencies. Where FM will find its ultimate haven is still in suspense. Actually final judgment on television is deferred, too, though manufacturers now are in a position at least to begin designing equipment for lower bands.

Naturally, manufacturers and those broadcasters interested in getting under way on new operations are chafing. They want quick action. And it's only natural that they want it their way.

Except for the purely economic factors, we see no reason for a rush. Nothing is more important than getting the allocations right. Moreover, the War Production Board has advised the FCC that there is no need for hurry since there will be no equipment until fall or possibly next spring. Some vagaries in the high-frequency range reach the height of their season during the summer. Observations of the interference should be available before FM is assigned a definite place.

The allocations constitute only a small part of the job ahead, albeit the basic one. There are the regulations and standards covering FM, television, facsimile and other broadcast-related services to be established. These will constitute the rules of the game. In FM, for example, there's the vital question of whether service shall be allocated along the lines of existing AM coverage, that is to three classes of stations, as now provided, or whether there shall be the single-market plan of identical facilities espoused by CBS. The latter method would make for uniform coverage and equal competition, whereas management and programming ability would become the only factors in establishing the merits of competitive stations.

Then there's the question of whether FCC will allow AM broadcasters to transmit identical programs over their FM adjuncts until FM acquires sufficient audience to stand on its own legs and warrants a separate rate for time. There's also the basic factor of duopoly on which the FCC likewise has been silent. Will ownership of an FM and an AM station in the same community eventually be construed as duopoly? Broadcasters have a right to know.

All these factors require scrutiny by those who aspire to enter into these new services.

Our Respects To —

EDWARD EVERETT HILL

KINGPIN of the station which this year knocked down two of radio's major awards—the Peabody and duPont—is Ted Hill, managing director of WTAG, 5,000 w CBS affiliate in Worcester, Mass.

Ted believes radio has a substantial public service job. Application of that belief has lifted WTAG out of the ranks to win top honors for contribution to the welfare of the community.

But the manager of the station which has set a new high by copping two of the industry's awards in one year as a result of its "Worcester and the World" project, sees the accolades as a greater stimulus to similar public service efforts in the future.

The building of the station from a little-known outlet to its present position follows a pattern similar to the life of the man who steers its course so keenly.

Edward Everett Hill was born in Lynn, Mass., Sept. 18, 1892, and attended public schools there until he moved to New York 15 years later. In Manhattan his interest in wireless was aroused. Neighbors called him "the young Edison" when he began building sending and receiving sets. One was of such high caliber that it was accepted by a wireless school for use in classroom study.

But radio was still an avocation and Ted went to work for an export company where he worked himself up to the post of sales manager, traveling over Europe and other parts of the world for the firm. From 1917 to 1922 he ran his own company in Boston. Then followed several years in the securities business.

In 1927 Ted's long interest in radio was reawakened and he abandoned a secure position to join WLOE, now WMEX Boston, as a salesman and was soon taking his turn at announcing, programming and filling-in in other capacities.

Two years later he went to WORC Worcester as an announcer. He was soon handling programming and production and then managerial duties. He sought and obtained a CBS franchise for the station while it was still a local outlet, one of the first cases where this had happened.

In December 1938 he became WTAG's new managing director. When he took over, the 1,000 w station had a staff of 18. Within a year new members were added and expansion plans made for the outlet which is owned and operated by the Worcester Telegram and The Evening Gazette.

Within a period of six years WTAG was

(Continued on page 48)

Page 46 • May 28, 1945

BROADCASTING • Broadcast Advertising
Edward Petry & Company, inc.

Announces

The Appointment of

Matthew N. Chappell, Ph. D.

and

Alfred Politz

as

Consultants, Directing Radio Research

Effective June 1, 1945
F. M. RUSSELL, Washington vice-president of NBC, returned to his office last week after an absence of a fortnight occasioned by a respiratory illness which resulted in a slight virus pneumonia infection.

LT. JAMES E. MOORE, former secretary to the vice-president-treasurer of WFBF, Syracuse, R. G. SOULE, has been transferred from New Guinea to the Philippines, where he is brigade adjutant and brigade personnel officer of his company.

BILLY S. HODGES Jr., is new manager of WOTC Greenville, N. C.

GLENN D. GILLETT, consulting radio engineer of Washington and former station owner, has been assigned to new duty as an operations analyst with the X-11 Bomber Command of the 20th Air Force in the mid-Pacific. Virtually since the war’s onset, Mr. Gillett has been identified with the military as a civilian communications expert and until recently was headquarters at the New London, Conn., submarine base, from which he shuttled to the war theaters.

DR. MAX JORDAN, NBC director of religious programs, now abroad on special assignment in connection with NBC’s news broadcasts, has been accepted by International Mark Twain Society of St. Louis, Mo., as honorary membership in recognition of his contributions to literature.

C. E. ARNEY Jr., secretary-treasurer of the NAB, continued to the West Coast on NAB business following the board of directors meeting in Chicago May 16-17. He will return to Washington headquarters June 11.

CY NEWMAN, program director of WSWV Petersburg, Va., has been named manager in charge of station’s operations. He continues as head of the program department.

C. WORTHINGTON MINER, manager of CBS television, and his wife, niece of James F. Byrnes, celebrated V-E Day with a bottle of champagne straight from Marshal Joseph Stalin’s wine cellar. Former mobilization representative received the bottle while at the Vatta Conference—presented to his niece on his return to the U. S.

Our Respects to (Continued from page 46)
equipped with modern studio and broadcasting facilities, its power was increased to 5,000 w and its personnel to more than 50. Under the astute direction of Ted Hill it became one of the first stations to set up an experimental FM station, WIXG, which last year received its commercial license as WZAG-FM. It also operates the city’s only mobile relay broadcasting station, WBEE, and gives listeners direct shortwave coverage through the BBC.

Last October, Mr. Hill and his crew undertook the task of pioneering new paths for postwar radio. Through its series of United Nations weeks, in which all agencies of the city cooperated with the station to build understanding of America’s Allies, the Worcester station and its far-sighted boss have shown that radio can play a vital role in determining the character of public opinion.

Ted married the former Estelle M. Stoddard and has two children, Virginia, 16, who wants to be an archeologist, and Doris, 29, who is married and runs a fruit farm. WTAG’s manager likes to relax by boating or indulging in his hobby, photography. Pet snapshots remind him of faraway places he has visited. He is looking forward to the day when he can add more pictures of foreign spots to his photo files.

Even-tempered, soft-spoken, he has one violent dislike—cheese.

HENRY VISCARDI, former assistant special events and sports director of Mutual, is now eastern sales manager, post formerly held by BARRY KEET, now NBC advertising manager.

JOHN LIVINGSTON, salesman of WM. G. Rambeau Co., Chicago, reinstated May 19.

RICHARD HESS, former manager of the report analysis division of the CBS research department, has been named supervisor of research for CBS-owned stations and Radio Sales. He replaces CHARLES E. SMITH, named market research consultant for CBS Sales department, and who will act as liaison between CBS-owned stations, WAPI in Birmingham, the Radio Sales offices and divisions of CBS-owned stations.

D. M. GREENE, for more than two years account executive, has been promoted to commercial manager of KGW San Francisco.

MARY ELLEN MAGUIRE has been promoted to traffic manager of KGW San Francisco, replacing MARIE DURANT, resigned.

EDWARD W. STEVENS, former salesman for J. F. McMenamin & Son, Chicago station representative, has resigned.

FRANK J. MCMURTHY Jr., account executive of KGO San Francisco, has joined the Blue sales staff in San Francisco.

JACK BRUMBACK, former manager of KBBB San Francisco, has been named manager of CBS Radio Sales Office in that city, succeeding Ole Morsby, now in the Navy.

CKSF Cornwall, Ont., has appointed Joseph Hershey McGillivary Inc., New York, as its representative.

WILLIAM WRIGHT has been named Montreal representative for CKCO Ottawa.

DEAN B. McNEALY, released from the Army, has taken the San Francisco KGO-Blue sales staff.

PETE SCHOFIELD, formerly of CPAC sales staff, has joined VX Vancouver as account executive.

LOUIS LEPORON, commercial manager of CKAC Montreal, has been appointed sales director of the newly formed cooperative representative organization of Quebec stations, all privately-owned except those in Montreal and Quebec City (BROADCASTING, Feb. 19). He is replaced at CKAC by GEORGES BOURASSA, former manager of CKUB Hull, Que., and lately radio director of Harold F. Stanford Ltd., Montreal.ady ANDRE DAVELOV has been appointed director of sales operation and service department of CKAC.

BEATRICE BURKE, junior estimator of CKBO network sales, has photo in all New York subways this month as “Miss Subways”.

W. L. OLESON, president of KIPRO Riverside and San Bernardino, Calif., bought Riverside’s oldest orange grove recently as a building site for television studios to be built as soon as restrictions are lifted.

“We ain’t a-goin’ i’ argu, strang-er—give us a right smart number o’ them accident policies WDFD Flint’s been a’tellin’ us about.”
WHEN PROPER EQUIPMENT FOR YOUR JOB IS AVAILABLE—USE IT. For full coverage of the rich Ark-La-Tex area, use KWKH—with its 50,000 watts—one station with the Selling Power in this diversified market.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Kadderly to KGW

WALLACE L. KADDERLY, now the chief of radio service for the U. S. Dept. of Agriculture, Washington, will go to KGW Portland as director of farm programs July 1. Mr. Kadderly was born in Portland, attended Oregon State College and has held successive positions with the Oregon state extension service and was executive vice president of KOAC Corvallis, state radio station, in 1932. From 1933 to 1937 he was western radio program director for the U. S. Dept. of Agriculture with headquarters in San Francisco.

Religious Book

AS AN AID to religious broadcasters, E. Jerry Wyckoff, staff consultant on radio for the International Council of Religious Education, has written a guide book, Religious Broadcasting, published by the NAB. Books may be obtained free from the NAB.

LYMAN BRYSON, CBS director of education, has received the "Four Bomb" award from the Writers' War Board in recognition of his work as moderator of "People's Platform" and for his series of talks, "Problems of Peace".

CHARLES H. WHEDbee is new program director of WTOP Greenville, N. C., former with WMPP Pittsburgh, N. Y., to program staff of WBIR New York, E. EDMOND CRAMER, first in engineering research, then in personnel at CBS, has joined WABC as producer.

CAPT. FRANK KING, officer in charge of the New York Armed Forces Radio Service, left May 23 for two weeks in Los Angeles to discuss New York AFPS problems with officers of the West Coast branch.

ROGER WILLIAMS, holder of the WFBF summer 1944 fellowship and announcer for past year, is returning to Atlanta, Ga. He will later enter Harvard U.

CLIFF ESKRIDGE, formerly with WSB Atlanta, to WBEC Memphis continues staff residence. MR. & FRANK RICE, former announcer for WBEC chief announcer.

Sgt. DICK DUDLEY, former NBC New York and WSM Nashville announcer, has been named production manager of the American Forces Network in London for postwar service to occupation troops.

KQV

CAN PACK 'EM IN!

Said George V. Dorsey, "In Pittsburgh, Town Meeting of the Air's rating went two points above normal." The reason why is: KQV really cooperates with its advertisers.
THE OUTSIDE IS MIGHTY INTERESTING

on the Pacific Coast, too!

Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

YESSIR: the "outside" is mighty attractive on the Pacific Coast, but it's hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—"outside" as well as "inside."

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 strategically located stations and broadcasts from within each of these mountain-surrounded markets.

If you want to know how the "outside" market listens, ask to see a copy of the special C.E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast). It shows that 60 to 100% of listeners in the "outside" market were tuned to Don Lee stations!

As for Don Lee's coverage of the "inside" market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!
The father of the banjo
Frank B. Converse, great American minstrel of the last century, was fascinated by the banjo used by the Southern Negroes. He improved upon it and introduced it in his minstrel turns — and became known as the father of the banjo. To this day, the banjo is as much a part of the minstrel as the end-men or "Mr. Bones."

The minstrel carried the banjo to all parts of the United States, and the rhythm of the instrument has become an effective accompaniment of many types of American folk music.

"Beat it out".

Although the banjo is a member of the guitar family, and has strings — 5, 6, 7 or 9 — it is actually used as a percussion instrument. Its distinctive "beat" adds much to the swing of "boogie-woogie" and Dixieland jazz.

The background-beat of the banjo adds much to the spirit of jazz. The best reproduction of its distinctive quality is obtained through:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
Western Electric Company

213 BROADWAY, NEW YORK 7, N. Y.

Page 52 • May 28, 1945

WIBO Swim Program
WIBO Philadelphia, impressed by the success of the non-swimming servicemen, is offering a course of swimming programs Saturday 8:45 p.m. Conducted by Joseph H. (Chap) Rafferty, director of swimming and water sports at the Broadwood A. C., Philadelphia, program features discussion of swimming questions with coaches and instructors in city.

Milepost History
DRAMATIZING stories behind the historical markers along the highways and roads of North Carolina, a new quarter-hour "Carolina Milepost" series has been scheduled Tuesday on WPTF Raleigh. Program is broadcast from the workshop of the U. of North Carolina.

Swap Show
CLASSIFIED ads and swap events are featured on a new program on WBOX Clarkesville, Miss. Program time is given by the station.
KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in seven of Colorado's largest cities named KOA as the station "listened to most" at night.

Between 74% and 91% of the radio families in Wyoming's four largest-cities named KOA as the station "listened to most" at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68.8%

*NBC Survey "1077 Cities"  **Ross-Federal Survey

FIRST in DENVER KOA 50,000 watts 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
W.I-N-D presents

JOHN JANSSEN, former account executive of McCann-Erickson, Chicago, joins Erwin, Wasey & Co., Seattle, June 1 as vice-president in charge. Staff members include: CHARLES K. WALDEN, formerly with Ruthrauff & Ryan, New York, head of copy department. Office will handle Albers Milling Co., Seattle; Carnation Co., Milwaukee; (fresh milk and cream only) and other accounts.

WINS new Ad Book

ETHEL MURTHA HURLEY, copywriter of BBDO Los Angeles was given the Erma Proetz Award for best radio commercials by the St. Louis Women’s Adv. Club on May 21. Miss Hurley won $100 in a War Bond and trip to St. Louis for CBS “This Is My Best,” sponsored by Cresta Blanca Wine Co.

LEAL V. GRUNKE, serving as producer of “Voice of Prophecy” program for George C. Neher, has severed connection with the agency's Glendale, Calif., offices. BORIS STREETER now represents agency in that city.

VIE HARDER, from Lennen & Mitchell, New York, to radio department of Olan Ad., Chicago.

JOHN G. AUSTON, former assistant advertising manager of North American Rockwell, joined Hazard Ad., New York, as account executive.

WILLIAM JENKINS Ad., Philadelphia, has gone to 112 South 16th St. Telephone is LOCus 1309.

J. E. McDougall has resigned as radio director of J. Walter Thompson Ltd., Montreal, to joined Cockfield Brown & Co., Montreal, as account executive.

BILL HARWOOD, released from the Royal Canadian Navy, has joined Cock - field Brown & Co., Montreal. Before enlisting he was a partner in the production firm of Bakersville, Mon - treal.

CAPTAIN EUGENE ATELL, former assistant to FREEMAN KEYES, president of Russell M. Beeney & Co., Chicago, has been awarded the Bronze Star, Purple Heart, and the Oak Leaf Cluster. Capt. Ateell is in Germany.

RAY HUNTER, former media director of Bermoning, Cashman & Pierce, New York, has joined Fuller & Smith & Ross, New York, and然stant to media head.

NATHANIEL PORTER COWELL, producer, salesman and researcher most recently associated with Joseph Navesky McGilvrai Inc., has joined the radio department of Walter Thompson Ad., New York, as production supervisor.

WARD New York, the Allen B. DuMont video station, now on the air Tuesday, Wednesday and Sunday evenings, efective June 1 will drop Sunday programs in favor of Thursday night operatons, for the convenience of advertising agen - cies handling television shows.

SIOUX FALLS, SO. DAKOTA

KSOO 1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

BROADCASTING • Broadcast Advertising
First in Nation's War Production ... First in Peacetime OPPORTUNITY!

The Detroit Area Has Received 12 Billion Dollars' Worth of War Contracts, Providing a Huge Backlog of Workers' Savings for Peacetime Purchases

"Make no mistake about it ... the light of Liberty was kept burning by the crucial and gigantic conversion job done by automotive Detroit," said the Newark Evening News in a recent advertisement.

"In the last two years, Detroit has produced war materials and essential civilian goods valued at approximately 20 billion dollars," according to a Detroit Board of Commerce Study.

Detroit workers, with their huge backlog of purchasing power, will make a mighty contribution toward your and America's peacetime prosperity. Nearly TWO BILLION DOLLARS in War Bonds and bank savings make this market your first consideration in postwar sales planning.

Remember these facts about Detroit. Remember, also, that WWJ is the favorite station of the people who control the purse strings in this great market.

WWJ
America's Pioneer Broadcasting Station—First in Detroit Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY National Representatives

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending
BORDEN Co., New York (dairy products), in a deal negotiated by Young & Rubicam, on Sept. 28 or Oct. 5, will start half-hour program featuring Ginny Simms, m.e.-vocalist, on CBS stations, Friday, 7:30-8 p.m. (EWT), with repeat, 6-6:30 p.m. (PWT). Packaged by Music Corp. of America, series is reportedly priced at $12,500 weekly. Format of Simms’ current NBC show, sponsored by Philip Morris & Co., will be retained, with weekly name guest to be added. Edgar (Cookie) Fairchild, musical director, it is expected, will shift to this series.

BATAVIA Metal Products Co., Batavia, manufacturer of farm equipment, May 19 sponsored a special program 9-9:30 p.m. on 78 Blue stations emphasizing industry’s role in the rehabilitation of returning servicemen.

BLACKHAWK Brewing Co., Davenport, la., July 5 for 22 weeks sponsors Nebileett Radio Production program “500 the Story Goes,” five-weekly on seven stations of Tall Corn Network: KURR KMBZ KFJF KICD KFRO KDTH, plus KSO, WOC and other Iowa stations not yet set. Firm also expects to begin spot campaign sometime in June. “Half-hour” shared with KIBS, S. Chicago.

WHITE Labs, Newark, N.J., for Fenn-a-Mint and Choos anti-acid gum is planning to use spot announcements in about five Latin American markets in the near future. Stations will be placed through Export Ad., New York. Company is currently using two spots in Puerto Rico and Venezuela, bought locally.


MURINE Co., Chicago, renews May 11 for 29 weeks weekly five-minute newscast on WGN Chicago. Agency is BBDO, Chicago.


VIRGINIA Conservation Commission has placed a radio schedule of one-minute transcriptions on stations in Eastern, Midwest and South. Agency is Courtland D. Ferguson Inc., Richmond.

SANI-WAX Co., Oklahoma (cleaners, waxes), has placed its account with B. J. Pete, Calcium & Holder, Kansas City. Radio is said to be considered.

R. M. JORDAN & Co., New York (couturier jewelry), has named Needham & Grossman, New York, as agency. Plans for radio are said to be included.

WHITE TOWER Management Corp., Stamford, Conn. (White Tower Restaurants), has appointed Patiens Adv., New York, as agency. Radio plans are said to be considered.

MECHANICS SAVINGS BANK of Holland, Mass., is now sponsoring “Music for Sunday” on WHYN Holyoke, 11:30-12:00 p.m. Contract for 12 weeks placed direct. This brings to total banks signed by WHYN and includes every bank in city.

GOLDEN WEST Brewing Co., Oakland, Calif., has placed its account with Knol Adv., San Francisco.


They go together

ATLAS BREWING Co., Chicago (Atlas Premium Beer), has signed for weekly five-minute program in Chicago. This brings to total banks signed by WHYN and includes every bank in city.

W. HOWARD CHASE, former director of public relations for J. R. Higgins, Minneapolis, on June 1 becomes director of public relations for General Foods Corp. EDWIN B. DOYLEY is director of public information for G-F.

NEWSPAPER, New York, has shifted advertising from McCall-Erickson, New York, to John A. O’Malley & Co., New York. Publication is interested in radio.

GULF OIL Corp., Pittsburgh, as part of its 16-week schedule promoting Gulf’s Spray insecticides through 60 stations via songs of Jack Smith, May 22 started one series as a twice-weekly half-hour on WFPD New York. Agency is Young & Rubicam, New York.


GAMBLE SKOCIMO Inc., Minneapolis, has started a campaign including radio to promote auto supplies, hardware and radio appliances through BBDO, Minneapolis.

CLUB LENI, Newark (night club), has started six-weekly half-hour audience participation program on WATT Newark following lifting of restrictions on public services of Central Mills, Minneapolis, on June 1 becomes director of public relations for General Foods Corp. EDWIN B. DOYLEY is director of public information for G-F.

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"It's a knockout...it's a touchdown..." Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's first and only winner of the coveted Sporting News Golden Trophy. Tom Manning is first in sports in Cleveland, just as WTAM is Cleveland's first station in listening audience...day and night. First in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?
GOLDBLATT BROS., Chicago depot store, has added four quarter-hours a day, six-weekly on WGN Chicago. Programs tie in with merchandising and promotion plans of all 13 stores in Chicago area. Organization has named Schwimmer & Scott as agency.

GOTTENBERG Wine Co., Gottenberg, N.J., has appointed Emil Meoli Co., New York, as agency, and has started transcribed announcements on WPAT, Paterson, N.J., for Royal State Wine with plans under consideration for additional use of radio.

FREDERIC W. ZIV Co., Cincinnati, new building transcribed quarter-hour "Songs of Good Cheer" series includes Peoples Store on WIND Chicago, Iroquois Beer Co. on WEBR Buffalo, thru Bartell's & Wrenches, Buffalo, Dewitt Corp. of America, Cleveland, Curtin's Beer, on WNBK WGN WMWN WBT, thru Lang, Fisher & Shlaskow, Cleveland.

MCKAY JEWELERS, Los Angeles (retail), on May 21 started quarter-hour transcribed "McKay Músical Memories" six-weekly on KMPC Hollywood. Contract is for 8 weeks. Holzer Adv., Los Angeles, has account.

INTERNATIONAL CHURCH of Four Square Gospel, Los Angeles, starting about mid-June will use a series of transcribed programs on stations in Atlanta, Philadelphia, Islands and Newfoundland. Western Ad. Agency, Los Angeles, has account.

KERR GLASS Mfg. Corp., Los Angeles (Mason jar campaign), in a 32-week campaign started in May will use approximately 60 stations nationwide. Agency is Raymond Steam- gen Co., Hollywood.

STATIONERS Corp., Los Angeles (stationery office supplies), in a 52-week campaign started May 1 is using an approximate total. The 20 spots weekly on KFCA KHJ KNX. Firm also uses 25 spots per week on KOPI. Western Adv. Agency, Los Angeles, has account.

NBC Names Silen

BERT SILEN, NBC's Manila representative who returned the mainland recently after more than three years' imprisonment in Santo Tomas, has been appointed assistant manager of Pacific Coast operations of the network's news and special events department. He replaces Francis C. McCull, manager of operations for the network news department, and Hunter Scott, KPO San Francisco news chief. Mr. McCull, who has been in San Francisco for six months coordinating coverage of the Pacific war and of the United Nations Conference, will leave this week for New York. Mr. Scott succeeds Helen Murray as manager of advertising and promotion for KPO. Miss Murray, who became manager of the KPO department two years ago, is returning to Hollywood for special assignment.

Carter on Yankee

CARTER PRODUCTS, New York, on May 14 started promotion of Hush deodorant as sponsor of Mutual's "Bulldog Drummond," weekly half-hour, on three Yankee network stations. Business placed by Roche, Williams & Cleary, New York, appointed to handle advertising in five major areas, including New England. Sherman, K. Mills & Co. has been named to handle advertising in two remaining areas, one including New York, New Jersey and Pennsylvania, the other four midwestern states. No radio plans for these areas at present.

WJW's Barn Dance Jamboree crams 'em into Cleveland's Masonic Hall - a terrific radio audience to boot. Here's a walloping variety package of western headliners that can do a great selling job in a market that counts!
When KFYO's Market — LUBBOCK, Texas — Is Projected on the Screen...

Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton combine their vast revenue-gaining power to complete the picture of the 147 million dollar effective buying income awaiting you in Lubbock.

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub city of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market - KFYO - the only station dominating this area with a consistent clear signal.
The Southern spotlight falls on... WJHP and its newest airways production, Search For Talent! On the air every Friday eve at 7:30, this show has a waiting list of over a hundred talented Jaxons who aspire for the grand prize of a trip to the Big City, expenses paid by WJHP! ...For the best in home talent, local production, public service, AND results, it’s the Journal Station, WJHP.

**Network Accounts**

**New Business**

SCHENLEY LABS., New York (penicillin), on June 5 for 12 weeks starts The Doctor Fights on CBS stations Mon. 9:30-10 p.m. (KWT). Agency: BBDO, N. Y.

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem Blades), July 2 starts The Adventures of the Falcon on 78 MBS stations Tues. 8:30-9 p.m. Agency: Federal Adv., N. Y.

AMERICAN HOME PRODUCTS Corp. (Anachi) early in June starts Real Stories From Real Life on 68 MBS stations Mon. thru Fri. 9-15-26 p.m. Agency: Dancer, Fitzgerald & Sample, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on June 8 schedules Kentucky Derby on 126 CBS stations 6-4-9 p.m. and NBC Dominion Network. Agency: Maxon Inc., N. Y.

**Renewal Accounts**

GENERAL MOTORS Corp., New York (institutional), Aug. 1 renews for 51 weeks General Motors Symphony of the Air on 144 NBC stations Sun. 5-6 p.m. Agency: Arthur Kudner Inc., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Dreft), on Aug. 30 renews for 44 weeks Rudy Vallee Show on NBC and ABC stations Thurs. 10-30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

GENERAL MILLS, Minneapolis (Softasilk Flour, Kix), May 28 renews Lights of the World on 61 CBS stations Mon. thru Fri. 10-15-10-30 a.m. (rebroadcast 11-30 a.m.), and Valiant Lady on 69 CBS stations Mon. thru Fri., 10-10-15 a.m. (rebroadcast 11-15 a.m.) for Check-Oats. Agency: Dancer-Fitzgerald-Sample, Chicago.

**Net Changes**


STANDARD BRANDS Inc., New York (Chase & Sanborn Coffee), June 3 thru Aug. 26 replaces Charlie McCarthy Show with Spike Jones orchestra on 144 NBC stations Sun. 8-8-30 p.m. Agency: J. Walter Thompson Co., N. Y.

**CLOSED CIRCUIT** conference on NBC Coast and Mountain stations marked the return of Hal Burdick's Night Editor, KPO San Francisco, to the air for Dwight Edward coffee. Mr. Burdick (center) explains sample mystery program to (seated l to r) Ray Rogers, Ruthrauff & Ryan; Rodger Baker and Mr. Starling, Dwight Edward Co.; Ted Schwamb, Bristol Adv. Service; Walter Tolleson, KPO. Standing: Bill Shea, producer; Wendell Williams, program manager.

**AJMOR & Co., Chicago** (meat products), on June 11 for 55 weeks renews Hedda Hopper's Hollywood on 142 CBS stations Mon. 7-15-7-20 p.m. Agency: Foote, Cone & Belding, Chicago.

**BORDEN Co., New York** (milk, ice cream), July 4 shifts The Jerry Wayne Show from 180 Blue stations Sun. 8-30-9 p.m. to 148 CBS stations Fri. 7-30-8 p.m. (repeat 9 p.m.). Agency: Young & Rubicam, N. Y.

PHILCO Corp., Philadelphia (radios, refrigerators), May 6 replaced Philco Radio Hall of Fame on 208 Blue stations with Philco Summer Show and June 3 replaces from Sun. 6-7 p.m. to Sun. 6-8-30 p.m. for indefinite period. Agency: Hatchins Adv., Philadelphia.

CAMPBELL Soup Co., Camden, June 20 replaces Jack Carson Show on 122 CBS stations Wed. 8-30-9 p.m. (repeat 9-30 a.m.) with The Saint for indefinite period. Agency: Wad Wheelock Co., N. Y.

SCHENLEY DISTILLERS Corp. (penicillin), June 5 thru Aug. 16 sponsors The Doctor Fights on 77 CBS stations Tues. 9-30-10 p.m. (Blow Co., New York) as replacement for This Is My Best, sponsored by Cresta Blanc, Wise Co., subsidiary. (BBDO, Hollywood.)

UNION REXALL DRUG Co., Boston, July 6 thru Sept. 21 replaces Durango-Meyer Show on 148 CBS stations Fri. 10-10-30 a.m. with Rexall Summer Show. Agency: N. W. Ayer & Son, N. Y.

GILLETTE SAFETY Razor Corp., Boston, on Sept. 7 shifts boxing bouts from 252 MBS stations Fri. 10 p.m. to 206 Blue and CBC Dominion Network stations Fri., 10 p.m. Agency: Maxon Inc., N. Y.

CONTI PRODUCTS, New York (shampoos, soap products), on June 2 for about 12 weeks replaces Treasure Hour of Sun, with Starlight Serenade on 117 MBS stations Thurs. 9-30-10 p.m. Agency: Bingham, Castleman & Pierce, N. Y.

Snow in September...

Dawn South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

"BOSTON BLACKIE"

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures' Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

Write, wire or phone for sensational rating history and audition discs.

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. HOLLYWOOD

FILMDOM'S MOST LOVABLE SLEUTH

BROADCASTING • Broadcast Advertising
Care In Preparing Schedules Vital, Sandage Tells Retailers

Use More Programs, Fewer Spots, He Suggests To First Meeting Based on Harvard Study

NOT UNTIL retail advertisers devote as much time to program structure as they do to copy and layouts for the printed media will they be able to reap the full potentialities of radio promotion, Prof. C. H. Sandage of Miami U., author of Radio Advertising for Retailers, told a luncheon meeting of Washington D. C. retailers and advertising executives last Monday. Meeting was held at the Statler Hotel under the auspices of WTOP, Capital CBS outlet.

First gathering of retailers anywhere to discuss the findings of Prof. Sandage's study, conducted at the Harvard Graduate School of Business Administration through a grant by CBS, the meeting was told that stations as well as sponsors have been at fault in misusing radio for retail advertising. Retailers have made the "fundamental error" of spending too much on spot announcements and not enough on programs, Prof. Sandage asserted, and stations have encouraged overemphasis on spots through their rate systems.

Prof. Sandage urged that retailers give more attention to personalized, institutional programs, pointing out that the name of a store remains while brands disappear. "Radio stands in a peculiar position to enhance the franchise of the store name," he said.

Prof. Sandage said his study showed that retailers have mistakenly tied their radio expenditures to percentage of sales when the important factor is percentage of total advertising expense. He found that too much of the radio dollar goes for spots, the average retail sponsor spending 58% of his radio dollar in 1942 for station breaks and some types of stores spending as high as 82%.

Hollinger Supports

Supporting Prof. Sandage's findings, Paul Hollister, CBS vice-president in charge of sales promotion, cited the case of a department store owning a station which spends only 5% of its advertising dollar on radio and yet complains that radio is not effective. Pointing out that radio has "steadily and persistently" made time sales to retailers and that 50,000 stores were on the air last year, Mr. Hollister said that "radio continues to manifest its striking intimacy with the listener."

During the question and answer period, in response to a statement by a department store representative that retailers do not know how to use radio, Prof. Sandage suggested that retailers check the results of various techniques used in order to determine the most effective approach. Mr. Hollister added that if advertisers would determine their objective in advance half of (Continued on page 61)
The many arms of the Federal organization are the arms of a versatile servant... making war goods now and preparing for the new and greater demands of a world at peace.

For example, Federal Instrument Landing and Radio Range equipment is pioneering new concepts of faster, safer air travel.

Federal's Megatherm dielectric and heat induction units are revolutionizing production processes in the plastics, metal, food, plywood, textile and other industries.

Federal always has made better tubes. Today, as the result of continuous scientific development, Federal's Transmitting, Rectifying and Industrial Power Tubes are proving even more dependable and long lasting.

To fill a vital war need, Federal developed Intelin Ultra High Frequency Transmission Line — now is the world's largest manufacturer.

Federal's Marine Radio Equipment, first in serving America's merchant fleet, includes Direction Finders, Auto Alarms, packaged Transmitting and Receiving Units and Lifeboat Transmitters.

Back of every Federal Transmitter are years of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment from walkie-talkie to 200 K.W. transmitters.

Quartz crystals, precision cut and mass produced at Federal, are performing many secret military jobs.

Selenium Rectifiers, introduced by Federal, are accepted as standard for converting alternating to direct current. Power equipment and battery chargers, powered by Federal Selenium Rectifiers, are known for long life, high efficiency and low cost.

Yes, Federal's many arms make many things — all to one high standard. Here some of the world's keenest scientific minds combine their talents with three decades of Federal leadership for developing and producing better communications and industrial electronic equipment.
Let's git a Double Sody, Sarah!

Drug stores are just as alluring to our Red River Valley folks as they are to people in the big cities.

Cold figgars show that WDAY's audience buys nearly one-third of all drug items sold in North Dakota, South Dakota and Minnesota COMBINED (exclusive of the counties containing Minneapolis and St. Paul).

Which maybe explains why more and more advertisers are taking advantage of WDAY's big audience and low rates. Why don't vous, pal?
They came... they saw... they concurred!

Outstanding personalities of the airwaves, are The Blackhawk Valley Boys and Penny West. It is estimated that three-quarters of a million people... in the past two years... have seen and heard them in personal appearances throughout the WOWO area.

For more than six years, these virtuosi of the banjo, accordion, and Spanish guitar... abetted by Penny West, who doubles in song and bull-fiddle strumming... have imparted the folksy flavor of their genius to various WOWO and Blue Network offerings.

Continuous clamor for personal appearances resulted in 140 bookings in 1944 alone!

This exceedingly popular team is heard regularly on their own and the WOWO Farmhouse programs. If you would take the measure of the rich Hoosier market in the WOWO primary area, you can do no better than to enlist the aid of Indiana's favorite entertainers.

Have NBC Spot Sales produce the proof, in the form of an audition-record from the WOWO "Cradle of Stars" library.
One Station's Opinion of BMB Plan

WINN Executive Says Present Ballot Is Oversimplified
By G. F. (Red) BAUER
Sales Manager
WINN, Louisville

WE at WINN (I speak for the executives of our organization) will probably subscribe to BMB, eventually. If and when we do, however, it will be for two reasons only:

(1) It is an industry-wide endeavor and, as such, deserves the support of NAB members, and

(2) BMB, apparently, is thoroughly approved by the AAAA and ANA... who represent a big percentage of our "customers".

WINN would like to go on record that we now feel, and will continue to feel, even after we have subscribed to BMB, that BMB is now as full of shortcomings as a Swiss cheese is full of holes. But, we aren't destructive critics... we don't carp just for the sake of hearing our own raucous voices. We would like to suggest some improvements in BMB methodology, which we feel would, if adopted, make the results of BMB's first $1,000,000 splurge mean more to the time-buyers (who are the people who will, we all hope, be guided in their station-selection, in a great degree, by BMB figures).

To get down to brass tacks, we believe that the BMB Ballot Form is oversimplified, to the point where conclusions drawn from the ballots will mean far too little, to furnish an accurate measurement of any station's primary, secondary or tertiary coverage... but, particularly, its primary coverage. We believe the lumping of all replies, of NAB members, into a single, industry-wide determination, is oversimplified, and doesn't work. Therefore, we suggest a ballot form for BMB, that breaks down each station's weekly listening habits more thoroughly and, consequently, in its results, provides a more exact measuring-stick for the timebuyer. To adopt our suggested changes, it would not be necessary to complicate, or enlarge, the present ballot Form. Our urgent recommendation is simply this: Do away with the column headed, "Occasionally" and "Never". If a radio set-owner listens to any one station "less than one night a week", he should not be considered even a potential listener to that station, insofar as having any influence on a timebuyer is concerned. And the column headed, "Occasionally", simply isn't needed! It just confuses the issue. If a radio set-owner never listens to a station, he just isn't going to list it, on the ballot form.

In addition to dropping the "Occasionally" and "Never" columns, we also recommend that the other

(Continued on page 68)
A Philadelphia Institution

Philadelphians call visitors’ attention to the WCAU studios on Chestnut Street in much the same way they point to the Union League, Independence Hall, the Liberty Bell and William Penn’s Statue on City Hall . . . “There’s our leading Radio Station.”

For over two decades WCAU has been Philadelphia’s “habitually-tuned-in station.” Think of the billions and billions of times Philadelphians have tuned in WCAU for their entertainment.

WCAU
CBS AFFILIATE · 50,000 WATTS

PHILADELPHIA’S LEADING RADIO INSTITUTION
Applying to column No. 2 "3 Nights a Week", and head column No. 3 "4 or More Nights a Week", and head column No. 1, "4 or More Nights a Week", then you'll have a ballot form that looks like this:

<table>
<thead>
<tr>
<th>1. List Below etc.</th>
<th>2. Check Below etc.</th>
<th>3. Nights a Week</th>
<th>4. Nights a Week</th>
<th>1. Night a Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use as many etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 or More Nights a Week</td>
<td></td>
<td></td>
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<tr>
<td>3 Nights a Week</td>
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<tr>
<td>2 Nights a Week</td>
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<tr>
<td>1 Night a Week</td>
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</tbody>
</table>

Now, to determine primary, secondary and tertiary coverage, we recommend the following percentage method:

**Applying to Any Station Listed by Respondents**

The Station Has Primary Coverage—If

- 25% or more of respondents state

  - they listen to the station.

  4% to 55% 3 Nights a Week
  56% to 70% 4 Nights a Week
  71% or more 5 Nights a Week

If the Station Has Secondary Coverage—If

- 10% to 24% of respondents state they

  - listen to the station.

  4% to 55% 3 Nights a Week
  56% to 70% 4 Nights a Week
  71% or more 5 Nights a Week

If the Station Has Tertiary Coverage—If

- 1% to 9% of respondents state they

  - listen to the station.

  4% to 55% 3 Nights a Week
  56% to 70% 4 Nights a Week
  71% or more 5 Nights a Week

In further explanation, let's consider Jefferson County (Louisville) Kentucky. Let us assume that 200 replies are received from this county; under our suggested method, undoubtedly all four Louisville stations (all of which are basic network affiliates) will qualify, under all of the four classifications, for primary coverage; for both night and day; but it is unlikely that either WLW or WSM, for example, will qualify as having even tertiary coverage in Jefferson County, Kentucky. However, under BMB's present method (it is only necessary for 50% of the respondents to listen one night, or day, a week) WLW and, probably, WSM, would show primary coverage in Jefferson County. This is, of course, a cock-eyed, because all qualitative surveys show neither of these two stations to have more than an infinitesimal listening audience in Louisville, where 90% of the population of Jefferson County is concentrated.

Now, we'll pass a moment to listen to the horrified outcries of the research experts (among whom we definitely are not included). Most of the outcries will sound roughly, like this:

"You can't do that! You can't mix quantitative and qualitative measurements, in the same survey. It's insane! It won't work! You're nuts!"

Why Won't It Work?

Okay, we're nuts! It won't work! But please tell us why it won't work. Seems to us that this contemplated first BMB survey offers an ideal opportunity, to use at least a small amount of qualitative control, to make purely qualitative mass figures sharper, more accurate, more to the point and more meaningful. Especially, when the adoption of our suggested changes, in the ballot form, will result in very little complication of the whole survey method.

Are we right or wrong? Mr. Research Expert, what's the answer? Mr. Station Executive, what do you think?

**Canadian Production**

**Lever Replaces**

**LEVER BROS., Cambridge,** replacing Amos 'n Andy with the Dunninger Show on NBC Fri., 10:10 p.m. for 12 weeks beginning June 18, will feature besides the mental telepathist, Mitchell Ayres, orchestra, Anita Ellis, singer, and Bill Slater, m.c. Radio audience will be invited to submit problems to be solved by Mr. Dunninger, while three people, including a serviceman, will serve as judges and have their minds read. Studio audience will also participate. Package was acquired from National Concert & Artists Corp. by Leveragor and Ryan. Lever agency for Rinso.
How big is Big Time Showmanship?

BIG ENOUGH, we'd say, to emphasize the difference between a juke box and a broadcasting studio—and between transcribed libraries!

Compare the trios, quartets, organ soloists and usual small groups—so abundant in ordinary libraries—with ASSOCIATED's elaborate, exclusively radio-grooved units like these:

RAY BLOCH ORCHESTRA AND CHORUS—33 musicians, 14-voice chorus, 3 top soloists • ROY SHIELD AND ORCHESTRA—34 musicians • ALFRED WALLENSTEIN AND CONCERT ORCHESTRA—33 musicians • ASSOCIATED GRAND OPERA COMPANY—32-voice chorus, 8 soloists, 60-piece orchestra under Cesare Sodero • D'ARTEGA AND ORCHESTRA—26 musicians • ANDRE KOSTELANETZ—40 musicians, mixed chorus of 14 voices • AL GOODMAN AND ORCHESTRA—33 musicians • ROMANTIC CYCLES—16-voice chorus, 9 principals, 18-piece orchestra • EDWIN FRANKO GOLDMAN BAND—50 musicians • FREDDIE RICH AND ORCHESTRA—20 musicians, mixed vocal group of 7.

We could keep going, for there are plenty more—with plenty of selections by each one! But the point is...

For big-time showmanship that fills time profitably—for most hours of the best radio music—it's ASSOCIATED!

Write today for the ASSOCIATED LIBRARY booklet.

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

MOST Hours of the Best RADIO Music ... Represented by Loren Watson, 400 Madison Ave., N. Y. C.
Travers Election to Mutual Board Gives Yankee Network Two Members

GREATER influence of Yankee Network in the affairs of Mutual is presaged with the election of Linus Travers, executive vice-president of Yankee, to the Mutual board at its meeting in Chicago last Wednesday. This gives Yankee its second MBS director, John Shepard 3D, chairman, having been on the board for a number of years.

While no formal announcement was forthcoming from the Chicago sessions, it was understood that plans of Edgar Kobak, president, for expansion and revision of MBS operations, with emphasis on programming, were thoroughly discussed and that the new president was complimented for the strides made and those immediately ahead. Substantial increase in MBS billings was particularly noteworthy, with further developments of importance indicated for fall presentation.

The meeting was the first held since last March, when Mr. Kobak was given an enlarged budget and a free hand in bolstering programming operations. At that time a committee was named to work with the president on plans toward a new organization which might bring Mutual into the "old line" network sphere, rather than as a straightforward cooperative venture. Benefits not only in operation but in revenue, if advanced, might accrue from such a transition. This committee is understood to comprise Messrs. Kobak, Shepard, Chesser, Campbell, WGN Chicago; Benedict Gimbel, WIP Philadelphia; Theodore C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee Broadcasting System, Hollywood; Ted Campeau, CKLW Windsor-Detroit, and H. K. Carpenler, WHK Cleveland.

Travers New Addition

Mr. Travers is an addition to the MBS board. He has been in radio since 1927, when he joined WEAN Providence, and a year later went to WNAC Boston, key of Yankee, later becoming production chief. In 1943 he was elected vice-president in charge of sales and production, and the following year was elected executive vice-president.

In addition to those named, present at the Chicago meeting were Alfred J. McLeod, WOR New York, chairman of the board; E. M. Antrim, WGN Chicago; Willet H. Brown, Don Lee; James E. Wallen, MBS treasurer; Robert D. Swasey, vice-president and general manager, MBS; Z. C. Barnes, vice-president in charge of sales, MBS; Ade Hult, Chicago vice-president; Andrew C. Hamilton, WGN attorney; Emanuel Danner, MBS New York attorney, and W. Theodore Pierson, Washington counsel for Yankee Network.

Draft Changes

(Continued from page 20)

review such cases in the belief that "substantial numbers of these registrants may now be found qualified for military service either by reason of the need of the armed forces for younger men or because of a change in the registrants' physical condition."

No formal instructions were issued regarding the 26 through 39 group but Gen. Hershey told a news conference that revised regulations will soon be made which will further tighten deferment policies on all registrants under 30. It appeared likely that the same rigid requirements for deferment of men under 26 will be applied in the 26 through 39 group, in which case broadcasters may lose some engineers and other key men who have been deferred as "necessary" men.

A spot check of Washington stations revealed that few men will be called under the new draft policies. One station with 17 of its 58 men under 30 has 16 who are veterans or 4-F. Another with 10 out of 50 under 30 has 7 veterans or 4-F and one qualified for limited service. Another has only two out of 25 under 30, both of whom are 4-Fs. The remaining stations have only a few men under 30.

Until new procedures are put into effect governing men under 30, Form 42A Special (Revised) will remain in full force, Gen. Hershey advised.

Draft calls starting July 1 will be approximately 90,000 a month, Gen. Hershey declared. About 45% of this total will come from new 18-year-olds, about 33% from the 18 through 25 group and about 22% from the 26 through 29 group, plus men over 30 not in useful activities.
"Here's how Courtney checks up on Courtney!"

An announcer must check up on his technique constantly," says Alan Courtney, popular announcer of WOV's 1280 Club program. "My own way of doing this is to make frequent recordings of my voice on a portable PRESTO recorder. Then, by listening to the records, I can get an idea of how I sound to the radio audience. Naturally, the accuracy of the recording is of the utmost importance. I find a PRESTO recorder ideal for the work, because, even in amateur hands, it produces cuttings of uniformly high fidelity and clarity."

PRESTO sound recording and transcription equipment is used by major broadcasting companies, in industry, in schools and colleges, and by the Armed Forces. Every PRESTO unit, from the largest to the smallest, is a product of high engineering skill and uncompromising manufacturing standards. Write for information.

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

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada
City College Conference Success

(Continued from page 15)

chase of a product by those exposed to the advertising.

Panel, made up of Herschel Deutsch, radio supervisor, Grey Adv. Agency; C. E. Hooper, president, C. E. Hooper Inc.; F. J. Knittle, manager, advertising and product research, Colgate-Palmolive-Peet Co.; William J. Malt, vice-president, Ruthrauff & Ryan, and A. C. Nielsen, president, A. C. Nielsen Co., engaged in a discussion of radio research techniques, agreeing only that no present technique provides the perfect answer to all the problems.

Avery Report

Report of Lewis H. Avery, NAB Director of Broadcast Advertising, and his assistant, Helen Cornelius, on the progress of the radio campaign of Jacke's of Toledo [separate story on page 15] slated the Wednesday morning session on "Radio Advertising Opportunities and Obstacles" toward retail radio advertising, with many of the questions devoted to that subject. Discussion panel included Llewellyn Harries, sales promotion manager, National Retail Hardware Assn.; Joseph D. Bohan, vice-president, Centaur Co. division, Sterling Drug, and Bertram Lebhar Jr., director of sales, WHN New York. Ordway Ted, chairman, New Board of Higher Education, presided and Earl Bunting, president, O'Sullivan Rubber Co., served as moderator.

Ir a Hirschmann, vice-president, Metropolitan Television Co., opened the final session of the conference with a blast at the broadcasting industry which he charged with "standing below the belt" by filling the air with "low-grade lowest-common-denominator programs on the purely emotional level" and a plea for decision to start of higher plane. "Nobody knows whether the public would prefer higher standards in radio programs," he declared, "because they have never been heard them."

The price of video receivers will control the volume of their sale, Lyndon O. Brown of Stewart, Brown & Associates said in a report on a survey conducted by his firm for Sylvania Electric Products. Reporting that interviews with 3,029 respondents showed 43 percent to want television in their postwar radios, he said that when prices were mentioned the replies indicated "that about 150,000 people are willing to pay $75 more over the cost of a standard radio set in order to have television and the war—that 6,000,000 would be willing to pay $125 more, that over 2,000,000, $200 more and nearly 1,000,000, $300 more."

Citing expectations of a Texas farm boy that television will bring him baseball games from New York, of a Kansas housewife that she can see New York fashion shows, of a man in New York who wants the trials of German war criminals telecasts and of many people who expect to see their favorite radio programs and the latest movies by television, Mr. Brown warned that when they actually see television they may be disappointed and less willing to buy sets than his figures would indicate.

As far as the advertiser is concerned, "there is nothing wrong with television that a few million receivers wouldn't cure," A. Craig Smith, vice-president, Gillette Safety Razor Co., declared. "What we want is more receivers, improved images, rates in line with other media and better programming," he said.

Mr. Smith expressed alarm at rising talent costs of radio and the hope that this would not occur in television. He cited his company's use of ball players to deliver commercials during the broadcasts of the world's series last year and reported that it was forced to pay the St. Louis union stand-by fees for all such announcements, although if the players had not been used the announcers hired to broadcast the games would have delivered the sales message at no extra cost. "This sort of thing can kill television," he declared.

Mowrey Speaks

For the fights telecasts Gillette and NBC pay the 20th Century Sporting Club $75,000 a year for television rights, which averages about $15 a receiver if all sets sold in the area are still working, he said. Time charges are $100 a broadcast, which he said must leave NBC taking a beating, as 19 NBC employees are necessary to put them on.

Speaking for the television broadcasters, Paul Mowrey, director of television for American Broadcasting Co., said that technically, television is here but program-wise it still has a long way to go. Reporting on his experiences with adapting network programs, which are known to be good aural entertainment, to television, he said that as far as costs go, apart from operating and music costs, the video version of Ladies Be Seated costs $40 less than the network radio program, as it takes longer to put on a visual stunt so two stunts and two prizes can be eliminated from the half-hour program when it is televised.

Operating costs will undoubtedly be greater for television than for sound broadcasting, he said, but the advertiser who has found it profitable to utilize radio and display advertising under two separate budgets, television looms as a bargaining package. He will not get two media for the price of one, but he will get two for a good deal less than the cost of two. And when operation costs are trimmed by new technical economies television may easily become the bargain basement of the advertising mart."

Gerald O. Kaye, advertising manager, Bruno-New York, and Louis Tannenbaum, advertising manager, R. H. Macy & Co., participated with the speakers in the panel discussion, which was moderated by Dr. Wallace H. Wulfeck, vice-president, Federal Ad. Agency. Dr. Love presided.

Quaker Change

QUAKER OATS Co., Chicago, on June 18 begins 52 week sponsorship of the second quarter-hour of a Blue half-hour program, Ladies Be Seated, heard five times weekly 3:30-4 p.m. Products will be Aunt Jemima Pancake Flour and Muffin mix. John Olsen is m.c. on the broadcast originating from New York. Quaker is dropping its five-minute newscast Mon. thru Fri. 10:25-10:30 a.m. on the Blue but continues Terry and the Pirates on the network. Agency is Sherman K. Ellis Co., New York.

MBS Adds Pair

ON JUNE 15, Mutual adds two new stations to the network, making a total of 266 affiliates. WBZZ Ponca City, Okla., 250 w., 1230 kc, owned and operated by Adell L. Carroll, and KHMO Hannibal, Mo., 250 w., 1340 kc, operated by Wayne Cribb, will be the new outlets.
*Hooper day-time ratings prove the popularity of KWK personalities

RUSH HUGHES • RAY DADY • ED WILSON
SHADY VALLEY FOLKS • EASY LISTENING
THE SMOOTHIES • CARL HOHENGARTEN
COON CREEK BOYS

HOTEL CHASE
ST. LOUIS

*C. E. HOOPER DAY-TIME RATINGS 8:00 A.M. TO
7:00 P.M. DAILY, OCT. 1944 THRU FEB. 1945

PAUL H. RAYMER CO., Representative
Joske's All-Day Coverage
(Continued from page 15)

of Texas women, past, present and future.

Programs that will have appeal and personality for young married Texans, as well as programs for and about boys and girls.

Programs that will establish Joske's of Texas as a source of "news" about the town.

5. Programs that will help to sell Joske's of Texas as a "fashion store," as well as a "home furnishing store" and a store for all the people of Texas.

Of these recommendations came the selection of 11 specific programs which Joske's now has on the air. The store's broadcasting day begins at 7:45 a.m. on KELF with Beauty, a Monday-through-Saturday program for women who want "beauty before breakfast" and promotes Joske's cosmetic products with occasional fashion tid-bits.

Six days a week at 9-9:15 a.m. KONO broadcasts a news program aimed at women who want news of the world and also of new merchandise at popular featuring economy merchandise with a new angle throughout the upstairs store. At 9:30-9:45 a.m., Monday through Friday, on WOAI, Joske's broadcasts a program telling Texas women-town women, ran women, ranch women, domestic, professional, social and business women-what is going on in Texas, in San Antonio and in Joske's "today.

Largely institutional, the program features any important merchandise or merchandise promotion likely to appeal to progress women.

To reach the thousands of young Army and civilian wives in and around San Antonio, which has five air training centers as well as Fort Sam Houston, Joske's broadcasts the transcribed serial, "Betty and Bob," on KTSA, Monday through Friday, 9:45-10 a.m. Commercials feature popular-priced merchandise for infants, children, mothers, fathers and the home. The basement store's bargain-type merchandise is promoted with "For Members Only," a well-established popular music program whose name derives from members of the station's "1400 Club" who can request music to be played or sung on the program.

Fashion Store
To build its standing as a "fashion" store, Joske's broadcasts "Live" presentations on KABC, Monday through Friday, 1:45-2 p.m. Lunchroom music plus talk about the town's socialites, the kind of clothes they wear and the kind of homes they live in, permit sample promotion of Joske's fashion, accessories, decorating, gift, glass, china and linen shops. On Wednesday the program is broadcast from the exclusive "Bright Shawl" fashion shop at the store.

At 6:00-6:15 p.m. Monday through Friday, Joske's sponsors the newscasts of Fulton Lewis Jr. on KMAC, featuring men's and boys' clothing and the military shops, plus other merchandise of interest to men. Special merchandise items from all parts of the country and abroad are featured on a dinner music program, "Alaska from the Islands" (transcribed), six days a week on KONO at 6:30-6:40 p.m. The day ends with a five-minute newscast on WOAI, 11-11:15 p.m., featuring merchandise the San Antonians will want to buy the following day and that the program's large audience in Mexico will remember until their next visit to the city.

Sunday at 10-10:15 p.m. WOAI's newscast is sponsored by Joske's to give a glance at merchandise for the coming week, featuring events that would normally be discussed by the family before purchase. On Saturday mornings, KONO 10-10:30 a.m., "Teen Top Tunes" provides popular music and news of teen-age shops and services, plus the books, games, records, etc., boys and girls of that age like. A boy and girl will appear on the show and when the store completes its Teena Texas Club Room, this program will be featured at Saturday morning meetings of the Club.

Many Spots
In addition to these programs, Joske's also has 102 spot announcements weekly on the air. Mr. Avery said. He praised the cooperation of the store's officials in the project, stating that a radio director and two copy writers are spending full time on the broadcasts. Joske's advertising agency, Pitlik Adv. Co., has also been most cooperative and has contributed a number of constructive suggestions to the campaign, he said, while the five San Antonio stations have also cooperated fully with the NAB, the store and each other toward the success of this "radio clinical test." No attempt has been made as yet to determine the sales effectiveness of the campaign, Mr. Avery stated, as the programs have been on only a little more than 13 weeks and this time has been devoted to making sure the programs are reaching the desired audiences. The campaign, although possibly not all of the original programs, will continue for a full 52 weeks and during the remaining time there will be many tests of its results in direct selling for the store. Joske's has set up a special radio budget over and above their other advertising, Mr. Avery said, with radio's share amounting to well over 50% of the total publicty appropriation of the store. Miss Connelli concluded the presentation by reading a "Measuring Stick for Retail Radio Advertising Programs":

1. Does the station regularly reach the audience desired?
2. Is the type of program right to reach the audience desired?
3. Are the preceding and following programs "good company"?
4. Is the type of program right to appeal to the audience reached?
5. Does the commercial continuity in character with the program?
6. Are the opening and closing commercials up to the standard of the store?
7. Does the station regularly reach the audience desired?
8. Is the type of program right to reach the audience desired?
9. Is the type of program right to appeal to the audience reached?
10. Does the commercial continuity in character with the program?
11. Are the opening and closing commercials up to the standard of the store?
12. Is the copy right for the merchant?
13. Are the program supported by adequate promotion?
14. What is the rating of the program compared to competitive programs?
15. What is the rating of the program compared to competitive programs?
16. What is the rating of the program compared to competitive programs?
17. Are the sales people in the store familiar with the program?

Wildroot Expands
WILDROOT CO., Buffalo, has started sponsorship of something to Talk About for 62 weeks on the full Don Lee Network, Mon., Wed. and Fri. 10:15-10:30 a.m. Wildroot shampoo. Wildroot is promoting the product via radio in scattered areas and Wildroot Creme Oil formula in an extensive national spot schedule through 78,000, New York.

REPRESENTED BY RAMBEAU
doesn't mean big stations and it doesn't mean little stations. But it does mean hand-gabled, carefully selected stations that want spot business and are willing to do something about it.

REPRESENTED BY RAMBEAU
means friendly, cooperative stations interested in making your advertising dollars pay dividends.

REPRESENTED BY RAMBEAU
"Radio's First Special Representative"
Sponsor Identification
For Second Time
Hooper Day
Kate
daytime
list
1.33.
).4
month since
Hayes Ltd., Toronto.
',he
are
are
Green
nadian
Adventures
Aldrich
place
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Radio
in
radio
listeners per listening set
in
in


McCarthy Leads
CHARLEY MCCARTHY takes the lead as Canada's favorite evening time program, with a rating of 31.6, according to the May evening national rating report of Elliott-Hayes Ltd., Toronto. In second place is Radio talk with a rating of 31.4, followed by Fibber McGee & Molly with a rating of 30.7, Bing Crosby Music Hall, Album of Familiar Music, Bob Hope, Alred Family, Peanut Gallery, & Judy (Canadian origin), Adventures of Thin Man, Reader's Digest, Treasure Trail (Canadian origin), Fighting Navy (Canadian origin), Big Town, and Green Hornet (Canadian origin).

Video Price Drop Seen
JOSEPH GERL, president of the Sonora Radio & Television Corp., New York, predicted an almost immediate postwar drop in price of table model television receiving sets as low as $100. Speaking at a dinner meeting of 900 New York radio dealers in the Hotel Pennsylvania May 23, Mr. Gerl said table model sets cannot be sold at a price even lower than the $100 level within two or three years after war's end.

Awards Rates 20.6
PRESIDENT HARRY S. TRUMAN, in a four-network address, broadcast May 21 as he conferred the Congressional Medal of Honor on T/Sgt. J. W. Lindsey attained a rating of 20.6, representing 10,780,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The President's Hooper ratings for radio speeches since he took office are as follows: April 16, first broadcast as President, 32; April 25, United Nations Conference, 41.2; May 8, V-E Day Proclamation, 64.1, a record high daytime radio audience.

NIP AND TUCK
Toss-Up Between NBC, CBS — On V-E Day Listening
WHICH NETWORK had the largest listening audience on V-E Day became a moot question last week.
On Wednesday CBS announced "overwhelming margins of listener preference over all other networks", citing listener measurements made by C. E. Hooper Inc. May 7 and May 8—"dates of the premature surrender news and V-E Day"—in New York, Philadelphia, Chicago and San Francisco. On May 7, these "margins of CBS leadership" show a range "from 22% to 128% over the other three networks" and on May 8 a "margin of from 5% to 211% over competing networks".

On Thursday NBC revealed that a similar survey made May 8 (V-E Day) by the Hooper organization in all 32 cities used for the national Hooper ratings on programs showed NBC leading more than all other networks in 13 of the 20 daytime half-hour periods and in 7 of the 9 evening half-hour periods. The combination of NBC ratings averaged 21.9% ahead of the nearest competitor, NBC stated.

On Friday it was learned that the regular Hooper 32-city evening rating for May 7, as made May 7, shows the following average overall network ratings for the hours from 6 p.m. to 10:30 p.m.:

CBS 15.6, NBC 10.4, Mutual 6.6, Blue 4.9. Hooper's regular survey did not cover WOR, but the Cooperative Analysis of Broadcasting conducted its regular interviews with listeners the evening of V-E day with favorable results, showing overall network rating: CBS 7.6, NBC 12.3, Mutual 4.4, Blue 3.2.

These figures indicate that listening on both May 7 and May 8 tended to follow the normal Monday and Tuesday evening patterns despite the cancellation of many of the regular network shows for special broadcasts.

Other Fellow's Viewpoint

Newspaper Week
EDITOR, BROADCASTING:
Just to keep the records straight, we want to call your attention to the fact that National Newspaper Week was not launched as a Kiwanis venture, as stated in your May 21 editorial, "Home Town Recognition". Newspaper Week was originated by William N. Hardy, manager of the Pennsylvania Newspaper Publishers Assn., in 1932 and was launched on a national basis in 1940, after several states had taken on the Pennsylvania plan. Mr. Hardy was national chairman of the National Newspaper Week Committee of Newspaper Assn. Managers Inc. in 1940 and 1941, and it was during his chairmanship that local Kiwanis Clubs first gave recognition to Newspaper Week.
THEREORE A. SERRILL, Associate Manager, Penna. Newspaper Publishers Assn.
Harrisburg.

WOKO GETS STAY
ASKS COURT ACTION
WKO Albany, N. Y., ordered deleted by the FCC at 3 a.m. May 31, was given a reprieve last week to Aug. 31, after Dempsey & Koplovits, counsel for the station, filed notice of appeal in the U. S. District Court of Appeals, Washington, D.C., from the Commission's decision to terminate the license.

In an order made public Wednesday, the Commission said extensions beyond Aug. 31 will not be granted "from time to time" upon application showing that WOKO is "prosecuting its appeal with due diligence".

In the notice of appeal Dempsey & Koplovits cited 16 reasons why the FCC should be reversed and the case remanded. The Commission found that Sam Pickard, onetime Federal Radio Commissioner and former CBS vice-president, owned a 24% interest in WOKO Inc., licensee corporation, without disclosing his holdings to the FCC or FCC.

Counsel for WOKO contends in its appeal the Commission's decision is "an unlawful attempt to impose sanctions, and constitutes an abuse of the Commission's licensing power" and that the Commission's conclusion that public interest, convenience or necessity would not be served by renewal "is contrary to law and in law is arbitrary and capricious".

In conjunction with the WOKO special authorization extension, the FCC also extended on a temporary basis to July 1, license for W2XXE, facsimile station, and WMWA, relay station, both operated by WOKO Inc.

It brings RESULTS!
Just as a new hat does wonders for a woman's morale, a radio message over WLAW brings the right sort of results for you. WLAW serves New England's 3rd Largest Concentrated Radio Audience.

WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.

WLAW MOVES TO BLUE NETWORK
(American Broadcasting Co.)
Effective June 15, 1945
NATIONAL REPRESENTATIVES: WEED & CO.

May 28, 1945


**FM as Major Radio Service**

(Continued from page 17)

and tropospheric transmissions.”

In its report the FCC said that before a decision can be reached as to FM’s proper place in the spectrum, “careful consideration and proper evaluation” must be given to “all factors involved.” These include: (1) Sporadic E, (2) F2 layer, (3) tropospheric effects, (4) ground wave coverage, (5) shadows, (6) multipath transmission, (7) burnout, and (8) economic and equipment considerations.

**Subcommittee Members**

On the subcommittee which will evaluate the propagation studies, besides Dr. Wheeler, are: Maj. E. H. Armstrong, FM Inventor; Philip Laeser, WTMJ Milwaukee; Paul A. DeMaris, consulting engineer; A. Earle Cullum Jr., Radio Research Labs, Harvard U.; Dr. H. H. Beverage, RCA; D. B. Smith, Philco; Dr. Newburn Smith, National Bureau of Standards; George C. Davis, consulting engineer, and these FCC engineers: Edward Allen, Technical Information Division; George E. Sterling, chief, Radio Intelligence Division; George S. Turner, chief, Field Division; Virgil Simpson, assistant to chief engineer; Curtis Flummer, assistant chief, Nonstandard Broadcast Applications Section.

While the FCC ponder allocations of FM, committees named last Wednesday at a meeting of the proposed Telecommunications Conference at the State Dept., are working on proposals to be submitted at the Third Inter-American Telecommunications Conference, in Rio de Janeiro beginning Sept. 6.

Meanwhile the United Nations Standards Coordinating Committee, with offices in New York and London, announced last week that an agreement had been reached up between the United Nations Assn., British Standards Institution and Australian Standards Assn., looking toward ultimate establishment of standards in connection with international radio interference.

**Addition of 540**

(Continued from page 17)

ous problems of interference with auto alarms on the international distress frequency, 500 kc.

So far as the 540 kc channel is concerned, “use of this frequency would likewise involve problems of interference to the international distress frequency,” said the FCC report. “However, with respect to 540 kc, it is believed that the interference problem can be solved by assigning 540 kc for use at appropriate geographical locations and by limiting the intensity of the signals in coastal areas,” said the report. The speculation that the Commission may be thinking in terms of making it a local channel.

KMBK Kansas City has on file with the FCC an application to operate as a 50-kw 540 channel station on 540 kc, if and when that channel is made available to commercial broadcasting.

Other factors considered by the FCC in ignoring the 520 and 530 channels for standard broadcast included the fact that few standard sets now in existence can be tuned to those frequencies, whereas approximately 54% of the present sets are capable of tuning to the 540 channel. It was not, thought likely, however, that the 540 channel would be available for standard broadcasting for some time after the Japanese war ends.

Relay broadcasting, studio-transmitter links and satellite control— all subjects of lengthy testimony during the hearings, were given four bands. Definite allocations were not determined, but in the light of testimony indicating a continued need for relay pickup frequencies, “it is proposed to make provision for the service, on a shared basis,” said the FCC, in these bands: 1800-1800, 2100-2250, 2900-3000, 2900-3000.

An inquiring that the Government plans to continue programming international shortwave stations, probably under the aegis of the State Dept., even after the war, will contain in the final report and recommendations of the Interdepartment Radio Advisory Committee.

A total of 120 channels are proposed for direct international broadcasting, although IRAC has consistently favored use of point-to-point relay for such broadcasts to conserve frequencies and to provide better signals. The FCC referred to testimony of Elmer Davis, director, Office of War Information, and Assistant Secretary of State Nelson Rockefeller (then Coordinator of Inter-American Affairs) during hearings last fall. Both men favored continuation of international broadcasting.

**Peace Needs**

“In time of peace,” said the Commission report, “the need for such direct contact with listeners everywhere will not be different.” The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and friendly relations hereafter will require international broadcasting as urgently as it has been required during wartime.

The Commission proposes to allocate these bands for international broadcasting: 6000-6200 kc, 9500-9700 kc, 11,700-11,900 kc, 15,100-15,300 kc, 17,700-17,900 kc, 21,500-21,700 kc. A band, 25,600-26,000 kc, therefore allocated to international broadcasting, was not proposed for reallocation because it “appears to be useful only during the maximum of the 11-year sunspot cycle.

Simultaneous transmission of facsimile with international broad- casting by multiple modulation will not be permitted—at least for the immediate future.

In addition to the emergency assignments, amateurs would be given the following bands under the proposed allocations: 3500-4000 kc, 7000-7300 kc, 14,000-14,400 kc, 21,000-21,500 kc.

**BBC in Pacific**

TWO BBC reporters, Douglas Willis, assigned to Gen. MacArthur’s headquarters, and Stanley Maxted, to be stationed at Adm. Nimitz’s headquarters, are en route to the Pacific. Mr. Maxted will do of the Economic and Weekly Quarter-hour on Mutual, to be recorded in New York by BBC and transmitted to England. Courtesy arrangement whereby BBC has used the Blue’s San Francisco-New York lines during the UNICO, is expected to continue for special BBC Pacific pickups for rebroadcast to England. John Salt, BBC North American director, and Stephen Fry, operations manager, have gone to London. George Barnes, BBC director of talks, is in New York to discuss a social science series about America’s English.

**WABD Votes for IATSE**

NEGOTIATIONS between technical employees of WABD-DuMont New York and management of the television station will be opened shortly by the International Alliance of Theatres and Stage Employees, AFL, with which WABD’s technicians last week voted to affiliate. Spokesman for the international union said that DuMont’s local will be given a separate union charter which eventually “will take in everything in New York” in the technical video field. Television technicians at WCBS New York, operated by CBS, are affiliated with the IBEW (AFL). At NBC’s WNBTC New York, all technicians are in NABET except the stagehands who are with the IATSE.

**Bands on NBC**

DANCE BANDS will be heard on NBC’s 11:30 p.m. broadcasts on Monday, Tuesday and Wednesday nights during the summer, in a revision of the network’s week night schedules designed to bring a lighter form of entertainment to listeners. Thursday night’s 11:30 spot eventually will have a dance band also. In changing its program, NBC cancels “Authors Playhouse,” Monday, June 4, and “Words at War,” Tuesday, June 5.
“808” VELOCITY MICROPHONE

Another Universal first. Leagues ahead in modern design, this pre-war model, Velocity Microphone, wins acceptance as the latest in modern styling. The sensitive element... consists of a thin 5 millimeter ribbon, powered with four rugged magnets for added field strength and dependability.

The Bi-Directional response of the “808” Velocity Microphone makes it especially suited for stage presentations, orchestras, recording and indoor public address systems. Absence of sound pickup at the sides of the “808” Microphone reduces “feed-back” problems of most installations. Its slender design provides a striking and novel appearance without covering the performing artists' faces.

Universal “808” Velocity Microphones will soon be on the shelves of your local Radio Parts Jobber. Ask him to reserve one for you.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

Applications for Facilities Allowed under FCC Freeze

THE FCC's freeze on new broadcast station construction does not preclude consideration of applications for the facilities of existing stations and applicants are not required to specify availability of equipment which, according to an FCC interpretation announced last Friday.

In a letter to Andrew G. Haley, Washington attorney who had written on behalf of an undisclosed prospective applicant for the facilities of WOKO Albany, which is in litigation under deletion proceedings, the Commission succinctly stated: "The construction of new standard broadcast facilities "does not preclude the consideration on the merits of an application for a frequency made available by the refusals of the Commission to renew the license of an existing station," said the Commission. "Such an application will not be placed in the pending file but will be considered at

little, WDRC-FM Hartford, Conn., and WOR-NY, both of ill health, was elected, and Cecil D. Martin, WNBQ-FM Binghamton, N.Y., was elected to fill the remaining two years of Mr. Doolittle's term.

New FMBI members are: Raythee, Inc., in Davenport, Iowa; Circus Radio, Inc., in Salt Lake City, Utah; and WOR New York, Inc., in Davenport, Iowa. With reference to FM allocations the Board issued this statement:

After reviewing the previously consideration of the issues involving the prospective FM in the radio business in the light of the announcement by the Commission, the Board, as previously stated, has determined to proceed, as a matter of policy, with a new application. The application as incomplete because certain specified data, both engineering and economic, had not been supplied. These omissions, particularly engineering, the Commission said, are of "material consequence" and therefore the application could not be accepted for filing at this time.

The Society was formerly the licensees of WLW, New York, which was sold to Arde Bulova for approximately $275,000, the facilities of which were used in establishing WNEW [Broadcasting, April 16].

Prospective applicant for WOKO facilities is newly formed Fort Orange Broadcasting Co., Inc., made up of Albany citizens. Officers are Edward J. Riley, president (200 shares each of preferred and common); Edward Brainbridge, vice-president (150 shares each class); Henry Albright, treasurer (50 shares each); Samuel E. Aro- nowitz, secretary and counsel (300 shares each); H. M. Sager (125 shares each); Floyd H. Graves (150 shares each), and Witford C. Gillies (150 shares each).

CHAPPELL to JOIN EDWARD PETRY CO.

DR. MATTHEW N. CHAPPELL, prominent radio research specialist, will join Edward Petry & Co. on June 1 as a research consultant. He has severed his connection with C. E. Hooper Inc. with whom he had been associated, but is retaining his consulting position with Elliott-Flay Corp., a Canadian research organization.

Dr. Chappell's work with Petry will be two-fold, to assist stations represented by Petry with their individual research problems and to conduct research experiments on the effectiveness of radio, with emphasis on station ratings, network and spot advertising. Work will be original research and will not duplicate any present service. Alfred Politz, formerly with Elmo Roer, will assist Dr. Chappell in the Petry Research. Utilizing a technique he has developed for obtaining a random sample in personal interviews.

Texas State Seeks Control of Outlets

TRANSFERS of control of KFJZ Fort Worth, KNOW Austin, WACO Waco and KABC San Antonio, to Texas State Network to assure a more economical operation and stronger financial position, are requested in applications filed with the FCC last week. Same individuals retain general interest in stations through network and personal holdings.

Majority interest (99%) in KFJZ is purchased from Ruth G. Roosevelt, of 1014512. Half interest in WACO and KNOW, held by S. W. Richardson and Charles F. Roesser, is acquired for $34,000, and 69% interest in KABC for $26,784.29 from C. F. Roesser, S. W. Richardson, Mrs. Eidson and Elliott Roosevelt.

Texas State is composed of: Gene L. Cagle, president, $500 shares 10%; R. K. Hanger, vice-president; Frances Griffith, secretary; D. C. Hornburg, treasurer; S. W. Richardson, 18%; Mrs. Eidson 18%; Mrs. Elmore 6%; Claude Thompson 6% as trustee for Emily and Ellen Roesser, who each hold 3% of stock; Gerald T. Stanley 3%; A. R. Bilard and Emmet McMahon 1%. Roosevelt, who will hold 1 share and 300 shares respectively in KABC.

KSWO Lawton, Okla., has filed for assignment of license by Byron Roas, who wishes to enter another business, and R. H. Drewry to a new partnership of local businessmen for $56,000.

Formation of the association was also filed for voluntary assignment of licenses of WBT Charlotte and All Anti-World and WCBE WEHI from CBS to Southeastern Broadcasting Co. (Broadcasting, May 7).

Charles F. Roesser
These and 27 More

Major William C. Ellis, Signal Corps, United States Army, former Control Engineer. Now with Psychological Warfare Branch at Rome Headquarters. Credited with capture of 19 Germans in combat.


Captain D. L. Gibbs, AGD, United States Army, former Continuity Editor. Now Judge-Advocate, Fort Monmouth, N. J.


Major Jim Hill Speck, U. S. Army Air Forces, former Control Engineer. Now Communications Officer, 15th AAF Liberator Bomber Group in Italy. Recipient of the Bronze Star for meritorious service in establishing electrical power facilities for his group in Italy.


Major Jamie L. Wicker, U. S. Army Air Forces, former Control Engineer. Now with Army Airways Communications Service in China. Two years in the South Pacific Area.

W

We salute our staff members of WFAA, and associated station KGKO, now serving in our armed forces. We’re proud of this honor roll of those who have joined arms with the fighting strength of our Allies in unflagging effort to shorten the war and speed the peace. We at home have an equal responsibility! We must continue to back them to the limit in every phase of the war effort on the home front. And when they return it shall be our responsibility and honor to make sure they find the kind of post-war scene they want—and expect—to find.
WILLIAM M. BRANDON, 52, vice-president and secretary of the Central Broadcasting Co., operating WHO Des Moines, and secretary of Tri-City Broadcasting Co., licensee of WOC Davenport, died May 18 in Davenport of a heart ailment. He had been in ill health for several years and recently had suffered several heart attacks.

Mr. Brandon was born in Hampton, la., Nov. 23, 1892, and had been with Central Broadcasting since 1931. He also had served as comptroller of the Palmer School of Chiropractic, Davenport, of which B.J. Palmer is founder. Mr. Brandon was a graduate of Cornell College, Mount Vernon, and of Columbia U. He was a lieutenant in World War I.

A banker by profession, Mr. Brandon was with the National Bank of Commerce, New York, and was assistant president of former Iowa National Bank, Des Moines, from 1923 to 1928. He also had been with the First National Bank of Davenport. He was a past district governor of Rotary International.

Surviving are his wife, a daughter, Betty, 16, and a son, Edward, 13.

L & M Cancels Series; P & G Takes CBS Spot

LIGGETT & MYERS Tobacco Co., (Chesterfield) on June 19 drons its 7-7:30 p.m. period on CBS beginning in August for a new program, now being urged by J. Walter Thompson Co., New York, agency in charge.

Firm discontinues This is Helen Hayes on Mutual Sun. 10:15-10:30 p.m. No decision has been reached as to whether the actress will continue for Texton in the new pe- age format of the program will be definitely changed from the present dramaticizations of nurses, aimed at recruiting for the military service through the Red Cross. Program has tried in with Red Cross recruiting booths established in depart- ment stores, which have in turn given promotion to program and sponsor through post cards and book- lets. It is expected that other gov- ernment campaigns will be promoted on the new series.

Danica Labs Campaign

MARIA DANICA Labs. Corp., New York, will use radio, newspapers, magazines and trade papers in a national campaign slated to start in about six weeks for Featherfleck make-up products, Wild Cat Perfumes, and several new bath and shaving products to be introduced next month. Firm is in the process of selecting an advertising agency, and has appointed advertising director, Gertrude V. Conlon, formerly in advertising and publicity at Prudential Insurance Co., radio advertisers, and who has handled radio commenta- tors.

1892 Wm. McKinley Brandon 1945

GO AHEAD SIGNAL FOR IDAHO SALES

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

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Tradition.

Traditions, However, Don’t Get Much Business.

CHNS DOES—Try It.

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

KMPC

LA GUARDIANA

Mayor F. H. LaGuardia of New York City, has built up a radio advertising campaign for his Sunday 1 p.m. broadcasts on WNYC, New York’s municipal station, this week starts a monthly evening half-hour Thursday 7:30 p.m. on WJZ, New York outlet of the Blue. Titled New York This Month, running each month, will cover a wide range of subjects concerning the daily life of the American people, according to WJZ. Mayor’s WNYC broadcasts continue. Present arrangement between the mayor and WJZ is through to Dec. 31, 1945, when he leaves office. Coast-to-coast sponsorship is considered, if he is available.

RELAX IN COOL COMFORT

HOTEL MAJESTIC

ST. LOUIS, MO.

Air-Conditioned

RADIO PROGRAMS DE MEXICO

Leased Radio American Broadcasting System, Mexico

P.O. Box 1324 Mexico D.F.

Broadcasting • Broadcast Advertising
1400 ON YOUR DIAL

WJLB
DETROIT'S HOME STATION

Scoop!

HARRY HEILMANN
Broadcasts the
DETROIT TIGERS
AMERICAN LEAGUE
BASEBALL GAMES

Exclusively in Detroit
over
WJLB

Another Scoop
NOW AVAILABLE
"MILADY'S MATINEE"

One full hour of symphonic music
between 12:00 noon and 1:00 P.M.
exclusively on WJLB by popular
demand. Rates on request.

WJLB
Owned and Operated by
Booth Radio Stations, Inc.
3100 Eaton Tower, Detroit 26, Mich.

Sponsored by
GOEBEL BREWING
CO.

TIGER ILLUSTRATION COURTESY OF THE DETROIT FREE PRESS
In Southern New England People are in the Habit of Listening to WTIC

DECISIONS

NEW-JACKSON City Board of Education, Jackson, Miss.—CP new commercial educational station, 250 kW, non-commercial license for FM.

NEW-JACKSON Co., N. Y.—CP new commercial educational station, 250 kW, non-commercial license for FM. (returned, no reply to FCC letters).

Mr. Pierson assailed any program regulation by the Commission, asserting that any idea of program regulation is left by the Congress as a natural force. He charged that the Commission “throughout its existence has made consistent efforts to remove the free and competitive operation of broadcasting.”

Comissioner Durr wanted to know if there should be competition for frequencies. Mr. Pierson said he didn’t think applicants needed to be encouraged on the basis of pending applications, but believed that the proposed rules would “take away from those operating profitably and divide it among others. This will tend to create conditions we have in regulated monopoly,” he asserted.

“in the broadcasting field Congress left competition there,” he continued. “It won’t be if the Commission makes this data public.”

Thomas P. Littlepage Jr., appearing for Hearst Radio, licenses of WGBG, WCVB, WJRW, WJRL and WJRT, said his clients had no objection to filing necessary information, but did object to making financial affairs public.

On behalf of WJR Detroit, Reed T. Rollo, concurred in the NAB position and urged the Commission to clarify a section relating to the “operating personnel”. He took issue with the NAB supplemental brief which left the phrase “operating personnel” in the proposed rule and suggested that it be changed to “executive employees”.

In ANSWER to queries as to reason for referring consistently in new releases the program title, Federal Communications Commission's counsel, as Blue, has explained that the program is generally identified by network, unless certain other sponsored programs, identification is used consistently in recognition of the value of titles and trademarks, according to Blue.

GOP Names Murphy

APPOINTMENT of William C. Murphy Jr., Washington bureau chief of the Philadelphia Inquirer, as publicity director of the Republican National Committee was announced last week by Herbert Brownell Jr., GOP chairman. At a cocktail party in the Statler Hotel, Washington, Wednesday, John McCormick, new radio director, was presented to the Washington radio corps and newspaper representatives. Mr. Brownell was host. Mr. Murphy and former Sen. John Danaher, now executive of the Republican National Committee, also attended.

Radio Opposes Opening Books

(Continued from page 18)

certain you have regular callers among broadcasters and other media who would use that information for private gain.”

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Philip J. Hennessey Jr., appearing for KFDM Beaumont, Tex., WFEA Manchester, N. H., WBAP Fort Worth, KEGO Fort Worth, WGBG Springfield, Pa., WCIWexperimental television station, 1 kw, special experimental license.

1276 kc KFJZ Fort Worth, Tex.—Transfer of control from Ruth R. Roosevelt to Texas State Network.

1490 kc KNOW Austin, Tex.—Transfer of control from Ruth R. Roosevelt to Texas State Network.

1456 kc WACO Waco, Tex.—Same.

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1490 kc KNOW Austin, Tex.—Transfer of control from Ruth R. Roosevelt to Texas State Network.

1456 kc WACO Waco, Tex.—Same.
Thanks, BROADCASTING

(and also SID HIX)

Your recognition of our client’s direct mail advertising campaign is greatly appreciated by our entire staff.

CARTER ADVERTISING AGENCY, INC.

KANSAS CITY

Creators of WIBW’s Direct Mail Advertising
Help Wanted

Operator-announcer. First class radio-telephone license. Must be capable of operating N.C.B. high power and intermediate and low power relay stations. We offer a chance to work on a regional NBC station in western city of 250GSC. For full particulars and application write Box 162, FREE BROADCASTING.

First class engineer wanted for 250-watt station. Must be capable of operating the station and should have at least two years experience in similar capacity. Home address on first letter. Box 399, FREE BROADCASTING.

Wanted—Full time announcer and/or studio for Rocky Mountain district. Should be well qualified and have at least one year's experience. Advantages: liberal compensation and full time position. Box 701, FREE BROADCASTING.

WANTED—Salesman wanted. Salary, no commission. Experience necessary. Box 699, FREE BROADCASTING.

Announcer wanted. Must have past and expected earnings, references and other complete details first letter. Box 250, FREE BROADCASTING.

Operator-announcer. WANTED—Any rate.Motivational and enviable. Must have Demonstrated ability in field. To be based on Pacific coast. Box 145, FREE BROADCASTING.


Operator-announcer. WANTED—Any rate. Motivational and enviable. Must have Demonstrated ability in field. To be based on Pacific coast. Box 145, FREE BROADCASTING.

WANTED—Announcer, 250 watt station, western. Must be capable of handling news, sports, and continuity. Box 699, FREE BROADCASTING.

WANTED—by 5000 watt CBB midwest station. Must have experience in handling news. Box 699, FREE BROADCASTING.

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Manager, Station WIP. New York office representing group of radio stations seeks man qualified to supervise advertising and promotion. Excellent opportunity. Reply to Manager, Key, WIP, 112 W. 42nd St., New York 18, N. Y. Box 701, FREE BROADCASTING.

Manager-announcer. New York office representing group of radio stations seeks man qualified to supervise advertising and promotion. Excellent opportunity. Reply to Manager, Key, WIP, 112 W. 42nd St., New York 18, N. Y. Box 701, FREE BROADCASTING.

WANTED: First class ticket, Southern station, good steady position for right man. Give full details. Salary required. Box 699, FREE BROADCASTING.

WANTED: Station experience, by southern local station with city audience. Must be capable of handling news, sports, and continuity. Salary and commission. Give full details in first letter. Box 699, FREE BROADCASTING.

WANTED: Topnotch announcer seeks program director-announcer who has his feet on the ground who is capable of going places with a growing organization. The man we seek must be an announcer who can handle important news, spot, fill in when necessary, and do good early morning show. Prefer announcer who understands and enjoys southern broadcast ing. Must be able to take over established morning show which has large listening audience. Prefer announcer who can write with ease, and is good with microphone. Busy hours, good pay. If interested send resume and samples below which have early reply as announcer must take over as soon as possible. Florida Mutual Station in state's top market. Contact Ted Chapeau, Gen. Mgr., WWKR, Jacksonville, Florida. Box 250, FREE BROADCASTING.

WANTED: Staff announcer. Prefer a man with experience in field. Salary and commission to be determined. Must be available to take over position immediately. Send recent photograph and record of voice. Box 143, FREE BROADCASTING.

Top announcers interested in postwar jobs or salaries, write or wire Michigan's largest independent station. WXYZ. Ability continuity writer who can take charge. Box 250, FREE BROADCASTING. Independent station wants experienced announcer who can program transmissions and promotion. Prefer individual with some experience. Box 350, FREE BROADCASTING.

Announcer-staff.—WANTED—Announcer to start immediately. Box 699, FREE BROADCASTING.

Announcer—NBC affiliate, south, opening for top notch announcer capable of handling sports, special events, as well as news. Operating hours are 6 a.m. to 9 p.m., 5 days a week. Must be capable of handling news and sports, telephonic or in-studio. Must have good writing ability, ability to handle studio work and phone calls. We offer a chance to work in a large and growing organization. Send letter, preferably with resume. Box 200, FREE BROADCASTING.

Announcer-NBC affiliate, south, opening for top notch announcer capable of handling sports, special events, as well as news. Operating hours are 6 a.m. to 9 p.m., 5 days a week. Must be capable of handling news and sports, telephonic or in-studio. Must have good writing ability, ability to handle studio work and phone calls. We offer a chance to work in a large and growing organization. Send letter, preferably with resume. Box 200, FREE BROADCASTING.

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New York City station desires man who can edit news and handle continuity. Pay: $25 weekly, no commission. When occasion demands, $50.00 weekly, 6 days 40 hours. Send letter and resume. Box 699, FREE BROADCASTING.

Transmitter-operator. Immediate vacancy for first or second class license. Equal opportunity. Box 200, FREE BROADCASTING.

Wanted—Transmitter operator. Immediate vacancy for first or second class license operator. Positions in Pullman, Idaho. Apartment available for right man. Salary and commission to be determined. Box 699, FREE BROADCASTING.

Wanted—Man or girl with first class license capable of operating high power construction work of audio-visual engineer. Box 699, FREE BROADCASTING.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. Count 3 words for billed box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

We'll pay $50.00 weekly beginning with opportunity for talent extra, to the man who can handle stock, regional NBC broadcast. A year of successful experience as an announcer is a must. We want the man who wants to be identified with the life of this region. And he will be the kind of man who will do it his own way, according to his own ideas into good radio programs. If you fit this description, send resume and transcription and details to Program Director, WBCR, 157 W. 42nd St., New York 18, N. Y. Box 701, FREE BROADCASTING.

WANTED: Operator and or studio for Rocky Mountain district. Should be well qualified and have at least one year's experience. Advantages: liberal compensation and full time position. Box 701, FREE BROADCASTING.


Situation Wanted

Engineer, veteran, twelve years radio, four years television, some FM, some local, second telegraph, some FM, transmitter and control experience, fully proficient in operations, design and construction of FM stations, including both AM and FM transmitters. Desires position progressive, management, or technical. Possesses B.S. degree, college, six months B.C.A. Institute, Washington, D.C.

We're looking for an experienced operator and/or studio. Job will start within 60 days. Numerous colleges, B.C.A. Institute, etc., plus 25 years in radio engineering. Excellent experience. Write or phone for details. Box 701, FREE BROADCASTING.

WANTED: Transmitter-operator. Immediate vacancy for first or second class license operator. Positions in Pullman, Idaho. Box 200, FREE BROADCASTING.

Situation Wanted

Engineer, veteran, twelve years radio, four years television, some FM, some local, second telegraph, some FM, transmitter and control experience, fully proficient in operations, design and construction of FM stations, including both AM and FM transmitters. Desires position progressive, management, or technical. Possesses B.S. degree, college, six months B.C.A. Institute, Washington, D.C.

WE'RE LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—Writers—Engineers and Office Workers.

SEND COMPLETE DETAILS IN FIRST LETTER, NO FEE. RADIO STATIONS PAY THE CHARGE

WRITE TODAY!

WRC

613 N. DELAWARE ST.

(RADIO CENTER)

INDIANAPOLIS 4, INDIANA

WANTED

ANNOUNCER

Unusually good opening for top grade man. Excellent opportunity for advancement with post-war security.

WCAR

Pontiac, Michigan

Mr. Station Manager: NEED A NEW STAFF?

You've been asking locally where all the good dependable radio men are. We've got some that will be right for your program. Write for a program director, production manager, continuity man, news editor or 4 top announcers. All now present. Write for a program director, production manager, continuity man, news editor or 4 top announcers. All now present. Ready now.

For sale—Professional video 800 transmitting tubes, all unused, original cartons. Current net prices, POB Cumberland, Md. Write below.


MISCELLANEOUS

Executive engineer will invest actively in commercial or educational station. Has 13 years experience, both construction and radio engineering. Will provide FM transmitter and supervisory services. Box 684, FREE BROADCASTING.
FCC Consents to Four Voluntary Assignments

CONSENT was granted by the FCC last week to four voluntary assignments of license involving stations WNBH New Bedford and WOBC West Yarmouth, Mass.; WJPR Greenville, Miss., and KGBK Tyler, Tex.

E. Anthony & Sons Inc., newspaper publisher, is granted assignment of licenses of WNBH and WOBC to Bristol Broadcasting Co., Inc., a wholly owned subsidiary.

Ownership of WJPR Greenville, Miss., with formal sale approval, shifts from John R. Pepper, now serving overseas with the Navy, to a new partnership composed of Emmet Holmes McMurry Jr., WJPR general manager, and Frank Wilson Baldwin, sales manager, each a third interest; and to Thomas Henry Golding Sr., planter, and Thomas Henry Golding Jr., farmer and contractor, each a sixth interest. Consideration was $76,000.

James G. Ulmer becomes licensee of KGBK Tyler, Tex., as individual with approval by Commission to his acquisition of remaining minority interest (36 shares) for $25 per share. The 3.5% interest is purchased from his wife and son.

FIRST SUMMER RADIO INSTITUTE classes are to be held at Queen's U., Kingston, Ont., home of CFRC, July 3- Aug. 16. Institute will offer a non-credit elementary course in radio, with workshop practice in script writing, radio speech, microphone technique and production.

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

Tel. Bridgport 7-2465

Garo W. Ray Consulting Radio Engineer Hilltop Drive Stratford, Conn.

SUPPORT THE 7th

BUY WAR BONDS

``GEARED TO AM-FM EXPANSION``
Radio Engineering Consultants

Konas City, Mo.
Washington, D. C.
Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES Freeland & Olschner Products, Inc. 611 Bavonne St., New Orleans 13, La.
Raymond 4756 High Power Tube Specialists Exclusively

You Have
``A DATE WITH MUSIC``
the sparkly new transcribed 1 hour musical series

Charlie Michelson
67 W. 44th St., N.Y. 18. MI-2-3376-3163

``STARRING PHIL BRITO``
the voice with the 21 jewel movement
For Sunday and midnight shows

Charlie Michelson
67 W. 44th St., N.Y. 18. MI-2-3376-3163

``BUY WAR BONDS``
TOWN MEETING AUDIENCE DOUBLED FOR DIGEST

SINCE Reader's Digest started sponsorship of Town Meeting on Blue last Sept., audience has doubled, according to annual report on Town Hall Inc. George W. Danny Jr., president, told BROADCASTING average Hooper for year preceding sponsorship was 2.5; for Sept. to May of this year, 5, with a high of 7.8 for Frisco broadcast April 26. Audience jump under sponsorship is attributed to: (1) ability to do better programming job with more research, production facilities; (2) sponsor signing for some 170 stations, insuring larger, stable network [sustainer carried by about 120]; (3) support via advertising space in newspapers, promotion in Digest, by news dealers. Program sponsorship was indirectly a contributing factor to fact that Town Hall organization operated without deficit for first time since start of war, he said.

PATENT PROBE HEARING

HEARINGS will probably be started shortly after June 15 by the sub-committee of the Senate Interstate Commerce Committee investigating radio patents. Sen. Briggs (D-Mo.), head of the group, said last week. The hearings await the return from a European inspection tour of communications equipment of Sen. Capper (R-Ky.), who gathered material in connection with the Capehart-Wheeler resolution authorizing the probe into foreign ownership and control of radio patents, particularly those of the Phillips company [BROADCASTING, Apr. 28]. Sen. Myers (D-Pa.) is the third member of the committee.

REPLY TO HUBBARD EDITOR BROADCASTING:

Copy of telegram for your information regarding item page 78 last (May 21) issue:

Stanley Hubbard, Station KSTP, Minneapolis, Minn.

Re Broadcasting Magazine page 78. All data taken from entry blank compiled by Cornelius, BBD and O. Award to Minnesota Resources Broadcast Co. to station but blank gives WCCO as station originating program with Gelb writer and McGee director. Sorry but error not ours.

I. KEITH TYLER, Director Institute for Education by Radio

NEW NBC TRANSMITTER

NBC has added another 50,000 w shortwave transmitter to the five already in operation at 9 At Bound Brook, O. H., Hanson, Mass., Chicago, vice-president and chief engineer, said the new transmitter, WNRE, operates on two frequencies, 6190 kc. and 15,280 kc., beaming programs to England, Germany, France, and Central Europe past the Atlantic to Latin America at other times. WNRE, he said, is a network owned-and-operated shortwave transmitter.

WIN QUAKER AWARDS

WGAC Augusta, Ga., KCMO Kansas City and WOWO Fort Wayne have received plaques from Quaker Oats Co., Chicago, for outstanding promotion of the jingle contest conducted on the company's Terry and the Pirates program on the Blue. WGAC, 250-watt, received award for stations of 1,000 w or less; KCMO, 5 kw, won in the 1 kw-10 kw category; WOWO, 10 kw, was tops in the 10 kw-50 kw class.

SUBCOMMITTEES NAMED TO STUDY SALES PROBLEMS

APPOINTMENT of three subcommittees to pursue separate studies into postwar radio sales problems was announced Friday by Arthur M. Holles, president of the National Association of Broadcasters. The committees were named by John P. D. Bennett, chairman of the NAB Sales Managers Executive Committee [BROADCASTING, May 21]. The appointments were authorized by NAB Board of Directors at its Omaha meeting May 16-17.

Named to subcommittee to explore the implications of disclosure of audience measurement information, an issue that has arisen because of release of Hooper audience ratings, were:


The subcommittee named to study the block sale of time for resale to individual advertisers includes: John M. Butler Jr., WSB Atlanta, chairman; J. W. Knodel, Free & Peters Broadcasting, Chicago; Ben Hollenbeck, and Kenneth Church, WCKY Cincinnati.

The committee to study the establishment of an advertising agency recognition authority includes: Stanston P. Kettler, WMMN Paterson; James V. McConnell, NBC New York; William Doerr Jr., WHEB Buffalo, and Harold Sodefind, KFAB Omaha.

People

MRS. PAUL A. PORTER, wife of the FCC chairman, will accept in his behalf honorary Doctor of Laws degree to be awarded Mr. Porter by Kentucky Wesleyan, Winchester, Ky., June 3. Mr. Porter is in Europe with his wife; he was named to subcommittee to explore the implications of disclosure of audience measurement information, an issue that has arisen because of release of Hooper audience ratings.

COL. CLINTON B. ALLSOPP has been elected vice-president of International Telephone & Telegraph Corp., working on IT&T's worldwide rehabilitation program.

WEBSTER L. BENHAM Jr., promotion manager of KOMA Oklahoma City, was selected "outstanding young Oklahoman of the year" at the State Junior Chamber of Commerce convention last week.

MAJ. FRANK W. MAYBORN, president and chief owner of KTEM Temple, Tex., who has served on public relations staff of SHAEP for the past year, has returned to U.S. and is spending leave in Washington, D. C. Before overseas assignment Maj. Mayborn was executive officer of news division, Bureau of Public Relations, War Dept.

DR. PAUL F. LAZARFELD, director of radio research, Columbia U., elected chairman of the American Nobel Center's radio awards committee. Mrs. Emily Holt, national executive secretary, American Federation of Radio Artists, elected vice-chairman.

EVERETT HOLIES, WBBM Chicago news editor and analyst and formerly CBS assistant director of news broadcasts, is author of Unconditional Surrender, published Friday by Doubleday & Co., New York. It is a survey of European war through V-E Day.

MERT EMMERT, farm editor of WEF New York since January 1943, left the station last week to return to his home in Manhattan, Kansas. Ray Barrett of NBC announcing staff has taken over the 6-7 a.m. farm program.

CLOSED CIRCUIT (Continued from page 4)

its 1941 consent decree because of NAB charges that ASCAP is wooing stations into blanket performance contracts through assessment of per-piece royalties on station breaks and other spotted programs using ASCAP music. Representatives of NAB, as well as of ASCAP, conferred with Holmes Beldridge, chief of Litigation Section of Anti-Trust Division, weeks ago. It's up to Wendell Benham, new chairman in charge of the Section, to work out a new plan of trust. Many thousands in ASCAP revenue involved.

TREK BACK OF CBS vice-presidents in war service has begun. In addition to return of Col. Lawrence W. Lowman, formerly VP in charge of operations to assume television direction about July 1 (page 18), Comdr. Mefford R. Runyon, who was vice-president in charge of stations, expects discharge from Navy duties in Washington anytime. He may head Columbia Recording Co. No plans yet for return of Col. William S. Paley, heading SHAEP Psychological Warfare, who stepped down in April to take the CBS presidency, or Capt. Harry C. Butcher, Naval aide to Gen. Dwight D. Eisenhower and formerly CBS Washington vice-president.

LAWRENCE HAMMOND, now radio, film and television editor of Committee for Economic Development, leaves June 1 to take a top production job at Blue, supervising public service program now sponsored. Before CED he was radio producer for a TV manpower and rehabilitation committee and previously writer and producer of The People. He will be succeeded at CED by Lass Hafner, now CED producer, recently in 15 Film Division and previously on special war correspondent assignment for War Dept.

ALL SORTS OF ingenious schemes for quick merchandising of used receivers once the freezes are lifted are being bruitet about. One manufacturer—a war baby—is understood to be planning production of a tubeless midget receiver to sell for a few dollars, with the tubes plus receiver and some replacement supplies already authorized by WPB. With a receiver market variably estimated to range from 5,000,000 to 20,000,000 sets ahead, all manufacturers are poised for the green light on production.

WITHIN two weeks, perhaps sooner, the House Committee on Interstate & Foreign Commerce will report out a bill which will aim specificaly at Petriillo practices against broadcasters. The measure, an amplification of the Senate-approved Vandenberg bill prohibiting AFM interference with noncommercial cultural programs, is ready to go on the floor and will be subjected to close scrutiny, probably next week, at executive sessions of the Committee.

LARSON WPN MANAGER

G. BENNETT LARSON, general manager and minority stockholder of WWDK Washington since 1942, last week formally assumed general managership of WGEN Philadelphia, owned by the Philadelphia Bulletin. He continues at WWDK as stockholder and consultant. Ben Strouse, WWDK commercial manager, is now available to Larson, with Helen Mobberly assigned to national accounts. Perry Walders, former WINX Washington salesman, shifts to WWDK June 4, and Ira Walsh, WWDK production manager, becomes program director. Sid Peters, WNAB Bridgeport, joins WWDK June 4 as assistant program director.

BROADCASTING • Broadcast Advertising
Salute to WGN, CHICAGO
Pioneer in Special Events

Equipment and staff assigned to Dayton, Tennessee by WGN to give day-by-day coverage of proceedings at the Scopes Evolution trial back in 1925.

Much of the success for broadcasting's seven-league strides in the early twenties rests in such pioneering radio stations as WGN of Chicago. Through its special events, WGN established for itself an early slogan of being the station which broadcasts FROM greater distances than other stations broadcast TO.

We have come to take for granted radio's instantaneous coverage of all newsworthy happenings, large and small, in the furthest corners of the earth. Back in the early twenties though, WGN as an individual station made history by reaching out to all parts of the country for special events remote.

In the first month of its existence (May, 1924) WGN inaugurated an on-the-scene seven hour broadcast of the great 500 mile Indianapolis automobile race. The next year, along with tackling a pioneering broadcast of the Kentucky Derby, WGN took listeners at the cost of $1000 a day to Dayton, Tennessee for direct wire coverage of the Scopes Evolution trial (pictured above). During the heat of the World Court debate in the United States Senate in 1926, lines were rented to Washington to bring the voices of the principals into the homes of the Middlewest. In 1928, WGN was the only individual broadcaster to put both the Republican and Democratic conventions on the air—the Houston pickup being one of the longest in early broadcasting history.

Such aggressiveness down through the years, not only by WGN, but by all Chicago radio stations has gone a long way in establishing it as one of this country's great broadcasting centers, giving to Chicago added fame and prestige. Such is the story of many cities throughout this broad land. In Kansas City KMBC through its own pioneering special events activities, has not only spread wide the story of this area but at the same time has provided listeners with PLUS services which would have been otherwise denied them.

In sports alone over a period of less than a year KMBC has sent its sports department to St. Louis for on-the-scene coverage of the World Series, continued its exclusive practice of giving play-by-play accounts of highlight Big 6 grid games, made remote pick-ups of national basketball playoffs, originated direct wire accounts by its sportscaster from the training camp of the Kansas City baseball club in Bar- denville, Oklahoma—and now, play-by-play of major league games nightly, currently broadcasting home games of the St. Louis Cards and Browns!

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
WKY Contest Spurs Renewed Interest in Home Dressmaking Among Oklahoma Women

WKY covers Oklahoma by covering the many interests of its listeners.

The special interests of Oklahoma women, in their homes, their gardens and themselves, are served by WKY's Home Service Director, Helen Barr.

To awaken interest in home sewing and needlework among Oklahoma women, Mrs. Barr inaugurated a sewing contest in cooperation with the National Needlecraft Bureau, Inc. Sixteen prizes totaling $500.00 were offered for the best examples of needlework in various classifications, the top winners to compete later in New York with top winners from all over the country.

Needles began to fly all over Oklahoma and when the contest closed on April 18, more than 125 entries from 34 states, cities and towns had been received.

Today, when dress materials are scarce and good workmanship even scarcer, WKY's Helen Barr convinced Oklahoma women that they could make the clothing they could no longer buy for themselves and their children. The $500 contest made the effort extra attractive.

Helen Barr is one of those next-door neighbors to Oklahoma women who always has a helpful suggestion, a cheerful word... a person they enjoy inviting into their homes each weekday morning.