Without outdoor advertising, street car cards, newspaper advertising, and many other exploitation devices, KLZ keeps selling itself continuously. KLZ sells for advertisers because it first sells itself.

REPRESENTED BY
THE KATZ AGENCY
On the lake a "Well Placed" plug gets results
On the air a "Well Placed" ad gets sales results
Advertising is well Placed when it's aired over WSPD—the 5000 watt, NBC station which covers the rich Northwestern Ohio-Southern Michigan area—the home of more than a million and a half prosperous prospects.

For 24 Years the Voice of Toledo

WSPD
TOLEDO, OHIO
IF IT'S A PORT INDUSTRY STATION YOU CAN BANK ON IT
Model depicting proposed development of General Logan International Airport, Boston.

WNAC
Key Station of
THE YANKEE NETWORK
is proud of the selection of its facilities for these great contributions to the future of Boston and New England

"AVIATION WEEK"

The Aviation Luncheon, May 1st, at the Copley-Plaza Hotel, Boston, welcoming the inauguration of new air service to Boston by United Air Lines, T. W. A. and Northeast Airlines, was broadcast 1:15 to 1:30 P.M.

Coast to Coast over WNAC, Yankee Network and Mutual Stations
Sponsored by The Boston Globe
Agency — John C. Dowd

HON. JOSEPH P. KENNEDY
Former Ambassador to Great Britain at the Greater Boston Development Committee Luncheon at the Copley-Plaza.

"Boston Looks Ahead" "Promoting the Port of Boston" WNAC Tuesdays — 7:45-8:00 P.M.
Sponsored by Boit, Dalton & Church
Agency — Alley & Richards

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
NEW YORK FINANCIAL circles are alive with reports of prospective sale of Crosley Manufacturing Division. Report last week was that deal had been consummated for Cincinnatian plant at asking price of about $30,000,000. Weeks ago IT&T (Federal Telephone & Radio Corp.) had entered conversations with Crosley but transaction said to be out. WLW Cincinnati and shortwave subsidiaries will not be affected.

IMPEILING AMERICAN-BLUE personnel changes may include a new Washington setup, as well as new sales executives. Donald Withycomb took over on a temporary basis in Washington some weeks ago. Whether he returns to his former duties as head of Blue's International Division was uncertain last week. New Washington setup may be former Army officer slated for discharge.

CBS BOARD MEETING in New York this week may produce some news. While changes in high command have been rumored, largely in the nature of promotions, one development might be the election of Edward R. Murrow, CBS European news manager and outstanding correspondent of war, to a programming vice-presidency. Whatever evolves in promotional sequence would see William S. Paley and Paul W. Kesten as No. 1 and No. 2 men. If general manager is named, promotion of Frank Stanton wouldn't be surprising.

NEW MOVE TOWARD greater potency in Mutual operation reflected in recent stock ownership change which makes Yankee-General Tire 20% senior stockholder along with WOR-Bamberger, WGN-Chicago Tribune and Don Lee. Each now has two directors and combined hold 80% of network stock. Action results in even greater strengthening of Ed Kobak's presidential hand.

DON'T LOOK FOR resumption of full FCC sessions until week of June 18. FCC Chairman Paul A. Porter, now in Europe with Wheeler Senate Subcommittee entourage, doesn't expect to return until about mid-June. Reported last Friday party was in Cairo after having inspected communications installations in England and France.

DESPITE WPB-FCC insistence that there will be no thawing of radio equipment freeze (both transmitting and receiving) until late fall or possibly spring of 1946, current developments may blast these predictions. Substantial cutbacks in Government equipment orders, including electronics, might result in quick revision of plans in order to absorb employment among large electronics manufacturers who have been doing Government business at rate of about $5,000,000,000 annually during war years. Radio and related fields have become big business since Pearl Harbor.

NEW NAB PRESIDENTIAL Selection Committee, headed by T. A. M. Craven, Cowles (Continued on page 78)
"The Time Has Come," the Walrus said, "To Speak of Many **Listeners** . . . . . !"

The story of "Alice in Wonderland" might have remained a figment of Lewis Carroll's imagination had it not been for "Alice" herself.

Carroll spun the tale to amuse three little girls, whom he took rowing on the Thames each afternoon.

When the real "Alice" begged for a copy of the story, Carroll wrote it in longhand. Had it not been for a friend who persuaded Carroll to publish "Alice in Wonderland," its sole audience would have been three little girls.

As with "Alice," so with your sales message. It must be heard by a large audience, otherwise it cannot do its rightful work. You assure yourself that your sales message will be heard by a profitable percentage of the Baltimore market when you use WCBM. Listening to WCBM is a habit in Baltimore.
In famed courtyards of New Orleans . . .

On front porches in Mississippi . . .

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

Represented Nationally by The Katz Agency, Inc.
If you are looking for a hard-hitting team in a class-A league, join WSIX in Nashville. Your advertising dollar will swat a homer every time it goes to bat. Here are the reasons: (1) A gain of 81.5% in our all-day average Hooper during the two years ending in January. (2) The best daytime Hooper of any Nashville station. (3) Top programs of both BLUE and MUTUAL. (4) A booming market in the heart of agricultural, industrial Tennessee. In WSIX's territory there are over a million potential buyers—all "big leaguers" when it comes to spending money.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX
The Voice of Tennessee's Capital City

NASHVILLE, TENNESSEE

980 KILOCYCLES
Five programs
total 55 years
on "The Voice of St. Louis"
...and they're going strong

Typical of the brand of radio favored by Midwest listeners are five KMOX programs with a combined total of 55 years of broadcasting:

Ozark Varieties, starring the KMOX National Hillbilly Champions, now in its tenth year!

France Laux Sports Gallery, featuring one of America's top sports authorities, just as popular after 16 years on KMOX!

The Ben Feld Show, with Musical Director Ben Feld and the KMOX Orchestra, eight years of good listening!

Old-Fashioned Barn Dance, weekly full hour of familiar tunes and homespun humor, still packs 'em in after eight years!

Jane Porter's Magic Kitchen, among the earliest established radio kitchens—for 13 years a housewife magnet.

That report card is a sharp picture of KMOX-dominance with Midwest listeners. Advertisers naturally show their preference by continuing sponsorship. Ozark Varieties has had the same advertiser for ten years... France Laux nine... The Ben Feld Show and Old-Fashioned Barn Dance each have chalked-up eight years, while Magic Kitchen has a renewal record that any program may well envy.

We have available a few programs built by KMOX that travel in the same company of listener and sales appeal. Whether you intend crossing our palm with a contract now or later doesn't matter. Seeing us or Radio Sales... today... is important!

Represented by Radio Sales, The Spot Broadcasting Division of CBS
Feature of the Week

FIRST stop for White Fox, aged Kiowa Indian, when he came to Oklahoma City for the first time in his life was the WKY studios.

Through an interpreter White Fox, who doesn't know exactly how old he is, explained that he wanted to see the "ah-tay." That is Kiowa for "spirit message" and the word the tribe uses for radio.

Several years ago some of White Fox's grandchildren—four are in the armed services—started him in the habit of listening to the station. He has become a fan, although he doesn't speak or understand a word of English. His favorite entertainers are Wiley Walker and Gene Sullivan, western singers, who were timing a show when White Fox came in. They were introduced to him.

The full-blooded Kiowa was greatly impressed with WKY's new $250,000, 915-foot tower which sends the "ah-tay" into the air. He commented that it was higher than Indian smoke signals ever went, but had little else to say, taking the station tour with the silent, calm dignity which is characteristic of Indians seeing strange sights for the first time.

Accompanying the aged Indian on the trip were other Kiowa delegates who came the long hour's drive to the state capital to confer with Senator Elmer Thomas on tribal affairs. Other members of the group were James Daugomal, David Apekaum, Fred Botone and Henry Kaulity.

Sellers of Sales

Harriett M. BeLille, timebuyer at the Compton Adv. Agency, New York, is a very businesslike young woman with plenty of solid advertising experience handling many varied types of accounts.

A native of Chicago and a graduate of the St. Francis Academy and Business College, Miss BeLille started her career as manager of a small Chicago dress shop. Soon after that, she went with the Charles Daniel Frey agency in Chicago where, for six years, she handled Crane Co., Household Finance and Karpen Furniture accounts.

With that background, Miss BeLille moved to another Chicago agency, Reincke-Ellis - Younggreen - Finn, agency for Glennmore Whiskey, for a short time. Next she joined the Chicago office of McCann-Erickson as media supervisor.

For five years with McCann-Erickson she handled advertising for Standard Oil, Pillsbury Mills, Ford dealers (both branch and joint fund), and Maytag.

Miss BeLille came to New York with Newell-Emmett in the fall of 1942. For six months with that agency she was in charge of the Pepsi-Cola cooperative account. On March 1, '43, she joined Compton as a time-buyer.

Miss BeLille now buys night time chainbreaks for Goodyear shoe products division in 55 markets; Right to Happiness on NBC and Trans-Canada; Life Can Be Beautiful, CBS; Jack K. Kirkwood, CBS; Road of Life, Trans-Canada; Metropolitan, Quebec Regional Network; trailer on the Rudy Vallee program on CBC, and a series of spot programs in Toronto, Winnipeg and Vancouver, for Ivory Soap. Presently inactive but potential radio advertisers on her list are New York Life and Kelly-Springfield.

Now a resident of Manhattan, Miss BeLille misses horseback riding, her favorite sport, but makes up for the loss by attending concerts and the opera, as well as catching up on her reading, another favorite pastime.
A Community
with 14,400
Grocery Stores

... In your imagination just picture a single Community with 14,400 grocery stores... where even in these days of rationing the cash registers ring up over $324,171,000 in just one year... where 14,400 grocers under wartime restrictions are undertaking the tremendous job of keeping their patrons well fed.

That's the story of the grocery business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

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

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

WGY SCHENECTADY, N. Y.

50,000 watts—23 years of service—NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES
Where showmanship

A candid camera might record a slightly different picture of what's going on in our studios these days, but the artist's brush has caught Mutual's busy new program progress with remarkable realism.

Eleven new shows premiered within a couple of fortights. Drama, romance, mystery, music. Originals by Oboler. Lone males in the argumentative toils of
means business

lovely ladies. Murder solved by listeners in every Mutual market. An amazing half-hour, five afternoons a week, that grants a woman’s every wish for the next 24 hours of her life. And four-star reserves waiting in the wings.

Novel? Exciting? Sure—but the one word for Mutual’s new programming technique is showmanship. Showmanship without the checkered vest and the nickel segar. Serious-minded showmanship that deliberately means business.

The man directly in charge of all this is Phillips Carlin. We could start seventeen paragraphs with the words: “A man who...” But why? To all of you who agree with us that radio is show business, the significant fact is that Phil is our man. V.P in charge of Programs, he’s busy lining up the right showmen and the right shows, putting into action the plans we have drawn up.

We’ve made a start, and there’s more in store. Even with all the veteran experience behind this move, we’re likely to come up with a turkey at times, too. When that happens, off with its head and on with another right show. Because to us, showmanship means business. It can also mean business to you . . .

CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN

ARCH OBOLER’S PLAYS—by the master of radio drama
CALLING ALL DETECTIVES—a criminologist in every home
QUEEN FOR A DAY—every day a new Cinderella
BETWEEN US GIRLS—one man versus the “weaker” sex

(Executives who’d like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.)

Mutual Broadcasting System
WHERE SHOWMANSHIP MEANS BUSINESS
Look who's here now—

Fred W. Mitchell!

Take a good man with successful experience as a lawyer, add a considerable background of public relations work, mix well with creative imagination, intense energy and deep personal integrity, then serve hot! That's a recipe for an effective F&P Colonel, as tested and proved in the person of Fred W. Mitchell. Fred joined our New York office over a year ago, and today he's very much a Specialty of the House!

All in all, we're pretty proud of our ability to pluck good men from other industries and businesses. Among our Colonels we number successful men from the petroleum industry, mail-order houses, newspapers, advertising agencies, financial institutions, publishing organizations and many others. The result is more than an organization of individual winners—it's a great team whose combined experience goes right across the board of American enterprise.

Possibly that's why we've made such strides during these past thirteen years since first we hung out our shingle. Certainly it's the way we like to progress, here in this group of pioneer radio-station representatives.
P&G, Biggest Air User, Doubles Sales

For First Time Facts Are Unveiled on $11,000,000 Annual Time Budget

By BILL BAILEY

In May 1940 Procter & Gamble Co. branched out with its third program and the firm’s first attempt to sell soap via broadcast advertising. The program was Ruth Turner’s Washing Machine Test. Procter & Gamble introduced the five-a-week series on a network, with a morning strip on the Red network under the title, Mrs. Blake’s Column. The following programs were broadcast in rotation: Emily Post Talks, Sisters of the Skillet, Curtis Burnley, Mrs. Reilly, Then followed a series of diversified programs including George, the Lava Soap Man, Sisters of the Skillet, Helen Chase’s Beauty Forum, Stoppnagte & Bud, and the B. A. Rolfe orchestra, all network presentations.

Something New

By late 1942 P&G cast about for something new in radio entertainment. In December that year the daytime five-weekly dramatic serial was born on WLB Cincinnati when the Puddle Family became radio characters. The test continued for a year. Based on a comic strip, the Puddle Family was appealing to the eye, but as a radio show it fell short.

Fan mail—still a potent factor in broadcasting—indicated that the people wanted drama. However they craved something more human than the Puddle Family characters who, after all, were lifted from the comic page. Procter & Gamble consulted; one of its agencies—Blackett-Sam-

Working Executive is William M. Ramsey (1), Procter & Gamble radio director who takes personal interest in P&G productions. Conferring with their sponsor boss are (1 to r) ; Sandra Michael, who authored Women in White; Betty Winkler and Roy Larkin, stars of the network show which sold Camay soap.

Pioneer advertisers who had the foresight to test this new medium were looked upon as starry-eyed dreamers. Most everyone “knew” radio was but a “passing fancy.” P&G saw in broadcasting, however, a future medium of mass communication—a new means of reaching millions of potential consumers. Midst a doubting business world, the Cincinnati firm laid the foundation of what has become radio’s most comprehensive schedule of broadcast advertising carried by a single sponsor.

Turning deaf ears to pleadings of “experts” that radio would be a “waste of money”, Procter & Gamble gave it a whirl with Crisco Cooking Talks. Fan mail was the only means in those days of measuring audiences. The Government had not regulated frequencies. Numbered dials on receiving sets just hadn’t been born.

Nevertheless WEAF broadcast the Crisco Cooking Talks at regular times, under sponsorship of Procter & Gamble. Fan mail began coming in. Some of it had to do with recipes; some women sent their own favorite recipes in. But a large part simply bore the phrase: “Program coming in fine.”

To the broadcaster that type of fan mail meant potential new listeners. It indicated his signal was reaching out. To Procter & Gamble it meant a new avenue through which to present a sales message to potential customers.

P&G’s first network venture came in June 1925 when the firm sponsored Ida Bailey Allen for Crisco on the then NBC Red network. Through the series she became famous as one of the country’s foremost home economists. Ida Bailey Allen’s “Cook Book” today is in millions of typical American homes.

By late 1925 P&G had spent $11,000,000 on advertising—blamed both were substantial. Net figures $8,759,452 to $311,496,275. According to Broadcast Yearbook, P&G’s 1923 story as above.

(Continued on page 29)

LONG RECOGNIZED as radio’s No. 1 client, Procter & Gamble Co., Cincinnati, has learned the value of broadcast advertising. Through its radio department, headed by William M. Ramsey, P&G conducts extensive research, arrives at its own methods of measuring audiences and employs a forceful formula that sells P&G products. BROADCASTING sent Bill Bailey to Cincinnati to learn the details of P&G’s phenomenal success. Herewith is the first installment of the P&G story as learned in an exclusive interview with Mr. Ramsey.

June 4, 1945 • Page 13
TBA, FMBI Demand Quick Allocation

Join in Requesting No. 1 Channel Adoption; RTPB to Act

Texts of TBA and FMBI requests on page 67

PRESENTING a united front for the first time since allocations hearings began last September, the Television Broadcasters Assn. and FM Broadcasters Inc. last week filed simultaneous requests with the FCC that the band 44-108 mc be allocated immediately and that alternate allocation No. 1 be adopted [BROADCASTING, May 21, 28].

At the same time Arthur Freed, vice-president and general manager of Freed Radio Corp., New York, manufacturer, declared in a strong denunciation of the FCC's delay in allocating FM, that widespread unemployment will result unless Commission allocates FM immediately.

In surprise announcements Thursday, W. A. Roberts, general counsel for TBA, and Philip G. Loucks, FMBI's general counsel, disclosed that the respective boards of directors had unanimously adopted resolutions urging the Commission to allocate FM and television immediately in the No. 1 alternative.

RTPB Action Expected

Mr. D. W. G. Baker, chairman of the Radio Technical Planning Board, has called a meeting of chairman and vice-chairmen of Panels 2 (allocations), 5 (FM), 6 (television) and 7 (facsimile) in New York Tuesday, June 5, to consider similar action.

Signed by J. J. Poppele of WOR New York, president, the TBA resolution said cutbacks in use of personnel, plants and materials in the electronics industry "are now taking place and will become more rapid". Since design and production engineering will be required after the definite allocation before civilian production in quantity can use such released labor, according to TBA.

From the technical viewpoint TBA said "design and wasteful interference with other services make the second alternative undesirable". The first alternative is "preferred because of its long-range superiority for television considering all factors."

The FMBI position corroborated the stand of TBA and adopted the reasons set forth by the TBA for allocating alternative No. 1 immediately. FMBI, however, that the FCC set aside a 4 mc band, 46-50 mc, for interim operations of present transmitters pending the transition to the new frequencies, FM currently is allocated at 42-50 mc.

Under alternative No. 1 as proposed by the FCC amateurs would be given 46-49 mc, facsimile 48-50, FM 50-68 and television 68-74, 78-108 mc.

"If considered merely from the practical, economic viewpoint, such procrastination is dangerous and unwise," said Mr. Freed, "and tends to add to the uncertainty facing radio manufacturers of war materials who are anxiously awaiting the reconversion signal. These manufacturers employ many thousands of workers who look to them for a measure of security in the transition period between war and civilian production."

Mr. Freed declared that delays now will "deter engineering and design of postwar sets for dozens of manufacturers," and bring about widespread unemployment." Despite the WPB's promise to give the FCC 90 days notice if production authorization plans are changed, it is possible, said Mr. Freed, "that war requirements of communications equipment may fall far below the immediate needs of the military, "thus compelling WPB to give the go-ahead signal in advance of any prior notification to the FCC."

The manufacturer also pointed out that hundreds of FM applications have been filed with the FCC and that after FM is allocated, the applications must be refiled, specifying new frequencies, and then processed by the Commission.

Meantime the FCC engineering department and industry engineers are going ahead with propagation tests. Reports are that Sporadic E already has been evident, although it was pointed out that tests of two or three months actually will add little data to that now in the hands of the Commission.

WFIL President Mr. Clipp Resigns

A "dramatic" resignation by the ill-fated Philadelphia station was announced Thursday by Mr. Clipp, who previously had been a distinguished advertising executive. Mr. Clipp, who is president of the Philadelphia-based broadcaster, submitted his resignation on the advice of his doctors. The station, WFLZ, is now in the hands of General Manager Jack Ruth, who previously was with WCAU.

Dr. J. T. McBride, a new appointee to the station's board of directors, announced that he would assist Mr. Ruth.

Dr. J. T. McBride, a new appointee to the station's board of directors, announced that he would assist Mr. Ruth.

McCormick on 38

MCCORMICK & Co., Baltimore, is conducting its seasonal campaign for Bee Brand insecticide on 38 stations using one-minute transcribed announcements, and chain breaks from five to ten times weekly. Station list follows: WAYS WYKE WPTF WTEP WMA WSC WSB WGST WMZ TDOC WDDO WNOX WLAC WSGN WSFA WMBR WFOY WALA WWL KFPW KLRA WKY WMC KVSB KRBC KDFA KGKO KFPW KRRV KGKR WACO KFCT KNOW KFDM KEWE KRIC KXYZ KBC. Agency is Jones & Brakeley, New York.

Hudson Newscasts

HUDSON PULP & PAPER Corp., New York, major user of spot radio for its paper napkins, is changing from five spot announcements a week to three newscasts weekly on WBZ Boston, as a result of the recent survey on newscasts [BROADCASTING, April 23] conducted by Duane Jones Co., Hudson agency. For the coming year Hudson will sponsor newscasts by Marvin Behrens on WBZ Monday, Wednesday and Friday, 12:15-12:25 p.m. Similar changes to news may be made in other territories, depending on sales results from WBZ.

Cal Recordings

CAL CONCENTRATE Co., Chicago (Cal-Cola), is distributing recordings of 16-second announcements, featuring the Dinning Sisters, to local bottlers to be placed on stations in their areas. This marks the entry of the manufacturers of Cal-Cola into the radio field. Production of spots was handled by Atlas Adv. Agency, Chicago.
WPB Eases Antenna and Building Controls

Tube Manufacture For Civilians May Be Doubled

By JACK LEVY

FIRST relaxations affecting station improvements and new station construction were announced last week by the War Production Board, which (1) removed all restrictions on production of transmitter antennas and (2) allowed construction of television or FM groups without receiving tubes up to $1,000 to be undertaken without WPB authorization. The previous limitation was $200.

Simultaneously, the Radio & Radar Division disclosed that consideration is being given to the Authority production of 4,000,000 receiving tubes a month for civilian purposes and that a proposal to channel the output into the replacement market rather than into new sets will be taken up at an early meeting of the Receiving Tube Industry Advisory Committee. The Division estimated that 600,000 tubes will be required the first year to meet replacement demands and re-store satisfactory stock margins in distribution channels.

Steel Available

WPB’s action in removing controls on towers resulted from cutbacks in heavy military equipment which released substantial quantities of steel. Although not strictly an electronics item, the availability of towers will permit many stations to initiate major improvement projects. Six months ago the FCC applicants were required to obtain conditional construction permits for new stations. WPB recently authorized John E. Lingo & Son Inc., Camden, N. J., to produce a limited number of towers for distribution to broadcasters without priorities [BROADCASTING, May 7]. As a result of the relaxation, the company is freed of its announced restrictions but more market is available, will manufacture radiators up to 250 ft. only.

Along with antennas, the Board removed controls on blank recording discs and spring motor (hand operated) acoustic phonographs. It was explained that all three items do not make use of electronic components and are not produced generally on facilities now used for production of radio and radar equipment.

Cabinets were also released from restrictions but remain subject to the provisions of Furniture Order L-56A. The Division pointed out that the placing of a radio chassis in a cabinet still comes within the jurisdiction of the general limitation order L-2 and governing electronic equipment as this is considered a step in production and must continue restricted.

Amount Raised

The Board’s action with respect to construction was formulated by the Construction Bureau in an amendment to Limitation Order L-41 which requires specific authorization on all projects costing more than $200. By raising the amount to $1,000, the amendment is likely to expedite construction of a few stations which have received FCC conditional permits but have been denied WPB authorization. Several stations had proceeded with construction under the old $200 exemption after being turned down by WPB.

A clarification of the amendment, issued by the Radio & Radar Division, points out that WPB basic policies governing station construction will remain unchanged and that authorization will be considered only for new stations in areas not receiving primary service under FCC standards and when the applicant can prove possession of necessary equipment.

With regard to increased tube production, the Division explained that the proposal to authorize 4,000,000 tubes monthly would be to maintain full use of productive facilities but that there is no assurance this output can be attained during the present transition period “because of the changing demands on the military.”

Demand for Sets

WPB pointed out that it would require an average of 1½ tubes per set to put home receivers now inoperative back into service. The first 1,000,000 tubes to become available, if channeled into replacement sets, the New England and Mid-Atlantic Area is already facing a shortage of replacement tubes. A recent survey by the Office of Civilian Requirements showed an immediate demand for more than 5,000,000 new receivers.

At a recent meeting of the Tube

Coal Co. Renews

D. L. A. W. A. R. E., Lackawanna & Western Coal Co., New York, sponsor of The Shadow since 1937, has signed an agreement for continued sponsorship through 1950. Company resums seasonal sponsoring Sept. 9 on Mutual 5-6:30 p.m. for Blue Coal on 27 stations in the Northeast and Mid-Atlantic Area. Agency is Ruthrauff & Ryan, New York. In its 15th year on the air this fall, The Shadow, a Charles Michelson production, will be sponsored by the largest hook-up in its history—a total of 234 stations for DL&W, Carey Salt Co. and Grove Labs.

Time for Decision — An Editorial

AMERICAN radio is at the cross-roads. The most important decision in radio history is about to be made. Allocations for the new broadcast services—FM and television—are just ahead, if not overdue. Radio’s last frontier is to be staked off.

The decision does not rest with any established television or FM group. It is not a decision for Congress or for the executive branch. Equipment manufacturers have no responsibility reposing upon them.

The responsibility rests with the FCC and with it alone. Congress delegated to the Commission the function of devising allocations. There is no doubt about that. The Commission has the scientific and technical evidence. It can’t divide that responsibility.

The Commission is moving forward with three alternative plans of allocation for FM and 6-mc television. It proposes three months of engineering tests. All that comes late. The Commission has available to it classified data of the military services collated during more than three years of war. Can three months of experimentation, however intensive, produce anything more conclusive than the information now at hand?

Reconversion is upon us. Despite talk of war requirements in the electronics field auguring against any prompt resumption of civilian radio manufacture, cutbacks in other critical lines are coming thick and fast. They can come rapidly in radio, particularly if the Nip enemy suddenly sues for peace. The FCC must forget people who have axes to grind, whatever their financial stake. The man that counts is the listener and the future listener. We all recall the Hoover Conference in the early 20’s when the standard broadcast band was established. The mistakes made then have never been corrected and can’t be. The frequencies below 550 kc were and are best adapted for standard broadcasting by virtue of strong ground wave. Stations superimposed upon stations on the same frequency by use of directional have distorted the coverage patterns.

The same mistake should not be made in television and FM. It’s up to the FCC to see that. The Commission is ready to lock itself in its meeting room with all of the voluminous evidence. But it should come out of that meeting with the answer—final and conclusive—whether it’s upstairs or downstairs.

The time to do it is now. Radio must not be left at the post because the Government authority charged with the decision failed to make it in time.

History will hold the FCC responsible.
Stations Attack FCC Program Study

Sustaining - Commercial Evaluations Held To Be Unfair

SEVERAL broadcasters whose station operations, with emphasis on programming, have been questioned in the last two months by the FCC have served notice that they don't intend to accept the Commission's evaluation of their commercial-vs-sustaining time.

In the first group of replies to letters sent out by the Commission in mid-April [Broadcasting, April 16, April 23], a dozen broadcasters contended that:

1) No station can operate "in the public interest" on a rigid format for commercial and sustaining programs.

2) Because a program is sponsored doesn't mean it no longer is a "public service" feature.

3) Estimates of proposed commercial and sustaining time to be carried as made at last previous license renewal periods were based on commercial and sustaining volume at that time.

Beyond Authority

(4) While the FCC has criticized some stations for "too much commercial" and not enough "public service programs", those same stations have scores of commendations from various other Government agencies, chiefly the OWI, Treasury, War and Navy Depts.

(5) In many instances the FCC wrongfully accused some stations of carrying too many commercial programs, inasmuch as much of the Commission's analyses were made in specific weeks and did not reflect the overall year-round operation.

In nearly every instance the licensees indicated they were operating in the "public interest, convenience and necessity". They made it plain that they felt the Commission was going beyond its scope of authority by inquiring into program content, as some of the Commission's letters specified.

The Commission was specific in some instances by pointing out that its analysts found the percentage of commercial programs carried by the respective stations was more than the renewal applications had estimated back in 1941, and the FCC wanted to know "how come?"

In other cases the FCC informed broadcasters they were carrying only a few "public service" announcements whereas their schedules showed far more commercial spot announcements.

Apparently the FCC used station logs submitted with applications for renewals and singled out specific weeks. In most instances the logs showed programs either were commercial or sustaining. Many stations failed to log Government announcements because they were included in commercial or sustaining programs which had large audiences.

One of the outstanding discrepancies was reported by KFBC Cheyenne, Wyo. The Commission had analyzed the station's program log for the week ending Jan. 18, 1945, and concluded that KFBC was 78% commercial and only 22% sustaining, whereas in 1943 the station had estimated its commercial programs would total 17.23% and its sustaining features 82.77%.

William C. Grove, treasurer of the Frontier Broadcasting Co., licensee of KFBC, wrote a detailed letter in which he pointed out that KFBC is a Blue "bonus" station and that it derives no revenue from network programs except through special arrangement. Figures analyzed by Mr. Grove for the same week in January show the station's total commercial time as 46 4/6% and sustaining at 53 2/6%.

Total revenue from network commercials was $1,186.50 in 1944 and $708 in 1945. "Grove pointed out that KFBC was an independent commercial programs re-broadcast by KFBC.

Program Content Questioned

The FCC also found that KFBC had broadcast only 12 sustaining spot announcements in the "public interest" and 592 commercial spot announcements. To that argument Mr. Grove replied that of 120 total hours broadcast during that particular week, KFBC had devoted 25.5 hours or 19.5% of its time to Government programs "which should be classified as completely in the public service".

The FCC said KFBC's "program content" had not been "adequately investigated". To that allegation Mr. Grove replied:

"Licensee believes under the policy of the Communications Act as to program material expressed by the Commission to the State Assembly of recent date [Broadcasting, May 7], the Commission recognizes the impossibility accurately of forecasting for any (Continued on page 64).

Nationwide Network Facilities Are Projected by Associated

ASSOCIATED BROADCASTING Corp., headquartered at Grand Rapids, Mich., has placed an order with AT&T for permanent transcontinental facilities and proposes to begin fulltime operation Sept. 16, according to Leonard Verselius, president. Mr. Verselius is the owner of WLAH Grand Rapids, at which headquarters of the combined transcribed and wire operations are maintained.

Responding to an inquiry from Broadcasting, Mr. Verselius confirmed placing of the AT&T order for permanent Class A facilities. He said it would be premature to announce the station lineup, rates and corporate structure.

Top personnel, in addition to himself, includes Roy C. Kelly, executive vice-president; Richard F. Connor, vice-president in charge of operations; Clayton W. Kuning, vice-president general manager; William G. Harper, general superintendent and director of station relations, and Van C. Newkirk, vice-president in charge of West Coast operations.

Mr. Verselius said other network plans will be announced when perfected. Last year, when Associated broadened its commercial base beyond the religious field, Mr. Verselius declared the plan was to go into fullscale live network operation with emphasis on secondary markets.

GROVE LABS, St. Louis, has named H. R. Stotler, vice-president of the Associated Broadcasting Co., St. Louis, and Van V. Moore, broadcasting director of Associated Broadcasting Co., Rte 4, St. Louis, as representatives of the Grove Labs defense film "Anchors Aweigh", which will be used on the Associated Broadcasting Network.

U. S. STEEL PLANS FALL DRAMA SERIES

UNITED STATES STEEL Corp., New York, will make its debut as a network sponsor Sept. 9, when it starts Theater Guild on The Air in New York, to be broadcast Sunday evenings, October through December. The series will consist of network adaptations of popular dramatic productions, with the stars who created the roles on the stage appearing in the radio versions.

Steel company first began negotiations with Theater Guild last August for the series, but lack of sufficient time on the American Broadcasting Co. schedule forced a postponement of that time. Decision of American Meat Institute not to continue its sponsorship of Life of Riley, currently on the Blue, Sundays, 10-10:30 p.m., opened the time for the new program. BBDO, New York, is the agency on the U. S. Steel account.

Gen. Arnold Is Honored

By Radio News Analysts

GEN. H. H. ARNOLD, Commanding General, Army Air Forces, was guest of honor at an off-the-record function sponsored by the Assn. of Radio News Analysts at the Hotel Statler, Washington, last Thursday. John W. Vandecook, NBC, past president, acting for President Lowell Thomas, was abroad, thanked Gen. Arnold for transportation and courtesies afforded radio commentators covering the war. Col. William Westlake, assistant to the director, Bureau of Public Relations, AAF, also was a guest.

Among ARNA members attending were, in addition to Mr. Vandecook, Maj. George FIELDING Eilot, Cesar Searchinger, Bernard Heresh, William L. Shiner and Max Hill, all of New York; Bill Henry, R. P. E. Savage, William Hillman, Washington.

Two Articles on Radio

In 'Fortune' June Issue

COMDR. EUGENE F. McDONALD Jr, president of Zenith Radio Corp., Chicago, is subject of a biographical sketch in the June issue of Fortune magazine. Titled "Commander McDonald of Zenith", story states that "he has combined business with pleasure to the greater glory of both."

In same issue an article titled "Philips of Eindhoven", telling why the worldwide radio and electrical manufacturing concern thinks it can beat American firms in the contest for the postwar markets.

Sadler Liberated

LT. GEORGE W. SADLER, WRVA Richmond announcer on leave with the Army Air Forces, has been liberated from a German prison camp and added that he has not been a victim of atrocities. A captive since early December, Lt. Sadler expects to return from Paris shortly for a 60-day leave.

RECEIVING LINE for recent Detroit reception honoring Will C. Grant and associates of Grant Adv., is composed of (1 to r) Edward R. Grace, Detroit vice-president; Will C. Grant, president; Ken Beirn, New York vice-president in charge; P. Wesley Combs, vice-president, New York; Armando, New York creative consultant, and Dave Echols, executive vice-president, international division. Some 300 businessmen and members of the Michigan area advertising profession attended.

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BROADCASTING • Broadcast Advertising
This is the story of a touching episode that happened here recently. It sounds “too good to be true”—but it IS true. We thought you’d be interested.

WHO’s War Bond sales by mail were booming.

Each week the impressive total advanced. One million dollars . . . two . . . three . . . nearly six!

No one followed the campaign with more interest than did a little widowed mother of four children, living in a small Iowa town. She wanted desperately to “Buy Bonds”, too, but lack of money prevented.

Never had she felt her poverty so keenly.

And then—sudden wealth! Unexpected settlement of an old estate brought her a bank draft of almost $11,000. . . . The little widow thought of all the things she needed—of all the things her children needed. Then she mailed the endorsed check to WHO, asking us to Buy Bonds for her.

We telephoned to ask her about certain details of alternate beneficiaries, etc. “I know nothing about business,” she said. “You handle it for me. Whatever you do will be all right. I listen to WHO every day, and I know I can trust you to do what’s best.”

Yes, it made us proud. We think it ought to make you advertisers proud, too. Because it’s your confidence in us that enables us to operate the kind of station that Iowa people trust.

WHO for Iowa PLUS

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

June 4, 1945
Radio Censorship Danger Scored

THE WRITER, head of the agency bearing his name, has a complaint. He has worked on stations. He's been in the agency end in Washington, Baltimore and Richmond for 13 years. He has specialized in radio. Among his current radio accounts: Resinol Chemical Co., Baltimore; Virginia Conservation Commission; Smith-Douglass Co. (fertilizers), Norfolk; James G. Gill Co. (coffee), Norfolk; Schindler's Peanut Products, Baltimore; L. S. Briggs Inc. (meat products), Washington; Mann Co. (potato chips), Washington; Dethol (insecticide), Washington; High's Ice Cream Co. The editors present herewith his comments as those of an agency executive specializing in the use of radio who has a right to express his views.

Mr. Ferguson


I am utterly opposed to government censorship of radio. I am afraid that radio management may be brought about by government management itself?" The answer . . . "Yes."

The writer is concerned that government radio management may be brought about by government management itself. This concern is the reason for this article.

As you decide the policies of radio stations and networks, you are powerful men. Today, you have the right to say what shall and what shall not go on the air. Today, you have the right to ban anything from the radio. Today, you are dictators over the facilities you control. Today, you have more business than you can handle; so you can refuse what you will. Today, you are radio and you hold in your hands the future destiny of this marvelous medium for disseminating public information and for influencing the economic life of this nation through radio advertising.

What of tomorrow? Will the control rest with you or with some government bureau? If you become high-handed and arbitrary in your decisions it will be taken away from you. As time goes on, if hundreds of different radio stations have hundreds of different policies, the Government may move in and say, "We will tell you what to accept and what not to accept. We will tell you what can be said and how it must be said." If that happens, that will be the end of free radio in this country.

I would fight that with every force I could command.

What of today? To me, there are many straws in the wind which seem to indicate that this situation may develop in the radio industry. In many cases, high-handed and arbitrary decisions will be taken away from you. As time goes on, if hundreds of different radio stations have hundreds of different policies, the Government may move in and say, "We will tell you what to accept and what not to accept. We will tell you what can be said and how it must be said." If that happens, that will be the end of free radio in this country.

I would fight that with every force I could command.

AFRS Station Credited With Selling 70% of SWPA Bonds

THE EFFECTIVENESS of Armed Forces Radio Service "commercial" has been demonstrated in an official survey conducted by the Army. After a poll taken throughout the Southwest Pacific, results showed that in June 1944, WVT A Finschhoven was credited with the sale of 70% of all War Bonds sold in SWPA.

In a 30-day period in March of this year, WVP T Hollandia reduced the sale of 37% of all War Bonds sold in SWPA.

In September, 1944, WVT E Oro Bay was commended for reducing accidents in the area by 45% and WVK L Leyte was praised by the Surgeon General for a campaign which constantly lowered the casualty rate from Schistosomiasis (blood fluke disease). The Jungle Network, composed of all stations in the SWPA, was acclaimed for reducing the problem of souveniring among combat troops, by the Counter Intelligence Section.

AFRS feels this survey points out the potent power of the stations, both individually and collectively, as a network. The surveys are evidence of the ability of the stations to reach a vast number of GI's, and not only to entertain them, but also to accomplish results that have a high military value to operations against Japan.

Hillman Selected For Truman's Trip

Mutual Wins Network Drawing

For San Francisco Speech

WILLIAM HILLMAN, Mutual Washington home, will represent the four major networks on President Truman's trip to the United Nations Conference on International organization in San Francisco. Although the date is not definite, it likely will be sometime this week.

J. Leonard Reisch, managing director of the James M. C. stations, will accompanied the President. Although the three major news wire services—AP, INS and UP—were permitted to send their own representatives, Mutual, the newsreels, still picture services and independent newspapers were allowed only token coverage, one representative each group. Application of Transradio Press, the fourth news wire service, to send its own correspondent was rejected and TP must take coverage from Mutual.

At a meeting in Washington NBC offices Thursday, Kenneth Berkeley, representing the Blue; William R. McAndrew, NBC; Earl Gammage, ABS, and Charter Heslep, MBS, drew straws to determine which of the networks would get the assignment. Mutual won and immediately designated Mr. Hillman to make the trip.

Plans are to do a four-network broadcast from San Francisco, shortly after the President arrives.

After the pooled broadcast the networks will retire on their own. Mr. Hillman will accompany President Truman on the return trip to Washington. Two planes will be used, although seating had not been discussed last week. Joseph Fox, Washington Evening Star, president of the White House Correspondents Assn., was designated to handle the pool for eastern publications and Paul R. Leach of the Chicago Daily News will represent western papers.

WFL Scoop

NEWSPAPERS in Philadelphia were forced to go to WFL recently for a major story which broke right in their own front yards. Acting on a tip, the station learned of the return of Philadelphia representatives from the United Nations Conference in San Francisco, and was on hand with recording devices to get interviews at the railroad terminal. Other stations and newspapers in town missed the story entirely. The Associated Press picked up from the WFL broadcast on an early evening news period.
You know the nature of the iceberg—only 1/12 is exposed.

And there's a big hint in that big iceberg, for radio advertisers.

There's a lot that's not seen when you buy radio time.

There's only one yardstick for smart, successful time buying . . . look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener.

That's when you get the whole picture. In Baltimore the independent radio station . . . W-I-T-H . . . delivers the largest number of listeners per dollar spent.

Tom Tinsley, President  Represented Nationally by Headley-Reed

Baltimore, Md.
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world’s largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation’s largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

As you probably know, many of the electronic marvels of this war have been made possible by the successful harnessing of Super High Frequencies. The scientists at Bell Telephone Laboratories have taken a leading part in this work with MICROWAVES.

The devices they have designed have been built in vast quantities by Western Electric. In this work, Western Electric has added greatly to
its fund of specialized knowledge and manufacturing techniques.

These wartime microwave developments hold great promise for the future of communications and television. From the audio band and extending through the many services in the radio frequency spectrum up to the frontiers of super high frequencies, count on Western Electric equipment to lead the way!
Wide Advertising Use of Television Foreseen Within Five Years After War

TELEVISION as an advertising medium will be in widespread use within five years after government controls on production of equipment are lifted, Winlow H. Case, vice-president of Campbell-Ewald Co., predicted last week on the basis of a study made by the agency to determine the potentialities of television advertising after the war and what preparations may be made for its advent.

Dividends Seen

Campbell-Ewald may establish a separate television production department if a continuing study discloses that this is the most efficient operating medium, Mr. Case said. To do the job correctly a specially trained staff of writers, artists, announcers and directors may be necessary.

Mr. Case foresaw dividends in the future for advertisers gaining experience at present in nonprofitable video advertising. He pointed out that several experimental stations charge nothing for time and all that has to be paid for are production costs. He also thought it possible that in the first phase of local telecasting when programming problems will be acute, stations will donate time to advertisers who can supply good programs on film. Live talent, he explained, could come from amateur theatrical groups.

Television stations may pop up all over the country as did radio, Mr. Case said, with receiver output proceeding at about the same pace as sending equipment. The controversy on the question of video wavelengths is causing "needless alarm", Mr. Case declared. Even if wavelengths are altered, two types of transmitters would be in use and sets purchased immediately after the war would be serviceable for several years.

Construction progress on the coaxial cable of the American Telephone & Telegraph Co., linking Los Angeles and New York, will be a key factor in the growth of television network shows, he declared. Conservative estimates are that this too will be completed five years after the lifting of production controls but some predict much less time will be required.

New RCA System

NEW SYSTEM of radiotelegraph transmission permitting the simultaneous employment of eight channels handling 488 words a minute both inward and outward, corresponding to eight channels each way with an individual channel speed of 61 words a minute, has been developed by RCA and put into operation between New York and London.

Other Fellow's Viewpoint

AFM Sacrifice

EDITOR BROADCASTING:

In your issue of April 23, 1945, cancellation of radio programs due to the sudden and unexpected death of President Roosevelt, you state the cost to the networks was between 2½ and 3 million dollars.

We are well aware that these cancellations may well have cost such a sum, but the loss was not all borne by the networks.

The Board of trustees of the Musicians Mutual Protective Assn., Local 47, AFM, cooperated with the local network offices, as is witnessed by letters of thanks received from them, and granted them a clearance so they did not have to pay the musicians.

We were indeed glad to be able to make this gesture, which met with the full approval of the members involved. As you may know, we require a two week's' (14 days) notice to cancel any of the radio programs without payment to the musicians, which requirement we waived.

J. K. WALLACE, President, Local 47, AFM, Los Angeles.

Straus Given Trophy

FOR outstanding contributions to interracial harmony through radio, Nathan Straus, president of WMCA New York, was presented with annual Unity Award trophy of the Inter-Racial Film & Radio Guild Inc. in Los Angeles Shrine Auditorium. Also cited and given scroll were NBC Army Hour and Destination—Tomorrow, recent set on CBS radio stations. Radio personalities honored included: Bing Crosby, Bob Burns, Norman Corwin and Orson Welles. Receiving scroll were the Southerners, Blue vocal ensemble; the Charioteers, NBC quartet; Eddie (Rochester) Anderson of NBC Jack Benny Show; Eddie Green of NBC Duffy's Tavern; Ben Carter between Moreland of NBC Bob Burns Show; John B. Hughes, commentator, and Al Jarvis, m.c., of KFWB Hollywood.

Video Theater Planned

AMERICA's first television theater will be built in Libertyville, Ill., by Fred W. Dobe, industrial engineer, head of a syndicate which includes A. J. Balaban, Roxy Theater manager in New York, according to Mr. Balaban. The Dobe-Balaban combine already owns and operates the Liberty Theater in Libertyville. Plan is to set up the television theater with subdivisions for simultaneous presentation of varied types of video entertainment, letting customers take their choice. A site has been purchased for the building but no estimate of total cost is available.
Johnny Boyer
CALLS 'EM AS HE SEES 'EM, ON KDKA

Industrial Pittsburgh works hard, plays hard... takes a large part of its relaxation in hearing about sports-events it cannot attend. The KDKA tri-state primary area would probably assay more ardent sports-fans to the square mile than any other section of the country.

Every evening at 11:15, Monday through Saturday, Johnny Boyer winds up on KDKA and delivers himself of a rapid-fire "Whirl Around the World of Sports"... a necessary radio-nightcap to allay the sports-hunger of thousands of fans, ere they call it a day.

In ten minutes, this veteran KDKA sportscaster runs the whole gamut of sports... late scores, timely news and comment on local and national events, human-interest and background stories, forecasts on sporting-events to come. To his loyal listeners, Johnny Boyer is, literally, the last word in sports.

This competent, comprehensive, immensely popular eleventh-hour round-up of sports is another example of the perfect gearing of 50,000-watt KDKA to one of the nation's great markets. NBC Spot Sales has the proof that any time is a good time on KDKA.
Mind if we do a little talking about Town Meeting, Mr. Denny?

You can't imagine how gratifying the recent popularity of Town Meeting has been to us at the Blue. We've had a lot of people try to tell us that so-called "prestige programs" aren't popular with the public. There's a feeling that they have to be dull or they're not service programs. We've never listened to that talk. We've always believed that the American people want the best that radio can give them in every field—and that a program has no excuse for being dull, even if it does set out to do a good job of informing the public.

In America's Town Meeting we felt that we had a program that more Americans should be listening to. We thought of it as an obligation on the part of all of us to the American public—to keep them informed in these critical times about both sides of the issues facing our country. We saw that, more than ever before in its history, there was a greater need for Town Meeting and what it stood for. Ben Gross of the New York Daily News put it pretty well. He said: "No one who is interested in what's happening can afford to miss the Town Hall broadcasts."
When The Reader's Digest, looking for a program that would be timely and of real service to the nation, decided to sponsor Town Meeting, we had another helpful hand in the job of improving and promoting the show. We all had one aim in mind: to make Town Meeting more interesting to more people.

What happened? Well, frankly, we are still kind of amazed at the results. The average audience for America's Town Meeting has been more than doubled, once reaching a Hooper high of 7.8. We have more than a sneaking suspicion that no other forum in radio history has ever had anything like the listening that Town Meeting has been pulling down in recent months.

This popularity is due to show improvement—and good promotion. Just last week the College of the City of New York made an award to Station WOWO, our affiliate in Fort Wayne, Ind., for the sales promotion job they did on America's Town Meeting.

We are proud of the several programs we have which rank first among all the programs of their type: America's Town Meeting... The Boston Symphony... The Metropolisan Opera... The Herald Tribune Forum... The March of Time... the Road Ahead... The Army Air Force program... Meet Your Navy... and several others. They are helping to prove that public service shows can be good shows if they are approached with the determination to make them listenable as well as effective.

That's one of the things we are doing over here—and making good progress too.

AMERICAN BROADCASTING COMPANY
The Blue Network
Serious Should Render Public Service And Entertain, Irna Phillips Believes

DAYTIME serials can and should render a service to the listening public as well as provide entertainment, according to Irna Phillips, veteran serial writer whose three General Mills programs consistently tackle the most serious problems confronting the nation.

Miss Phillips, whose Guiding Light, Today’s Children and Women in White are heard consecutively on NBC five times weekly, said network and sponsor policy often interfere with “our doing a complete job” on some controversial subjects.

P&G, Top Air User, Doubles Sales

(Continued from page 15)

answer. He hired a writer, dictated the first few installments of a continued story. Milligan called his heroine “Ma Perkins”.

Perhaps it’s because of Ma Perkins and several other dramatic serials subsequently sponsored by P&G that daytime continued stories have become known as “soap operas”. But to Bill Ramsey and his cohorts at P&G “them’s fightin’ words”.

Mr. Ramsey abhors the phrase “soap opera” and thinks it tends to belittle a type of entertainment dear to hearts of millions of listeners. He has tried to clear up any mistaken ideas that Procter & Gamble sponsors only dramatic serials.

A schedule of P&G radio productions the last 22 years and its current lineup of more than 25 programs discloses a diversity of entertainment ranging from news, variety, and music to audience participation and drama. Of late, the company has gone more heavily into nighttime radio less suited to continued stories.

P&G has not yet found any type of daytime program to replace completely the dramatic serial as an effective sales tool for its products, said Mr. Ramsey.

“As far back as history goes, people have had plays,” he said. “Radio in 1945 is no different from the current vehicle of entertainment, 1,000 years ago. People want drama. The daytime series must be good entertainment. If they were not, people would refuse to listen to them. The women of today won’t accept just anything. Anyone in the entertainment field knows that and, if the American housewife likes our programs, as she obviously does, certainly there must be a lot of weight in this.”

That’s Bill Ramsey’s answer to critics of the daytime serial. On the other hand, P&G isn’t top-heavy in that type of production. Prof. Quiz, the original question-and-answer audience participation program, was sponsored by P&G in behalf of Ted in 1939-40.

Among current network productions under the P&G aegis are these: FBI in Peace and War, GazettetL Light, Today’s Children, and Drama, which in the story, he was supposed to be publishing. Three radio announcements of the offer brought in more than 200,000 requests, Miss Phillips said.

Having worked with numerous Government and welfare agencies on various projects and problems, Miss Phillips is now cooperating with the Labor Dept. on a series which is to go into Today’s Children, she said. Racial issues will be included.

It’s the Touch!

Without the know-how touch of the milker the world’s champion dairy cow would not give enough butter fat to spread an oyster cracker.

And so it is with radio broadcasting. Watts alone are helpless—they must have the know-how touch in this business of public interest, convenience and necessity, if a job is to be done. We’ll let an advertiser speak for WWVA:

“If we didn’t know you as well as we do, we would say it was pure luck that our offer is clicking. But, being familiar with that exceptional touch you have for increasing mail returns, we know that it took seasoned judgment on your part to give us a simple suggestion which is resulting in such fine returns.”

—ASK A JOHN BLAIR MAN—

Basic Blue Network

ONE OF THE WORLD’S BETTER RADIO STATIONS

WWVA

50,000 WATTS
WHEELING, WEST VA.

BROADCASTING • Broadcast Advertising
The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets

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

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

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

AVAILABLE AT COMBINATION RATES

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

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

— AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.
Wreckage caused by a Japanese kamikaze attack on the hospital ship USS Comfort near Okinawa is described in a wire recording for the *Army Hour* program. This recording was sent to *Time* magazine and later transcribed.

**KRLD Renewal Hit By Texas Cleric**

Liquor Ads to Be Fought to High Court Says Minister

**Threatening** to carry his fight for time on the air to oppose beer and wine commercials to the United States Supreme Court if necessary, Rev. Sam Morris, Texas Baptist minister and prohibitionist, has filed petition with the FCC protesting renewal of the license of KRLD Dallas.

Joining Mr. Morris in the petition were Dr. H. A. Johnson, Los Angeles attorney and president of the National Temperance & Prohibition Council. A news release from Mr. Johnson stated that he and Rev. Morris were chosen by the U.S. Supreme Court at a meeting in Washington to "test out the legality of the claimed practices" and that the test, if necessary, will be carried through the courts to the Supreme Court of the United States.

**Motions Denied**

Rev. Morris vainly attempted last year to protest the license renewals of WFAA Dallas, WBAP Fort Worth and KGKO Dallas. Fort Worth, which had been designated for hearing under the duopoly regulation. His motions to intervene and to enlarge the hearing issues were denied. A subsequent petition for rehearing also was denied.

Using the same method of procedure, except on a more elaborate scale, that he used in the WFAA, WBAP, KGKO cases, Mr. Morris charged that KRLD sells its choice time to beer and wine interests to present the most "glamorous appeal" to buy and drink alcoholic beverages. He alleged, too, that KRLD has refused to sell prohibition elements time to oppose the commercials.

Eliot Lovett, Washington counsel for KRLD, in a reply brief filed last week generally denied the allegations, pointed out that the Morris petition was aimed largely at interests other than KRLD, and asked the Commission to disregard the complaint. The Morris petition complained against CBS, Mutual, Blue, the NAB and several stations and charged that radio generally sells time to breweries and wine makers but refuses time to prohibitionists. WIIAS Louisville was set out as a "good example" inasmuch as that station had sold time to the Morris interests.

KRLD was one of more than 60 stations placed on temporary license in late April while the Commission investigated its operations under the FCC new commercial-vs.-sustaining renewal policy. The license was continued temporarily to July 1.

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**Broadcasting** Broadcast Advertising
THE MOST PROFOUND NEWS ANALYSIS ON THE AIR!

Sidney Walton

...M-G-M Newsreel commentator, moderator of WHN's "Commentator's Round Table", noted lecturer, magazine editor and author.

- Transcripts of Walton's broadcasts on the death of Mussolini were short-waved overseas by United Press for publication in Italian newspapers.
- His broadcasts of recent events were the subject of raging controversy in Sidewalk Cafes of Paris.
- Regularly used by United and Associated Presses as reliable "SOURCE" news.
- Scripts quoted at length regularly in important papers of the United States, France, Britain and Canada.

Available with a ready-built audience Mondays thru Saturdays, 10:45-11 P.M. Immediately preceding WHN Newsreel Theatre of the Air

This powerful program backed by 50,000 watts in America's No. 1 market will spell results for your product or client.
**TV Zone Approval Creates Precedent**

Washington Ruling Paves Way For Action in Other Cities

CLEARING the way for television in the nation's capital and probably many other cities, the Washington, D.C., Zoning Commission has approved amended regulations proposed by WOR, DuMont, NBC and TBA to permit construction of 300 ft. antenna in residential areas. The Commission's action—the first zoning regulation of its kind in the U.S.—is expected to set a precedent for other cities.

Following the action, taken as a result of a hearing two weeks ago [Broadcasting, May 21] at which television representatives appeared, steps were taken to establish video stations in Washington just as soon as sites can be acquired and authorization obtained to purchase materials and begin construction.

Harry S. Wender, counsel for Bamberg Broadcasting Service, New York, told Broadcasting his company is immediately proceeding to prepare an application for a site selected for a station and is expecting to appear before the District Board of Zoning Adjustment at its next meeting in July in support of its application. Approval must also be obtained from the National Capital Park and Planning Commission which favored the amendment proposed by the industry but recommended that each location be given separate consideration.

**NRC Site Selected**

Carleton Smith, general manager of WRC Washington, who represented NBC at the hearing, said that the Zoning Commission's action would enable the network to proceed rapidly with television installations, pending FCC clearance. NBC has already selected its sites at the Wardman Park Hotel and has a tower in readiness for shipment to Washington. It plans to use the hotel proper to house its studio facilities.

Under the amendment adopted by the Zoning Commission, it is stipulated that the proposed location and height of facilities must not adversely affect neighboring properties and must be separated from adjoining property by a distance equal to one-sixth the height of the antenna. The amendment applies to FM facilities as well as television.

**Turnabout**

SERVICE veteran Bill Conway went to Dallas for a job and is now m.c. of Veterans for Industry, a weekly half-hour on KGKO Ft. Worth-Dallas, designed to to assist ex-servicemen in finding employment.

**DeMille at Wichita**

WICHITA Town Hall Committee, which plans to extend its activities to a nationwide basis, has secured Cecil B. DeMille, Hollywood producer, to make an address under its auspices late in June. Mr. DeMille will speak on "Majority Rights and Wrong" at a public meeting which will be broadcast. William A. Lerner, Shepherdstown, W. Va., former radio director for Federal Union Inc. and associated with various stations, has been appointed national executive secretary to direct organizing, financing and publicizing the committee on a nationwide basis. An intensive radio and press campaign is proposed.

**Returns to Blue**

PACIFIC COAST Borax Co., New York, in moving Death Valley Sheriff from CRS Thurs. 8:30-8:55 p.m. back to the Blue Network, where the program made its debut 14 years ago, will expand from 63 stations to 189 stations, and drop repeat broadcast. Program will be heard Fri., 9:30-10 p.m. on the Blue, beginning June 29. McCann-Erickson, New York, agency in charge, originated program.

**FORMER KOIN and KALE Portland, Ore., announcer, SPlle Bob Harris, interviews S2c Hans Sitzman, guest serviceman, on the KIRO Seattle public service series Coast Guard Servicemen's Club, heard Saturday 4:30 p.m. from the auditorium of the Seattle Service men's Club. Program presents guest with photograph, interview recording, two theater tickets and a phone call to his home.**

**FLASH!**

Now Available Without Priorities

**LINGO VERTICAL TUBULAR STEEL RADITORS**

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

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

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

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

JOHN E. LINGO & SON, INC. Est. 1897 CAMDEN, NEW JERSEY
THE CITY COLLEGE OF NEW YORK

Award of Merit

FREDERIC W. ZIV CO.

CINCINNATI, OHIO

FOR THE MOST EFFECTIVE RADIO PROGRAM DEVELOPED FOR SYNDICATION BY A TRANSCRIPTION PRODUCER FOR THE YEAR 1911

CALLING ALL GIRLS
ON THE AIR

BY THE COMMITTEE ON NATIONAL AWARDS OF THE ANNUAL CONFERENCE ON RADIO AND BUSINESS AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION OF THE CITY COLLEGE OF NEW YORK
MAY TWENTY SECOND AND TWENTY THIRD 1915

The C. C. N. Y. Award of 1st Prize in the field of Syndication makes us very happy. But we are happier still to give credit where due: to the entire broadcasting industry for making "Calling All Girls" on the air a successful radio program for 123 Department stores on 123 stations.

FREDERIC W. ZIV COMPANY
Acid test of Network Leadership

The daily flow of audience toward a network is ordinarily weighted by a few exceedingly popular programs broadcast on certain regular evenings of the week.

Thus top Monday night listening ordinarily “belongs” to Columbia. Tuesday leans to another network...

But Monday, May 7 and Tuesday, May 8 were not “ordinary” days. The crisis, especially on Tuesday, swept aside familiar programs and their established “ratings” ...made each network stand squarely on its own feet...thus put relative network performance to the acid test.

Hooper measured audience intensively throughout those two days in four great and widely-dispersed urban areas: New York, Philadelphia, Chicago and San Francisco. The balance of physical facilities in those cities, taken as a group, was by no means slanted to favor CBS. Here are the Hooper findings:
Throughout the white heat of the climax of war in Europe, CBS swept ahead of all other networks—and stayed there!

Any seasoned appraiser of radio's values would perhaps have predicted that CBS would lead naturally on Monday night. It did. CBS led by a margin of from 22% to 128% over the other three networks. Maybe that was just because people followed their regular Monday night habits of listening. Maybe. But on V-E Day itself:

**THE CBS AUDIENCE LED BY A MARGIN RANGING FROM 5% TO 211% ABOVE THE COMPETING NETWORKS**

There never was a more significant demonstration of the confidence the audience places in everything that CBS stands for and delivers. This confidence, though it was demonstrated in a turbulent crisis, is no accident, no caprice of individual rating.

It is the direct product of years of unrelenting effort to build a service which delivers the best in radio... and listeners proved they knew it when it counted most!

The Columbia Broadcasting System
Petry Denies Disagreement With Hooper On Chappell and Politz Appointments

Appointment of Dr. Matthew M. Chappell and Alfred Politz as research counsel by Edward Petry & Co. Inc., station representatives, effective June 1, did not result from any disagreement with C. E. Hooper Inc. and there are no plans for displacing Hooper, Mr. Petry last week affirmed station's policy on research and polling.

In a letter May 28, which followed announcement the preceding week of the Chappell and Politz appointments, Mr. Petry stressed the need for "top research knowledge and experience" in the spot field. He said that negotiations with the two specialists had continued for a period of months and did not result from any disagreement, as had been inferred in "garbled stories which have been appearing in the trade press".

The Petry Co., he said, has definite plans "for making some of the best research brains in the country available to you to spot broadcasting".

Text of the Petry letter follows:

For a long time we have felt that top research knowledge and experience should be made specifically available to the stations which we represent and in a broad general way to the spot broadcasting industry.

For the past six to eight months, we have been combing the research field and we have now completed negotiations with Dr. Matthew M. Chappell and Mr. Alfred Politz to act as research counsel for you and for us.

Dr. Chappell, psychologist, author and research expert, has been associated with the research activities of many large American and Canadian manufacturers and was the research consultant of the C. E. Hooper Co.

Alfred Politz has organized and developed studies for "Life Magazine", "Time", Butterick, Slinky-Vacuum, Corning Glass, Advertising Research Foundation, Compton, BBDO and others. He has originated various research and sampling techniques, now being adopted by the best-known research and polling organizations.

These men have been retained primarily as a direct service to you. They are here to consult with you on your research problems and to make specific recommendations to you. They will also be available to represent the independently-owned stations point of view in industry research meetings and discussions.

In view of the garbled stories which have been appearing in the trade press, we would like to reiterate that our negotiations with these men have extended over a period of six to eight months and were the outgrowth of any disagreement with C. E. Hooper, as reported. We have been in negotiations with Hooper. We definitely do have plans for making some of the best research brains in the country available to you and to spot broadcasting.

RKO Campaign

RKO Pictures, New York, is spending $15,000 in New York in a radio campaign for "The Wonder Man", and plans radio promotion in other markets as the film opens locally, with station schedules still to be set. New York schedule calls for a total of 174 chain and spot radio station announcements and transcriptioned one-minute announcements May 30-June 12 on WABC WEF WOR WJZ WNEW WHN WMCA.

Agency is Buchanan & Co., New York.

From the flight deck of the miniature replica of "The Fighting Lady", now on exhibit at Rockefeller Plaza, New York, as a War Bond drive display, WOR New York on June 3 will broadcast an actual U. S. Naval ship radio service on its regular series "The Navy Goes to Church".

O'Hara-Hugh Plans Easy Commercials

O'Hara-Hugh Productions, New York, after conducting research on the effectiveness of commercial radio, last Friday announced formal start of program production activities, with what it calls a new approach to selling by radio.

Briefly, policy is virtually to eliminate the "ready indigestible" commercial, using in some cases only a 15-second sponsor credit, or none at all. Format and content of the program itself will be designed to "create a desire for the product", it was explained by John Hugh, production executive. Where there is no mention of sponsor, program will be so built that listener can't help knowing what the product is, he said. It is just a new manner of combining showmanship and salesmanship for a common goal — sales results," he added.

Mr. Hugh, now producer-writer of Abbott Kimball Co., New York, was previously with Donahue & Co. and Kenyon & Eckhardt, program director of WCBT Roanoke Rapids, N. C., and announcer for WHIT New Bern, N. C.

Other principals include Hamilton O'Hara, Armed Forces Radio Service, once program director, AFRS New Guinea station, now stationed in this country, who will be production coordinator and Hudson H. Tanner, formerly advertising manager, McClintock syndicate, who is general manager.

*WNOX figures — C. E. HOOPER continuing measurement — Fall and Winter, October-February, 1944-45. CBS South figures — C. E. HOOPER sectional ratings, Fall and Winter, October-February, 1944-45.

CBS PROGRAMS

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<th>Program</th>
<th>Hooperatings</th>
<th>Coverage South</th>
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<td>&quot;It Pays to be Ignorant&quot;</td>
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Building programs you can sell is easy—if you've got what it takes. And that's exactly what World Library gives you!

First of all, it takes talent. World gives you some of the biggest-name orchestras, vocalists and novelty groups in show business. On World Vertical-Cut transcriptions—famous for fidelity—these artists are heard at their brilliant best!

It takes variety. The basic World Library includes 4000 selections... material for every kind of program.

It takes the latest hits. World includes them in the 50 or more new units sent each month.

Smart programming is essential. World sends you complete continuities—78 each week—with the big-time touch that only expert writers can give a show. Typical reaction of stations is this one from KGY, Olympia, Washington: “We’re using 122 World shows each month... many ‘as is,’ merely writing commercials.”

Put this program-building service to work for your station, as 325 leading stations are doing. Get the facts now from: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.

World Broadcasting System, Inc.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

Broadcasting • Broadcast Advertising

June 4, 1945 • Page 37
This is IOWA

and so is THIS

and you get both on WMT

Iowa's gigantic corn crop helps produce a per farm income larger than any other state in the Nation. Yet, Iowa's 2,676 manufacturing plants produce an income nearly as great as that derived from agriculture. This is the stable and diversified market that you can cover on WMT - reaching 3½ to 4 million people at the lowest cost per listener at the best frequency in the state (500 watts at 600 KC).
THIS IS WHAT YOU GET THROUGH K TOK — at a much lower cost!

K TOK has won wide recognition from advertisers for their complete exploitation of audience-building technique. As listening surveys reveal, K TOK has the audience — at all times — because it is a family station, appealing to every member of the family. Its growth and its increasing service to the community are the results of its family following.

K TOK provides the type radio programs families enjoy and benefit from most. Over 876 million dollars effective buying income are represented by this concentrated audience of 895,801 people (44% of Oklahoma's population). Yes, you buy Audience, not Power with K TOK — K TOK is really a super buy — at a small expenditure!!

The Most Progressive Station in E-x-p-a-n-d-i-n-g Oklahoma
MBAL means in
business
Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Durromacy

IT TAKES all kinds of people to make up bi-partisan Government. In our democracy the two-party system has worked well. The minority seeks to outmaneuver the majority. It helps keep politics straight. Periodically the party in power loses out. That comes when the majority falls out of public favor and the electorate speaks. The erstwhile minority takes over Government. That is the way in our local, state and national governments.

In radio regulation, however, that system doesn’t appear to work. The members of the FCC are appointed to office, not elected. The FCC functions under a prescribed Congressional statute—prescribed by the Congress elected by the people. The Congress can be relied upon to change that law when public sentiment demands. The Communications Act of 1934, under which the FCC functions, specifically denies that agency powers of program censorship. It specifically excluded radio from the public utility-common carrier concept. It denies the FCC the right to regulate rates or programs.

Yet we have on the Commission at least one member who seems dead set against the present system. He thinks the public should be told what sort of radio it should receive. He feels stations should be limited as to how much they can earn and what type of programs they can present. He wants business records of stations thrown open to the public gaze. In short, he seems to seek a “share the wealth” system for radio. You’ve guessed it—the man is Commissioner C. J. Durr, Democrat of Alabama.

True, he may not be alone in his thinking on some of these concepts. But certainly no other member seems to go so far in his public utterances.

Commissioner Durr unburdened himself a fortnight ago at oral argument on the proposal that financial statements and business dealings of stations be made public. He made no secret of his distrust of the radio business. In order, in examining counsel for stations and the NAB. These counsel had very properly denounced this latest attempted indirect incursion into program and business control of stations. It is the same Mr. Durr who spearheaded the crusade, now happily bogged down of its own weight, to penalize stations for alleged discrepancies between promises made on precise breakdowns covering commercial and sustaining programs. The same Mr. Durr who challenged the right of a select committee of Congress to check into his own personal affairs and accounts and go away with it.

We wonder where the Commissioner finds the authority for such onslaughts. Has the public asked for them? Is the public dissatisfied with radio? Does it want to be told how well it is being served? Is the public complaining about the law? Even while Mr. Durr was excoriating stations and programs, the Minneapolis Sunday Tribune published results of a public opinion poll. The question was: “If you had to do without either a telephone or a radio in your home, which one would you rather give up?” The result: telephone 63%; radio 27%; undecided, 10% [Broadcasting, May 28].

Does that indicate any dissatisfaction with radio? Every survey made in the last decade—public, Government or private—conclusively has shown the demand of the people in radio. There may be a discordant voice here or there, such as that against the middle commercial in news, or apathy toward singing jingles. But such reactions having merit bring about automatic adjustment. Radio takes heed. That’s the democratic, competitive process.

Perhaps a course in Democratic Government and in public opinion would settle for good the dangerous antics of misguided bureaucrats who have been so disdainful of the law’s intent.

More Than Soap

IN THIS ISSUE begins the fabulous story of the use of radio by Procter & Gamble Co., Cincinnati, to promote the sale of soap products.

It is not necessary to relate this story in order to establish radio’s effectiveness as an advertising medium. Radio sells not only soap. Radio sells everything from bread to bonds. But it does seem pertinent to underscore the broadcasting saga of P&G at this time when war industry is looking toward reconversion plans.

Only this past week Chairman Krug of the WPB predicted a job slump during the reconversion period. Most experts agree that this slump will last through the period required to get into the production of civilian goods. Later there will come another slump, incident to total reconversion following the victory over Japan.

These temporary periods of unemployment will place a great burden on American industry, a burden that will call for the same sort of courage which inspired the remarkable war production job which has been done and is still in full swing. And as the wheels of civilian production turn faster, the simple laws of economics dictate that there must be greater consumption of civilian products. Failing that, business will falter and unemployment result—the sort of mass unemployment which brought America to its knees.

The American is to avoid the cataclysms which find masses of our people unemployed in post-war years, it must be done in the same spirit demonstrated by P&G and other great business houses.

Advertising is good for employment. It’s good for business. It’s good for America. Media of all sorts will have much to offer advertisers in the postwar years. Doubtless radio will attract more attention than the others because of its major technical advances during recent months. It is significant to note, also, that American radio, in its 25 years of commercial history, has failed to beat its preceding year’s business but once—and that in 1933. It is the one medium which has felt no depression.

Foresighted businessmen will find profit in reviewing the experience of one company, Procter & Gamble, which has kept in step with radio’s remarkable progress.

William McCready Ramsey II

Although Ramsey has been with radio for 30 years, he is a recent hire of the department, and will work closely with Vice-President McElroy. Before coming to radio, Ramsey was with the Cincinnati Post. His new job is that of radio director.

As one of the nation’s foremost radio experts, Ramsey has had an opportunity to work in all aspects of advertising. In the past, he has been a sales director of the Cincinnati Post, a radio sales manager of the Post’s radio station, and a sales representative. In addition, he has been a speaker on radio and has written for the Cincinnati Post.

Ramsey has a thorough knowledge of the radio business and is well-versed in the sale of radio advertising. He is known for his ability to work closely with other departments and for his ability to work with the public.

With his new job, Ramsey will be working closely with Vice-President McElroy and the other members of the advertising department. He will be responsible for the sale of radio advertising and will be in charge of the radio department.

Our Respects To—

PROCTOR & GAMBLE CO., CINCINNATI, OHIO

WILLIAM MCCREADY RAMSEY II

A

S DIRECTOR of the radio department of the nation’s largest single sponsor, William Ramsey perhaps knows the likes and dislikes entertainment-wise of more women than any other man.

Primarily his job is to help sell Procter & Gamble products. Actually he has become an expert in public relations. He knows that when the radio shows over which he has supervision please, sales go up. If they displease, it is manifest in fewer sales as well as disgruntled fan mail.

That P&G gross business has more than doubled in the last decade, during heavy use of radio, is indicative that Bill Ramsey knows what consumers want in the way of radio fare.

A native Cincinnati, Bill was born on St. Patrick’s Day in 1900. He prepared for Yale by attending Walnut Hills high school and the Cincinnati University School. He was graduated from Yale in 1921 with an A.B. degree and returned to Cincinnati to enter business.

For two years Bill Ramsey was a clerk in the Citizens National Bank. But cold figures and hard cash didn’t appeal to the visionary youth. He liked people. He wanted to do more than handle money. He wanted to get closer to the public. Besides, he was an accomplished pianist and he enjoyed entertaining his friends.

When Francis H. Leggett & Co., New York food products firm, offered him the post of branch manager of its Cincinnati office in 1922, Bill took it. Here, he felt, he’d have an opportunity to deal with the consuming public —to learn the various needs and likes in foods.

Bill remained with that job for five years. Procter & Gamble Co. was expanding and needed a man to take over a job involving planning field advertising. Bill Ramsey accepted and went to work. P&G already was using radio, but Bill admits he didn’t have much faith in that intangible medium. He wanted to see his ads in black and white or color—on paper.

He did a good job in field planning and P&G placed him in charge of the copy department. By 1930 the company decided to go into radio in a big way. Neil H. McElroy, vice-president in charge of advertising, was casting about for a man to head up the radio department. It’s P&G policy to move its personnel up.

Bill Ramsey played the piano. He had done considerable entertaining around town, so Vice-President McElroy decided his copy chief was just the man to head up the P&G radio department.

P&G already had sponsored a program on
IT'S THE STATION
THAT MAKES TIME
FOR ALL CREEDS

No time is sold
on WGAR for
religious broadcasting,
but all denominations
in their turn
have opportunity to
use the hours
definitely reserved
for worship services.
It is our philosophy
that the station
which serves every creed
and every faith alike,
accomplishes most
for its listeners,
for the nation,
for all mankind.

CLEVELAND'S
WGAR
THE FRIENDLY STATION
FREE SPEECH
"MIKE"
RADIO'S XXV ANNIVERSARY

BROADCASTING • Broadcast Advertising
Associated Program Service

Mr. Kendrick

R. A. Maxwell is commercial manager and John Penaz is chief engineer. Other staff members include: Wilbur Blair, production manager; Richard N. Leiby, Walter R. Rice, Glenwood Schlegel and Robert L. Bomboy, engineers; Ernest E. Mark, Victor Bruno and John N. Bebee, announcers; Midge Lee, writer. Library includes NBC Thesaurus and news wire is AP.

Western Series on Blue Begun by General Foods

Our Respects to

(Continued from page 48)

WEAP New York and one on the NBC-Red network. Bill Ramsey's first show was Ruth Dunning's "Washing Talks," which was a test locally in May 1930. By November he had a five-week show on the network. P&G officials weren't sure Bill Ramsey should have set a program across the board but they gave him his head.

Today P&G sponsors more than 25 programs of all types, has pioneered in the daytime serial and many other types of shows. Bill Ramsey saw the need for developing young writers. He learned the women of the country—consumers for P&G products—liked the human-interest drama.

His success formula? Here is the way he puts it:

"We maintain supervision over all our programs from a policy standpoint," he explained. "Good taste must predominate. We never offend. The agencies remain in complete charge of the shows, but we insist they be of high type. We're in the role of enlightened buyers."

Knows All Angles

As radio director of P&G Mr. Ramsey has studied broadcast advertising from all angles and has reached the conclusion that the success of a show depends upon many factors—time of day for a particular type of program, talent, good scripts, and foremost—public acceptance.

On Oct. 27, 1923, Bill married Olivia James of Cincinnati. They have three children, Anne Wood, Olivia and William McCreary III. Gardening is his hobby, piano his avocation. Right now he's practicing Schumann's "Concerto" to appear as guest soloist with Frank Black's NBC Symphony Orchestra, at the invitation of Clarence L. Menser, NBC vice-president in charge of programs.

He is secretary of the Board of Trustees, Cincinnati Symphony Orchestra (the only board member who is a musician) and a member of the Cincinnatus Assn. His clubs include the Elizabethan (Yale), Cincinnati Country and Cincinnati Tennis. He contributes to trade magazines and periodicals, has become an authority on growing delphiniums and is an ardent admirer of Ma Perkins.

Bill and Mrs. Ramsey maintain their home on Walton Creek Rd. in the exclusive Indian Hill section of Cincinnati.

Starts 'Smile Time'

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), today for 52 weeks starts sponsoring Smile Time on 39 Don Lee Pacific stations, Mon. thru Fri., 7:15-7:30 a.m. (PWT). Morning comedy strip features Wendell Noble and Steve Allen, song and pianist team. Firm also sponsors weekly This Is My Story on CBS Pacific stations. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

OPERATION OF WHCB STARTED OFFICIALLY

WHGB Harrisburg, Pa., new 250 w local Blue out on 1400 kc licensed to Harrisburg Broadcasting Co., officially started broadcasting May 29 after program tests.

General manager and part-owner is Herbert Kendrick (10%), former manager of WJLS Beckley, W. Va. G. L. Haas, owner of local furniture firm, is 90% owner.

Mr. Kendrick

Of Boston "Pops" Symphony fame...his incomparable Associated transcription with 48 hand-picked musicians mark a new high in serious music "commercial"!

Arthur Fiedler... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

It's RADIO's distinctive business that contrast it so sharply to other forms of entertainment. It's this same business—units like Arthur Fiedler and his magnificent 48-piece orchestra—that contrast Associated so sharply to other libraries. There's another vital difference too—the incomparable quality of APS high fidelity vertical-cut recording and clear-tone Vinylike discs. Write for the full story today! Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service

A Plus for AM...A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

Page 44 • June 4, 1945
The MYSTERY of the STOLEN TRUCK

(SOLVED BY RADIO IN 10 MINUTES!)

Early in the morning of May third a truck loaded with perishable produce was stolen from the warehouse yard of Hannaford Brothers Company, wholesalers in fruit, produce, and groceries, in Portland, Maine. When no clues had been uncovered as to the whereabouts of the truck by early afternoon, Hannaford Brothers came to WGAN for help. The first flash about the stolen truck went over WGAN at 2:10 p.m. At 2:20 p.m.—just ten minutes later, Mrs. Julia I. Moffitt, who heard this emergency broadcast, phoned in and said she’d located the truck! [Read the letter opposite for complete details!]

The moral in this case is very clear. The clue to its solution lies in the effectiveness of radio broadcasting. If WGAN can find a stolen truck in ten minutes, it can surely help you solve your selling problems just as successfully. Remember, WGAN’s large listening area (14 Maine counties and 1 in New Hampshire) is a responsive audience—a rich market to tap. And you can tap it anytime just by getting in touch with us or our national representative.

HANNAFORD BROS. CO.
Wholesale Dealers in
FRUIT PRODUCE GROCERIES

MAY 10, 1945

Creighton E. Caswell, Mgr.
PORTLAND, MAINE

Dear Mr. Caswell:

We wish to express our thanks for providing emergency

line on your station, and to congratulate you on the
effectiveness of WGAN’s broadcasting in connection
with the incident of our stolen truck last Thursday.

You recall that a fully loaded Hannaford Bros. truck

was taken from our warehouse yard before dark, filled

with groceries and perishable produce destined for delivery
to our retail customers 100 miles away in Franklin County,

Hancock.

Locating the stolen truck appeared futile, despite the fact
that the police were notified at once, and that State

officials had learned of the stolen truck over the

police radio at State police headquarters, without indication of the truck’s

location. Thus, Winnie, our production manager, appealed to your listeners

in several places during the afternoon short

broadcasts offering a $100 reward for any information leading to

the capture of the stolen truck, which the broadcast

described in detail.

As you know, the first broadcast went over the air at 2:10
P.M. At 2:20 P.M., a caller to this office informed the

station of the discovery of the truck, thereby proving the

efficacy of your radio broadcast. Mrs. Thomas J. Pettit, a

resident of the town of Revere, and one of many who

detected the described truck stolen

unattended on a minor road, one of the intended

country roads, noticed the abnormality of the intended

broadcasts cancelled, and the rush over the air accomplishing

the purpose within ten minutes.

The incident confirms our already-held belief in the effectiveness

of broadcasting.

Very truly yours,

HANNAFORD BROS. CO.

William W. Barnes, Sales Mgr.

STATION WGAN

5000 Watts

560 Kilocycles

CBS Member Station

WGAN
PORTLAND
MAINE

5000 Watts

Columbia Hotel, Portland, Maine

National Representative: Paul H. Raymer Co.

At left: Mr. William W. Barnes, Sales Manager of Hannaford

Brothers, presents the $100 reward for locating the truck to

Mrs. Moffitt over WGAN during Dorothy Wadman’s popular

9:15 a.m. “Points and Pointers” radio program.
MORROW APPOINTED

LYNN MORROW, former assistant to W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., Philadelphia, has been named sales promotion manager of WBZ-WBZA Boston-Springfield. Mr. Morrow, who was radio editor of the Cincinnati Post, will headquarter at WBZ.

FAUST NAMED BY MBS

H. M. FAUST, recently director of the salvage division of WPB and for nearly 25 years with Curtis Publishing Co., on June 4 joins Mutual as manager of the network's central division, with headquarters in Detroit. Announcement of the appointment, made by Z. C. Barnes, vice-president of sales, noted that Mr. Faust's operations will cover Pittsburgh, Cleveland, Akron, Buffalo and Wheeling as well as Detroit. He will report to New York. Prior to his appointment as WPB salvage director in September 1943, Mr. Faust had six years been advertising sales manager of Curtis.

Taylor Aids Jackson

COL. TELFORD TAYLOR, former FCC general counsel, has been named to assist Justice Robert H. Jackson in prosecuting war crimes, the Justice announced last week. Col. Taylor, granted a leave by the FCC to enter the service, has been chief Military Intelligence Service, War Dept. Special Branch, in London. Also named as an assistant to Justice Jackson is Francis M. Shea, assistant attorney general in charge of the Claims Division and husband of Hilda Shea, FCC attorney.

New Law Office

LT. MORRIS MILLER, USCGR, who has been placed on inactive duty at his own request, last week announced opening of law office at 710 14th St., Washington, Mr. Miller, who has served for a year and a half in the Coast Guard, formerly was associated with the law firm of Dempsey & Koplovitz, Washington. Prior to that he was for four years assistant general counsel of the U. S. Housing Authority. He is a native of St. Louis.

WHY THEY'RE CHANGING NAMES... AT WTEN

Definite identity is a valuable thing. And, on taking THE AMERICAN BROADCASTING COMPANY as our network name, all possible confusion that might have been prevalent under "The Blue Network" is erased.

Have you checked our Hooper Ratings lately? They look good!

AMERICAN BROADCASTING CO.
on and after
June 15, 1945

WTEN

MINNEAPOLIS-ST. PAUL
MINNESOTA

THE BLUE NETWORK of the American Broadcasting Co.
TO SALUTE OUTSTANDING RADIO STATIONS . . .

"In our experience, we've found that truly successful radio advertising, with profitable results for all concerned, calls for coordinated cooperation between manufacturer, station and dealer.

Because the stations listed below have extended this cooperation in a most effective way in selling Dr. LeGear's Poultry and Livestock Prescriptions, we are taking this means of showing our appreciation for their excellent work ... actual merchandising assistance in displays, mailings, personal calls, etc. ... cooperation with Dr. LeGear representatives . . . as well as actual sales records for the season in their primary listening areas."

S. L. LeGear, M.D.
Director—Sales and Advertising
DR. L. D. LEGEAR MEDICINE COMPANY
ST. LOUIS, MISSOURI

OUR THANKS TO EACH OF THESE STATIONS FOR THEIR OUTSTANDING COOPERATION IN SELLING DR. LEGEAR'S PRESCRIPTIONS

Published in Appreciation By

SIMMONDS & SIMMONDS
INCORPORATED
Agricultural Advertising
201 NORTH WELLS STREET
CHICAGO 6, ILLINOIS
WOR GIVES GRANT FOR NEW STUDIOS

WOR New York will start work immediately on three new studios to be located on the ground floor of 1440 Broadway, building currently housing the station, and also the headquarters of MBS, of which WOR is New York key station, Theodore C. Streibert, WOR president, announced Tuesday. Announcement followed news of a WBP priority for the construction, first of its kind in New York City since Pearl Harbor, according to WOR.

To cost about $150,000, the studios will measure about 25 by 40 feet, will have “floated” floors and walls and suspended ceilings and "actually be a preview of postwar designs and improvements", the announcement stated.

J. E. Popelle, WOR chief engineer, will direct construction of the new studios, which will be used primarily for MBS programs from New York.

Win Church Awards

NBC, in cooperation with the Congregational Christian, Methodist, and Presbyterian USA churches, has awarded seven fellowships for study at one of the network’s three summer Institutes in Chicago, Los Angeles, or San Francisco. Winners were: Rev. Horace W. McMullen, radio chairman, Rhode Island Council of Churches and pastor of Edgewood Congregational Church; Providence; Pearl Ross, radio education director, International Council of Religious Education; Rev. James W. Sells, executive secretary, Missouri Rural Life Council; Rev. James E. Ulfinger, radio chairman, Ministerial Assn., Shenandoah, Iowa; Rev. Paul Basche, radio chairman, Council of United Churches, South Bend, Ind.; Rev. Harold E. Ditsler, radio chairman, Church Federation of Los Angeles, pastor of First Evangelical and Reformed Church, Los Angeles; Rev. Charles W. Farnen, radio chairman, South Dakota Council of Churches, pastor of United Church, Chamberlain, S. D.

MBS Opens Earlier

MUTUAL will begin network operations an hour earlier starting June 11, opening the network at 9 a.m. with a quarter-hour news commentary by Freyta Hunter, correspondent and commentator. Shady Valley Folks, now broadcast 10:30-11 a.m., will be extended to 10 minutes and moved into the 9:15-9:55 a.m. spot, with a five-minute newscast completing the hour.

OVER 200 new compositions have been entered in the competition conducted by the Copyright Owners, for which $1,000 in prizes will be awarded. The competition is open only to the composers of the compositions entered in the First Central American Music Festival to be held at Colorado College Aug. 15-19 and Blue will present two festival concerts from KXOV Denver.

HUGO SEILER, since 1937 with NBC in New York and Hollywood as a traffic supervisor, has joined Mutual New York as night program supervisor.

TED COTT, program director of WNEW New York, and former director of WHN New York, has been added to the Mutual staff.

LI. DICK ROSS, AAF navigator and former announcer of WHN, has moved to Philadelphia on his way home after liberation from a German prisoner of war camp. Ross was shot down over Germany in Aug. 1944.

JACK ROBKE, former producer of W. A. Y. Son & Son, of Hollywood, has been named program manager of LEE Broadcasting System. He succeeds HAL BAUM, now with another outlet.

KEITH THOMPSON, script editor of WOR, New York, for his three-act play "Archange", has won one of the $100 given. Grants for writing film plays, as well as $500, will be presented by the WOR Foundation May 26 in a Broadway ceremony.

CHARLES ROMAN has joined the Mutual news department replacing DAN TOPLATHE. Rom has been with the NBC news staff and with Press Announcer, New York.

DOUGLAS STOCKLEY, released from the Canadian Army, has returned to the broadcasting service at Ottawa.

JESUS KIRKPATRICK, WON announcer, has taken a six-month leave of absence to travel throughout New Zealand.

HERB DOLEH, announcer, from WMAL Washington to WOL Washington.

JON ARTHUR, formerly of WLS Cincinnati, and ALAN KEYES of NBC Chicago, have joined CBS Hollywood announcing staff.

JAMES MOULDS, new to radio, to CBV Toronto.

FRANK E. ROBERTS, released from the Army and recently with WIBI Indianapolis, is now with a Chicago outlet.

RUSSELL PATCH, from KDH DuBoque, is announcing staff of WIND Chicago.

JIMMY SIMPSON, 17-year-old staff announcer of WWDC Washington, is entering the service.

LARRY HAEF, farm service director of WOR Minneapolis, is the father of a boy.

ROBERT DWAN, NBC Hollywood producer, has joined the Maritime Service. JOHN MORRIS, for 14 years network announcer, has taken over Mr. Dwans duties.

ED LUES, assistant manager of NBC Hollywood sound effects department, is the service co and war propaganda board May 18.

EILEEN OBERLING, former continuity chief of WTAD Quincy, to WIND Chicago.

ORVILLE THOMAS, former program director of WHOT South Bend, Ind., to WIND Chicago.

TOBY BRITTON has joined WMAN Mansfield, Ohio, announcing staff.

JOHN KANNAWIN, for two years director of KAI, the Canadian Broadcasting Corp., has been appointed program director of CKYB Toronto.

STONY Mcrin, managing director of the Philadelphia Sandlot Baseball Assn. and of the Philadelphia Phillies, was named May 28 by a testi-monial dinner at the Belvedere-Bristol Hotel. Proceedings were broadcast by WIP, Philadelphia.

OVERSEAS News Agency, New York, is launching a weekly international commentary based on reports from ONN stations throughout the world. Script is divided into three sections: "NEWSPAPER of the World", "FLETCHER PRATT, analyst; (2) the "inside story", and (3) a human interest story of people behind the news. Script is available to stations for presentation in almost any news format.

CPL. WALTER KANE, former director of publicity and special features of WNYC New York and currently in Germany, has been awarded the Combat Infantryman Badge for "satisfactory performance of duty in ground combat against the enemy.

NELSON G. FRINGE, CBS Hollywood news analyst, returned to West Coast headquarters in May after five weeks of constant C-54 flying during which he covered approximately 30,000 miles throughout the Pacific area.

ART WILDMAN, newly appointed head of the Blue London office, has started a 1:15-1:30 p.m. remote in London, expected back momentarily.

PAUL MANNING, war correspondent for WOR New York and Mutual, writing from a camp near Magdeburg, Germany, reported that he would make his way to Paris and BSHRA headquarters to broadcast over an outlet which he admitedly "looted" from Gestafo headquar ters. He is now being given an Army certificate of temporary ownership permitting him to drive anywhere in ETO, "so now Mutual has a staff car on the continent".
The KATZ AGENCY, INC.

Announces

The completion, on June 1, of the first project of its audience research department:

*The WNAX Listener Diary*

This survey records the listening habits of 200,000 radio families in an important and predominately rural mid-western market. Findings are now available to agencies and advertisers.

* Conducted during the week of March 19, 1945
One of the studios used interchangeably by FM station WBRL and AM station WJBO. RCA-Type 44-BX Microphones are used in this studio, in the smaller announce-type studio, and in the large, auditorium-type studio.

The specially built RCA control console in the master control room shared by WBRL and WJBO. Individual panels control the output from three studios. Network lines and remotes are controlled from a fourth panel. The push-button selector system in the center panel allows any program to be fed to each of the three output lines (one AM, one FM, one spare or network).

The transmitter room shared by WBRL and WJBO. The 1 kW FM Transmitter is the unit just left of center in this picture. At the far left are racks containing the FM audio input and monitoring units. At the right is the 5 kW AM transmitter. Not shown in this picture are the AM audio and monitoring racks and AM phasing units. All of the equipment in this picture is of RCA manufacture.
WBRL, the FM station of the Baton Rouge Advocate and State Times, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room is a special RCA-built master control console. At the transmitter building are an RCA FM-1-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed, six-bay, square-loop antenna.

WBRL is a sister station of WJBO, the AM station operated by the Baton Rouge Advocate and State Times. It is interesting to note that WJBO, like hundreds of other AM stations, is also completely RCA equipped. Operators of AM stations know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, RADIO CORPORATION OF AMERICA, Camden, New Jersey.
OWI Impressions Pass Billion Mark
Record Week Is Attained in War Message Program

AN AVERAGE of over 10 impressions per radio listener was scored by OWI Domestic Radio Bureau war message announcements in network and local stations during the week beginning May 14, bringing the grand total of listener impressions to an all-time high for the first time.

The intensified allocation plan, with its 1,008,630,000 impressions secured during the May 14 week, represents an increase of 50% over the same week in 1944. The increase over the previous week was 18%. Total impressions for 1945 up to May 14 were 15,100,811,000.

The figures do not include additional voluntary efforts by network or local programs on behalf of war information campaigns. In estimating the impressions per radio listener, a base of 100 million listeners is used. This takes into consideration that the face of war shadows some of the population who do not listen but that there is a considerable audience of children who listen to programs especially slanted toward them, as well as to regular fare. They also partake in many war campaigns.

The Seventh War Loan accounted for 57% of the week's impressions from war messages on 541 network and national spot programs and 43,218 station announcements on 923 U.S. radio stations plus one special event in behalf of 25 war information campaigns.

Individual allocation plans contributing to the overall figure made the following number of impressions:

Network Allocation plan—707,000.
Spot plan—370,000.
Station Announcement plan—105,000.
National Spot & Regional Network plan—23,000.
Special Events—40,000.

Buy Films Rights

UNITED ARTISTS Corp., New York, has purchased from Raymond R. Morgan Co., Hollywood producer and advertising agent, film rights to "Queen For Today," Mutual sustainer heard in New York Mon. thru Fri. 2:30-3 p.m. E. A. Golden will produce the film, budgeted at $1,000,000. Deal was transacted within three weeks after the program took to the air, possibly establishing a speed record for purchase of a radio show by a film company. Scripting was under way last week and casting is to be announced shortly. With Dud Williamson as m.c., a "Queen" is chosen each day on the Mutual program, and then taken on a tour of shopping and entertainment spots in the city, returning to report on her adventures the next day, when a new queen is selected.

Neblett Folder

WERIE Radio Productions, Chicago, outlines features of its package show "So the Brave Does" in a file-folder presentation bearing on the cover a microphone with simulated cut-out tag for insertion of potential client's or agency contact card. Included is biographical material on Johnnie Neblett, producer of the program personnel and reprints of Neblett trade ads.

WLS Reprints

WLS Chicago has issued a brochure containing reprints of seven recent trade paper advertisements in the WLS Voice of a Friend series. Release is printed on white emulated stock in two colors and describes reception granted WLS personnel in the homes of Midwest America for the past 21 years.

Consigned History

ALBUM of recorded excerpts from programs carried by NBC on D-Day which were broadcast by WTMJ Hartford were presented by Paul W. Morency, general manager of the station, to the Yale U. library, the Connecticut State Library and the library of the Hartford Board of Education.

WAPI Brochure

MAIL response to request program of recorded hit-parade and cowboy tunes, "Alabama Hayloft Jamboree," is subject of brochure supplied by WAPI Birmingham. Results obtained by spon- sor (Frederick R. Neblett) are also featured in this brochure.

Waring Album

NBC, in connection with Fred Waring's return to the network on June 4, sent about 500 albums of "Waring Deco's radio artists throughout the country. The musical arrangements were done by the orchestra and service songs done by the orchestra.

WOV Mail Piece

WOV New York has issued a direct-mail piece on "Let's Forget" everything concerning "WAR向往" which will be broadcast each evening up to the time of the war crimes trials. Piece quotes Walter Winchell's column launching the program as a "nifty idea." WOV Program Presentation

WQL Fort Wayne, Ind., is promoting "Chapel Garden" commercial series Sunday 5:30 p.m. by letters to all pastors who are members of the Fort Wayne Ministerial Association calling attention to the dramaticizations of well-known Bible stories.

WGQ Program Presentation

WGQ Chicago has issued a new brochure calling attention to station's program of broadcasts and a file-folder presenta- tion embraces 11 WGQ productions through advertisement reprints.

WRKU WILL DO A JOB FOR YOU IN

ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 111,000

1944 RETAIL SALES—$85,975,000

1000 WATTS

REP.—HEADLEY REED

Affiliated with the American Broadcasting Company

BROADCASTING • Broadcast Advertising
Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

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

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

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

The Chicago station most people listen to most

670 ON YOUR DIAL
WILLIAM J. SALSTROM, with Compton Adv. since June 1944 as assistant research director, has been made research head. He formerly was associated with the Gallup Poll and with associate director, National Opinion Research Center of Chicago. He succeeds ALFRED POLTZ, who has resigned to devote full time to his own research organization. BEN THOMAS, at one time affiliated with the Detroit office of the former J. Sterling Gotchell Inc., has joined the Chicago office of Compton Adv. to assist in servicing the Chicago division of Socony-Vacuum Oil Co. account.

M. HELEN WHITMORE, recently with Franklin Bruck Adv., New York, where she served on the Manhattan Soap Co. account, supervising radio and space copy, has joined the writing staff of the radio department of N. W. Ayer & Son, New York.

HIXSON-O’DONNELL Adv. New York, has moved to larger quarters in the Empire State Bldg., occupying the entire west section of 17th floor. New phone is BR 9-5500.

J. H. S. ELLIS, president, Arthur Kudner Inc., New York, has been elected to the board of trustees of Emira College, Elmira, N. Y.

CHARLES CHAPPELL, with Arthur Kudner Inc., New York, since 1933, has resigned to become a partner in John H. Owen Inc. New York agency, as executive vice-president. Name of firm will be changed to Owen & Chappell Inc.

GLENNAH TAYLOR, chief of Young & Rubicam Hollywood office, has arrived in New York for a seven-week visit. LEONARD GOTTIEBER, radio publicist, left New York last week for the West Coast for three weeks to plan promotion of network programs.

BOZELL & JACOBS has opened an office at 724 Baker Bldg., Minneapolis, with TOM HASTINGS as manager.

WILLIAM ROUSEAU, executive producer of McCann-Erickson, New York, moved to Bow Co. Hollywood office, June 1.

HERALD BECKIORDEN, CHARLES G. LINDSAY and RICHARD TURMBULL have been named assistant executive secretaries of the American Assn. of Advertising Agencies. D. KARL GIESEN is assistant treasurer, with MRS. L. W. MACKENZIE continuing as director of service.

JERRY MORRISON, special accounts contact man for Keeley Brewing Co., to Malcolm Howard Adv., Chicago, as account executive.

MARIE MAZZULLA, formerly in advertising department of Westminster Electric & Mfg. Co., Lima, O., has joined the radio division staff of Dan B. Miner Co., Los Angeles agency.

JANE O’LEARY has been appointed office manager of Glaser-Galley Co., Los Angeles agency, succeeding ESTHER FRIEDMAN, resigned.

JACK BRIDGWATER, from Dancer-Fitzgerald-Sample, Chicago, as copy supervisor, to Campbell-Milburn, Chicago, as creative chief.

GUYER, CORNELL & NEWELL, New York, has leased additional space on the 20th floor of 755 Fifth Ave., to accommodate present and postwar expansion.

CHESTER E. HARING, Sr., former vice-president of BBDO, New York, and at one time with Fuller & Smith & Ross, Cleveland, died last Monday in Chicago of a cerebral hemorrhage. At the time of his death, he was research director of the Committee for Economic Development.

Arthur Hurd, media research director, J. Walter Thompson Co., New York (left) poses with W. G. Schoppy, export manager, Canada Dry International at the studios of KEX Mexico City, following a broadcast of Canada Dry's Los Bocheños program.

Dallas, Atlanta Offices Are Opened by J-W-T

CHICAGO office of J. Walter Thompson Co. has announced opening of Dallas and Atlanta offices and of a new member with the Chicago staff. Dallas office is in the Irwin-Keasler Bldg. and will serve the branches and dealers in the Southwest for Ford Motor Co. Clyde E. Rapp, former account executive of the merchandising department of agency's Chicago office, is in charge.

Atlanta branch opened in Palmer Bldg. and handles Ford dealer advertising accounts of Atlanta, Charlotte, and Jacksonville. T. Russell Paulson, former account executive of J-W-T Chicago, is manager in Atlanta with Chester R. Curtis, former advertising manager for the Atlanta division of Armour Co., as his assistant.

L. Condr, Victor C. P. Dreiskie, recently assigned to inactive duty by the Navy, and previously in executive positions with three leading automobile companies since 1914, has joined the executive staff in Chicago to service Ford branches and dealers in the Chicago and Great Lakes region.

Arthur Hurd, media research director, J. Walter Thompson Co., New York (left) poses with W. G. Schoppy, export manager, Canada Dry International at the studios of KEX Mexico City, following a broadcast of Canada Dry's Los Bocheños program.
DuMONT—FOR THE TOOLS OF TELEVISION

DuMONT POSTWAR TELEVISION BROADCASTING EQUIPMENT

LIVE TALENT STUDIO. DuMont's Iconoscope Cameras pick up the scene and action. An electronic viewfinder enables cameramen to see exactly what looker-listeners see at home. DuMont's Sound Boom picks up voices and music.

FILM STUDIO. Motion pictures, newsreels, commercials, etc., on 16 mm and 35 mm films require specially adapted projectors and DuMont Film Pickup Cameras.

FIELD EVENTS. A DuMont-equipped Television Truck is a small station in itself... including cameras, control and sound equipment, relay transmitter and directional antenna. The relay receiver is located with the main transmitter.

PRODUCER'S CONTROL DESK. Monitors show scenes being picked up by different cameras... with the largest monitor showing the scene selected for broadcasting. The producer sees the scene exactly as looker-listeners see it on DuMont Telesets.

MASTER CONTROL BOARD. The Master Control Board is the heart of the television station. Engineers manipulate shading and other controls to add technical refinements with electronic artistry to all programs.

TRANSMITTER AND CONSOLE. All meters, oscillographs, controls and clocks are separately mounted in the console for safety, easy visibility and centralized operation. Video and audio signals (sight and sound) are transmitted from different antennae located on the same transmitting tower.

DuMont knows television. • DuMont has equipped more television stations than any other company. These stations are demonstrating the efficiency, the extreme flexibility, the rugged dependability and the greater economy of DuMont Television Broadcasting Equipment.
• DuMont has pioneered in television station operation. It has thus set a broad profit pattern for postwar commercial television.
• DuMont recognizes your needs. It offers the DuMont Equipment Reservation Plan which insures early peacetime delivery and personnel training.
• Study television's economies—get in touch with DuMont today.

Copyright 1945, Allen B. DuMont Laboratories, Inc.
The 56 Farmers lives.
And more money is to be made if they don't die.

EDISON BROTHERS STORES Inc., Chico, Calif. (Shoes), has scheduled radio station breaks on WMAQ Chicago, for their new line of shoes.

Beverly Hills, Cal., has announced that it has been sold to the Los Angeles Mutual Relief Association.

AFRICAN STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices
MONTREAL \* WINNIPEG \* TORONTO

In the UTAH Market

The POPULAR Station

KDLX
SALT LAKE CITY
WPBS-AM \* KBST-AM

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

CROWN MILLS, Portland, Ore., is sponsored by the Portland Blue Ribbon Co. for 13 weeks of Monday morning half-hour programs on KEK.

HANDSHAKE by William A. McGuiness (1), commercial manager of the Los Angeles 22 station, has started this week on KVIC.

Lorrillard Replaces

P. LORRILAND, Co., New York (Old Gold cigarettes), on June 17 replaces for 13 weeks Comedy Theatre with Me at Parky's on NGB Sunday, 10:30-11:15 P.M. (EWT). Summer replacement comedy series is based on an idea by Joe Rines and will start Parky's program. The cast includes Betty Rhodes and Dave Street, with Opie Cates orchestra. Bob Williams will announce. Hal Fromm of Lenn & Hill is producer. If approved by sponsor after first 13 weeks, comedy series may continue through fall replacing Comedy Theatre.

BROADCASTING • Broadcast Advertising
Four Resign from FMBI; Five Others Are Dropped

FOUR MEMBERS have resigned from the FM Broadcasters Inc. and five others were dropped, four for nonpayment of dues, it was learned last week following the FMBI Chicago Board meeting of May 24, [Broadcasting, May 28]. Resignations were accepted from Wisconsin Network, Wisconsin Rapids; Radio Division, Bendix Aviation Corp., Baltimore; Great Trails Broadcasting Corp., Dayton (WING); G. W. Covington Jr., Montgomery, Ala. (WCOV).

Membership of Lt. Col. A. A. Schechter, radio officer on Gen. MacArthur's staff who plans to retire shortly, was dropped in such a way as Col. Schechter "is in the service and has been out of contact with the association". These four members were dropped for nonpayment of dues: James F. Hopkins Inc., Detroit (WJBK); Houston (Tex.) Printing Corp. (KPRC); Star-Times Publishing Co., St. Louis (KXOK); WBNY Buffalo, N. Y.

Senate Communications Group to Miss Berlin

BERLIN has been ruled out on the itinerary of the Senate Interstate Commerce subcommittee, now inspecting international communications in Europe with FCC Chairman Paul A. Porter and military officers [Broadcasting, May 21, 28].

Headed by Sen. Burton K. Wheeler (D-Mont.), chairman of the Standing Committee, the party last week went to Italy. Sen. Wheeler was quoted in news dispatches as saying that while permission had not been denied his group to visit the German capital, he was told such a trip would be "inadvisable". With the officials is Ed Craney, head of KGIR Butte, Mont. and the Z-Bar Network, who accompanied the Senators as Chairman Wheeler's adviser.

Seek Local CP

APPLICATION for a new local station on 1450 kc with 250 w and unlimited time at Orangeburg, S. C., has been filed with the FCC by The Observer Radio Co. New corporation is composed of Paul Brown, vice-president and 10% owner, commercial manager of WAIM; Robert L. Easley, secretary and 50% owner, former broadcast engineer and assistant manager of WAIM now on leave to the Navy from the South Carolina State Radio System; Frank B. Best, president and 13 1/3% owner, holder of a third interest in the Orangeburg Observer, weekly advertising publication, and Frank B. Best Jr., 13 1/3%.

Examples of ingenuity in remodeling an old house into a modern radio studio is this "before and after" picture of WSSV Petersburg, Va., which went on the air in May in time to broadcast V-E Day Station operates on 1240 kc with 250 w power and is owned by Louis H. Peterson, president, and Jonas Weiland, vice-president.

German Council


Why ADVERTISING AGE Gets Top Readership

A copy judging contest to rate the best mail-order advertisements published by the International Correspondence Schools in 1944 resulted in 460 readers of ADVERTISING AGE submitting entries—as the result of one news story describing the competition!

A media executive whose recent market study was listed in a single paragraph in "Information for Advertisers," a weekly column in ADVERTISING AGE, received 500 requests for 500 copies of his survey!

A company announcing a new statistical service ran a single page advertisement in ADVERTISING AGE and received 220 signed coupons asking for more information!

Why this tremendous editorial and advertising response from the readers of ADVERTISING AGE? We have prepared a brochure, "Do We Have What It Takes?" to describe this phenomenon of editorial power, which explains why ADVERTISING AGE consistently tops all other general advertising publications in readership studies made independently by media, agencies and manufacturers.

Send for your copy today!

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18
THE WHITE SOX AND WJJD
Sure are Popular in Chicago

A Special C. E. Hooper Baseball Survey Made Sunday, April 22nd, 1945, Reveals:

<table>
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<tr>
<th>LOCAL TIME</th>
<th>WJJD</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
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<td>1:30 to 5:30 P.M.</td>
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WJJD Broadcasts the Chicago White Sox Games Exclusively!

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

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

PAUL H. RAYMER
366 Madison Avenue
New York City

WJJD CHICAGO'S LARGEST INDEPENDENT STATION

A Marshall Field STATION 20,000 WATTS
HIGH RECORD IS SET BY OKINAWA SHOWS

A RECORD 175 broadcasts from Okinawa to American networks came through during the first three weeks of the invasion and over a million words of press copy were filed for April. All broadcasts were made aboard ships of the Pacific Fleet over Navy facilities. Many programs were aired during Japanese suicide plane attacks, with ack-ack guns plainly audible. Navy shore transmitters will handle broadcasts from Okinawa after the amphibious forces move on to new objectives.

The Navy radio studios at Guam were the coordinating center for the broadcasts from the war correspondents covering Okinawa. From Guam studios other network newsmen rounded out the story of the Navy's Pacific action, bringing the total number of broadcasts to 430 out of Guam for April.

Aboard ship, handling the radio facilities were Lt. Bruce Dennis, formerly news and special events man for WGN Chicago; Lt. Richard L. Linkrom, ex-CBS; Lt. (jg) Paul Monroe, ex-CBS and NBC; Radio Technician Eugene C. Philippi; and Radio Technician Charles K. Chrismon.

Under a pool arrangement, all shipboard programs are available to all networks.

Ryan Statement Thanks Papers for Appreciation

APPRICITION to the newspapers of America is expressed in a statement from J. Harold Ryan, president of the National Association of Broadcasters, released in the form of an advertisement available to stations and nets. The ad, addressed "To the Newspapers of America" and signed Mr. Ryan and the station using it, is quoted in full:

We of the broadcasting industry wish to express our appreciation to the newspapers of America for the manner in which they recognized the importance of public interest on VE Day. Our facilities and our ability as broadcasters were taxed to the utmost on this momentous occasion. Three events of the past year have called upon our every resource in the proper discharge of our public trust. These three events were D Day, the loss of Franklin Delano Roosevelt and VE Day.

The acknowledgments of our friends and contemporaries, the newspapers of America, which resulted from the performance of our duty and privilege as broadcasters during those fateful hours, will live long in our memory.

A free radio in its 25th year desires to renew with a free press the resolution to preserve unimpaired the channels of communication which are the heritage of a free people.

French Stations

LATEST step in establishment of a number of French-language broadcasting stations in Saskatche-
wan is the sending to Quebec of Most Rev. M. J. Lemieux, Bishop of Gravelbourg, Sask., to open a subscription campaign for the establishment of French-language stations in the prairies. One such station at St. Boniface, Man., was recently recommended for license by the Canadian Broadcasting Corp. [Broadcasting, May 14].

NOW AVAILABLE!

Fresh off the presses, a 12-page bulletin on the new, amazing Duplex Speaker is now available . . . jam-packed with engineering and technical data, performance curves and distribution characteristics. Details of the Dividing Network, A323 Amplifier and attractive cabinets also included.

SEND FOR YOUR COPY TODAY

ALTEC

LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY
Now you can talk to the Farmers of Oregon and Southern Washington...

KALE PRESENTS
PORTLAND'S ONLY RADIO FARM SERVICE DEPARTMENT AND PROGRAMS

"Pay Dirt"

Featuring one of radio's foremost agricultural broadcasters

BURTON HUTTON
DIRECTOR

PAY DIRT, the program of KALE's Farm Service Department, is broadcast twice daily except Sunday from 6:30 to 7:00 a.m. and from 12:15 to 12:30 p.m. Offers timely and reliable information on markets, weather, farm gardens, crop and livestock production and news of 4-H, FFA and farmers organizations.

Burton Hutton is widely known in Pacific Northwest agricultural circles... for seven years Director of Agricultural Broadcasting at KOAC, the Oregon State College station, later Assistant General Agricultural Development Agent for the Great Northern Railway.

KALE's Farm Service Department is the first full-fledged service of its kind to be established by any Portland radio station. In the few months of its existence it has already achieved wide popularity in its listening territory—the rich agricultural districts of Oregon and Southwest Washington. This fertile empire with 43,480 farms has a farm and rural population of 402,156 according to the 1940 U.S. Census.

PAY DIRT, the program of KALE's Farm Service Department, is broadcast twice daily except Sunday from 6:30 to 7:00 a.m. and from 12:15 to 12:30 p.m. Offers timely and reliable information on markets, weather, farm gardens, crop and livestock production and news of 4-H, FFA and farmers organizations.

Pictured above are members of KALE's Farm Service Advisory Committee, comprised of 20 county agents and prominent farmers who meet with Farm Service Director Hutton at regular intervals.
First Test by Supreme Court Of FCC's Licensing Powers

Writ of Certiorari Against Regulatory Body Granted in WKBJ Appeal of Fetzer Grant

FOR the first time in the existence of the FCC or its predecessor the Federal Radio Commission, the U. S. Supreme Court has granted a writ of certiorari against the radio regulatory body. Last Monday the court handed down a favorable memorandum opinion on the petition of Ashbacker Radio Corp. [Broadcasting, April 30, March 19] for a review of a decision by the U. S. Court of Appeals for the District of Columbia which had upheld the FCC in the grant of a frequency dispute by the plaintiff.

The case will be heard after the high court resumes sessions in October. The Court of Appeals will send the records on the case to the Supreme Court for consideration along with new briefs which must be submitted by both parties 30 days before oral argument.

The Solicitor General will represent the FCC in its grant of frequency 1230 kc in Grand Rapids to Fetzer Broadcasting Co. (WKZO Kalamazoo), principal owner of which is John E. Fetzer, Assistant Director of Censorship.

With Segal, Smith & Hennessey, Washington, as counsel, Ashbacker (WKBJ Muskegon) has succeeded in reaching the Supreme Court with the first case challenging the FCC's right to issue licenses as it sees fit. Ashbacker also had an application for 1230 kc for WKBJZ, now operating on 1490 kc which it claims has poor propagation qualities. The former frequency is claimed to be the only one available for use in the area and the distance between Grand Rapids and Muskegon being less than 50 miles, both cannot use it.

Ashbacker's complaints are:
1 — The grant to Fetzer was made without hearing and since both applications are mutually exclusive, it automatically had the same effect as actually denying hearing to Ashbacker.
2 — WKZO has offices in Grand Rapids and claims coverage of that community already and thus violates two FCC regulations (1) by providing additional service where not needed at the expense of listeners around Muskegon who do not have a single primary service and (2) by common ownership of two overlapping stations.

The writ of certiorari petition contests the FCC's discretion by two of three questions posed. The first asked if the Commission may grant a license to one party and designate for hearing an application by a second party on what is considered a 'fait accompli.' If it may do so, the petition further questions the fairness or ethics of such procedure. The third question apparently has been answered by high court grant of the writ. It asked if the grant to Fetzer adversely affected Ashbacker's interests enough to allow it to sue out an appeal from the ruling of the Court of Appeals.

Major Glenn Miller Day June 5th

The nation honors one of its great heroes. . . . In appreciation of the many happy hours his music has brought, join in the Salute to Glenn Miller by playing his recorded music.

FRENESI
I DO, DO YOU
A STONE'S THROW FROM HEAVEN
IDA
PERFIDIA
I GUESS I'LL HAVE TO DREAM THE REST
ADIOS
DELLAH
FROM ONE LOVE TO ANOTHER (Danza Lucumi)
DREAMSVILLE, OHIO
THIS IS NO LAUGHING MATTER

Please refer to your BMI DISC DATA for the list of BMI-licensed titles recorded by Glenn Miller, and for additional biographical material.

Bl. 10994
Bl. 11020
Bl. 11063
Bl. 11079
Bl. 11095
Bl. 11187
Bl. 11219
Bl. 11274
Bl. 11287
Bl. 11342
Bl. 11369

Parker Watch Continues

Johannes Steel Series

PARKER WATCH Co. is continuing its support of Johannes Steel's commentaries on WHN New York, Monday through Friday at 7:45-8 p.m., according to Sterling Adv. Co., Parker agency, despite reports of pressure of the sort that allegedly was responsible for dropping of the Steel broadcasts on WHDH Boston by Washington Jewelers, operator of nine retail jewelry stores around Boston. Jewelry chain last week replaced the Steel program, broadcast 6-6:15 p.m. on WHDH which received the program by direct feed from the WHN studios in New York, with a 1-1:15 p.m. news analysis by George Hamilton Combs, also a WHN commentator whose programs are similarly piped to WHDH from New York. Move was said to result from denunciations of Steel's liberal leanings and threats of boycott from stores.

Store's Big Drive

ZCMI, Salt Lake City, known as America's first department store, has turned to radio as a principal merchandising medium with addition of one-hour drives weekly to its schedule on KSL. One series, Mon., Wed., Fri., 9 a.m., Fashion House features Margo Manners, fashion personality, with live music. A five-weekly 1:15 p.m. show, Hita of the Day, is built around Miss Manners and includes name band recordings. Miss Manners acts as radio coordinator between ZCMI and KSL. Auerbach's, another big Salt Lake City department store, early this year began six half-hour programs weekly, for 52 weeks, on KSL.

TO ENABLE music publishers to suit their distribution of musical arrangements to the actual needs of the individual broadcast so that stations will neither fail to get the type of material they need nor be burdened with music they cannot use, Richard Frolich, publisher of the flipside of ASCAP, has circulated all stations as to their music requirements. Responses are now being tabulated and compiled into a book listing the station address, the name of the person to whom music should be sent, the style of music desired for standard, popular, religious and hillbilly music, and any special requirements of each station.
IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the raw materials that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories testing every part—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, fidelity. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

TAXE THE "LOCK-IN" TUBE

1. It is "locked" to socket—solidly.
2. It has short, direct connections—lower inductance leads and fewer welded joints.
3. Metal "Lock-In" locating lug—also acts as shield between pins.
4. No top cap connection...overhead wires eliminated.
Stations Challenge Program Study

(Continued from page 18)

period, long or short, what exactly will be a given station's program structure."

As for complaints that the station didn't carry enough sustaining public service programs, KFBC said: "Our definite premise is that no sustaining public service program of quality and merit suffers whatever or is of less effectiveness and that in the public interest, convenience or necessity it is our obligation to present the program when it is converted to a so-called commercial program by receiving sponsorship."

"Since the basic principle of flexibility in good programing is of utmost importance, it follows that this licensee should not violate this principle by adopting or expressing a rigid pattern for its future program structure, and thereby make itself less capable of fulfilling its obligation and responsibilities to operate in the public interest, convenience and necessity."

U. S. Sponsored Series

Contrary to the FCC contention that "public service" programs should be sustaining, the Government offers radio several transmitted programs—all available for sponsorship. These include the Treasury Salute, Hasten the Day, Sing for the Seventh, Music for Millions and Timely Farm Topics. In addition all OWI spot announcements are available for sponsorship.

It has been the practice of OWI, when it wants to reach the greatest number of citizens possible with important Government messages, commercial programs are chosen, because they have the widest listening audiences. In emergencies, such as the campaign a year ago to quickly move the then surplus eggs, OWI went on to the daytime, commercially sponsored serials because they reach the greatest number of housewives.

Weekly allotment schedules for network promotion of war messages show that the commercial programs provide the bulk of listener impressions, according to OWI. Virtually all network programs, commercial and sustaining, participate in the allocation plan. Special assignments, over and above allocations, get substantial coverage through commercial programs.

Following are abstracts from the various replies filed by other stations in reply to the Commission's criticism of commercial and "public service" schedules:

WJJD Chicago—Commission charged 79.9% of time was commercial against 18.7% sustaining whereas commercial would be 65.5% commercial and 34.5% sustaining. Commission alleged station, during week of Feb. 5-11, broadcast only 38 public service announcements and 367 commercial spot announcements, a ratio of 1:15, WJJD contends it is devoting five minutes of commercial time to sustaining programs to the Seventh War Loan. Since July 24, 1944, when Marshall Field acquired the station, its public service broadcasts have increased 75%.

WJTN Jamestown, N. Y.—"Until re-

More Discrepancies

WMR Memphis—BFC charged only three public service announcements were aired during week of January 16; station contends actually 178 such announcements were broadcast; they were included in commercial and sustaining programs to reach the most people.

WDGO Minneapolis-St. Paul—FCC charged station was 91.9% commercial and 8.1% sustaining. Station's analysis shows only 79.4% commercial and 20.6% sustaining, explaining that where spot announcements are interspersed in sustaining programs, actual time of the commercial announcement was used as tabular basis, whereas the Commission considered whole segments as commercial because there were some commercial spots in program between recorded music. Claims that of all its commercial programs, 5% are religious. Public service announcements carried on regularly scheduled broadcasts.

KRLD Dallas—In November 1941 station estimated, at renewal time, its commercial schedule would total 31% and sustaining 34%; FCC charged commercials use 30.5% of time against 69.5% for sustaining. Station replied that another week would show 21.4% sustaining, "I believe you will agree with me," wrote John W. Bunyon, president, "that the trend is now for the so-called commercial programs to be more and more of a public service nature. We intend to broadcast those programs that meet the public demands, including those of the so-called minorities."

KDKO Monterey, Cal.—Filed schedule of programs showing commercial to be 59.8% and sustaining time 40.2%; network 43.0%; local programs, 54.8%. Kansas Flatland, Flower, general manager, replying to Commission's complaint that in January 1941 station broadcast its schedule to 27% and sustaining at 73%, said he had no evidence of the "unprecedented" demand for time in 1941 and said station attempts to adhere to 20% commercial and 30% sustaining schedule. A broadcasting station's value as a public service institution is no greater than the audience it can gather," wrote Mr. Holsiter, "it is the belief of owners and management of KANS that a program can be paid for and still perform a splendid service to the community."

The

WSLB (Methow)

Farmer Milks—

250,000

Cows

Twice Daily Pulling—

$30,000,000.00

Annually

His Cash Pay is—

$2,500,000.00

Per Month

The WSLB Farmer Has Money To Spend Every Month Not

ONCE A YEAR

The Walker Co.—Representatives Oglesby, N. Y.
Col. Schechter Expected to Join MBS As Director of News, Special Events

LT. COL. A. A. SCHECHTER, recently back from the Pacific Theater where he served as radio officer for Gen. MacArthur, is expected to join Mutual as director of news and special events at the time of his return to civilian status. Col. Schechter, who was formerly in charge of news and special events at NBC, has had conversations with top Mutual executives, it was learned last week, and an understanding was arrived at. No commitments can be made, of course, as long as Col. Schechter is in uniform.

Tom Slater, in charge of special events, and John Whitmore, news chief, will remain with Mutual in those positions, it was definitely stated, refuting reports that Col. Schechter's advent would mean a disruption of the department. It was explained that he will serve as a first assistant to Phillips Carlin, vice-president in charge of programs, relieving him of the supervision of news and special events programs. Paul Jones, assistant director of special events, will also remain at Mutual, it was stated, spiking the reports that he was joining the Blue or Gillette Safety Razor Co. when that company moves its fight broadcasts to the Blue from Mutual, where he has handled their production.

Radio News Pioneer

Col. Schechter joined NBC in 1932 after having been in newspaper work in Providence and New York. He served on the old New York World, with AP and INS. Following the outbreak of the war he joined OWI in Washington as special assistant to the director of domestic operations. He was commissioned a captain in the Army Air Forces in March 1943 and won two rapid promotions after having served in the Army Air Forces public relations office here as radio director.

He had been assigned to the Pacific Theater since August 1944 and was primarily responsible for establishing radio and press communications from the war theater.

He pioneered in the development of news available for sponsorship and in the establishment of trans-oceanic pickups while directing news and special events at NBC.

Lt. Col. Jack Harris, former news and special events director of WSM Nashville, is slated for the Col. Schechter successorship on the MacArthur staff. Col. Harris already has relinquished his duties as executive officer, Radio Branch, Army Bureau of Public Relations, Maj. Al Wheeler, formerly with C. E. Hooper Inc., now on the staff of Col. E. M. Kirby, chief of the Radio Branch, has been designated Col. Harris' successor.

CHAPPELL REVISES RENT DATA FINDING

DR. MATTHEW N. CHAPPELL, who just left C. E. Hooper Inc. to become research counsel for Edward Petry & Co., (see page 50) has revised his judgment on findings in a survey made for Hooper indicating that there is no relation between listening habits and varied rental prices and now maintains the opposite is the case, according to correspondence made public Thursday by Mr. Hooper. The latter nevertheless plans to publish the original findings although without a Chappell byline.

"Collectively these findings seem to indicate that so far as network programs and network stations are concerned, data obtained from telephone samples with their economic and social bias, furnish an excellent index to listening in the total population," Dr. Chappell wrote in April about a survey of listening audiences in Minneapolis and St. Paul.

Dr. Chappell now questions the validity of this conclusion and of some of the data on which it was based and last Monday urged that the article be not published since "re-examination of the material ... indicates greater listening in the higher rental districts than in the lower" in the case of one network station.

Hooper organization nevertheless will publish the article, termed a rushed-through "preliminary draft" by Dr. Chappell, as part of the annual Hooper report of listening in 89 cities, to be issued in about two weeks. Piece will carry no byline, however, on Dr. Chappell's protest that "it was not my expectation that the preliminary draft would be the basis of any publication."

Matter is of some importance, Mr. Hooper said, as the radio advertising fraternity is now spending some $1,500,000 a year on basis that listening in telephone homes is indicative of overall network listening. He pointed out that conclusions to this effect were published by Dr. Chappell in 1941 and 1944, prior to the recent study by Minneapolis and St. Paul whose findings Dr. Chappell now questions.

WCMi gives advertisers the needed coverage-from-within of a densely populated, concentrated industrial market. Triple coverage at one cost—WHERE IT COUNTS MOST.

The Affiliation Of WCMi Ashland, Kentucky... with...

CBS June 15

will give an established audience the ultimate in fine broadcasting.

WCMi gives advertisers the needed coverage-from-within of a densely populated, concentrated industrial market. Triple coverage at one cost—WHERE IT COUNTS MOST.

L. D. Newman, Manager Ashland, Kentucky Represented by the John E. Pearson Co.

June 4, 1945 • Page 65
WHAT THE JAPS DON'T KNOW WON'T HURT US

It's agreed that recent developments in electronics still must remain closely guarded military secrets. But when the story can be told it will surprise many to learn what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

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


Winner of the $100 Bond award for best radio commercials was Ethel Murtha Hurley, BBDO Los Angeles copywriter, honored for her commercials on the CBS This Is My Best show for Cresta Blanca Wine [Broadcasting, May 25]. Honorable mention went to Helen Gordon, vice-president of the Fran Murray Agency, Cleveland, for professional radio transcriptions for the Bloomfield Co., and to Jean Simpson, Chicago freelance radio writer and producer from Chicago, for her Aunt Jemima Blue program.

In conjunction with the awards, the Women's Adv. Club of St. Louis held a two-day exhibit of St. Louis advertising. Among executives of garden Co. were awarded first and second prizes for the best radio copy in the exhibit. Charles E. Clagett, Gardner vice-president, won first prize for commercials on the Tom Mix Mutual program. Second prize went to Bea Adams, vice-president of Gardner, for commercials on Mary Lee Taylor CBS show.

THREE ASSIGNMENTS REQUESTED OF FCC

TWO voluntary and one involuntary assignments of license are requested in applications filed with the FCC last week. None involve monetary considerations.

WMPS Memphis seeks assignment from WMPS Broadcasting Co. to WMPS Inc., Plough Inc., subsidiary which is owner of the licensee corporation. Plough purchased WMPS from the Scripps-Howard Radio organization in July 1944.

Voluntary assignment of KBTM Jonesboro, Ark., from present sole owner, Jay F. Beard, to Mr. Beard and his wife, Veda F. Beard, doing business as Regional Broadcasting Co. Mr. Beard wishes to make his wife co-partner.

Involuntary assignment of license of WDGY Minneapolis is requested from the late Dr. George W. Young to his widow, Mae C. Young.

WPB Eases Controls

(Continued from page 17)

the amendment to Limitation Order L-41 on construction, as it affects broadcasters, follows:

Construction in connection with new broadcasting stations may now be undertaken without WPB permission when the amount involved is not more than $200. This applies to alterations to or additions to an existing building and to the construction of a new building, but not as a new use as well as to the construction of new buildings. The cost of new equipment being installed must be included in the cost of the job.

The kinds of installation that must be considered under the terms of L-41 is set forth in Interpretation 9 of the Order. Under the interpretation, the construction of a new radio station is covered by the Order. Also covered is the installation of equipment that requires putting new wiring in the building and the installation of equipment for which a base or foundation must be built.

The installation of any piece of equipment purchased under WPB authorization is exempt from the restrictions of the Order. However, it has not

Sinatra Replacement

SALES BUILDERS Inc., Los Angeles, will sponsor program featuring Ray Noble's orchestra and guest stars on CBS Wed. 9-9:30 p.m. June 6 through July 4 replacing the Frank Sinatra show. Ed Cashman, former West Coast head of Foote, Cone & Belding, will produce. Slated for overseas service, Mr. Sinatra gave his last broadcast May 22. Dinah Shore and Ginny Simms take last two programs. Agency is Smith & Drum.

"Since Zeke started advertising over WDFD Flint, our job is mighty risky."
PHILIP G. LOUCKS, general counsel, filed the following letter with the FCC on behalf of the FMBI:

THE BOARD of Directors of the FM Broadcasting Inc., at a meeting held in Chicago on May 24, 1945, and after reviewing its previous consideration of the issues involving the position of FM in the radio spectrum in the light of the announcement of the Commission, by a resolution approved at a meeting previously taken at the public hearings and arguments in Docket No. 590, reaffirmed its endorsement of the recommendations and proposals presented in the report of May 1945. The Commission's Radio Technical Planning Board. 

On May 23, 1945 the Commission issued a formal report setting forth allocations to non-governmental radio services from 25 to 44 and 100 to 150 mc. This report deferred final allocations in the portion of the spectrum from 44 to 106 mc and instead provided for the use of one of three stated groups of channels depending on the assign- ment to FM broadcasting of one of three 18 mc bands below 106 mc, namely: (1) 50 to 68 mc; (2) 68 to 86 mc; and (3) 84 to 102 mc. It is proposed in the report that the selection of a particular band or groups of frequencies be de- livered for the purpose of permitting to be made by an engineering group including the Commission's staff and it is estimated that these tests will continue during a period of at least three months.

Since the Chicago meeting, the Board of Directors of FMBI has been informed of a resolution adopted by the Board of Directors of the Television Broadcasters Assn. on May 23, 1945, earnestly requesting the Commission to adopt at once alternate allocation No. 1, as set forth in the Commission's public an- nouncement of May 17, 1945 and its report of May 23, 1945. Adopting the reason set forth in the resolution of the TBA, the Board of Directors of FMBI by unanimous vote has directed me to advise the Commission that it joins with the TBA in urging that the Commission adopt at once alternate allocation No. 1.

I am also directed to request that in con- temporaneously with the advertisement of alternate allocation No. 1, provision be made for interim operation for existing FM stations in the band 46 to 50 mc.

W. A. ROBERTS, general counsel, filed the following resolution signed by J. R. Popple, president, on behalf of the TBA:

THE BOARD of Directors of the Tele- vision Broadcasters Assn. at its regular meeting held in Philadelphia on Fri- day, May 25, 1945, adopted the follow- ing resolution and directed that it be presented formally to the FCC at the earliest practical date:

A RESOLUTION

WHEREAS, the press release issued by the FCC on May 17, 1945, indicated that with respect to television frequencies, there would be three possible alterna- tive allocations, the selection to be de- livered to permit tests to be carried out by an engineering group including the Commission's staff, over a period of at least three months; AND WHEREAS, cutbacks in use of personnel, plants and materials for military purposes in the electronics industry are now taking place and will become more rapid, while several months of design and production engineering

must follow the definite allocation of channels before civilian production in quantity can use such released labor, and furthermore, regional and individ- ual assignments of frequencies must follow such allocation of frequencies and local construction and employment by individual stations will be further deferred; AND WHEREAS, technical considera- tions of design and wasteful interfer- ence with other services make the sec- ond alternative undesirable, and since the first alternative is preferred because of its long range superiority for tele- vision considering all factors, now therefore

BE IT RESOLVED, That the FCC is earnestly requested to adopt at once for television alternate plan No. 1 which gives television 68 to 74 mc; 78 to 106 mc; 114 to 174 mc; and 216 mc. 

BE IT FURTHER RESOLVED, That the FM broadcast industry continue to co- operate in the proposed propagation of television industry. establishing regional standards of interference and regional assignment of television frequencies.

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BE IT FURTHER RESOLVED, That the FM broadcast industry continue to co- operate in the proposed propagation of television industry. establishing regional standards of interference and regional assignment of television frequencies.

- See more at: http://www.broadcasting.com/servlets/article_print?article_id=2001090134123&module=aricounted=1&printable=1
Howard Is Engineering V-P for Dumm Group
ROYAL V. HOWARD, just returned to San Francisco after a year leave of absence for overseas duty in ETO with the Army, has been elected vice-president in charge of engineering for both Associated Broadcasters Inc. and Universal Broadcasting Co., San Francisco, has been announced by Wesley I. Dunn, president. Associated operates KSFO San Francisco and international stations KWID KWIX.

"Doe" Howard headed a special scientific staff in London and Paris, working through the Office of Scientific Research and Development. He was hospitalized a few months ago as a result of enemy action and returned to the U. S. He is also a senior member of the Institute of Radio Engineers and of Committee Eight on International Broadcasting and Committee Four on Standard Broadcasting of the National Radio Technical Planning Board.

A ONE-MAN recording unit, contained in a single case with a dozen three-minute discs and having an overall weight of 27 pounds, was demonstrated last Tuesday at the New York headquarters of the BBC which developed the unit shortly before D-Day. Chief advantage of the unit is that one man can carry and set up to record in locations inaccessible to more bulky recorders. When lighter materials are available the weight can be cut to about 20 pounds, it is estimated. Chief disadvantage is the necessity to change records every three minutes.

H. H. Huttner and G. A. Ogilvie have been promoted from second vice-president and first vice-president of International Telephone & Telegraph Corp. Mr. Huttner, who is also vice-president of International Telecommunications Labs., is a vice-president and a director and head of the laboratories division of Federal Telephone & Telegraph Corp. manufacturing subsidiary of IT&T. Mr. Ogilvie has been associated with IT&T since 1923 and has travelled extensively for the company in Latin America.

GENERAL ELECTRIC's revolutionary "Lighthouse tube," a disk seal electron tube is being promoted in an eight-page publication put out by the firm.

M. H. Mosher, released from the R.A.F. Command as flight lieutenant, has returned to the engineering office of CBC Halifants.

ROLAND FERLAND, transmitter operator of CBM Montreal, is the father of twins, a boy and girl.

ED HARRELL, first from the WBWA Richmond engineering staff to go into service, has returned after four years with the Navy. He was a lieutenant (jg). ED BROWN, WBWA control operator, is back at the station after an appendectomy.

K. HULAN SMITH, chief engineer of KPAB Laredo, Tex., is the father of twins, a boy and girl.

CAPT. JAMES J. KELLEY, former transmitter supervisor at WBFL Syracuse, is now with the Army Signal Corps at Kweilin.

G. C. GLENN, former engineer of KSDF San Diego, Cal., and W. C. RIPPEL, formerly of WNYC WNY New York, has been added to the NBO Hollywood staff as studio held engineers.

LT. DONALD P. LANGHAM, former control room engineer at WBFL Syracuse, is now with the Army Signal Corps headquarters in Hawaii.

Shortage Aids TRANSMITTER engineers at WHIO Dayton take the wartime messages broadcast on their station seriously. To aid in alleviation of the sugar shortage they keep a beehive at the transmitter. To save manpower they bought 50 sheep to serve as lawn mowers. The sheep, however, are not entirely cooperative and fail to discriminate at times between grass and shrubbery.

Blue Names Colvin J. D. COLVIN, audio engineer formerly associated with AT&T, Westinghouse and RCA, has joined the general engineering department of the Blue as audio facilities engineer, a new post. A graduate of Penn State, where he received his B.S. degree in electrical engineering in 1934, Mr. Colvin has specialized in the design, development and installation of audio systems for broadcasting stations. He will be active in postwar plans.

ROANOEKS A STEADY CITY!

Many a war-boom town will lose much of its importance when Peace comes. In other cities there'll probably be a long period of reconversion and re-tooling.

Roanoke is geared for war-work, too. But our three big industries—railroading, steel production, rayon manufacture—will lose hardly a day in turning to peacetime activities. Markets and customers are waiting!

After V-Day we think you’ll want the trade of these Southwest Virginians whose present prosperity is soundly based. It might be well to meet them now! Only one station—WDBJ—satisfactorily covers all their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. Let us—or Free & Peters—tell you more!
**Network Accounts**

New Business

GENERAL BAKING Co., New York (Bend Bread), on June 3 started Friendship Ranch on 13 eastern Blue stations Sun. 8-9 p.m. Agency: Clements Co., Philadelphia.

STANDARD BRANDS Inc. (product undetermined), Oct. 7 starts Frei Allen on 126 NBC stations Mon. 8-9 p.m. Agency: J. Walter Thompson Co., having discontinued May 27 Eddie Bracken Show (Yeast), thru Kenyon & Rich, N. Y.

QUAKER OATS Co. (Quaker Oats Panettone Flour and Mixtles Breakfast Cereal), on June 18 for 52 weeks starts Ladies' En Shaped on 150 Blue stations Mon. thru Fri. 7-8:45 p.m. and discontinues newscast on 156 Blue stations Mon. thru Fri. 10:25-11:30 a.m. Agency: R. E. Ellis & Co., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on July 26 discontinues Toasties on 74 CBS stations Tues. -Fri. 7-8:15 p.m. Agency: Warner-Piper Sample, Chicago. P&G (Ivy Soap), on July 3 discontinues Jack Kirkwood Show Mon. thru Fri. 7-7:15 p.m. on 74 CBS stations, resuming Aug. 26. Agency: Compton Adv., N. Y.

**Renewal Accounts**

PROCTOR & GAMBLE Co., Cincinnati (Post), on June 15 for 52 weeks renew Truth or Consequences on 151 NBC stations, Sat. 8-9 p.m. Agency: Compton Adv., N. Y.

**Net Changes**

GENERAL FOODS Corp., New York, June 7 thru Sept. 26 replaces Dinah Shore (Birds Eye Frozen Foods) on 127 NBC stations Mon. -Fri. 8-9 p.m. (repeat 12:15-1:30 p.m.) with The Adventures of Yorick. Week Six House (Coffee-tea), Agency: Benton & Bowles, N. Y. May 31 0-F discontinues Maxwell House Coffee Time on 141 NBC stations Thurs. 8-8:30 p.m. (repeat 11:30-12 midnight) and after hiatus Sept. 27 starts Burns and Allen in same time. Agency: Benton & Bowles, N. Y. June 10 for 13 weeks 0-F discontinues Kate Smith Hour (Jel-O), Jel-O Puddings) on 144 CBS stations Sun. 7-8 p.m. Agency: Young & Rubicam, N. Y. June 16 for 13 weeks 0-F discontinues Toasties Time (Post Toasties) on 144 CBS stations Sun. 6:30-7 p.m. Agency: Benton & Bowles, N. Y.

WESTINGHOUSE Mfg. Co., Pittsburgh, June 11 shifts Ted Slice from 130 Blue stations Mon. -Fri. 6-7 p.m. (repeat 11-12 p.m.) to 130 Blue stations Mon. -Fri. 11-12 noon and from industrial advertising to promotion of lamps, refrigerators and appliances. Agency: McCann-Erickson, N. Y.

P. LORILLARD Co., New York (Old Golds), on June 12 for about 13 weeks replaces Wife in 300 CBS stations Wed. 9:30-10 p.m. with Detect and Collect and on June 17 for 13 weeks replaces Comedy Theater on 134 NBC stations Sun. 10-10:30 p.m. with Meet Me At Parky's. Agency: Lennen & Mitchell, N. Y.

**Rroke Joins JWT**

LT. COL. H. B. RORKE, recently retired from the Army Air Forces, will soon join J. Walter Thompson Co., Chicago, as radio director, replacing Tyler Davis who leaves around the middle of June. Col. Rroke was formerly assistant information director of CBS New York and prior to that was head of the CBS information department in Hollywood.

**Blue Employment Series Is Planned**

COMMITTEE for Economic Development, New York, representing a group of 70,000 private employers, in conjunction with the Blue Network, has completed plans for a 62-week public service series. Broadcasts will start Aug. 11 in the Sat. 7-7:15 p.m. period “back-to-back” with the Blue’s Labor, U.S.A. heard 6:45-7 p.m.

Overall aim of the program, according to Les Hafner, newly appointed CED radio and film chief, will be to put across the CED's message, “to promote high level employment through greater production for expanded markets to raise the American standard of living.”

Question-and-answer technique will be employed to make known CED national policies on removal of wartime controls, Bretton Woods, taxes, liquidation of war production, and other subjects. Representatives of organized labor will be invited to participate with CED leaders on the “answerings” panel, with questions posed by Neil Jacoby, secretary of Chicago U., moderator. To describe what some 2,500 CED local groups are accomplishing in the promotion of employment, there will be dramatizations with professional actors. Program will originate in New York, with Mr. Hafner as producer, or in Chicago with Sherman Dryer of Chicago U. as producer. Series probably will not be offered for sponsorship, but no final decision has been reached on this point.

CED has just released the first six quarter-hour discs of Creating New Jobs to community committees for local placement.

**OWI PACKET, WEEK JUNE 25**

Check the list below to find the war message announcements you will broadcast during the week beginning June 15. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 50-second break reads on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
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<th>STATION ANNOUNCEMENTS</th>
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- Seventh War Loan: X X X X X X
- V-Mail: X
- Planned Buying: X X X X
- Cadet Nurses: X
- MC'n Accidents: X X X X X
- Home Canning: X X X X

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

**Broadcasting** • Broadcast Advertising

June 4, 1945 • Page 69
CJAD Montreal Plans To Take the Air Sept. 3
THE NEW CJAD Montreal, of which J. Arthur Dupont, former commercial manager of Canadian Broadcasting Corp., is president and manager, plans to begin operation Sept. 3, serving as the CBC English outlet in Montreal. The station is assigned to 800 kc with 1,000 w.

Mr. Dupont said last week the station will carry CBS programs in Montreal with English announcements. CKAC will carry musical CBS programs on which French announcements will be superimposed, he added. He reported his contract with CBS was signed last spring and awaits CBC approval.

Husing Named for Derby
TED HÚSING, CBS sports reporter, will cover the Kentucky Derby on CBS and the Dominion Network June 9, 6:30 p.m. J. P. Spang Jr., president of Gillette Safety Razor Corp., the sponsor, has announced. Agency is Mason Inc., New York. He will be handling the assignment for the 14th year, having first broadcast on CBS in 1929. Jimmy Dolan will assist. Team will summarize last-minute scratches and interview turf personalities in a special quarter-hour program 5:15-5:30 p.m.

Increasing Value of Radio Stressed
By Studebaker at Education Meeting

DIFFICULTIES facing commercial stations and schools alike in coordinating educational programs to their individual possibilities and requirements were discussed recently at the Third Annual Conference on "Radio in Education of the Northeastern Radio Council" by John W. Studebaker, U.S. Commissioner of Education, who emphasized that the broadcaster's role is one of continuing and increasing importance.

Dr. Studebaker said that the main problem facing the teacher is coordinating the time of the broadcast with the school curriculum and adapting the content of the program to the needs of the class. He fully appreciated, however, the broadcasters time problem and also the fact that programs cannot be slanted only toward school children but must be made interesting enough for the general listening public.

Recordings made by the schools are one solution to the time problem, he stated, both for rebroadcast on FM educational stations and on off-the-air facilities. However, he remarked, as long as educational radio is regarded as an "unessential luxury" to be provided at P.T.A. expense rather than through regularly allocated funds, the problem will not be solved. He said the realization must come that radio apparatus is as important to teaching as blackboards, laboratories and classroom furniture.

The implications for commercial broadcasters in FM educational stations were foreseen by Dr. Studebaker as favorable. He regards the FM stations as necessary to education by radio and believes that they will aid the broadcaster by relieving him of some of the pressure for time for certain types of school broadcasts of very limited appeal. However, it will not take the necessity, or detract from the importance, of the regular commercial public service educational broadcasts and others such as American School of the Air, Town Meeting of the Air, fine music, drama and current news.

The school-owned station, Dr. Studebaker said, will compete to some extent for listeners but the commercial world believes in competition and it will prove healthy and be more effective "in building a strong and refined civilization in this country". Mainly, he said, the school stations will attract listeners from among people who would not otherwise have their radio sets turned on. Also, since time would not have to be used for broadcasts of limited appeal, the broadcaster could hold his regular audience more easily.

Copies of the full text of the address can be obtained from Dr. John W. Studebaker at Office of Education, Washington 25, D. C.

Opens N. Y. Office
NORTHERN CENTRAL Broadcasting System, Chicago, will open a New York office and spot sales department on the 72d floor of the Empire State Building on July 1, it was announced last week by John W. Boler, president. Manager of new office has not yet been appointed. However, Mr. Boler will open the office and remain in New York for a few weeks. Bill Ware, who recently joined NBCS as an account executive, will manage sales in Chicago office during that time. Spot sales department will handle KGCU Mandan, N. D.; KGDL Devils Lake, N. D.; KSD Jamestown, N. D.; KYXO Moorhead, Minn.; WATW Ashland, Wis.; WJMS Ironwood, Mich.; WDMJ Marquette, Mich.; WDBC Escanaba, Mich.

GEORGE D. SNELL, program director of KIDO Boise, Idaho, is author of a book on American authors accepted for publication by E. P. Dutton & Co. of New York. Tentatively titled "Shapers of American History", book is Mr. Snell's fourth.

"Hello, Joe. How do you like the job I got through "Jobs for GI's"??"

Four out of every five ex-servicemen appearing on WJW's "Jobs for GI's" have gotten the job they wanted!

No wonder the sponsor, Kronheim Furniture, (working with U.S.E.S.) is pleased! ... Another successful WJW production tailored to suit a sponsor's needs.

Opening News, July 1, 1945

WJW Scores Again in Cleveland!

WASHINGTON D.C.

Now you can do business with EDDIE KOHN, WFPG, New Jersey's ONLY Blue Network Outlet

WFPG Radio Station, Atlantic City, N. J. 3:00-6:00 P.M. EST.

For further details on WFPG, call Eddie Kohn, Atlantic City, N. J.
SPRING FEVER caused Young & Rubicam staff to shift operations temporarily to Hollywood Brown Derby Restaurant one noon hour. Clockwise are Sam Cher, San Francisco vice-president and merchandising director; Richard L. McKe, San Francisco merch. super- visor; William A. Blee, Hollywood v-p and Pacific Coast manager; Ted Bliss and Ned Tollerig, producers; Wayne Griffin, radio director of Berg-Allen brothers, Beverly Hills, Cal., talent service; Bob Hussey, West Coast talent supervisor; Glenhall Taylor, associate director of radio and manager of Hollywood office; Howard Williams, manager of San Francisco office; Bruce Eells, business manager of Hollywood office; Al Scalpone, program supervisor.

Bob Hope Tops Winter-Spring Hooper With Fibber McGee and Molly Second

BOB HOPE’S program on NBC, 10-10:30 p.m. (EWT), had an average national rating of 32.6 from December 1944 to April 1945, according to the winter-spring Hooper sectional report, which showed the Hope program leading in audience rating for any geographic section with 37.5 in the Mountain area.

Second highest audience rating, 37.1, was reported for Fibber McGee & Molly, also on NBC and also in the Mountain area. All area highest audience ratings were credited to the same two programs in the same order, Hooper’s figures shown.

The winter-spring Hooper report, released recently to subscribers, carried breakdowns for six different geographical regions, a special feature showing composition of radio audience figures and night-time ratings were extended to 10:30 p.m. (EWT) for all areas.

With 82.9%, according to Hooper, the Tuesday 9:9:30 p.m. (EWT) period had the highest 32-city available audience for the season.

North Central area had the highest available evening and daytime audiences with 87.7% for the Tuesday, 8:9:30 p.m. period, and 84.2% for Monday through Friday, 5:45-6 p.m. (CWT), according to the sectional report.

Highest 32-city daytime available audience was reported as 74.7% during the 5:45-6 p.m. period.

On the sets-in-use tally, Monday, 9-9:30 p.m. led the 32-city class with 45.1% reported listening, and also came first for any individual geographic area with 50% in central. At that time, CBS broadcast the Radio Theater, Gabriel Heather was on Mutual and NBC had the Telephone Hour.

The December 12-15 p.m. period recorded the highest average for daytime sets-in-use in 32 cities with a rating of 19.2, the Hooper figures reveal. For any single area, the highest daytime sets-use average went to the 5:46-6 p.m. (CWT) period which had a 24.1 rating in the central north.

Bob Hope is back in top program rating spot, according to the May 30 Hooper report on evening programs, regaining the position he has held since Dec. 15, 1944, except for the May 15 report, which showed him second to Fibber McGee & Molly.

Report shows average evening audience rating of 8.4, down 1.2 from the last report but 0.5 ahead of the rating of a year ago. Average evening sets-in-use are reported at 27.5, 5.1 less than the last report and 3.4 more than a year ago. Average evening available audience is 71.7, 0.7 down from the last report and 15.5 up from a year ago.

First 15 programs are: Bob Hope, Fibber McGee & Molly, Radio Theatre, Mr. District Attorney, Walter Winchell, Bing Crosby, Soreen Guild Players, Joan Randerson, Jack Haley, Charlie McCarthy, Kay Kyser (first half-hour), Abbott & Costello, Eddie Cantor, Jack Benny, Hooper, Take It or Leave It.

Blondie had the listeners per set; Walter Winchell had the most sets with Upton Close, the most men, and Lone Ranger the most children. Radio Theatre had the highest sponsor identification, 95.1.

KENDALL & DEFILLIPES, New York export advertising agency, has dissolved, with Mr. Defillipes taking S. R. Koppe, newspaper representatives, and Mr. Kendall going to Gotham Adv., New York, as account executive, taking with him all former accounts. A

DO THE MOVIES LIKE RADIO?

Well, they like KQV in Pittsburgh, at least. RKO, Columbia, Warner Bros., 20th Century-Fox, United Artists; they all use KQV, because KQV gets results where it counts—at the box office!
EDWARD H. BRONSON, who has served since September 1942 in the broadcasting division of the Office of Censorship, leaves that post June 9 to become manager of WHBQ Grand Rapids, CBS affiliate owned and operated by the Fetzer Broadcasting Co.

Announcement of Mr. Bronson's new duties, which are to be undertaken June 11, was made by John E. Fetzer, assistant director of censorship on leave from his post as managing director of the Fetzer Broadcasting Co. Latter company also owns and operates WKZO Kalamazoo.

Mr. Bronson studied journalism at Ohio State University. Following his schooling, which was completed in 1933, he served in the editorial departments of the Columbus (O.) Sunday Star and the Akron Beacon Journal. He was a reporter, also, for the Ohio State Journal in Columbus.

After leaving newspaper work, he was a continuity writer at WBNS Columbus and subsequently program director and assistant manager of WCOL in the same city. He left the latter position to become an assistant to J. Harold Ryan, then assistant director of censorship and now president of the NAB. He became assistant to Mr. Fetzer when the latter succeeded Mr. Ryan in June 1944.

PREVIEW GLIMPSE is taken by Ted R. Gamble (seated), national director of the Treasury War Finance Division, of the WFD Radio Section's new daily chart which will give a running story of radio's part in the Seventh War Loan, according to (1 to r.): Tom Olsen, on leave with Treasury from KGY Olympia, Wash.; Gene Carr, Radio Section chief on loan by G. A. (Dick) Richards interests, and Thomas H. Lane, WFD director of radio, press and advertising.

Bill Aims at Less Power for Truman

FCC, 20 Other Agencies, Not In Proposed Reorganization

ON THE HEELS of President Truman's message to Congress asking the agency to reorganize the Government's executive branch (Broadcasting, May 28), Rep. Manasco (D-Ala.) on May 26 introduced a reorganization bill (HR-3325) which would curtail, rather than expand, Presidential powers.

Combined Department

Midst revived talk of a combined department of communications and transportation with Cabinet status. Rep. Manasco's bill would exempt the FCC and 20 other agencies from reorganization. His measure would authorize the President to investigate the reorganization of all agencies and determine if changes are necessary to (1) reduce expenditures, (2) increase efficiency, (3) consolidate agencies, (4) reduce the number of agencies by consolidating those having similar functions under a single head, and (5) eliminate overlapping and duplication of effort.

The President would be authorized to recommend changes to Congress, with the proviso that if Congress failed to take adverse action within 60 days, the President's plan would become operative.

Sen. Aiken (R-Vt.), commenting on reorganization, suggested four new departments to be headed by Cabinet officers. He feels that the FCC and ICC should be merged into the Dept. of Transportation and Communications.

The Manasco Bill was referred to the Committee on Expenditures in the Executive Dept., headed by Rep. Manasco.
Volunteer Salesmen Needed
To Boost War Bond Campaign

Stations Asked to Stimulate Local Drives to Procure Additional Selling Personnel

DESPITE unprecedented support of the Seventh War Loan Drive by radio, and other media, the campaign in a number of areas is lagging because the selling force, the volunteer salesmen who push the doorbells and ring the phones, is apparently insufficient and also because of certain delays in reporting sales. NAB last week urged stations to investigate situations where quotas are behind and help stimulate volunteer sales aid.

Comment was expected last weekend from Ted R. Gamble, War Finance Division national director, looking toward exceptional overall support of the Drive.

Nationwide pre-drive and first-week support of the Seventh Loan by local stations, indicating unprecedented activity and initiative, is outlined in the NAB “Telling the World” Bond reports No. 1 and 2. The local origins are covered for the period May 1-12 and May 13-19 and are exclusive of network and OWI national spot coverage on which data will later be added. Exclusion prevents duplication of coverage analysis.

Pre-Drive Data

In the pre-drive campaign local stations volunteered the following time, according to present data figures: quarter-hour Treasury Salute programs, 4,190; quarter-hour Music for Millions programs, 1,123; five-minute Sing for the Seventh, 216; five-minute Treasury Song for Today, 82; spot announcements (live and transcribed), 38,208; other programs—360 2-minute, 484 3-minute, 1,895 5-minute, 144 10-minute, 2,606 quarter-hour, 31 25-minute, 62 half-hour two-three-quarter-hour hours, each of 1/4, 1/2, and 2 1/4 hours.

Local broadcasters gave time in the first week period as follows: Treasury Salutes, 3,069; Music for Millions, 2,334; Sing for the Seventh, 3,183; Treasury Song, 82;

three-minute “Buy Bonds” song, 269; four-minute version same song, 26; spot announcements—live and ET, 65,106, two-minute 1,174; three-minute 175; programs—731 five-minute, 41 six-minute, 371 ten-minute, 1,123 quarter-hour, 21 25-minute, 10 25-minute, 425 half-hour, 46 three-quarter hour, 2 55-minute, 57 one-hour, 27 1 1/2 hours, 10 1 1/4 hours, two each of two, 2 1/2 and three hours, and one 7 hour program.

Special Programs

New list of personal appearances and special events suitable for broadcast programming was announced by Treasury last week. Local War Finance Committees should be contacted on local appearance dates and details, same as for previous material.

Comdr. Jack Dempsey USCGR is booked to date from June 8 through July 1 in Portland, Denver, San Francisco, Los Angeles and St. Louis.

Canadian Women’s Army Corps Pipe Band is scheduled June 5-19 for Pittsburgh and surrounding counties and June 21 for Buffalo.

Five key planes of the Navy’s Pacific carrier fleet—Hellicat, Wildcat, Corsair, Helldiver and Avenger, will be exhibited inland for the first time at 20 cities through July 1.

German U-Boat 605, boarded and captured in June 1944, will be on display May 29 through June 5 in New York, June 7-12 in Boston, June 16-21 Baltimore, June 23-28 Washington and June 30-July 4 Norfolk.

WKY’s Big Event

Representative of the extensive local Seventh Loan activities is a special show staged by WKY Oklahoma City starring Edgar Bergen, Charlie McCarthy, Don Ameche and Joan Merrill and the Edgar Bergen Troupe which attracted an overflow crowd to the city’s 7,500 seat mu-

ucid auditorium. Some 20,000 persons bought E Bonds to try for tickets which went on first-come first-served basis. Edgar T. Bell, WKY secretary-treasurer, handled arrangements for station. Show was produced by Gayle V. Grubb, WKY manager, and Blyce Wright, production head.

WGN Names Brines

PAUL C. BRINES, director of publicity and promotion for WGN Chicago, has been appointed assistant station manager. He continues to supervise publicity and promotion. At one time he was a member of the Broadcasting staff and later was Chicago manager.


NBC Claims Urban Day Audience Lead

IN THE 1077 U. S. cities of 10,000 or more population, 32% of the radio families “listen most” to NBC in the daytime, giving NBC a lead of 26% over the next network “listened to most” before 6 p.m., according to the second report of NBC’s 1944 nationwide survey of listening habits. First report, covering evening listening, was issued in January [Broadcasting, Jan. 16].

Tabulating answers to the question: “Which one of these stations do you listen to MOST—in the daytime, before 6 p.m.?” NBC reports that 32% of the radio families “listen most” to NBC; 25% to Network B (CBS), 18% to Network C (Blue) and 15% to Network D ( Mutual). “These stations” referred to above are those the respondent had previously identified as listened to regularly.

IF YOU SELL

SOAP

(OE SEEDS OR STOKERS)

Ask your distributor about KDAL, Duluth

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000 a year. You figure out how many carloads of soap and scrubbing compound that means!

Thanks to its favorable 610 frequency, KDAL’s 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincidental daytime survey made in Virgini-
TWINKLE, TWINKLE, MORNING STAR

KY!

We don't greatly wonder what you are, or if you're hearing our broadcast. Probably you're a nice little place with several highly estimable inhabitants, but we'll just let some other station claim you! We at WAVE are intent on delivering nothing but this jam-packed, plump-pursed, ever-busy Louisville Trade Area. It's our N.B.C. domain where everybody knows us, and it's more a market for most every-thing than all the rest of the State combined. Got no time for Morning Star-gazing now! Have you?

LOUISVILLE'S WAVE

3000 Watts...970 K-L-C...200 Free & Peters Inc. National Representatives

KWMB Sells SAN DIEGO

CONCRETE AND STEEL

Permanent stuff...that's what we're built of in San Diego...that great, busy exclusive market of 370,000 civilians who make up our metropolitan area...within 15 miles of our antenna. They're easy reach...ONLY if you approach them from within! KFMB can do it for you!

KWMB THE BASIC BLUE NETWORK [PACIFIC COAST]

SAN DIEGO, CALIF.

JACK G. O'SULLIVAN Pres...the Branham Co.

W. K. Henderson

ONE OF RADIO'S most colorful pioneer figures — W. K. "Hello World" Henderson, former licensee of KWKH Shreveport, La.—died May 28 following a heart attack. He was 74.

Mr. Henderson, who inherited the Henderson Iron Works, operated KWKH in the 20's on the 850 kc clear channel which was heard up and down the Mississippi Valley. In addition to merchandising a series of "Hello World" commodities by direct solicitation, Mr. Henderson frequently was embroiled in controversy with the old Federal Radio Commission over his methods of operation. He vigorously attacked chain stores, certain politicians and the old Radio Commission.

At a hearing a dozen years ago involving an application for his facilities, he traveled to Washington by plane with upwards of a quarter-million letters from listeners. The station was sold by Mr. Henderson to its present owner, John D. Ewing, in 1933.

Hunt Names Y&R

HUNT BROS. PACKING Co., Los Angeles (canned food products, macaroni), has appointed Young & Rubicam, Hollywood, as advertising agency, effective July 1. Account currently is serviced by the Biow Co., Hollywood. In addition to spot radio, firm will continue to use West Coast regional network time and contemplates expansion to other areas in fall.

Berkshire Air Plan

ANNOUNCEMENT is expected this week that Berkshire Knitting Mills, Reading, Pa., new to radio, will sponsor program starring Ilka Chase, beginning in September. Firm is negotiating for the Sunday 1:15-1:30 p.m. period on Mutual and would be the only ladies hos- iery manufacturer on the networks. Geyer, Cornell & Newell, New York, acquired the account in February.
CIO and AFL in
To Organize Network Office Workers

WITH the two major labor unions trying to organize CBS "white collar" workers, sharp conflict between the organizations appeared likely this week. Both the New York local of the United Office and Professional Workers of America (CIO) and Local 63 International Alliance of Theatrical Stage Employees (AFL) planned organizational meetings for this week.

The CBS "salary increase" committee, as it is called, had a total of more than 200 signatures backing it up, according to Myra Jordan secretary to commentator William Shirer and one of the original signers. An interoffice memorandum last week from Frank White, CBS vice-president and treasurer, to all employees, in which he promised "no discrimination" against network employees for "proper union activities" promptly brought 17 more prospective members to the CIO-supported committee, Miss Jordan said.

IATSE Active

AFL, however, though apparently a slow starter in New York, recently added CBS office employees in Hollywood to its ranks by a 6 to 1 vote, according to Russell Moss, executive vice-president of New York Local 63, stagehands union. During the past 10 days, Mr. Moss said, IATSE has been distributing organizational literature among CBS New York workers and to date more than 40 employees have indicated interest. AFL leaflets emphasized the overall nature of the union within theatrical fields, pointing out that an AFL local has strong backing from other union groups within the industry.

"The CIO has only the Screen Office and Professional Guild, who represents some of the home offices of the motion picture companies," one AFL circular read. "Their contracts expired July 28, 1944, and have not been renewed primarily because they and the company cannot agree on terms and they have no backing in the industry to help them."

Main complaint of CBS employees, said Mr. Moss, was the "lack of classification, with no reasonable minimums set for specific jobs."

Meeting of the CIO-CBS committee was set for Wednesday night. Date for the first general

Competitive Race

For the first general

WELCOME is extended by WSB Atlanta Production Manager Mark Toalson (l) and General Manager John Butler to former staff members Lt. Marcus Bartlett, Sgt. Walter Paschal and Lt. Add Penfold as they arrived to help handle special coverage by WSB of the return of Gen. Courtney Hodges and 49 other European theater veterans on May 24.

Given special releases, the three service men flew to Atlanta to assist with the two-hour broadcast of the city-wide celebration ceremonies honoring the Georgia-born heroes.

Lt. Marcus, former WBT production manager who entered the Naval Reserve in January 1943 after 13 years as member of the station, coordinated the special broadcast. He is now stationed at the Naval Air Station, Jacksonville, Fla. Lt. Penfold left WSB for the Army July 1944 and is now at the Army Air Base, Atlanta Municipal Airport. Sgt. Paschal, former WSB news editor, left for the service in February 1943 and is now attached to the Air Force School of Applied Tactica.

writers Guild Dickering
With WMAQ, WBBM

RADIO Writers Guild has started negotiations for higher wages for newsmen at WMAQ and WBBM, Chicago stations of NBC and CBS respectively. Present NBC contract, which expired June 1, calls for $200 monthly, with 10% annual raise, based on length of service. The Guild is asking for a minimum of $350 the first year, $350 the second and $400 the third—the rates approved by WLB for NBC New York. NBC Chicago has offered a minimum of $220 with a 10% annual raise regardless of length of service. Negotiations will continue until a satisfactory contract can be submitted to WLB.

Meanwhile, plans went forward for a national freshman writer basic minimum wage agreement, formulated by the western region of the Guild, for presentation to the NBC management early this month. Contract negotiations between RWG and NBC San Francisco, already under way, may pave the way for similar writer-station agreements nationally, it is believed. Proposals for San Francisco area include a guild shop, minimum pay with length-of-service increases, a 40-hour week with cash overtime, minimum call-back of 12 hours, and advance notice of schedules. While these proposals have not been adopted by mid-western and eastern RWG regions, it was understood that similar contractual structures will be approved at New York meetings.

Navy Show Available

THE NAVY'S Blue network Pro- gram [Broadcasting, May 21], the first Navy-produced set series, will be available for sponsorship, it was learned last week. Starting date has been set for July 3, with the 7-7:30 p.m. (PWT) time. NBC Navy series to begin sometime this summer, is also available to spon- sors [Broadcasting, May 28].

organization conclu of the IATSE
group was expected this week.

In his memo to CBS employees, Mr. White said: "Although many of our specialized groups of em- ployees have for a long time been represented by unions with whom Columbia has enjoyed satisfactory relations, we feel quite firmly that the effectiveness of our operations would suffer if the uniquely per- sonal and often confidential relationships with our office and ad- ministrative personnel were broken by interposing a union between them and us. We therefore do not favor unionization in this field."

"However, however, the majority of these groups of people should elect a union as a representative, there would be not the slightest discrimi- nation against any employee for any proper union activities on his or her part. Nor will there be any such discrimination during or after the present organizing campaign if it falls in its unionizing efforts."

LIKE WLS IN CHICAGO

GETS RESULTS
IN TUCSON


John Blair & Company

Broadcast Advertising

June 4, 1945

Page 75
Help Wanted

First class engineer wanted for 250-kw. watt station, KSZ, Paso, Texas. Great opportunity for a young man with bright future in the field. Complete with all details. Box 672, BROADCASTING.

Operator wanted—First class ticket. Southern California station with extensive postwar building promotion. Salary and benefits. Apply in person. Box 688, BROADCASTING.

Able continuity writer who can take charge. Write Box 701, BROADCASTING.

Announcer wanted—Top notch announcer wanted! Excellent future for ambitious, capable writer at WPIL. To replace man who enabled his own promotion. Have heard him the production. Must be a go-getter. Both. Box 707, BROADCASTING.

Wanted—Radio salesmen in live city, at least five years experience in selling, general radio. Good salary and commission. Will consider experienced engineers. Box 712, BROADCASTING.

Announcer—Immediate opening for a first-class radio announcer. Box 717, BROADCASTING.

Wanted—Top notch announcer for FM station in Announcer with Box 721, BROADCASTING.

Announcer wanted! Excellent future for ambitious, capable writer at WPIL. To replace man who enabled his own promotion. Have heard him the production. Must be a go-getter. Both. Box 707, BROADCASTING.

Wanted—Top-notch salesmen for Chicago station. Box 724, BROADCASTING.

Wanted—New York station sales manager. Must have sales experience. Must have proven results. Box 725, BROADCASTING.

Wanted—Top-notch salesmen for Chicago station. Box 724, BROADCASTING.

Situations Wanted

Experience desired. Must be permanent. Draft classification NO. Reporting. Box 714, BROADCASTING.

Program manager, having Hooper trouble? Let's reply immediately to Box 722, BROADCASTING.

Newspaper group—Six years agency and staff experience. Desire position in western station as executive editor or production manager. Now employed in networks affiliate. Possess extensive network experience. Box 723, BROADCASTING.

Engineer—First class watt network station desires change. Honorable discharge. Family to support. Over years radio experience (more than 15 years as engineer). First class radio-telephone license. State salary, hours, etc. When requesting address reply to Box 729, BROADCASTING.

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Radio Transport Aids EXPERIENCE gained during the war in developing sturdy mobile radio equipment for military use will likely be utilized in various fields of transportation in the post-war era, with important benefits to industry and public alike, according to Robert C. Smith, transportation specialist, Bureau of Foreign & Domestic Commerce, writing in the June Domestic Commerce, publication of the Dept. of Commerce.

to head agency's special radio division for motion picture accounts. His office is on RKO Radio Pictures Hollywood lot.

Burt Oliver continues as general manager of the Hollywood radio division, with Bud Spencer, talent buyer. Arnold G. Maguire is television director. With Bess Harrison resigning, Mary Noble has been made Hollywood office manager.

Edmond L. Cashman, agency vice-president and at present, head of the Hollywood radio division, resigns that post on July 1 to freelance and will set up his own independent production unit.

In addition to local business, Foote, Cone & Belding currently is running six transcontinental and seven regional shows with a combined talent and time billing of approximately nine million dollars.
MISS KEMBLE, BUD FISHELL GET NEW MBS POSTS

TWO new posts, just established at Mutual, will be filled by Dorothy Ann Kemble, who on June 18 becomes director of the House, continuity, sponsorship, and regional sales, and Bud Fishell, whose appointment as associate script editor, to work with H. Phillip Minis at MBS, is effective immediately. Miss Kemble has been director of programming at the White House, a position she held for 11 years, and Fishell, freelance writer and author of "Frankie and Johnny," joined Mutual as assistant to the director of programming two and a half years ago.

WATERMAN RETURNS TO NETWORK IN FALL

L. E. WATERMAN Co., New York (pens, ink), pioneer radio user, returns to the air as sponsor of Gangbusters, Phillips H. Lord production. According to Chas. Dallas Reach Co., Newark, N. J., agency, networks have been asked to submit availability for a half-hour night-time spot, probably in fall. Pens will be emphasized. Company is prepared to begin this summer however, with ink products featured. Waterman plans a new line of postwar pens. Big campaign will break in newspapers and magazines in late September.

NEW CAB MAP

COOPERATIVE Analysis of Broadcasting has issued a new map, first of its kind ever released by the CAB, showing distribution of the 81 CAB cities throughout the nation. Available to members, map comes in two forms, an eight-page folder and a 22" x 29" size. Seven features included in the map give the picture of CAB sample: (1) 81 cities covered by interviewing, (2) U. S. cities of 50,000 or more, (3) CAB cities by time zones, (4) CAB cities by size classification, (5) CAB cities by nine census geographic areas, (6) CAB cities by number of network outlets, (7) number of CAB interviewing units in each city.

KBIX WALKOUT CONTINUES

WALKOUT of chief engineer and two female technicians at KBIX Muskogee, Okla., was still in effect last Friday with no hearing date set on charges filed with NLRB by IEBO on behalf of the three staff members. Station went off air late April 24 but resumed May 16 with new technical personnel. Station is owned by Tams Bishy Jr., also owner of the local newspaper interests, and operates on 1490 kc with 250 w. Union claims among issues that station has refused to negotiate. KBIX maintains in part that IEBO local is not proper representative.

EARLY AWARDED DSM

STEPHEN T. EARLY was awarded the Distinguished Service Medal by President Truman on his retirement after more than 12 years of service with White House, most of that time spent as press relations head. Under President Truman, he has been special assistant to the President. In receiving the medal, Mr. Early paid tribute to press and radio industries, "because of their unyielding support of the White House, saying that "never during the years of my service has one of them ever revealed a confidence or violated a trust."

WSAI-AFM DISPUTE CERTIFIED TO NWLB

DISPUTE between WSAI Cincinnati and Local No. 1, AFM, which has resulted in work stoppage by musicians at the Marshall Field station, was to have been certified Saturday to the National War Labor Board by the Secretary of Labor, the Conciliation Service disclosed late Friday. Issues are number of musicians, wages and grant of the union, but Oscar Hild, AFM Local No. 1 president, insisted station employ additional musicians, which station didn't feel. Despite work stoppage, WSAI will continue operations without local musicians, said Callahan.

MBB-BBM ACCORD

A 70% BALLOT return on the first study made by Bureau of Broadcast Measurement, Canadian equivalent of Broadcast Measurement Bureau in this country, was reported by the first study made by the Canadian Radio Broadcasters, the American Association of Broadcasters, and Horace Stovin, Stovin & Wright Ltd., BMB board member, Friday at a meeting with representatives of BMB in New York, at which it was agreed to standardize and coordinate as far as possible methods and material used by both organizations.

People

JOSEPH L. MILLER, former labor relations director of the National Assn. of Broadcasters, last week was promoted to full lieutenant in the Naval Reserve. Lt Miller has been in the Navy since December 1943 and since January 1944 has been attached to the Navy Dept. Labor Relations Division, Washington.

WALTER COMPTON, for eight years WOL Mutual Washington, has been made director of WOL, has resigned effective July 1 to join WHN New York on a freelance basis. It is presumed he will continue his cooperative news commentary over MBS, probably from WOR New York.

L. E. SEPTER, assistant sales manager in charge of replacement tube division, Ken-Rad Tube & Lamp Corp., Owensboro, Ky., has been named manager of replacement tube sales for home radio division, Westinghouse Electric Corp.; headquarters, Sunbury, Pa.

BOB DAVIS, NBC news and special events and international division publicity man, on June 18 becomes trade news editor succeeding Dick Connelly, who joins radio publicity department of Young & Rubican, New York.

JACK EDMUNDS, who resigned as program director of WMAL Washington after three years, left the capital Friday with his wife and child for Denison, Tex. for a month's vacation. He has not announced future plans.

MARK WOODS, president, American Broadcasting Co. (Blue), is scheduled in Chicago Tuesday for a "routine" visit at Blue midwestern headquarters, his first since February.

Closed Circuit

V-P and former Communications Commissioner, is losing no time getting on with its task. Following series of telephone contacts since appointment of committee at Omaha NAB Board meeting May 16-17, committee meets in East June 12 for roundtable powwow. Prospects: Still the same—some towering public figure or else a hard-hitting practical broadcaster.

ANNOUNCEMENT of a plan whereby the facilities of WCBW, CBS video station, will be available to advertisers and agencies for experiments with sight-and-sound, is expected to be one of the first official acts of Col. Lawrence W. Lowman when he returns to CBS July 1 as vice-president in charge of television (Broadcasting, May 28).

WHEN GEN. DWIGHT D. EISENHOWER returns to the United States—expected within a couple of weeks—he will be accompanied by Capt. H. S. C. Boardman, the Navy aide. The former CBS vice-president is not expected to return to the European theater but may be reassigned elsewhere on a special mission. His civil life plans are not known, though, he is expected to remain in radio.

EVER WONDER WHAT happened to that 60 kw standard broadcast job that was to have moved into Berlin with our occupation forces on 17 trucks? Since V-E Day, it is learned, efforts have been made by our psychological warfare people to get it into the erstwhile Nazi capital as planned. But the Russians, who control the area, just don't want it there and that's that.

BLUE ADDS NEW SPONSORS FOR FALL

WITH FORD Motor Co. sponsorship of Detroit Symphony Orchestra on Blue Sunday in 8-9 p.m. period reported practically set on Friday; and, Thursday's program of former Tuesday show's time for 10-11 p.m. spot, Blue believes it will have strongest Sunday evening lineup of all networks come fall. Philco Hall of Fame, Hires' Ice Cream Diles, Dinner Pearson, Quiz Kids, Ford Sunday Evening Hour, Harry Reason and Theater and Guild round out the schedule.

Blue also is enthusiastic about its Friday evening schedule for fall, with Raymond Swing, 7:15-7:30 p.m.; Lone Ranger, Blind Date (moving from its present Monday time to 8:30 p.m. Fridays), This Is Your FBI, Famous Jury Trials, Death Valley Sheriff and the fights. With a number of other sponsors reported just about set, Blue executives are jubilant over the "turn of the tide" from commercial program losses suffered in recent months.

WAR AGENCIES CUT

DEEP SLASHES in 1946 fiscal year appropriations for war agencies identified with radio operation were proposed in House Appropriations Committee report Friday covering 18 civilian war agencies. Included in proposed aggregate cuts totaling 112 million dollars were: $7,000,000 from OWI, taken mainly from overseas operations, leaving $55,000,000 as compared with nearly $54,000,000 for the current year; $4,148,000 below budget figures for WCR, leaving $35,100,000, as against $63,000,000 this year; $1,880,000 off OIAA; $1,350,000 off Censorship and $85,000 off WLB.

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This Advertiser Helped Establish the WOMAN'S MARKET!

In 1879, the first Lydia E. Pinkham newspaper advertisement appeared. That was the beginning of a new era in which, for the first time, advertising was aimed directly at women as a distinct buying group. Today, more than 70% of all advertising is directed to women, and woman has become the recognized "purchasing agent" for the family.

In the DISTRIBUTION DECADE

Advertising Must Establish Many New Markets!

Today, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America's Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world's highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
For many years just one detail prevented the designing of successful 5- to 50-kw air-cooled transmitters — an effective means of air-cooling the tubes.

In the middle 1930's RCA engineers pioneered in designing an efficient radiator for large air-cooled tubes. The famous 5D series of RCA air-cooled transmitters utilized tubes with these new radiators. They set a new standard of performance for the broadcast industry, eliminating the necessity for complicated water-cooling systems and attendant maintenance problems.

Air-cooling features of these RCA transmitters have since been adopted by every American transmitter manufacturer. All of the modern 50,000-watt transmitters are now completely air-cooled — for air-cooled transmitters are cheaper, easier to install, surprisingly easy to operate and maintain. Come postwar, stations now using water-cooled equipment will be able to replace it with air-cooled equipment.

RCA tube designers have only one job — creating and building better tubes. In air-cooled tubes for broadcast transmitters, RCA offers such outstanding types as the RCA-827R, 891R, 892R, 893AR, and 9C22.

When you need replacement tubes for your transmitter, specify RCA. There is an RCA broadcast specialist available at need to give you quick, efficient service.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA