"You're covered, Ralph Rovish. Reach for the sky!"

One of the specialties of the house at WOR is radio drama. Not arty stuff . . . though we do pride ourselves on the integrity of every production . . . but the kind of tense, skilled story-telling that grips listeners until the last situation is unravelled; leaves them relaxed and agreeably receptive when the villain's gun finally clatters to the pavement.

Twenty times a week, WOR becomes an air-theatre where the best efforts of some of the best radio craftsmen are presented. Whether it's a gripping mystery show like "Bulldog Drummond" or "The Strange Dr. Weird" . . . one of the WOR Brownstone Theatre's excursions into the past . . . or such a poignant human annal as "Real Stories from Real Life" . . . the superb creative show-sense of WOR's skilled programmers shines forth like Broadway on V-E night.

This popular appeal; this ability to know what listeners want almost before they want it, is typical of WOR's carefully foresighted programming. It's a knack, of course, like great editing. But it's also the net result of penetrating personal research by highly skilled interviewers into the likes and dislikes of millions.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE-6-8600, or write . . .

WOR
first with what the public wants first
AT 1440 BROADWAY, NEW YORK
OLD FRIENDS in Midwest America

EARLY RISERS FIRST ENJOYED SMILE-A-WHILE IN 1929.

STARTING the day with a smile is a long-established habit with WLS entertainers and listeners. In March, 1929, we began “Smile-a-While”, with WLS National Barn Dance stars gathering to sing, play, and laugh.

The sixteen smiling years since then are packed with human stories: a South Bend doctor who devised an alarm clock-radio attachment to let “Smile-a-While” wake him up; 10,982 people in 40 states and Canada, sending in funny stories with only a clock as a possible reward. With music and fun, “Smile-a-While” (5 to 6 a.m.) presents a news-cast and the complete daily report for our four states direct from the Government Weather Bureau.

“Smile-a-While” is an Old Friend to our million-letter-a-year audience. So are the WLS National Barn Dance and Dinnerbell (both since 1924); WLS Feature Foods since 1935; Little Brown Church, which began in 1925. These programs “drop in” familiarly and are welcomed into Midwest American homes as old friends always are. They have the confidence of the listeners—confidence brings response—and to you, this means WLS GETS RESULTS!
WCBM
of
Baltimore, Maryland
announces with Pride and Pleasure
its affiliation with
THE MUTUAL BROADCASTING SYSTEM
June 15, 1945

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, INC.
Exclusive National Representatives
IF SOMETHING MORE than Wall Street rumor is reckoned with, sale of control of Crosley Corp. (now including WLW and subsidiaries) will be consummated within week or 10 days. Here's lineup: Powel Crosley Jr. would sell his controlling interest (better than 51%, with family holding nearer 70%) to Aviation Corp. (Consolidated-Vultee holding company and substantial stockholder in American Airlines and other aviation interests) for roughly $20,000,000. Price for all stock would be about $80,000,000. Original deal excluded WLW but now is for whole works, even including Crosley-contracted acquisition of WINS New York (awaiting FCC hearing and approval). Victor Emanuel is Aviation Corp. president and interested in home refrigeration field, in which Crosley is active. Crosley last year grossed about $100,000,000, with broadcast operations (WLW) better than $4,000,000.

A. N. STEELE, vice-president of D'Arcy Adv. Co., in charge of Coca-Cola account, shortly will become vice-president of Coca-Cola Co. He'll probably serve as chief assistant to head man R. W. Woodruff.

RECURRING reports Justice James F. Byrnes might be persuaded to head NAB went aglittering again last week. Former "Assistant President" won't be available because President Truman wants him for top war assignment. NAB Presidential Selection Committee meets this week in Washington under new chairman, Comdr. T. A. M. Craven, to discuss search for successor to J. Harold Ryan, who leaves July 1.

IT'S AN EVEN BET clear-channel hearings scheduled to get under way Sept. 5 will be postponed again. Inter-American Radio Conference at Rio scheduled to start Sept. 3 may require presence of several FCC members and top members of its engineering staff.

RADIO Manufacturers Assn. may reveal plans to award NAB symbolic stature commemorating broadcasting's 25th anniversary when NAB Public Relations Committee meets June 18-19 at Hotel Roosevelt in New York. Statue likely would be presented at big dinner. Smaller copies for local ceremonies considered. Topics listed on formal agenda include distribution of book, "Management in the Public Interest," proposed Academy of Radio Arts & Sciences, report on listener activity and discussion of public acceptance of radio.

COL. ALBERT L. WARNER, chief of the Army's War Intelligence Division, former CBS news analyst and head of the CBS Washington news department, plans on inactive status by the end of the summer. He probably will return to CBS.

WHEN GEN. EISENHOWER addresses the joint session of Congress next Monday, chances are there will be only five miles in evidence, two for network pickups, two for the movies.

(Continued on page 88)
Since 1935, WCMI has carefully blanketed a growing, concentrated industrial market (Ashland, Kentucky; Huntington, West Virginia; Ironton, Ohio) with planned local programs. Tri-State listeners know this, like it, listen to WCMI.

June 15th, WCMI joins CBS...offering radio's finest network programs to WCMI's carefully-built audience. This is an enormously effective selling combination for advertisers: a large, loyal audience built with planned local programs and buttressed by the best in network radio.

Studios maintained at Huntington, W. Va. Joseph B. Matthews, Mgr. Represented Nationally by the John E. Pearson Company

WCMI
A Nunn Station
Ashland, Kentucky
by the company he keeps

NATIONAL BISCUIT CO.

Five 15-Minute News periods per Week ... Now in Sixth Year ...
McCann- Erickson, New York.

PHILIPS DEPT. STORE
Six 15-Minute Musical Clock periods per week ... Now in Fourth Year.

KOIL
CBS in Omaha
GORDON GRAY, General Manager

Represented by Edward Petry Co., Inc.
Super-power expertly applied moves the commerce of the world where anything less would fail. KWKH, with 50,000 watts of power applied directly to the rich Ark-La-Tex area can tap the buying power of this ready market as no other station can. Specify KWKH!
In Boston,
the sky's the limit...

Rising from the blue and yellow clay of Boston Harbor, the Logan International Airport is not only Boston's bid for new renown as "Hub of the Air Universe," but also a cornerstone of the greater security and prosperity that will brighten New England's post-war future.

Millions and millions of tons are being dredged from the underwater floor of Boston Harbor—a center of world commerce since ships wore sails—and spread across the face of this 3,100-acre airport. Its runways, some of them 10,000 feet long, reach out in welcome to tomorrow's European flights bearing hundred-thousands of passengers and billions in air cargo. The deepened waterways from which the hard clay is being scooped will provide one of the greatest ports on the Atlantic seaboard for ocean-going ships.

Far from a figment of blueprints, Logan International Airport already accommodates more than 100 commercial flights each day. Thus far, $10,000,000 has been spent on paved runways and buildings. The New York Times, calling the air route between New York and Boston the busiest in the world today, editorially sees the port of Boston as a leader in the swift post-war development of world air commerce.

This progress means much to us. Not only does it inspire the expansion of New England's present industries, but attracts others that will join and grow with us. It creates new jobs, new customers, new buying power, a greater and wealthier market.

WEEI is understandably excited over Boston's plans as an international air terminus, and applauds the community forcefulness now making them into reality. We, too, have raised our friendly voice to help demand—and keep demanding—this brighter future for New England. It's the biggest local parade in which we have ever been privileged to carry a banner. But the popularity and acceptance WEEI has achieved during our two decades of broadcasting make us that much more fitted to carry it proudly and well.

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

THE MAN who has put more Presidential speeches on the air than any other engineer—Clyde M. Hunt, chief engineer of WTOP Washington—also is the only man who knows about three Presidential broadcasts that almost didn't go on the air.

Reminiscing about his role in the 25 years of broadcasting, Clyde recorded this a decade ago when President Roosevelt almost lost his air assurance. With five minutes to go for a fireside chat from the White House diplomatic reception room, the Chief Executive silently but obviously suffered agoraphobia. Clyde calmly took apart his old Western Electric amplifier.

"Tubes were microphonic," he explained.

But he got it together with loads of time to spare—20 seconds.

"I knew what I could do, so I did it," he broke in, as Gladys Hall, secretary to Earl S. Gammons, CBS Washington director, tried to add details Clyde refused to unfold. It's one of her favorite stories.

"The one that scared the hell out of me," says Clyde, happened at Chautauqua Institution in western New York State.

"I had to feed President Roosevelt's speech to all networks. I wised up to some tricks in following him on trips. I had to lug around the whole outfit, including the speaking stand. It weighed 700 pounds. So I would leave the spare amplifier on the train.

"I set up in the Chautauqua amphitheater an hour or so before the broadcast, but the amplifier wouldn't work. The train was on a siding miles away.

"Nothing I tried did any good. I rounded up a lot of telephone equipment but couldn't rig an amplifier from their parts.

"I tore the thing to pieces again, as tempus fugited. There under a molded socket was a little broken spring. I fixed it just in time."

That incident reminded him of the time President Roosevelt broadcast his famous "stab in the back" speech in 1940 when Italy entered the war on Germany's side. Shortly before the outdoor ceremony was to open at the University of Virginia it started raining cats and dogs. Clyde got hold of a truck and headed for the building where the ceremony was transferred. Thousands of confused persons jammed the road, not knowing where the event was to take place. They melted around, blocking traffic.

Clyde had a bad hour, but when the President started his speech, the world heard his words—albeit there was some feedback from the PA system.

In 17 years of Presidential broadcasts Clyde has never lost a word.

Radio Station

WFLA serving the Tampa-St. Petersburg area.

Workers at Tampa's largest shipyard will continue to produce for war well into 1946. Added to this huge payroll are the incomes of thousands of farmers, citrus growers, Army personnel, canners, cigar makers. All are just a part of the large audience which gives this densely-populated area the greatest buying power of its history.

To blanket this "bigger slice of Florida" effectively, today and tomorrow, spot your product over WFLA, the most-listened-to station in the Tampa-St. Petersburg area.

5000 WATTS DAY AND NIGHT

WFLA

Tampa-St. Petersburg's leading listener.

SELLERS OF SALES

GENTLE and gracious are perhaps the best two adjectives to describe Mrs. Edna Cathcart, who, as head of time-buying at J. M. Mathes Inc., in New York, is responsible for radio advertising of major national accounts ranging all the way from cough drops to textbooks.

Known among her associates in the trade for her friendliness and personality, Mrs. Cathcart went into the advertising business just to see what it was like—and then stayed with it. In 1933, she went to work for Young & Rubicam in the station relations department and after four years joined the Mathes agency.

Today she buys time for eight agency accounts: Luden's Inc., now using spot radio in 80 markets; Pan-American Coffee Bureau, New York, participating in home economies type programs; International Salt Co., Scranton, using spots and participate in the Sterling Salt; Pure Food Co., Mamaroneck, N. Y., using participations for Herb-Ox bouillon cubes; Burlington Mills Corp., New York, participations in home economies programs for its quality fabrics, Bur-Mil; American Express Co., New York, which sells its Cheques with five-minute transcribed programs in three markets and with Quincy Howe in New York; Peter Doehler and Decorating Corp., Harrison, N. J., now using spots on WAAT Newark and participations on WOR New York for P.D.Q., Blacow, a chocolate-flavored syrup; and Canada Dry Ginger Ale, New York, using programs, chain breaks, minute announcements, and women's service programs throughout the country.

On July 14, the Mathes agency takes over the account of Raytheon Manufacturing Co., Newton, Mass., which is currently running Meet Your Navy on the Blue, 7:30-8 p.m.

Mrs. Cathcart, who says she has little time for hobbies aside from her work and her young daughter, Carol, lives in Fleetwood, N. Y.
No, we don't balance eggs, but we do a daily balancing job much more important. We balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. And as the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager.
JOHN E. SCARDON CO., NEW YORK.
This is the kind of letter we like to receive

Mr. Paul W. Morency
General Manager
Radio Station WTIC
26 Grove Street
Hartford, Connecticut

Dear Mr. Morency:

Last year (1944) for the seventh time in eight annual Traffic Safety Contests, Connecticut won honor; gaining the National Award as well as the Eastern Division Award. Such consistent success can only be based on a sound program.

One of the prime essentials of any State Safety Program is effective Public Safety Education. Connecticut has achieved high standing in this phase because of the generous, consistent and effective publicity given accident prevention by radio; and, in the forefront of these cooperative broadcasters stands WTIC.

Over the years, WTIC has ever been ready to provide time for Public Safety Education. We esteem highly the contribution your station has made to the State Safety Program. Because of it we are steadily increasing public safety consciousness.

Sincerely yours,

William M. Greene
Director

DIRECT ROUTE TO SALES IN
Southern New England
The Travelers Broadcasting Service Corporation
Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood
Cincinnati—
City of Culture and Commerce
"You know, F & P were right about ice-box sales in Alaska!"

- We wouldn't tell you they needed furnaces you-know-where, Thistlewaite — but if we should, we could back it up!

It just happens that our main goal is repeat business, and that doesn't come from furnishing wrong tips. When an F&P Colonel makes a recommendation, he knows it must produce results—or else! In our business, careful research is the only prelude to a successful campaign; snap judgements and glad-handing salesmanship won't do.

But the best way to tell a national spot advertiser why F&P's business is largely "repeat" is to give him a demonstration of our methods. How about it?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
WPB to Lift Construction Bans on V-J Day

Demands Multiply For Immediate FM Action

DISCLOSURE that the War Production Board will lift all construction controls on V-J Day, even if the Japs capitulate in the near future, resulted last week in an industrywide move to urge the FCC to immediately adopt Allocation Alternate No. 1 affecting FM and television.

Developments in the highly-controversial allocation of FM and the first six channels of 6-mc television were these:

WPB Chairman J. A. Krug told the House Appropriations Committee that war controls will be lifted on V-J Day and that there will be sufficient materials to meet peacetime demands.

Cutback Survey

On Thursday he ordered Executive Officer J. D. Small to conduct a survey of cutbacks to determine whether further civilian manufacture can be permitted in light of unexpected Army cutbacks.

Chairmen of Panels 2, 5 and 6 of the Radio Technical Planning Board, meeting in New York, adopted a resolution askingPanel 6 to urge immediate adoption of Alternate No. 1 following the stand of the Television Broadcasters Assn. and FM Broadcasters Inc., calling for immediate allocation under the alternate [BROADCASTING, June 4].

Eleven pioneer manufacturers of FM receivers, all Armstrong licensees, meeting in New York on Wednesday telephaged the Commission, endorsing the position of TBA and FMBI.

No formal comment was forthcoming at the FCC following the concerted move to bring about immediate allocations, but reports were the Commission would take it up immediately on the return of Chairman Paul A. Porter from Europe.

Chairman Krug's assurances that controls will be lifted on V-J Day and that there will be sufficient materials to meet wartime demands, made on May 7, were revealed last week when the Appropriations Committee reported out the War Agencies Appropriations Bill [BROADCASTING, June 4].

"In terms of administering war controls, I think practically all of us can terminate on the day of victory over the Japs," said Mr. Krug under cross-examination by Rep. Cannon (D-Mo.), Committee chairman. "From what we can see now, the instant military production is cut back after the Japanese war there will be a supply of everything for our peace-time economy . . . including steel and forestry products."

Civilian Radio

Following Mr. Krug's statement to Congress, made a month ago, it developed that already certain cutbacks in aviation may make available some civilian radio production.

Meanwhile the FCC is going ahead with engineering tests in the spectrum from 44-100 mc to determine, if possible, the best location for FM as a public service. Three alternatives have been proposed — 50-68 mc, 60-78 mc, 84-102 mc.

George P. Adair, FCC chief engineer, announced Friday that the following frequencies, assignments have been made for the tests, with recordings on all frequencies to be under way by July 1: WGTR Paxton, N. J., 44.3 mc; W2XMN New York, 50.6 mc; WABD New York, 83.75 mc; Raytheon Mfg. Co., New York, 105 and 107 mc. Recordings will be made at Princeton, N. J.; Philadelphia; Lausau, Md.; Roanoke, Va.; Atlanta; Montgomery, Ala.; Detroit, Allegan, Mich.; Chicago, Iowa City and Grand Island.

Coverage measurements will be taken at Schenectady, Milwaukee, Boston and Dallas. In Milwaukee Philip Laaser, engineering director of WTMJ-WMEEM, will make continuous comparative measurements on 45.5 and 91 mc.

The RTPB group adopted this resolution: "The RTPB reaffirms its previous position with respect to the allocation of frequencies for television and FM broadcasting. Of the alternatives proposed by the Commission in its report of May 25, 1945, Panel 2 believes that for the services for which frequencies are to be allocated between 105 and 106 mc, Alternate No. 1 is the best known method that it be made final at the earliest possible date."

The resolution has been mailed to all members of Panel 2 (allocations) and each has been asked to send in his vote. Attending the meeting were: Dr. W. R. G. Baker, chairman, RTPB; Dr. C. B. Jolliffe, chairman, Panel 2; C. M. Jansky Jr., and Russell David, chairman, chairman, Panel 6 (television).

Freed Chairman

At the meeting of Armstrong licensees, Arthur Freed, vice-president and general manager of Freed Radio Corp., was named conference chairman, which adopted a resolution protesting the FCC's delay in determining the final FM allocations. Resolution pointed out that the market for FM radios is "in serious delay" in the conversion from military to civilian production, which will substantially reduce the potential set production and add to unemployment.

This delay also will result in discrimination in favor of the manufacturers of AM sets who can place orders for component parts now, thus tying up future deliveries of components for FM sets, the resolution stated, adding that this will have a "prejudicial effect on the expansion of FM broadcasting."

The FM manufacturers declared that the prewar and wartime FM manufacturing experience "indicates that the gap can be filled with minimum delay by further propagation tests and furthermore that the Alternative Allocation No. 1 will best serve the public interest, convenience and necessity."


When the FCC issued its final allocations report above 25 mc (except the band from 44-108 mc) [BROADCASTING, May 21, 28], an-

Radio High in Postwar Appliance List

3 of 5 Families Plan Purchase of Sets, Survey Shows

(Table of Prices Buyers Expect to Pay on Page 20)

Three out of five prospective buyers of home appliances plan to buy radios two years after they become available, according to a nationwide housing survey just completed by Curtis Publishing Co.

They expect to spend a median of $170 for radio-phonograph combinations and $93 for radios without phonographs.

The median prices to be paid for radios indicate prospective buyers are influenced by pending technical developments such as FM and television, the survey indicates.

Results of the survey, which covered complete interviews with families in 35 States and 118 urban centers, will be published in a few weeks.

Exactly 50.4% of prospective appliance buyers want radios with phonographs, with 50.3 desiring radios without phonographs. Heaviest demand for the former is in the over $5,000 income group, with the $1,500-$2,499 group most desirous of radios without phonographs.

Replacement Market

A brisk replacement market for radios is indicated by the survey. Median age of radio-phonograph sets to be replaced is four years, eight years in the case of plain radios. Thus, of the total expected market, 87.1% of buyers of radio-phonographs will be new customers, 12.9% replacements. On the other hand, the market for radio would consist of 91.7% replacements, 8.3% new customers.

In analyzing the market, the survey indicates that radio-phonograph, automatic washing machines, food mixers, home freezers, ironers and dishwashers have the greatest relative sales opportunity among families not now owning these appliances. Refrigerators, cooking ranges, vacuum cleaners, radios, irons and toasters offer the best replacement opportunities.

Of all families interviewed 27.8% plan to buy a new radio, 14.5% with phonograph and 14.4% without. A few will buy both types or more than one. At least one radio is owned by 95.3% of the families.

June 11, 1945 • Page 15
Peter Slated to Head BMB Research

NAB President Agrees To Release Him For Post

By ROBERT K. RICHARDS

PAUL PETER, director of research for the Broadcast Measurement Bureau, has accepted an offer from WCAU, Philadelphia, to head the Broadcasting Research Bureau. Peter was considered for the job many months ago when the BMB first was formed. At that time, J. Harold Ryan, president of the NAB, wanted him to remain at his Washington post.

Negotiations Lag

Recent developments, however, make his selection almost certain. It is understood that John Churchill, director of research for the Columbia Broadcasting System, was a favored candidate for the post from the outset, since the NAB was unable to release Mr. Peter. It was believed, however, that negotiations with Mr. Churchill, who was reluctant to relinquish his position with CBS where he has served for 15 years, moved so slowly that the decision was holding up progress of the enterprise. Hugh Feltis, president of the BMB, was anxious to establish this integral section of his organization as quickly as possible.

Consequently an appeal was made to Mr. Ryan to release the NAB's research head. Mr. Ryan acquiesced.

Mr. Peter, it is believed, will proceed to his new post within a fortnight.

Mr. Peter, who is 41, was educated in Washington, D. C., public schools and at George Washington and Syracuse universities. He served in the U. S. Signal Corps office two years as a second lieutenant during World War I. From September 1928 until June of the following year, he undertook special assignments in statistical work and office management for the General Motors Acceptance Corp. In 1929, he joined the National Broadcasting Co. He organized and headed the network's first statistical department. He remained with NBC until March 1935 when he moved over to the parent company, Radio Corp. of America. On June 1, 1936 he resigned the RCA post to become executive secretary of the Joint Committee on Radio Research. Mr. Peter joined the NAB as director of research in 1938.

M-G-M TO ENTER RECORDING FIELD

METRO - GOLDWYN - MAYER, New York, is preparing to enter the recording field and has appointed Frank Walker, of RCA Victor Division, New York, to head the new project, beginning Aug. 1. Walker was elected to board of directors at its June 4 meeting.

Changes announced as to whether M-G-M might make radio transcriptions, Walker said last week that "nothing is excluded" in the company's recording plans.

M-G-M uses recordings extensively in promotion of films on a large regular schedule of close to 100 stations. Commercials are produced in New York by Donahue & Coe and cut by various recording companies in the city. The commercials are always originals, and never made up from sound-track reels.

WCAU Branch

WCAU Philadelphia opened a branch office in Chicago June 1, under the direction of Virgil Reiter Jr. From mid-west representative for WCAU, he was, prior to that time, publicity director of Buick Motor Car Co. and sales promotion director of Graham Paige Motors.

Mr. Peter

Mr. Ream Mr. Stanton Mr. White

CBS Executive Lineup Revised; Stanton Made General Manager

Ream and White Elected Directors, Runyon Named CRC V-P; Paley Seen as Board Chairman

EXECUTIVE lineup of CBS was revised by the network board of directors at its June 4 meeting. Changes announced by Paul W. Kesten, executive vice-president, were:

Frank Stanton, vice-president, elected to board of directors; and named general manager of network.

Joseph H. Runyon, vice-president and secretary, elected director.

Frank K. White, vice-president and treasurer, elected director.

Conrad K. Rubel, vice-president and director, who has been on war leave, resigned from board to become executive vice-president of Columbia Recording Corp., CBS subsidiary [Closed Circuit, May 28]. He was retired May 30 by the Navy.

Membership of the CBS board was increased from 12 to 14. Election of Mr. Stanton is viewed as confirmation of reports that Col. William S. Paley may become CBS board chairman when he returns to civilian life, probably in the fall. Mr. Kesten would become president. The network has lacked a general (Continued on page 81)

Mueller Uses 90% Of Budget on Radio

Sales Jump 68%; Macaroni Film Expands Newscasts

C. F. MUELLER Jr., Jersey City, devoting 90% of its advertising budget to radio, is planning fall expansion of news programs for Mueller Macaroni products. Present lineup includes 17 stations in major cities east of Mississippi in addition to local and regional networks.

According to Frey Mueller, advertising and sales promotion manager, sales have increased up to 65% in some territories where newscasts have been added. "In 90% of our sales territory," Mr. Mueller said, "we attribute our increased business to radio. There is no "maybe" about it because we check returns through techniques devised by Duane Jones Co. We check sales before a newscast goes on the air for Mueller and after it has been on the air for a fixed period. Thus we establish our sales picture."

Mueller offered an income tax instruction book as a premium, six times each on WEAF and WABC New York, and drew 25,000 returns, each representing a Mueller sale, he added.

Mueller's first news program campaign through Duane Jones Co. began in July 1944, starting with a test on Don Goddard's WEAF New York newscast. Preliminary schedules were designed to determine whether midday time was a good sales time for macaroni and whether newscasts had "universal" appeal. With positive answers to both questions, Mueller built up its current schedule which includes 11 quarter-hours, 5 10-minute and a 5-minute program, most of them in the noon period, on WEAF WTRI WOR WARM WQXR WN Radii WJZ WDRC WMIR WJZ WKRC WGAT WDNC KDKA WBZ WBZK WBAL WFCI.
Platter-Turner Case Hearing June 15

Court Denies AFM Motion Asking For Delay

By JACK LEVY

WITH all parties, except the AFM, anxious to keep the platter-turner dispute to an early solution, the U. S. Second Circuit Court of Appeals (New York) last week agreed to hear on June 15 the petition of the National Labor Relations Board for a decree to compel NBC and Blue to bargain with NABET irrespective of Petrillo threats of reprisal.

The court denied a motion of AFM counsel for a 20-day postponement in filing its brief which, if granted, would have delayed action on the decree until fall. The motion was opposed by Alvin J. Rockwell, NLRB general counsel, and the case was admitted to the spring calendar. Judges Augustus N. Hand, Learned Hand and Jerome Frank presided.

Error Charged

In the absence of Joseph A. Padway, AFM counsel, Robert Wilson, assistant counsel, asked for the postponement. He argued that it would be inconvenient for Mr. Padway to appear before the court next week and that the union needed more time to prepare its case. However, in view of the court’s ruling, he agreed to have the AFM brief ready by last weekend.

Opposition to NLRB’s petition for an enforcement decree, it appeared from Mr. Wilson’s plea for postponement, will be at least partly based on the contention that the New York Regional NLRB was in error in not investigating more fully a charge filed by AFM that NABET is a company-dominated union.

This charge was filed Jan. 27 under Section 10(b) of the National Labor Relations Act, just prior to the hearing held in New York before Howard Meyers, NLRB examiner, on the complaint institute by the board charging the networks with unfair labor practice in refusing to respect its certification of NABET as a bargaining agent for platter-turners [Broadcasting, Feb. 5]. The charge was dismissed at the NLRB’s request [Broadcasting, March 19] and was understood to have been fully investigated.

The AFM charge accused the NBC and Blue of dominating and conspiring with NABET against the musicians, influencing the selection of officers and control of the union, and that both networks entered into an unfair practice contract against the musicians.

The NLRB’s brief, which will likely raise an appeal to the Supreme Court, which would probably enforce the decree of the lower court. As a result, the AFM may be prevented from enforcing the order of the NLRB.

The brief also states that the Board’s certification of NABET on Nov. 24, 1944 and the commencement of contract negotiations with NABET in recognition of the NLRB action, Mr. Petrillo advised NBC that he would continue to insist on the jurisdiction over platter-turners. “This insistence,” the brief set forth, “was more than verbal,” and was accompanied by an order to members of the AFM not to participate on the Jack Benny program scheduled for Dec. 3.

“It was also made clear to NBC by Petrillo in his brief continued, “that the incident with respect to the Benny program was not a token resistance but ‘was one of a series of events which might necessarily be given on other leading shows, and that we (NBC) would be given a small amount of advance notice as a matter of fact, as to which show on which the orchestra would be ordered not to appear.”

Pointing out that AFM “continued to challenge the finding of the Board” even after the order had been issued on March 31, 1945 directing the networks to bargain with NABET, the brief stated that NBC’s action “has been motivated not only by a desire to avoid the economic hardship which would have resulted to it and many other employees as the result of a series of wildcat strikes, but by its efforts to maintain its broadcasting service to the public, classified as an ‘essential’ wartime service.”

Blue in Middle

The brief for American-blue, filed by Franklin S. Wood, reviewed similar threats against the networks from the AFM if it recognized the NLRB certification of NABET and recalled the testimony of Mark Woods, president, at the hearing before Mr. Myers, when he said, “we were right in the middle” of the dispute.

Urging that the order of the Court be upheld, parties to the brief declared: “. . . if it be plain as it is here that some third party is influencing or threatening to influence the compliance of one or more respondent employers with the Board’s order, the broad equity powers of this Court ought to be such as to encompass the whole problem and remedy the basic wrong by making its order run against the ultimate wrongdoer as well as the respondent employers who with their business are the unwilling holders of the stake in which the jurisdictional controversy centers.”

Pointing out that the case is not the ordinary problem of an alleged unfair labor practice by an employer or a jurisdictional question based on a difference of opinion between one union and an employer but a case in which there are two unions “making conflicting claims over the same job classification,” the brief points out that the NABET network “is entirely willing to abide by the judicial determination made by this Court on the petition of NLRB but unless it is so ordered this Court’s order is binding upon the AFM the question will have been answered academically but the problem will not have been solved.”

JUNE 15 NETWORK CHANGES

THIRTY-THREE stations will change or alter network affiliations June 15, second anniversary of the FCC network monopoly rules banning contracts for more than a two-year period.

Largest hookup is Mutual which will have 28 stations after June 15, now has 27. Blue will have 133, now has 152. NBC will have 151, now has 152.

Box score of transfers (June 15 unless otherwise indicated), follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>To</th>
<th>From</th>
<th>Power (watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPDO</td>
<td>Jacksonville, Blue</td>
<td>Mutual</td>
<td>5,000</td>
</tr>
<tr>
<td>WJHP</td>
<td>Jacksonville, Mutual</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WCBS</td>
<td>(formerly WFTL) Miami</td>
<td>Blue</td>
<td>10,000</td>
</tr>
<tr>
<td>WKTJ</td>
<td>Miami</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WTMG</td>
<td>Ocala, Fla.</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WJBC</td>
<td>Bloomington, Ill.</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>KBTN</td>
<td>Des Moines</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>KOE</td>
<td>Des Moines</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>KSCL</td>
<td>Sioux City</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>WCMN</td>
<td>Ashland, Ky.</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WLAP</td>
<td>Lexington, Ky.</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WCBM</td>
<td>Baltimore</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WPBE</td>
<td>Baltimore</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WCOG</td>
<td>Boston</td>
<td>Blue</td>
<td>500</td>
</tr>
<tr>
<td>WHDH</td>
<td>Boston</td>
<td>Nonnetwork</td>
<td>5,000</td>
</tr>
<tr>
<td>WLAW</td>
<td>Lawrence, Mass.</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>KHHB</td>
<td>Hambl, Mo.</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>KHAS</td>
<td>Hastings, Neb.</td>
<td>Mutual (June 1)</td>
<td>5,000</td>
</tr>
<tr>
<td>KGFW</td>
<td>Kearney, Neb.</td>
<td>Mutual (June 1)</td>
<td>5,000</td>
</tr>
<tr>
<td>WFEA</td>
<td>Manchester, N. H.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WRCN</td>
<td>Cincinnati</td>
<td>CBS</td>
<td>NAB</td>
</tr>
<tr>
<td>WCKY</td>
<td>Cincinnati</td>
<td>Mutual</td>
<td>5,000-1,000</td>
</tr>
<tr>
<td>WBBZ</td>
<td>Ponce City, Okla.</td>
<td>Mutual</td>
<td>NAB</td>
</tr>
<tr>
<td>WCRC</td>
<td>Erie, Pa.</td>
<td>NBC</td>
<td>250</td>
</tr>
<tr>
<td>KGQF</td>
<td>Pittsburgh</td>
<td>Mutual</td>
<td>1,000</td>
</tr>
<tr>
<td>WCAE</td>
<td>Pittsburgh</td>
<td>Mutual</td>
<td>5,000</td>
</tr>
<tr>
<td>WEEU</td>
<td>Reading, Pa.</td>
<td>Blue</td>
<td>NAB</td>
</tr>
<tr>
<td>WRAW</td>
<td>Reading, Pa.</td>
<td>NBC</td>
<td>250 (parttime)</td>
</tr>
<tr>
<td>WIXI</td>
<td>Columbus, S. C.</td>
<td>CBS</td>
<td>Nonnetwork</td>
</tr>
<tr>
<td>WAXA</td>
<td>Yankton, S. D.</td>
<td>Blue</td>
<td>CBS</td>
</tr>
<tr>
<td>WSSV</td>
<td>Petersburg, Va.</td>
<td>Mutual (June 1)</td>
<td>250</td>
</tr>
<tr>
<td>WJRJ</td>
<td>Racine, Wis.</td>
<td>Blue</td>
<td>Mutual</td>
</tr>
<tr>
<td>WBBJ</td>
<td>Sheboygan, Wis.</td>
<td>Blue</td>
<td>1,000-250</td>
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</table>

BROADCASTING • Broadcast Advertising
No. 2 of a Series

P&G Hears as Well as Buys Radio

Reaction Is First Factor In Timebuying By Big Account

By BILL BAILEY
PROCTOR & GAMBLE Co., Cincinnati, is radio’s most ardent listener as well as its No. 1 timebuyer.

That’s why the company has become the nation’s top sponsor, spending more than 11 million dollars annually for time alone.

Several factors must be considered in timebuying, according to William M. Ramsey, P&G radio director. Most important, however, is listener reaction. “We place ourselves in the role of enlightened buyers,” explained the man who has devoted the past 15 years to studying broadcast advertising. “In other words we listen as ardently as we broadcast.”

P&G Renews 6
PROCTOR & GAMBLE, Cincinnati, has renewed sponsorship on NBC for 52 weeks starting July 2 of six daytime serials... "Road of Life, Joey Jordan, M. D., Right to Remem¬ber. All three handled by Compton Adv. Inc., Ma Perkins, agent, Dancer-Fitgerald-Sample; Woman in White, agency, Trenton & Bowles; Pepper Young’s Family, agency, Pedlar & Ryan.

The success of P&G broadcast advertising hinges on seven requisites which might be applied to any business using radio. They are:

(1) Good Taste in Programs. P&G has a policy never to offend a single listener. Although each agency is given complete charge of its respective programs, Proctor & Gamble maintains overall supervision from a policy standpoint.

(2) High Type Programs. The caliber of the show as well as the size of the rating determines the effectiveness of a particular program as a sales medium.

(3) Listening Habits. P&G knows its various audiences, their likes and dislikes. Before a new program is placed it is weighed against all possibilities of acceptance.

(4) Time of Day. A most important element in successful timebuying. A program which might sell in late afternoon may be a flop in early evening. Competition must be considered. Preceding and following programs are not overlooked.

(5) Don’t Kill a Good Program. Tastes change from time to time. It’s better to drop a good program after a long run while it’s still popular than to continue it and wear out the “welcome” with customers. Conversely, give a good program time for acceptance.

(6) Don’t Be Afraid to Pioneer. P&G maintains an experimental fund to try out new ideas, new talent.

(7) Coordinate All Media. When P&G wants to push a certain product in a given area, extra time is acquired on local stations and other media are used. The overall campaign is dovetailed to smash home the P&G sales message.

To Bill Ramsey good taste in programs is one of the first cardinals of good broadcasting. Unlike the printed page, radio can easily offend. One wouldn’t think of entering a friend’s home and saying something that might offend, he pointed out.

“When one of our programs is tuned in we are, in fact, invited into the home of a friend,” he explained. “We want to go back to that home again. Consequently we can’t offend and expect an invitation to return.”

Once Questioned
Only once did a P&G program broadcast a sequence that was questioned. That had to do with a child born out of wedlock—something that might offend the majority of the people. The script was held up while P&G executives conferred. Should it be changed? Could P&G afford to assign blame to its record of clean broadcasting?

The author explained the reason. There was a human lesson involved—a lesson learned by many young folk in real life. Finally the script was cleared. P&G held its collective breath. The experiment worked as it was intended—actually conveying a message of humanity. Not a single protest was received.

Another important factor which P&G takes into consideration is listener habits. The firm knows, for instance, that the women who buy the majority of a certain type of soap turn on their radios at a certain time of day. It knows, too, that another type of soap will appeal to an audience that listens at another time, and so on. Consequently when a certain P&G product is to be advertised, the P&G radio experts consult a maze of surveys.

Still another element is the time of day and that, of course, ties in with listening habits. It’s difficult to buck stiff competition, but P&G has done it successfully. A week never passes but that the people responsible for P&G broadcasts pore over Hooper, C&B and other ratings. They don’t stop there, however. In the company’s own files they have their own method of checking.

When they’re through they come up with a decision. Occasionally the program fails to produce the required results. In that connection Mr. Ramsey recalled P&G experience with the Guiding Light, which went on the air Jan. 25, 1937 for P&G Naphtha soap.

At first the program was scheduled in late afternoon. Naphtha sales didn’t show improvement. The program’s rating was “way down, yet the Guiding Light was a “natural”. Bill Ramsey and his staff studied the situation. They decided to move the program to an early afternoon spot. Almost overnight its rating jumped and P&G Naphtha sales began to increase. For five years the program remained on the air, closing on Dec. 28, 1941.

“The Guiding Light was a good show, a popular one. There was nothing wrong with it when P&G discontinued it. Radio Director

(Continued on page 79)

Full Eisenhower Coverage Permitted

General’s Tour to Get Large-Scale Radio Net Treatment

FULL broadcast coverage of Gen. Dwight D. Eisenhower’s arrival in Washington, scheduled June 18, will be permitted. Radio will have similar opportunity to handle visits of his party to New York June 19 and to Abilene, Kan., day or two later.

Face-setter for return of war heroes was the celebration held May 24 in Atlanta when spectacular coverage was provided for the arrival of Gen. Courtney D. Hodges. While Army officials will not comment on definite arrangements for the Eisenhower entourage, plans drawn up by networks and stations promise complete coverage along with pool broadcasts to be arranged later. Main criticism to date has come from a group of New York independents, based on inability to get permission to place microphones at press conferences held by high Army officials and on refusal of Army Public Relations to allow them free access to exclusive interviews.

In charge of arrangements for the New York and Abilene visits of Gen. Eisenhower are the mayors of the cities, in line with War Dept. custom.

Complicating Washington plans is the fact that District of Columbia commissioners, White House, Congress and War Dept. officials are in charge.

Accompanying Gen. Eisenhower will be his Naval aide, Capt. Harry C. Butcher, USNR, formerly Washington vice-president. Since Capt. Butcher is detailed to the Army, he will not come under War Dept. Public Relations authority.

Definite plans for the Washington celebration have not yet been made, but networks likely will shoot the works. High spot is slated to be Gen. Eisenhower’s speech before a joint session of Congress, tentatively set for 1 p.m. June 18, but definite approval of arrangement has not been given.

All networks last Friday revealed plans to broadcast the speech to Congress. A meeting with radio and press was to be held by the District commissioners office Monday.

Less reticent than Army officials was Mayor LaGuardia of New York, who is in charge of the city’s welcome celebration. The Mayor announced Thursday that Gen. Eisenhower will be available to radio if any other news agencies are permitted interviews.

June 19 has been set aside by the Mayor as “Eisenhower Day.” Plans call for a reception committee to meet the party at the airport, a parade, welcoming rally at an outdoor location in Manhattan and public dinner. Radio will be permitted to describe the day’s activities from the scene, the Mayor said, and can broadcast the Eisenhower speech at the dinner should the public be invited according to schedule.

Networks and stations are setting up tentative arrangements despite lack of exact times. NBC plans complete coverage but has not specified time. CBS has not yet

(Continued on page 78)
"Spreads like a forest fire" is an expression most everyone knows. It's a cliche, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H ... the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest city, the greatest number of listeners for each dollar spent.

Tom Tinsley, President  Represented Nationally by Headley-Reed
Baltimore, Md.

U.S. MARINE CORPS PHOTO
NOW is the time for radio to organize its own news service.

The networks have trained more than 100 competent foreign correspondents and about as many home correspondents and commentators here at home during this war. A comparatively small percentage of these specialists will be needed for network or individual station operation after the war. But their abilities would be invaluable to a radio news service.

Greater Protection

They know how to obtain news in many fields where experience is essential. Their names are familiar to the listening public and would lend authority to the news dispatched, quoting the correspondent. Since they are familiar with the business of broadcasting, they could evaluate and write news properly for radio.

The use of these trained broadcasters in bureau and correspondent's posts at home and abroad would provide the radio news service subscribers with instant on-the-spot eye-witness broadcast service covering the globe. On a news story of unusual importance, the radio-trained correspondent could do more than file a news story—he could give an eye-witness description by shortwave, for both networks and individual stations using the service. In cases where direct shortwave coverage was impossible, the description might be transcribed.

The possible distribution of correspondents would blanket the United States so that remote coverage would be quickly available for any major happening, anywhere in this country or the foreign correspondents and bureaus should be able to do almost as well abroad. It would give networks as well as individual stations far greater protection than they could afford otherwise.

Stations Could Help

The stations using the radio news service could help in providing nationwide coverage. News editors of the stations that have trained men in that capacity could become top stringers, paid perhaps a flat base of $8-$10 a month plus one cent per word and a bonus for shortwave and tips on especially hot stories. Reporters in the larger towns and editors in the smaller communities could be used to complete the list of stringers.

A little money would mean nothing to the radio service because those news services already paying by the present news services plus frequent contact work would definitely give better string news protection than the money-earning off-hours man (I know this can be done because I have handled the job for INS and UP as well as two different radio news bureaus I organized myself.)

The individual radio stations employing the service could expand the facilities for on-the-spot high-speed broadcast coverage of news by handling remote pickups for the entire list of subscribers in some cases.

It seems likely that at least 300 new FM and AM stations will go on the air after the war. These stations will all be good markets for a radio news wire. In addition, the present radio stations have recently witnessed some glaring and inexcusable maltreatment of news by one of the major news services. Another service has of late provided many annoying minor inaccuracies. Both the press services with radio news wires still subordinate radio to the newspaper.

The news is gathered and written first for the newspapers and then rewritten for radio, which results in delay on the radio wire. The bureau split service is inadequate, inaccurate, slow, and repetitive. Services have sent the same story repeated five times in eight hours, and not an important story, either. The first thought in the key bureaus and the outlying bureaus is to serve the newspapers. And these agencies have completely missed too many good stories on the radio wire recently.

Third Service

Examples are the 500,000 increase in tire allotments, the voluntary clothing rationing plan, the final playoff game for the unofficial college basketball title, and the Snead-Nelson golf playoff. So much for the two radio wires. The third news service has good foreign and quick covers, but its news is frequently too awkward in construction for broadcast, and it does not have enough district coverage.

Most radio executives are familiar with these shortcomings and many of them should be receptive to a new service that promised to overcome them.

An ideal name for the radio news service would be "Radio News". It would identify it with radio, in contrast with those that label themselves with the newspaper tag "press". And it would be a natural lead-in for special bulletins and introductions for correspondents.

"Here is a late Radio News Bulletin; here is your Radio News Correspondent from the mechanical standpoint, it would be advisable to have per-
POINEERING
that still goes on

1. In the early twenties bulletins from the Oklahoman and Times newsroom were being aired over WKY, point-
ing the way to a new and dramatic method of news dis-
ssemination. Today this pioneering penchant of WKY is
expressing itself in a new antenna towering 915 feet sky-
ward over Oklahoma City.

2. Founded as a protection against a depression-enforced
curtailment of rail schedules in 1931 and as insurance
against interrupted delivery of the Oklahoman and Times
to subscribers, Mistletoe Express Service today has no
counterpart in moving every type of merchandise into every
part of Oklahoma.

3. For a trade paper campaign urging advertisers to
"use leading newspapers in important markets, with domi-
nant space weekly or oftener, in 13-week cycles" the
Oklahoman and Times earned the Annual Advertising
Award in 1939. A greater reward for this pioneering came
in 1945 with the announcement by the H. J. Heinz Com-
pany of an advertising program patterned after this precept.

4. Bringing to Oklahoma farmers cooperative marketing
plans for cotton, wheat, broomcorn and livestock, Farmer-
Stockman editors have done far more than edit a farm
paper. Theirs has been a life of pathfinding, of pioneering.
Their policies are a policy of teaching, not by telling how
to do it but by showing how the other fellow did it.

MISTLETOE EXPRESS ★

The pioneering spirit which converted an un-
broken prairie of buffalo grass into a spotlighted
metropolitan market in fifty-six years has been the
inspiration for the four greatest merchandising
forces in the Southwest. These factors, like the mar-
ket they serve, started from scratch. They snow-
balled to peak power as the greatest newspapers,
the most influential farm journal, the most listened-
to radio station and the most dependable express
service in their respective service areas because
they are only content to do an extraordinary job in
an extraordinary way.

FARMER STOCKMAN ★

The OKLAHOMA
PUBLISHING
COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

June 11, 1945  •  Page 21
ON JUNE 15th SOMETHING

Born during and matured by our nation’s greatest struggle, America’s youngest network has evolved a new concept of radio.

On June 15th, the Blue Network will become the American Broadcasting Company. To live up to this name is a big order, but we think our short history proves we are up to the task.

During January of 1942, with the world at war, a group of experienced business and radio executives—men who had new ideas about the role of radio in a democracy—began to operate the Blue Network as an independent network.

During the next three years, whole nations were engulfed and enslaved. Freedom of speech was denied millions. During these three years, radio assumed mounting responsibilities to 130,000,000 American people—and this new network learned to take the momentous in its stride.

Never did so many need to know so much.

Out of its tumultuous existence, the Blue Network formulated a new concept of public service in radio: a daring new version of “freedom on the air.” We picked newsmen and commentators with experience and a sense of responsibility—and then let them express their own opinions. We review their scripts only for good taste and for competent newsmen and authority—not for censorship; because we believe that no man is wise enough to know what the public should, or should not, hear. We trust the American people. Experience has proved that, given the facts, they will make sound decisions.

Entertaining a Nation

Radio serves a great function by bringing relaxation and entertainment into the homes of our people. We, therefore, have an obligation to bring to them good entertainment—the best possible.

During the past season, listeners to this network have regularly heard Ethel Barrymore - Charlotte Greenwood - Guy Lombardo - Quiz Kids Lum & Abner - Walter Winchell Andrews Sisters - Drew Pearson Captain Midnight - Arlene Francis Alan Young - Earl Godwin William Bendix - Darien for Dough Jack Armstrong - Terry and the Pirates - Dick Tracy

Also presented were such outstanding programs as the Metropolitan Opera, America’s Town Meeting, the March of Time, and the Boston Symphony. The first organized broadcast of the famous Herald-Tribune Forum, and conferences on international security organized by Sumner Welles and Orson Welles, were some of the special features. Regular programs were created by and for labor, management, the Army Air Force, and the Navy.

A Young Network Comes of Age

Growth came fast to this youngest of America’s networks. As a result, the network that started in 1942 with 116 stations now has 196 stations coast to coast. Over 22,000,000 homes in America can tune in to the programs that originate on this network, and if you add together the audiences of our various shows over a period of a week, the total is 475 million people. People to whom radio listening is a vital part of their lives. This is the dimension of our opportunity and responsibility.

A Pledge to Tomorrow

The challenging years ahead will, we feel, bring new significance to our ideas which have already served the country. So we rededicate ourselves and all our facilities to the constant alerting of the minds of our people . . . to finding and presenting new shows and stars of tomorrow. For only by giving America all the unbiased facts, and by giving them the best in the field of entertainment, can we continue to live up to the great responsibilities which are those of a radio network serving a great nation.

American Broadcasting Company

* Tune in your American Broadcasting Company station for a special full hour program. Friday, June 15th, 10 P.M., EWT.
These 13 stations join The American Broadcasting Company on June 15th...13 more stations whose owners and managers feel that they can serve their communities better by being on America's youngest network. It means more listeners for the American Broadcasting Company, it means 196 stations coast-to-coast, making programs of this network available to over 22,000,000 homes, and at a cost per thousand that makes the "American" the biggest value in radio today.
Good Future for Shortwave is Seen
Way Is Being Paved For Commercial Undertaking
By FRED HENRY
Ensign, U. S. Naval Reserve

IF INDIA is any example, American broadcasting is going to play a tremendous postwar role in the international radio field.

The surface has not even been scratched in the possibilities for commercial shortwave, but the way is being prepared, perhaps unconsciously.

The above two facts, definitely interlocking, are mainly the result of extensive release overseas of American radio programs. Foreign audiences have become educated to American broadcasting for the first time. Frankly they are crazy about it, and they don't intend to do without it after the war. And if the areas in which they live revert to the pre-war functioning, these people will search the dials for America's stations. Therein lies the opportunity for U. S. commercial shortwave.

Prefer U. S. Radio

Prior to January 1944, the only radio reaching the India and Burma area was the BBC and the local All India Radio, usually relaying BBC. By the first of February 1944, the combined British-American radio section of Lord Mountbatten's Southeast Asia Command had started broadcasting two hours a day, using a 7.5-kw shortwave transmitter covering all of India and Burma. For the first time American personnel in the area received U. S. sport news, home news, Bob Hope, Jack Benny, the Telephone Hour, etc. British programs were included in this "combined operation", but a survey of British forces soon revealed 97% listing American "variety programs" as their number one choice.

The broadcasting was for the armed forces, but it was actually "party-line", with of course many more persons than merely the armed forces personnel listening. Much of the credit for the continued expansion of shortwave radio to the British and American personnel in the early days of 1944 is due Mountbatten. It was through his constant effort that more time was continually obtained. In March 1944 Mountbatten was in Burma and struck his eye on a bamboo pole. He was hospitalized for several days, and there obtained a real opportunity to hear the radio reaching the front areas. He saw at first hand its value, and soon the time schedule was expanded to ten hours a day, on a 100-kw shortwave station.

By the spring of 1944 the advent of the first Armed Forces Radio Service stations into the theater started what might be termed the eventual complete American radio occupation of the air-lanes. And

ENSIGN HENRY recently returned to the U. S. after serving as Radio Officer on staff of Lord Louis Mountbatten, Southeast Asia Command. He was formerly director of news and special events, KMPC Hollywood, and network news broadcaster.

Bakersfield Going American

KPMC
Baltimore's Big Home Town Station

On June 15th  ★  A Member of

The American Broadcasting Company
The Blue Network

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO. • NEW YORK AND CHICAGO
SHORTWAVE SERIES
STARTED BY NAVY

TOPRANKING Naval and civilian officials are scheduled for a new Navy shortwave series which began June 5, beamed to ships and stations throughout the world through facilities of the Armed Forces Radio Service. Titled The Navy Reporter, programs are built around questions sent in by Navy, Marine and Coast Guard personnel, and answered by high-ranking officers and civilian experts.

Servicemen are represented on the program by George T. Wendell, USNR, Motor Machinist Mate First Class, who asks the questions on the air. Known as “Freckles” since he played that part in Our Gang comedies several years ago, Wendell was wounded on Guadalcanal, and stayed in a foxhole 15 days before he could be moved.

Series is under the “sponsorship” of Secretary of the Navy Forrestal, who introduced the program on the air last Tuesday. Officer in charge of unit handling the series is Lt. Charles J. Gilchrist, USNR, former director of news and special events, WBZ-WBZA Boston-Springfield, and ex-chief of the radio section, War Finance Division, Treasury Dept. Announcer and news editor is Radarman Second Class Paul Sullivan, USNR, ex-CBS commentator, and reputedly the first newscaster to go to Europe.

WCOP the Cowles station, is pleased to announce its affiliation with the Blue Network of the American Broadcasting Company, effective June 15th.

WCOP taps the entire listening area of Greater Boston. Here live 2,300,000 people with the highest per capita purchasing power in the United States. Their homes are 97% radio equipped, making it the most radio-conscious section in the entire United States. The Metropolitan Boston area served by WCOP contains 55% of the state's population.

WCOP offers a fine combination of locally noted programs with nationally famous shows...to one of the richest merchandising areas in the nation.

Rates and availabilities through any Katz office.
U. S. Programs Rebroadcast for G. I.'s Create Possible Markets in Australia

AUDIENCE following and sponsor identification developed in Australia through popular programs broadcast for the G. I.'s might well offer a fertile field for advertising and marketing of American goods in the Commonwealth, it was suggested by William Kadison, Red Cross correspondent, in a recent interview with Broadcasting. Mr. Kadison, who produced the Mutual program Your Red Cross Reporter in Australia, has returned to duty in the Philippines after conferring with Red Cross headquarters in Washington.

Curtailment of G.I. radio in Australia with the transfer of American troops to the Philippine area, he reported, has left a void among Anzac listeners who have become avid fans of Fibber McGee and Molly, Jack Benny, Bing Crosby, Hour of Charm and other network programs, rebroadcast, with commercials deleted, by the Armed Forces Radio Network. Since the departure of most of the Yanks, Mr. Kadison said, Australians have written him that the programs are greatly missed.

With the audience base already established, it would seem that the sponsors of those programs which distribute or plan to market their products in Australia might well continue the broadcasts, with commercials, by means of recordings. Since stations in Australia “fought” to give time for the G.I. programs, he said, they would doubtless be willing to sell time for the same shows. Two of the three networks in the Commonwealth, he explained, are commercially operated but because of the high cost of land lines the G.I. shows were broadcast directly by the stations.

Your Red Cross Reporter, started by Jack Shaw of Mutual, is now being produced in Manila by Susan Tate, a Washington, D. C., girl who went to Australia as a Red Cross hospital secretary. The program, containing interviews with G.I.'s, is now carried by 55 Mutual stations.

John Frazer

LT. (j.g.) JOHN FraZER, former NBC staff announcer in Hollywood, has been reported killed in action in the Pacific, where he was a combat intelligence officer attached to a Navy fighter squadron. Lt. Frazer is the first NBC Hollywood employee definitely reported lost in action. Ben Byers, naval flight officer and former member of NBC's press department, has been listed as missing in action over Germany since 1943. Before entering the service Lt. Frazer was the announcer on Signal Carnival, Noah Webster Says and several network sustaining programs.

Bouquets to WHIO

WHIO Dayton received three letters recently, each attributing to its aid the success of a different war drive. The commanding officer of the WAC recruiting office wrote to thank the station for a program which stepped up enlistments in the medical technicians; the local housing committee informed that the station's cooperation was solving the problem of finding rooms for military personnel; and the Boy Scouts offered thanks for putting their clothing drive over the hump.
It's a new War Baby—yet it's—

★ WELL EQUIPPED
★ BEAUTIFULLY DESIGNED
★ ADEQUATELY STAFFED
★ PERFECTLY PROGRAMMED
★ CENTRALLY LOCATED IN PENNSYLVANIA'S BEAUTIFUL CAPITAL CITY

The Baby Blue is affiliated with American Broadcasting Co.

BLACKSTONE BUILDING
112 MARKET STREET

ESTABLISHED MAY 29, 1945

1400 k. • fulltime • 250 w.

HARRISBURG PENNSYLVANIA

 Represented Nationally by . . . . WEED & COMPANY

NEW YORK—CHICAGO DETROIT—SAN FRANCISCO BOSTON—HOLLYWOOD
Radio Wins Equal Rights at UNCIO

Medium Fully Prepared To Cover Any News Story
By D. HAROLD McGrath
Sept., U. S. Senate Radio Gallery

WHEN Secretary of State Stettinius convened the first plenary session of the United Nations Conference on International Organization on April 25 there unquestionably were present more outstanding radio "news voices" than were ever gathered together in one place.

Radio was fully prepared to thoroughly cover what appeared likely to become the most outstanding news story in American history—the writing of a charter for peace by the United Nations.

Climatical events on the European battlefields unquestionably overshadowed the story at San Francisco at its most interesting period. Many in attendance charged that the event was being over-covered by some media but there could be no question about the radio news world being the best equipped to meet any situation that might arise in San Francisco. The number of radio newsmen covering UNCIO, who have had foreign experiences, was much larger proportionately than for any other medium.

Long the step-child at international conferences, radio news was accorded every equal right at San Francisco by the public relations offices of the State Dept.

On March 6, Richard Harkness of NBC, newly elected president of the Radio Correspondents' Assn., Washington, was called to the State Dept. by Lincoln White, special assistant to Michael J. McDermott, chief of press relations, to discuss the procedure of accreditation for radio at San Francisco.

At prior international conferences radio newsmen and women were checked by the Department with the Radio Correspondents' Assn. but actual accreditation was given only on the authority of the State Dept. officials. Mr. Harkness agreed to represent the Assn. at a meeting with Department officials and those of the major networks to discuss radio's position at the Conference. At this meeting it was unanimously agreed that all radio accreditation should be cleared through the Radio Correspondents' Assn. Designation of the writer as accreditation officer under the direction of Mr. Harkness and the members of the executive was then made by the State Dept.

On his return from Mexico where he had been attending the Pan-American Conference, Mr. McDermott met with Mr. Harkness and discussed procedure. Because of the peculiarity of the story at San Francisco—its principal concern being on international problems—it was not anticipated that the event would attract many radio news people outside of the major chains.

2,500 Approved

The first list of applications quickly dispelled that line of thinking. The success which had attended the specific coverage of the two national political conventions last year made the San Francisco conclave alluring. Every section of the country was listed in the early applications and when the listings of those accredited appeared in Broadcasting, independent and affiliated stations made frantic appeals for consideration.

More than 2,500 applicants for accreditation for radio, newspaper, periodical, movie and still pictures (Continued on Page 38)

RACINE is an unusually good market

Racine is not a Boom Town — it has 160 diversified industries, is second in income tax payments in Wisconsin, has over 19,000 industrial wage earners and a weekly factory payroll in excess of $1,111,700.

ABC and Wisc. Networks

WRJN

Racine, Wisconsin
KRNT joins the American Broadcasting Company on June 15. Ten years of close, friendly contact with those who live in its listening area has enabled KRNT to know what people out here want to hear. That's why the stars shown on this page ... and the numerous other ABC artists ... have been invited to get on the KRNT Bandwagon.

These additions to KRNT's own popular radio personalities make the KRNT Bandwagon an outstanding vehicle for advertising your product. So hurry ... hurry! Get on the KRNT Bandwagon.
NETS COMMEMORATE D-DAY ANNIVERSARY

FIRST anniversary of D-Day was commemorated June 6 by the BBC with a special program opening with Gen. Eisenhower's announcement of the Normandy landings and the reading of first SHAPE communiqué rebroadcasts of dispatches filed by BBC correspondents. Program was carried by the Mutual Network and WMCA New York, WLS Chicago and other independent stations across the country.

NBC broadcast two special D-Day anniversary shows, at 9-9:10 a.m. with W. W. Chaplin, NBC war correspondent, speaking from the Normandy beachhead, and at 8 a.m. when Lt. Gen. George C. Kenney, commander of the U. S. Far Eastern Air Force, spoke on the World News Roundup. Ed Hasker, John MacVane and Stanley Richardson, members of NBC's staff, also recalled their experiences of that day.

Blue Network broadcast a special observance, 4:30-4:45 p.m., in which George Hicks, who made the original D-Day broadcast, spoke from London with Art Feldman now in London and Jack Hooley who spoke from Guam but who was in London on D-Day.

PROUDLY dubbed "the Garand rifle of radios", the U. S. Army Signal Corps' medium-range two-way mobile set SCR-506 has amply demonstrated that it can "take it". Built to endure severe punishment, the set has become a challenge to communication soldiers who have determinedly but vainly tried to "finish off that damned set".

Information just released by the War Dept. discloses that SCR-506 was planned and developed at the Fort Monmouth (N. J.) Signal Laboratories back in 1941, given "punishment tests" near San Antonio, Tex., and Fort Riley, Kan.

During one of these tests, the Dept. relates, an officer, intent on throwing the set out of commission, drove a command car speedily down a hill and attempted to hurl it into a deep ditch. But the hurdle was too much and the car crashed. Badly shaken, the officer and radio operator were astonished to find the set not only undamaged but in "good voice". They promptly used it to call for aid in pulling the car from the ditch.

The SCR-506 delivers up to 90 w output in the frequency range from 2,000 to 4,500 kc, with instant selection of one of five completely pre-tuned frequencies, permitting messages to be sent in rapid succession to five widely scattered posts merely by turning a switch. It was designed to function on continuous wave but to satisfy particularly demands grid-bias modulation was ingeniously installed in the compact box and voice operation was added.

Prof. C. W. Caldwell

PROF. CHESTER W. CALDWELL, 42, head of Purdue U. electrical engineering research and electronics department, died Tuesday, July 7, as a result of a heart attack while conducting a class. Prof. Caldwell formerly was head of the Electrical Engineering School at the U. of South Dakota and was the author of textbooks on radio and electronics. He is survived by his wife and three children.

SPORTS
WHN WHN WHN WHN
1050 1050 1050 1050

MUSIC
WHN WHN WHN WHN

NEWS
WHN WHN WHN WHN

DIAL 1050-50,000 WATTS

KEMB
THE BASIC BLUE NETWORK
[RACING COAST]
SAN DIEGO, CALIF.

980 K. C.

Page 30 • June 11, 1945
Field Strength Measurements by Page and Davis, Washington, D.C.

DAYTIME COVERAGE
- 1,901,582 Population
- 181 Cities and Towns
- 493,959 Radio Families
- $649,098,000 Annual Retail Sales

Above Figures are For Intense Area Only

WLAW
LAWRENCE, MASSACHUSETTS
5000 WATTS — 680 KC
WEED & COMPANY — NATIONAL REPRESENTATIVES

BASIC BLUE OUTLET (AMERICAN BROADCASTING COMPANY, INC.)
First From Berlin

FIRST broadcast from Berlin since its surrender was heard in the U. S. June 5, 10:23-10:28 a.m. Roy Porter, NBC correspondent representing the combined American networks, described first meeting of the Allied Control Commission in the German capital. Only network to carry the broadcast was NBC, which broke into Laura Linton, Babbitt Inc. program. Mr. Porter spoke from an airplane in the Templehoff Airdrome just outside Berlin. His broadcast was relayed by portable transmitter to Paris, then to the States.

Mail Pouch Plans

MAIL POUCH TOBACCO Co., Wheeling, W. Va., will feature David Newell, editor of “Field and Stream,” and Jim Hurley, outdoor editor, “Y. Daily News,” in the Sportmen’s Club of the Air, replacing Counterpaw on Blue. Wed. 8:30-9 p.m., beginning June 27. Hunting, camping and fishing will be the topic of discussion for both the “neophyte” and the old-time outdoor sportsman. Dramatic vignettes will be used to illustrate talks. Producer-director will be Victor Seydel, of Walker & Downing, Pittsburgh, Mail Pouch agency.

Research Section

Started by Katz

In Operation for Six Months; Department Headed by Salk

AN AUDIENCE research department to improve sales material for use in the national field and to provide useful data for client stations has been in operation at the Katz Agency since December 1944. The New York representative firm revealed last week, and is now conducting intensive listener investigations. The department is headed by Robert Salk, formerly with the CBS research department.

The investigations now being conducted are intended to indicate the degree of success of stations local programming and the degree to which it penetrates their coverage areas.

Industrial Surveys Inc., organization identified with CBS listener area studies, is doing some of the field work for the Katz studies. These surveys are part of the mail Pouch agency technique developed by the CBS owned and operated department and applied to the network’s M & O stations for the past three years.

First study completed is one for WAVE Yankton, S. D., which covers a hitherto unsurveyed rural area of 80 counties containing 105,000 radio homes. It reports listening for the week of March 19-26 from 6 a.m. to 12 midnight.

Show Marks Change

TO MARK the dropping of the “Blue Network” identification and the use of American Broadcasting Co., June 15, the network will broadcast, 10-11 p.m., a drama based on the theme of the vital meaning of freedom of information to men everywhere. Starring Thomas Mitchell. Paul Porter, FCC chairman, will speak briefly.

Page 34 • June 11, 1945
FCC Reports Station Income Last Year 47% Over 1943

BROADCAST INCOME of 836 standard stations in 1944 was $68,888,110, an increase of more than 47% over 1943 and more than double the income of 1942, the FCC reported last week. Average income per station was $85,402 in 1944, as compared with $55,948 in 1943 and $36,488 in 1942. Only 33 stations reported losses last year, as against 85 in the red during 1943 and 188 in 1942.

Increases aggregating $22,678,087 were reported in 1944 by 975 stations, whereas decreases totaling $82,558 were claimed by 71 stations, making the net increase in 1944 over 1943, $92,115,598. In 1943 increases aggregating $16,689,719 were reported over 1942 by 974 stations, while 94 outlets reported decreases totaling $421,032, making the total increase of 1943 over 1942, $16,268,687.

The FCC reported 919 standard stations in operation during 1944 in the U. S., Alaska, Puerto Rico and Hawaii. That included 35 non-commercial outlets. Of the 884 commercial stations, 24 have not submitted financial reports, while 24 stations were not in operation during the three years included in the FCC financial summary. Nine key stations of the major networks also were excluded in the tabulation.

Following is a summary of the broadcast service income as reported by the 836 stations during 1942-44:

<table>
<thead>
<tr>
<th>Year</th>
<th>Stations Reporting</th>
<th>Reporting Losses</th>
<th>Income Reported</th>
<th>Losses Reported</th>
<th>Total broadcast service income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>668</td>
<td>33</td>
<td>$31,055,844</td>
<td>$1,291,950</td>
<td>$32,347,794</td>
</tr>
<tr>
<td>1943</td>
<td>751</td>
<td>33</td>
<td>$47,217,978</td>
<td>$445,397</td>
<td>$47,663,375</td>
</tr>
<tr>
<td>1944</td>
<td>803</td>
<td>33</td>
<td>$69,099,845</td>
<td>121,735</td>
<td>$80,835,680</td>
</tr>
</tbody>
</table>

PA Scripts
PRESS ASSN., New York, has increased its radio script service, since formation several months ago of a program department under Andrew Lang, functioning separately from the PA news service. A total of 27 "Telescripts" a week consisting of five, ten and fifteen-minute programs of all types are now distributed in addition to a weekly and a monthly newsletter of 4,000 words each, two network news programs; a half dozen special programs with a news element and a newsreel feature. Department has been expanded to 33 members, the most recent addition being Raphael Hayes, who has done scripts for Cavalcade of America, Words at War and other programs.

Desperate Desmond
CONNIE DESMOND did some unusual sportscasting May 30 when he broadcast for more than six hours the Brooklyn Dodgers game on WHN New York and continued the next day with a three-hour stint, including commercials. Mr. Desmond, who normally shares the assignment with Red Barber, took over the entire coverage when Red was called to the bedside of his father in North Carolina.

Reynolds Sub
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., will sponsor a mystery series as a summer replacement on NBC for Abbott and Costello Thurs. 10-10:30 p.m. beginning around the first of July, and running 8-10 weeks. Program will be scripted and produced by William Esty & Co., agency in charge, and originate in New York. First plots are now being drafted.

WOV Case Delayed
ORAL ARGUMENT in the proposed transfer of control of WOV New York by Arde Bulova and Major Harry D. Henshel to Murray and Meyer Mester was postponed last week by the FCC from June 13 to July 25. It was the second postponement granted the Mester brothers, oral argument originally having been set for May 23. Following hearings last summer, the FCC proposed to deny transfer of controlling interest in Wodaam Corp., licensee of WOV, to the Mesters for $800,000 [Broadcasting, April 2].

Plants Win "E"
PRESTO Recording Corp., New York, and Garod Radio Corp., Brooklyn, have been awarded the Army-Navy "E" in recognition of outstanding performance on war work. All employees may wear the Army-Navy "E" pins.

57.7% of all Iowa families "Listen Most" (night) to WHO
(55.6%, daytime)
Write for complete facts!
35,000 Watts - Des Moines
Free & Peters, Representatives
We are proud indeed to become an affiliate station of a network that has made such rapid strides in the past few years. Our hats are off to the AMERICAN BROADCASTING CO.
WHEN THE "FREEZE" IS OFF!
Frozen-food storage units, refrigerators, home air-conditioners...almost any luxury equipment you can name will be well within the reach of Iowa farmers when Uncle Sam says okay.

Meanwhile these food producers are buying millions of dollars worth of equipment vitally needed in their big business of farming. They're well able to do so. Even back in 1943 their average farm income was $7,672. Last year it advanced to well over the $8,000 mark...and it's still going UP!

America's No. 1 Farm Market is worth the attention of any advertiser. KMA is the No. 1 Station in this area because KMA gives it what it wants and needs. Personalized entertainment...carefully-edited market reports indicating the best times to buy and sell...every local program tailored to rural listeners (plus the best of the Blue Network)...these are what we supply.

Does such a policy pay? Well, it brings in double the quantity of listener-mail received by any other station in this area!

We'd like to tell you more about a full-time farm station. Or just call Free & Peters!

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.

Radio Wins Right
(Continued from Page 38)
were finally approved at San Francisco. Of that number 487 went to radio. At the national conventions in Chicago the ratio of newspaper to radio representatives had been more than 3:1. At San Francisco it was less than 2:1.

Radio's preparations to do the job made its impression on Conference officials. Facilities for service called for larger requirements than for other media. Cooperative competition prevailed among networks and independents—each unit making every effort to do a top job on its own but at the same time adjusting programs to meet the requirements of the Conference and its participants.

Radio's ability to report an event while it is happening necessitates coordination and a coordinator. J. Leonard Reinhart had been designated to do that job before the death of President Roosevelt. When it developed that just at that time President Truman was making use of his services the State Dept. called upon OWI for help and that organization loaned Willet Kemp- ton, its assistant director of radio relations, for the job. Mr. Kempt- ton's work proved outstanding in making smooth the physical and mechanical road of the several organizations so that the listening world—and the radio setup at San Francisco was serving all the world—could get the story without a hitch. In frequent conference with the executives of the various radio units, Mr. Kempton made certain of equal opportunity to all of them for broadcast of outstanding special events.

Radio's position in the press relations office of the State Dept. and incidentally the name of this unit as well as all others of similar activity should carry the word radio along with press—has unquestionably been improved. At the same time the radio news world is indebted to the chief of that department, "Mike" McDermott, and his assistant "Link" White, for a cooperative understanding that helped smooth out many a problem.

Recognition of the Radio Correspondents' Assn. as the "spokesman" of the radio news world has in turn been justified by the fact that those accredited by it to the Conference were willing to go all out at any time in giving the story to the world.

Urban Heads NBA
AT ANNUAL meeting held at Fremont, Neb., the Nebraska Broadcasters Assn. voted to continue statewide war effort network on a weekly basis. The following officers were elected: Lumir Urban, KORN Fremont, president; Duane Watts, KHAS Hastings, vice-president; Art Thomas, WHAL Plattsmouth, director; Gordon Gray, KOIL-KFOR Omaha-Lincoln, director; John J. Gillin Jr., WOW Omaha, NAB representative.

Tracks Birds
ANOTHER postwar application of radar has cropped up. This time it will be used to follow the migration flights of birds. The idea was revealed in an article in Science by Prof. Maurice Brooks of West Virginia U. who developed it after hearing from a naval officer friend that the radar on his ship often detected the presence of hawks, buzzards and other large birds at ranges as great as 6,000 yards. Prof. Brooks plans to install the equipment on a high mountain top.

Letter to the Editor
EDITOR BROADCASTING:
In the May 7 issue of BROADCASTING, page 58, item concerning the death of Dante Augustine, details credited to "CBS Executives" are incorrect.

This office has been conducting an investigation and although not completed, some of the established details are as follows:

Mr. Augustine was NOT alone in the laboratory at the time, as previously stated, several co-workers and a laboratory assistant were among those of whom he was known as he fell; he was an APPRENTICE Technician, not a Technician, and was working without direct supervision; a loud discussion being carried on within a few feet of the man in the laboratory, and CBS Executives were taking part; the volt- time was found to be nearly 500; test equipment being used by the man at the time, was found to be defective.

Mr. Augustine was a member of this Union and as such, this office would appreciate your publishing a corrected version of the tragedy.

CHARLES A. CALAME, Business Manager, Radio Broadcasters Technician Union
Local 1212, New York

Waltham Video
WALTHAM WATCH Co., New York, June 14 or June 22 starts first regular use of television as sponsor of two time signals per evening, each week on WNET New York, NBC television station. Commercial will include a 45-second film story of the importance of the time in aviation and other fields, and a 15-second product display. Arrangements were made by Don McClure, television director, N. W. Ayer & Son, New York.

Lee Mystery on MBS
FRANK H. LEE Co., Danbury, Conn., will sponsor the Mysteries of Crooked Square on 210 MBS stations Sun-10:45 P.M. for 10 weeks beginning June 17, as a summer replacement for Dale Carnegie's Little Known Facts About Well Known People. It will be an original mystery, written by James H. Hawkins and packaged by National Concert & Artists Corp., New York. Agency is William H. Weintraub & Co., New York.

Several Blue Cooperative programs are still available for sponsorship on these Network-owned stations, located in 4 of the most important buying centers in the U. S.

Now's the time to investigate.

WJZ New York
50,000 w 770 kc
"Your strongest voice in the world's richest market."

WENR Chicago
50,000 w 890 kc
"Serving one-tenth of the Nation."

KECA Los Angeles
5,000 w 790 kc
"There's a reason when KECA is the most sold-out station in L.A."

KGO San Francisco
7,500 w 810 kc
"The San Francisco radio picture has changed...and it's KGO that's changed it."

For information, consult any of the Blue's own stations listed above.

AMERICAN BROADCASTING COMPANY
The Blue Network

Page 38 • June 11, 1945
Blue Network Co-operative shows are sponsored locally by...

<table>
<thead>
<tr>
<th>Company</th>
<th>Cities</th>
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<tbody>
<tr>
<td>WARD BAKING CO.</td>
<td>20</td>
</tr>
<tr>
<td>SEARS ROEBUCK &amp; CO.</td>
<td>4</td>
</tr>
<tr>
<td>C. F. MUELLER CO. (MUELLER MACARONI)</td>
<td>4</td>
</tr>
<tr>
<td>McKESSON &amp; ROBBINS</td>
<td>3</td>
</tr>
<tr>
<td>ROYAL CROWN COLA BOTTLE CO.</td>
<td>21</td>
</tr>
<tr>
<td>COCA COLA BOTTLES</td>
<td>4</td>
</tr>
<tr>
<td>7-UP BOTTLES</td>
<td>5</td>
</tr>
<tr>
<td>J. C. E NO, INC. (DRUG PRODUCTS)</td>
<td>3</td>
</tr>
<tr>
<td>PHILLIPS PETROLEUM COMPANY</td>
<td>2</td>
</tr>
<tr>
<td>LEAF GUM CO.</td>
<td></td>
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<tr>
<td></td>
<td>Chicago, Ill.</td>
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<tr>
<td>DUBONNET WINES</td>
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<td></td>
<td>Cleveland, Ohio</td>
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<td>SAFeway STORES</td>
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<td></td>
<td>Portland, Oregon</td>
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<tr>
<td>THE BORDEN CO.</td>
<td></td>
</tr>
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<td></td>
<td>Oklahoma City, Okla.</td>
</tr>
<tr>
<td>E. I. du PONT de NEMOURS &amp; CO. (INC.)</td>
<td></td>
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<td></td>
<td>Richmond, Va.</td>
</tr>
</tbody>
</table>

...and many others

These great network programs are broadcast LIVE. Local sponsors pay only for their own areas...

- **RAYMOND SWING—News**
  - 7:15 PM EWT—World famous news, broadcast direct from Washington, Monday thru Friday, 15 minutes.

- **CONSTANCE BENNETT**

- **JOHN B. KENNEDY—News**
  - 2:00 PM EWT—Noted writer, former commentator and radio analyst. Direct from New York. Monday thru Friday, 15 minutes.

- **HEADLINE EDITION**
  - News
  - 7:00 PM EWT—More famous people heard on this news program than on any other radio show. Monday thru Friday, 15 minutes.

- **The Adventures of CHARLIE CHAN**
  - 6:45 PM EWT—Famous Oriental detective. Shows interesting insights into the world of the Orient. Broadcast Monday thru Friday, 15 minutes.

- **BAUKHAGE TALKING—News**
  - 1:00 PM EWT—Direct from Washington. Bakuhage, one of the most popular radio commentator, on every episode each week. Monday thru Friday, 15 minutes.

- **The Private Lives of ETHEL and ALBERT**
  - 2:15 PM EWT—Popular daytime comedy. Broadcast from Cleveland, Ohio.

- **KIERAN'S NEWS CORNER**
  - 6:00 PM EWT—Walter Kieran, former New York radio correspondent. One of the outstanding human-interest reporters of our time. Monday thru Friday, 15 minutes. (Available East only)

- **DICK TRACY**

**Here's how it works...** Each program is broadcast live over the coast-to-coast Blue Network, Monday through Friday. In each area, the local announcer gives the local sponsor's commercials during the broadcast—thus identifying the great network show with the local product or service.

Local sales messages have added appeal—and added prestige—because they are linked with a big network program featuring big-name talent. The cost is low because each sponsor pays only his area's share of the program's national cost. For further details, consult your local Blue Network station or contact the Cooperative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Civic Opera Building, Chicago.

**AMERICAN BROADCASTING COMPANY**
WARTIME CULTIVATION
for PEACE-TIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

WRNL • RICHMOND • VA.

PROGRAM CAMPAIGN CONTINUED BY DURR

COMMISSIONER C. J. Durr last week continued his one-man campaign for program control by the FCC when he voted for "further inquiry" into the operations of eight stations which were granted regular license renewals after being on temporary licenses. The eight were among 33 renewals granted (see FCC Actions, page 82).

License of KMOX St. Louis, CBS-owned 50,000-watt clear-channel outlet which has been on temporary status since May 1, was continued on a temporary basis to Sept. 1. No reason was given. Stations which Commissioner Durr wanted to investigate further are:


WJR Holders to Consider
Two-for-One Stock Split

TO PERMIT greater public participation in ownership of WJR Detroit, a plan for increasing outstanding shares from 130,000 to 260,000 with a corresponding reduction in par from $5 to $2.50 will be considered at a special meeting of stockholders June 15, G. A. Richards, president of the station, announced last week.

Station's common stock, only outstanding capital issue of "WJR, the Goodwill Station", has been selling recently at 340 per share in over-the-counter sales. First public offering was made in 1935 and resulted in wide distribution. Directors recently voted the station's 38th quarterly dividend, 50c per share, payable June 14 to stockholders of record June 1.

Decca Promotes

PROMOTION of six executives of Decca Records, New York, and its subsidiaries, to officership, was announced last week by Jack Knapp, president. David Knapp, head of recording activities, has been elected vice-president in charge of recording. Milton R. Rackmil, treasurer, has been promoted to vice-president, and Samuel Yamin to assistant treasurer. Leonard Schneider, advertising head, has been appointed advertising and sales promotion director. Harry Kruse, in charge of branch office sales of Decca Distributing Corp., and W. Trembeth Walker, in charge of plant and production of Brunswick Radio Corp., have been elected vice-presidents.

CJVI Victoria, B. C, has started using 1,200 w daytime, 500 w nighttime on 500 kc, the Radio Branch, Department of Transport, Ottawa, announced.

CCKV Quebec has had its power increased from 100 w to 250 w.

EDGAR KOBAK, MBs president, who returned to New York last Saturday from a business trip to Detroit and Chicago, leaves June 14 for Pittsburgh for the official opening of WVBRK as a Mutual station June 15. He proceeds to Chicago following day and then stays June 18 on tour of MBs stations and clients in Minnesota.

Mr. Kobak, whose president has double cause for celebration this month—his 29th wedding anniversary June 7—and the birth of his son Jimmy, Army Field Artillery, has been promoted to captain and will be returning home from service with the 3rd Army. SID GAYNOR, program director of Mutual's Jr., in New York for an indefinite stay and is expected to accompany Mr. Kobak to Pittsburgh.

GLEN D. SNYDER, general manager of WBOC, is a grandfather. Boy was born June 5 to Mr. and Mrs. Ned Maxwell of Kentland, Md.

WALTER DUNCAN, vice-president and national sales manager of WNEW New York, has been elected vice-president of the $1,500,000 Orono County, Mass. Mutual's president has double cause for celebration this month—his 29th wedding anniversary June 7—and the birth of his son Jimmy, Army Field Artillery, has been promoted to captain and will be returning home from service with the 3rd Army. SID GAYNOR, program director of Mutual's Jr., in New York for an indefinite stay and is expected to accompany Mr. Kobak to Pittsburgh.

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an INformal announcement

"My neighbors say that listenin' to WNAX is like sittin' down to a country-style chicken dinner with all the trimmins'. In each case, they get what 'they' like most.

"That's because WNAX knows how to serve up the right radio helpins' for the close to 5-million folks that are out here in my big neighborhood. WNAX knows how to give my folks the local programs they like to hear. (Take one of our favorites, 'The Sunday Get Together', for example. And lots of others I could mention).

"As an additional helpin' to this country-style chicken dinner, WNAX is now going to broadcast 'Breakfast in Hollywood', 'Glamour Manor', 'Breakfast Club',* and dozens of other American Broadcasting Company programs. Nice, lively entertainment that fits into the WNAX plan of givin' folks what they like to hear most.

"Better cut yourself in, on this WNAX country-style, chicken dinner. Makes a mighty tasty dish for the advertiser too."

Big Aggie

* WNAX Joins the American Broadcasting Company June 15

570 on the dial

WNAX A Cowles Station
SIoux CITY - YANKTON
Represented Nationally by the Katz Agency
In the UTAH MARKET

N. Y. FIRMS CHARGED WITH BLACK MARKET

FINAL injunction against 11 electronic equipment distributors and assemblers for black market operations has been brought about by the Enforcement Division of the New York OPA. Three injunction suits are pending trial and five suits for treble damages have been instituted with one of the latter settled by payment of the administrators claim for $2,000,000.

Criminal informations were filed against 14 firms, all of whom pleaded guilty and have received fines totaling approximately $50,000,000.

Black market practices among assemblers of electronic equipment started in the investigation by the Enforcement Division. According to Daniel P. Woolley, regional OPA administrator, the WPB limitation of phonographs and radio sets has resulted in heavy consumer demand for sets assembled from fabricated chassis and other parts, the limited supply resulting in some illegal practices.

JUNE SHEELMAN of Milwaukee, "discovered" by Maurice Kipen, WTMJ-WMFM Milwaukee musical director, has received an extension on her voice scholarship with a Chicago teacher. All expenses paid by "The Milwaukee Journal." She has been featured soloist with the WMFM "Radio City Concert Hour.

EDIBLE FOLIAGE? wonders trick horse Coley Bay as he is interviewed by "Great Scott!" WWDC Washington special announce.

Labor Relations Found Excellent by RMA Survey

EXCELLENT management-labor relations, only one major strike and a relatively low absenteeism rate have been experienced by the radio-electronic industry despite a 1200% production expansion to handle war orders, a survey by the Radio Manufacturers Assn. disclosed last Monday.

This was accomplished largely by use of "presenteeism" incentives rather than absenteeism penalties. The incentives included double holiday pay, extra and paid vacations, merit rating systems, honor rolls, Saturday half-holidays, no time clocks, music broadcasts on all shifts, permitting smoking, group insurance, free vitamins, cold vaccines and many other benefits.

Two Applications

APPLICATION for a new standard station on 1240 kc with 250 w and unlimited time at Norwich, Conn., has been filed with the FCC by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. L. and H. Ross Perkins, a Coast Guard lieutenant. New FM station on 44.7 mc with 16,300 sq. mi. coverage is requested by KXL Portland, Ore. Estimated cost is $34,550.

This miner with thousands like him dug 30,855,455 tons of gold, silver, copper, lead and zinc ore out of Utah mines last year. Value of these metals was $109,881,660—averaging more than $2,000,000 a week.

Utah's principal metal mining towns are within a radius of 90 miles of Salt Lake City well inside KDYL's primary area.

Local Advertisers Know KDYL Brings Results

In selling goods to mining men and their families, and to all other wage earners, local and national firms have found by experience that KDYL showmanship brings results. In Utah, this is the station most people listen to most!
Will never met a man he did not like. For twenty years we have made friends here because we radiate friendliness 18 hours a day. It is no act. It has to be real as real, when it goes out over the clear channel occupied by WSM, to the five million keen folks who make up the WSM listening area.

THE STATION WHOSE FRIENDS ARE OF LONG STANDING BECAUSE IS HAS BEEN STANDING BY THEM SO LONG

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
Thick Ice

IT'S NO secret that most members of the FCC, including perhaps a preponderance of its legal talent, now regret they ever got mixed up in so-called commercial versus sustaining program study. The intent of the majority obviously was to focus attention of stations upon their public service obligations by taking them to task for failing to maintain the promised mathematical balance between sponsored and unsponsored renditions.

The Commission knew full well it was skate dangerously close to the kind of program censorship specifically denied it by statute. It recognized that any effort to check public service offerings against pure commercial or entertainment features was almost impossible. That's why the original proposal of Leftist Commissioner Durr that stations be cited for revocation proceedings was "compromised" so that temporary renewals were issued in some instances, while letters seekers explicating explanations were dispatched.

This "compromise" was voted unanimously by the Commission, not because all of the members felt it was the proper thing to do but because they wanted unanimity. It may have been designed as a master stroke. But it turns out to be one of a paralytic nature.

The Commission in all candor should recognize that it can't compromise with principle. The law is clear. The Commission cannot censor programs. It can't regulate rates for station time. It can review, on renewal, the past service of stations to determine whether that broad, almost unfathomable standard "public interest" has been met.

The Commission would do well, with no loss of face or of new prestige it has acquired under the Porter chairmanship, to stop this dangerous flirtation around the fringes of the law. It should drop the almost ludicrous program "study". And it should forget its wholly un-American notion that the financial statements of stations should be thrown open to public scrutiny, another Durr inspired device.

A GI Looks at Caesar

WE HAVE RECEIVED recently from Sgt. Ralph S. Durkin, manager of American Expeditionary Radio Station WXLO, a letter in which a typical G.I. attitude toward James Caesar Petrillo is expressed.

Sgt. Durkin's letter, delayed in transit, referred to the KSTP Minneapolis case in which Stanley Hubbard, manager of that station, was required to install on his staff platter turners in order to conclude a strike called by the AFM. Says Sgt. Durkin: "If Petrillo continues his activity in radio it may mean that some day soon the individual broadcaster will have to go into the ditch digging business in order to pay the costs of running a radio station. "Mr. Hubbard and his staff have my sincerest condescension. I hope soon they will be helped by some kind of legislation making it impossible for another 'Caesar' to come to the front in business."

Postman Rings Twice

HIS HONOR Justice Thurman Arnold, Esq., judge of the United States Circuit Court of Appeals, thumbed through the Constitution last week and resoundingly thwacked the Post Office Department.

In a scorching opinion, which was both an interpretation of the law and a thesis on freedom of speech and press, he reversed the decision of the Department and that of a lower court denying the publication Esquire second class mail privileges.

Frank C. Walker, who leaves the Postmaster Generalship June 30, had stated in his revocation decision that a magazine "is under a positive duty to contribute to the public good and the public welfare".

Such language as this employed as a device of censorship shocked many publishers. It came as no surprise to broadcasters, who found that it possessed the same lyrical qualities as "in the public interest, convenience and necessity".

Justice Arnold's intelligent opinion well may become another cornerstone bolstering the guarantees of freedom of speech were written into the Constitution. He said, in part:

"It does not follow that an administrative official may be delegated the power first to determine what is good for the public to read (hear) and then to force compliance with his ideas by putting editors (broadcasters) who do not follow them at a competitive disadvantage."

The parenthetical matter is ours. It is inserted to render the opinion more understandable to those who would undertake a censorship of American radio programs.

This opinion again emphasizes that radio is the first line of defense for the nation's press.

WE RECOMMEND AS just punishment for William Joyce alias Lord Haw Haw that he be required to spend his remaining days listening to a 33 rpm recording of one of Hitler's ranting speeches played at 78 rpm's.

Signoff for Steve

STEVE EARLY, who gave 12 years to the press and radio secretariat in the White House, has left that post to become a vice-president of Pullman Inc.

A man whose professional background was devoted to newspaper work and the movies, Mr. Early nonetheless had a sensible understanding of radio's place as a medium for national expression. He became, during the years of his service, a good friend of many broadcasters whose duties included covering the historic events incident to Mr. Roosevelt's tenure in the White House. He was at all times courteous to those from the broadcasting fraternity, sensitive to their problems, and cooperative.

His successor, Charlie Ross, is cut from the same pattern as Mr. Early. A man trained in the journalistic field, he has learned through the years, as radio has grown, that the medium's place in the affairs of the world is an important one. Broadcasters throughout the nation whose stations carried the many messages relayed by Steve Early, and the broadcasts arranged by him, may not have been as conscious of his efforts in behalf of radio as those with whom he came in daily contact in Washington. They have lost a good friend, but have gained a new one.

(Continued on Page 18)

BROADCASTING • Broadcast Advertising

LESTER TOWNES HOPE

THIS is Bob Ultra-High Hooper, CAB, Sponsor Identification Hope, who's been on top in radio so long he's beginning to get a short wave in his hair.

Lester Townes Hope got his first notice in the birth reports of the local gazette of Eltham, Kent, England, datelined May 20, 1903. When England no longer could muddle through with the boy Lester, his dad packed his stone contractor slide rules, concert singer mother dropped her vocal cords into her trunk and the Hope family embarked for Cleveland.

After school Lester sold Cleveland papers, won prizes doing Chaplin imitations and legend has it, sang for his fare on streetcars. That soon same to a stop, however, and he took to butchering.

There the aroma of ham got into his blood. He and George Byrne started hoofing and blackfacing across the country. Meantime he had weared of "Les Hope" or "Hope-less", so it was "Bob".

One momentous eve Bob announced the next week's bill and the audience convinced him he was better solo. After a while he got into big-time vaudeville, eventually forming his own company which included Edgar Bergen and Charlie McCarthy. Vaudeville led to New York and musical comedy, topped by "Roberta" in 1933.

About this time the singing of Dolores Readie, featured at the Vogue Club, reached his ears. When it reached his heart they got married and are living happily ever after.

Broadcasting was just coming into the spectrum. To Bob it was sporadic static, and the few appearances he made in 1935 with the Rudy Vallee show—"Quite often," he says, "once every two years"—were sidelines. Soon he had his own program, starring for Jergens, Woodbury, EKO Theater of the Air and others. In 1938 Pepsodent smiled upon him and signed him up.

He went on a coast-to-coast hookup of 55 NBC stations for that first show Sept. 27. When his first Hooper appeared Oct. 11 Hope crashed through with 13.3. Maybe radio was here to stay, he decided.

The movies took to him the same year. Now Paramount has just finished another "road" picture, "The Road to Utopia" with Bob and his favorite golf caddy, Crosby. "We'll be starting on the alleys next," he says.

Now the Pepsodent show reaches 22,000,000 ears glued to 126 NBC stations, as well as countless other millions tuned to shortwaves. In February last year Bob hit the peak Hooper for half-hour programs, a 4.9 rating.

Not content to bring laughs to civilians, he
FROM THE INSTITUTE FOR EDUCATION BY RADIO—

AWARDS TO NBC OWNED AND OPERATED STATIONS AND CO-OPERATING ORGANIZATIONS

First Award, Religious Broadcasts: "SALUTE TO VALOR," planned and produced by National Council of Catholic Men. WEAF, New York, and NBC.

First Award, Women's Programs: "CONSUMER TIME," planned and produced by the War Food Administration. WRC, Washington, and NBC.

First Award, Public Discussion Programs: "UNIVERSITY OF CHICAGO ROUND TABLE," planned and produced by University of Chicago, WMAQ, Chicago, and NBC.

First Award, Programs for Use in School by Elementary Children: "STANDARD SCHOOL BROADCAST," planned and produced by Standard Oil of California. KPO, San Francisco, and NBC Pacific Coast network.

First Award, News: Interpretation Programs: H. V. KALTENBORN, presented by Pure Oil Company. WEAF and NBC.

Honorable Mention, Cultural Programs: "WORDS AT WAR," planned by NBC and the Council on Books in Wartime. WEAF and NBC.

Honorable Mention, Personal and Family Life Programs: "THE BAXTERS," planned by National Congress of Parents and Teachers. WMAQ and NBC.

AWARDS TO NBC AFFILIATED STATIONS

First Award, Cultural Programs (three): "STAGE 45," CBL and CBC. "MULROONEY'S NEW YEAR'S PARTY," CBL and CBC. "MONTREAL DRAMA," CBM, Montreal, and CBC.


First Award, Programs for Use in School by Junior and Senior Pupils: "CONSERVING CANADA," produced by CBC. CBL and CBC.

Honorable Mention, Programs for Use in School by Elementary Children: "NEWS TODAY—HISTORY TOMORROW," planned and produced by Rochester public schools, visual education department. WHAM, Rochester, N. Y.

Special Mention, Personal and Family Life Programs: "ALCOHOLICS ANONYMOUS," planned, produced and broadcast by WWJ, Detroit, Michigan.

CITATIONS . . . JUSTIFIED

Once more, the National Broadcasting Company acknowledges critical recognition of its programming—with full acceptance of the fact that citations are incidental to popular acclaim . . . that the value of awards lies in disinterested improvement of all radio.

The Ninth Annual American Exhibition of Educational Radio Programs has honored NBC by 5 first awards and 2 honorable mentions to its owned and operated stations—by 5 first awards, one honorable mention and one special mention to NBC affiliated stations.

In accepting these educational citations, NBC wholly concurs in the Exhibition Judges' statement: "The only justification for competitions such as this is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions . . . only for laurels to be used simply for publicity purposes . . . are not worthy of recognition by the industry."

NBC takes pride in the educational contributions of the entire American radio industry. For itself, it pledges emphasis on and continual improvement of outstanding educational and cultural broadcasting—as a proper complement to its schedule of America's most popular entertainment programs.
Yes sir, WJW's programming is really compelling. A skillful blend of the best network shows and sales-building local productions continue to attract more and more regular listeners.

This kind of programming is another reason why WJW shows more consistent gains in listener interest than any other Cleveland station—morning, afternoon and evening.

So—{don't forget}—the WJW staff is set up to handle any or all of your programming problems in the great Cleveland market.

CLEAR-CHANNEL coverage in the Philippines may be the mission of 1st Sgt. Victor A. Sholis, though this shot in shorts and bolo knife would belie it. Vie, former director of Clear Channel Broadcasting Service, sent this picture to former NAB President Neville Miller after seeing in BROADCASTING a shot of Miller, knees exposed, tramping about the Egyptian pyramids (he was with UNRRA then). Sholis calls this a "snap of the warrior with all Hollywood props". To reach him: 1st Sgt. Victor A. Sholis, 314490875, 111th Sig. Rad. Int'l. Co., AFO 345, c/o Postmaster, San Francisco, Cal.

' Duffy's' Replacement
BRISTOL-MYERS Co.'s summer replacement for 'Duffy's Tavern' will be Correction, Please, starting June 15, with Jay C. Flippen as m.c. Four men and women from the services and a civilian will be handed $10 and a chance to bid for the privilege of answering questions. One who answers multiple question gets a $100 War Bond. Show originates from New York. It will run to Oct. 5 when Tavern returns. Agency is Young & Rubicam, New York.

combined in television, Hope's Hooper should soar more than ever.

So we, too, say thanks for the memory, Bob Hope. For giving more than you can ever receive in return. For forgetting time and money at the peak of your career so that boy in Alaska would know he was remembered. For bringing a laugh to the GI on Mawi who wouldn't even smile for all the doctors and nurses there.

Thanks for bringing to radio your high standard of humor. For adding that extra "unknown quantity" to everything you do. For giving yourself above and beyond the call of duty and contract, we thank you so much.
Frank Coffin, KGW head announcer, is shown with Cub Scouts of Pack Number 424, ready to tell the KGW audience about the national record their pack set in March, collecting paper. Thirty-eight youngsters, in a 45-day drive, accumulated more than 52 tons of paper. KGW presented the champions on a special show written by Evelyn Lampman, Continuity Chief.

Twenty-two years ago, on December 2, 1923 to be exact, Y.M.C.A. “boy leaders”, as they were called in the newspaper stories at the time, were initiated into the mysteries of radio on a personally conducted tour of the KGW transmitter and studios.

In the 23 years that KGW has served the Pacific Northwest, an entire generation of radio listeners has grown to manhood and womanhood relying on this station for the best in radio. Now their children have learned likewise to keep tuned to KGW, the station which best serves the interests of the entire radio audience, young and old. Radio advertisers will do well to take advantage of this long-established listener loyalty to KGW.
Robson Elected Radio Directors Guild Head

WILLIAM N. ROBSON, of CBS, and Ward Wheelock Co., New York, last Monday was elected president of the Radio Directors Guild. He succeeds Roy Divine, production firm executive. Anton M. Leader, NBC, was elected vice-president; George Maynard, NBC, secretary, and Robert Lewis Shayan, CBS, treasurer.

Mr. Robson and Mr. Shayon, now on an overseas tour, are expected back about June 15. Members of their staffs, who continue in office for another six months, are Stuart Buchanan, Blue; Harold McGee, free-lance; Lester O'Reffe, J. Walter Thompson Co. and Theodora Yates, Benton & Bowles. Negotiations between the RDG and the networks on a standard contract are still at an impasse. Guild has requested postponement of further conferences, pending a meeting in about 10 days of the new executive council, comprising officers and council members.

**Allied Arts**

ROBERT C. STRAUB has acquired full ownership of Straub & Getchell, sales promotion agency, Chicago, which he controls. Strauss & Getchell Co. Offices are at 111 W. Jackson Blvd.

HARRY METERSON, recently resigned West Coast recording manager of RCA Victor division, Hollywood, June 1 joined Decca Records Inc. in an executive capacity with headquarters in New York.

ABEL BAER and PETER de ROSE have been reelected members of the ASCAP board of directors representing writers in the popular field, and HARVEY ENDERS has been elected in the standard division. LESTER SANTLY of Sany-Joy was reelected and SIDNEY KORNHEISER of Burke & Van Heusen was reelected for popular music publishers, with JOHN SENGSTACK of Claytor Agency & Co. reelected for the standard publishers.

LESLIE GORDON PHILLIPS, New York Life Insurance, has established a special department to handle personal representation of the ASCAP songwriters. Phillips clients will be members of the ASCAP Writers Guild, and a special effort will be made to adhere to minimum terms now being formulated by the Guild. Head of the new department is MARTHA H. SNOWDEN, freelance script writer.

BRYAN DAVIS Pub. Co., publisher of Service and Communications magazines, effective July 3 will be located at 52 Vanderbuilt Ave., New York 17.

DAN J. KELLY, formerly associated with newspapers and periodicals in an advertising capacity and more recently with the Tommy Dorsey and "Court of Minalta Metro" programs, has joined the sales staff of Rand Radio Productions, New York.

ASSOCIATED MUSIC PUBLISHERS, New York, has received renewals of licenses throughout the country. Among the grants are the WBBR, WRM, WRAL, WLR, WBKB, WZM, WIBX, WQEX, WOR, WQV, WPJU, WOR-A, WOR-B, WDPO, WDBJ, WOP, WACX, WBBR, WKBK, WAVY, KBV, KYW, KUNA, KTVL, KPMC, KXLL, KDKA, KKAW, CHEO and KWDW.

JOHN NASHT, vice-president of Five Continents Publications, New York, media representative, is on an extended trip to Latin America setting up arrangements for the firm's Brazilian activities in radio, publication and advertising. Mr. Nasht is being available for shows and arranging for radio staffs as well as research departments.

RCA Labs, Princeton, N. J., has received a fourth star for its Army-Navy "E" Flag for continued achievement in the war effort.

**Perils of Travel**

AFTER SCALING rafters of the Opera House in San Francisco for weeks installing lines for NBC, CBC and BBC for their coverage of the Conference, George McElain, engineering field supervisor of KPO San Francisco, fell from a crowded San Francisco street car and broke his arm.

TED MALONE, Blue correspondent who has been broadcasting three-weekly from Europe to New Orleans via Europe, returned to the U.S. last week and is starting new cycle of five-weekly newscasts for W.E.

BILL SLATER, freelance sportscaster, has been elected president of the Sports Broadcasters Assn. Mr. Slater is covering the Yankee games on WINS New York and handles "Opinion Requested" on Mutual. Other newly elected officers are RED BARBER, WBN New York, and LOREN WATSON (see page 46). Vice-presidents: JIMMY DOLAN, CBS, treasurer; HENRY VISCARDI, executive secretary; and GEORGE SCHREIER, Blue Network, national corresponding secretary.

BILL SHADEL, CBS war correspondent in Europe, has returned to the U.S. after more than two years with fighting forces abroad. Mr. Shadel, who covered the Normandy landings a year ago for CBS, was with the 3rd and 7th Armies in the 14th Army Group.

SAM GIFFORD, formerly with WNNC, Cincinnati, Ohio, now a newscaster with WOWO Fort Wayne, Ind.

LARRY TIGHE, Blue war correspondent who has been covering in San Francisco, has returned to Guam to resume coverage of the Pacific war zone network. HERBERT CLARK, Blue correspondent, who has been covering the war in Germany, is headed for Spain on special assignment. Mr. Clark is to do a series of broadcasts describing Franco and the Spanish political situation.

ROBERT F. HURLEIGH, former AP reporter and WBBM Chicago correspondent, to WGN Chicago as newscaster.

TOM MCCLOWRY, former news editor of WAGE, Akron, has been appointed assistant advertising manager of the Scripps Howard Co., Akron.

HAL TOTTEN is now farm director of WGN Chicago. Effective with his appointment June 4, WGN began a new noontime "Farm Market Reporters", 12:15-12:30 p.m. Monday through Saturday.

SLOAN FINLEY, formerly with WMC Memphis, is now sports announcer with the Armed Forces Network in London.

PAUL BOLTON, news editor of KTBC Austin, Texas, returned to the station from UNICO.

HARRY FLANNERY, CBS Hollywood newscaster, is on an eight week overseas tour through the Balkan states and Egypt.

WILLIAM (Archie) HALL, former news editor of KNWQ Hollywood, ROY DRUSSHALD and HUGO CARLSON announce of Blue and KGO San Francisco, respectively, have been added to Blue Hollywood newscast staff.

ROBERT RENTLEY, former program director of WCPO Cincinnati, radio editor of the Cincinnati Enquirer and WSAY news director, has joined the staff of WLW Cincinnati.

COOPERATING so that Baltimore listeners can find their favorite programs after June 15, when WCRB leaves the Mutual and WIP leaves Mutual to join Blue, both stations are announcing following network programs that "after June 15 you can hear this program on . . ."

ADIRAL Corp., Chicago, has declared a 12½% dividend per share to go to all stockholders on record as of the close of business June 15.
JUST as the 'Forty-niners found "gold in them thar hills," so a greatly augmented population is finding a lush and abiding prosperity in the Pacific Northwest, a century later.

Today's prosperity, however, is built upon a broader and more permanent base . . . shipbuilding, lumbering, fruit-growing, fisheries, the vast resources of mighty dams providing irrigation and cheap hydro-electric power. Portland, Oregon, is at the center of one of the five, great, metropolitan communities on the "Coast."

Since 1940, its population has increased by a good third. Some 660,000 people, in widely diversified lines of endeavor, live in the primary area of Station KEX, in Portland. KEX, Blue Network affiliate, offers as a substantial "plus" the advantages of membership in the Westinghouse group of broadcasting stations. Its high-calibre programs are within radio-reach of 175,000 prosperous homes . . . homes receptive to your sales-message, amply able to buy your product.

Call upon KEX, Portland . . or Paul H. Raymer Co., National Representatives . . for full information, and availabilities.
The Roman double oboe took so much wind to play that some enterprising piper added a leather bag to reinforce his lung power... and thus the first bagpipe was born! History records the instrument first when Nero's biographer said the emperor played the bagpipe to celebrate his victories at the games. Since the fiddle was still unknown at the time of Nero's reign, perhaps he played the bagpipe while his capital burned.

Irish whisky and Irish bagpipes

The bagpipe made its first appearance in Ireland in the 5th century. Like Irish whisky, it was used most commonly at "social" occasions and at wakes. Also like whisky, the pipes became popular in Ireland before they were introduced into Scotland. In the 14th century, when the pipes were brought from Ireland to Scotland, they became military instruments, and are used much to this day. The Irish and Scottish versions of the pipes were composed of oboes and clarinets, rather than oboes alone.

Plenty of food, wives, and bagpipes

Originally a folk instrument, in early-modern Europe the bagpipe became a court favorite. Records show that King Henry VIII kept no fewer than five bagpipers at his court. When the "fadd" for stringed instruments started in the early 17th century, the bagpipes gradually lost their popularity—except in Scotland and Ireland, where a "bonnie" piper is still an envied man.
NBC Thesaurus presents:

..re-discovered music
of early vaudeville days

MUSIC HALL VARIETIES... newest of the new series of NBC Thesaurus program organizations... colorfully records the authentic music (every precious note) of the heyday of early vaudeville. Music as it was played during the unforgettable era of 1905-1920 by pit orchestras of those days.

MUSIC HALL VARIETIES: truly a wealth of re-discovered music, inherited exclusively by NBC Thesaurus subscribers. Here is how it came to be:

Norman Cloutier combed NBC's music files, rummaged through attic trunks in musicians' homes and came up with armfuls of hard-to-find, original scores. Fourteen of radio's best musicians were selected and put under the leadership of "Professor" Patrick Cricello, who gave the downbeat.

Out came the nostalgic melodies of the early 1900's. Basso Profundo John Barton, the Knickerbocker Four, and Betsy White added further spice to this entrancing music.

THIS IS THE SPIRIT OF MUSIC HALL VARIETIES: music that carries you back to plush seats, acrobats, xylophonists and gypsy dancers... descriptive melodies which NBC Thesaurus has recorded in their original form. 106 selections for volume programming... colorful scripts to build top-notch commercial programs, each with the hallmark of Thesaurus... America's Number 1 Musical Program Service.
A series of school music programs composing a public service and promotion project has just been completed by KPNF Shenandoah, Ia. Station offered a half-hour to each of 25 schools March 5 through May 11 in a contest for the best musical performance. Winning musical groups were selected on the basis of number of listener letters received. War Bond prizes were awarded three winners, each of which drew more than 2,000 letters.

Talent Development

To train and develop local talent McClatchy Broadcasting Co., Sacramento, and previously assistant to Judith Weller, NBC Chicago public service director, in connection with the network's summer radio station in supervision of the overall program. Training staff includes De-Marie Brown, KGK; Elizabeth Krueger and Robert Rees, KMJ; Al Gregory and Mary DeAmand, KERN.

Blue Newsmen

BLUE Network emphasizes freedom of expression enjoyed by its newsmen in a brochure. "So we put away our butts, sit down, copy how the network has reframed from taking promotional advantage of its commentators' accomplish- ments, and instead has settled down "in the way that has consistently do such a bang-up job."

Beauty Contest

For the fourth consecutive year WCEY Cincinnati is sponsoring the search for "Miss Cincy. Greater Cincinnati 1945" who will later be entered in the "Miss America" contest at Atlantic City, Stature, beauty, personality, complete wardrobe and pay for all expenses at the national contest.

KTUC Sketch Book

SOUVENIR sketch book, by Tucen. Ania, has been prepared by KTUC Tucen. to tell in pictures the story of the "Sunshine City of America." Painted sketches show points of interest, principal buildings and institutions. With description and background material accompanies pictures.

WJR Booklet

BOOKLET has been prepared by WJR Detroit on "What Mr. Hooper Found," presenting informative data for most programs on urban audiences plus a number of questions and answers on comparable coverage with other stations in outside areas.

WLW Exhibit

IN OBSERVANCE of radio's 25th Anniversary, the Crosley Corp., WLW Cincinnati, is presenting a display at the station of equipment used through the years as the art has developed.

KBS Newsletter

KEYSTONE Broadcasting System, New York, is distributing a newsletter covering activities of KBS affiliates and general industry news aimed to illustrate the value of advertising in the small market.

WCOP Campaign

A TWO WAY advertising, promotion and publicity campaign pointed at both the listener and advertiser is being conducted by WCOP Boston in connection with joining American-Blu June 15.

WBMM Folder

WBMM Chicago has issued a two-page folder calling attention to the importance of its local program popularity in determining ratings for network programs in the same market.

WCCO Report

FOLDER reporting latest CBS Listener Diary study for WCCO Minneapolis has been issued by the station. Featured is audience standing with farm as well as city listeners.

Promotion Personnel

PHILIP J. REILLY, former freelance promotion man in Washington, has joined WIXY Washington, D. C., as director of promotion and publicity.

BOB BREEN, released from the Navy and holder of the Distinguished Service Cross, Bronze Star and Purple Heart, is now with the merchandising department of WMT Cedar Rapids, Ia.

BARBARA KINNEY of the KQO San Francisco promotion staff, is to marry Lt. Frank Chilton, USNR.

AUBREY WICE, formerly of the CBC, Toronto, has joined WEAF New York as publicity director succeeding JIM MATTHEWS who joined J. J. Gibbons Ltd., Toronto agency.

JUNE AULICK, staff writer of CBS press information, was graduated from George Clinton McKinley of Westerly, R. I., on May 26.

JEAN STOUT BROWN, freelance publicity consultant, has been retained to handle publicity for WMT Cedar Rapids, Ia.

Employment Application

EMPLOYMENT application blank is now available for radio promotion people by WOR New York, represented as seeking "employment opportunities" for new clients. Section for listing previous employers and width of employment is used to insert WOR accounts and number of years on the air. B. H. Forum Co. and Co., L. Bamberger Co. and Co. are listed as parents, its FM and television sta- tions as children, Ted Fisher, Rutherford & Ryan, and Carlos Francis, "The Greatest American Recording" are given as names of two employers (who have never worked for WOR for over a year. Question replies are inked in, reproduced by offset.

WMAG Drug Relations

FOLDER telling how WMAG Chicago builds sales for drugstores has been issued by the station. Included is a description of ways WMAG handles trade relations, builds promotion and ties-in with advertisers and their products.

Program Promotion

FOLDER promoting sponsorship for "Serenade America," new 25-minute musical program on WEAP New York, NBC key, has been distributed by the station.

Program Folder

NEW program schedule has been issued by WEAP Washington, N. C., including coverage map and other market data.

Scripts "Rariora"

RADIO SCRIPTS dealing with world-shaking events are historical pieces and collectors' items, according to Randolph G. Adams, director of the William L. Clements Li- brary of Rare Americana at the U. of Michigan. WWJ Detroit helped Dr. Adams begin his "potential Americana rariora" collection by giving him the AP and UP flashes of President Roosevelt's death, along with scripts by Austin Grant and Harold True, WWJ newscast, and the NBC account of the three-day handling of the event. Dr. Adams is also interested in recordings of broadcasts.

WIP Philadelphia starts its summer workshop June 27, to be followed by WIP, JS June 28, 1 to WIP, JS Aug. 23, on Wednesday and Thursday from 8:30 to 9:30 p.m. Edward Wallis, WIP program director, will teach programming and production. Sam Serotta, WIP director of educational activities, is to be in charge of announcing, acting, script writing.

Use KGLO and WTAD

Quincy, Illinois

A Natural Combination

KGLO serves "Heartland" listen- ers by bringing them the latest news, favorite CBS and local pro- grams plus many hours of public service broadcasts. Prosperous "Heartland" folks show their appre- ciation for this service through their purchases of KGLO-adver- tised products.

Our efficient Merchandising Depart- ment serves by promoting adver- tisers' products among jobbers and dealers. The facilities of KGLO are at your service. Write or wire for availability or ask your Weed & Company man.
THE morning V-E day was officially announced, WLAC was ready...and had been ready for months...to bring the long-awaited news to its listeners.

Loud speakers, piped from WLAC studios, had been installed in Nashville's business area...and, as the history-making news poured out of these WLAC speakers, thousands of office, store and factory employees learned the glad tidings for the first time! Later that day, man-on-the-street reporters added the excited comments of the cheering, flag-waving throngs to WLAC's V-E day coverage.

On occasions such as this, radio gives unquestionable proof of its tremendous public service...for the people...by the people!

"Gateway to the Rich Tennessee Valley"

50,000 WATTS CBS AFFILIATE Represented by the Paul H. Raymer Co.
V. T. NORTON has been elected vice-president and director in charge of the Chicago office of Kenyon & Eckhardt, New York. Mr. Norton is former vice-president and director in charge of sales division of Cudahy Packing Co., Chicago, and also associate director of the president of the firm. He succeeds CHESTER FAUST, resigned.

COL. WALTER SULLIVAN, executive officer of the Pennsylvania State Defense Headquarters, formerly stationed at Harrisburg, has rejoined Yonkers Publican, New York, as vice-president and director of personnel, a new post.

LT. COL. VIC GEORGE, president of CKX Broadcasting, Montreal, has been promoted to commander of Canadian Radio Broadcasting Unit No. 1 of the Canadian Army. He will have charge of establishing small stations in the area of occupation forces in Germany for entertainment of Canadian troops.

LOREN (Bud) WATSON Jr., UP radio sports editor, will join Mazon Inc., Detroit, July 1 to write commercials for a sports broadcast sponsored by Gillette Safety Razor Co., national offices.

DEAN MILLER, director of UP radio news staff, succeeds him as sports editor of radio service.

GLEN SAMPLE, partner of Danner-Pfizer-Gamet, Chicago, and commander in the Navy, has been released after almost three years of service. He has returned to Chicago.

SEIDEL ADV., New York, has resigned account of Famous Fair Inc., retail firm.

NOBLE-DURY & ASsoc., Nashville, Tenn., new agency, has been organized by ALBERT NOBLE and J. W. DURY and will service radio accounts with other media. Mr. Noble has handled national and local advertising for WILAC Nashville.

HOWARD TULLIS, head of his own Los Angeles agency, and RUTH MARRINON, Hollywood talent agent, were married in Beverly Hills, Cal., June 3.

VIOLENNE FAIRFAX, formerly of The Bow Co., Hollywood, has joined copy staff of Pacific Coast Adv., Los Angeles, succeeding JESSE CLOUD, now with BBDO, New York.

JACK GRAY, San Francisco copy writer of Ruthrauff & Ryan, has shifted to the agency's Chicago office.

W. ROBERT MITCHELL, formerly with McCullough-Brock, New York, and ROBERT A. HUNTER, released from the Army, have joined the New York office of Grant Adv. as account executives. Mr. Mitchell was formerly with Ruthrauff & Ryan, New York.

KIRBY HAWKES, program director of Benison & Bowles, New York, has resigned.

HUMPHREY M. BOURNE, former executive of Dan B. Miner Co., Los Angeles agency, has joined Hillman-Blanchard-Breyer, Los Angeles, in charge of copy for food accounts.

DOUGLAS C. GORDON, formerly of Wilson Bros., Chicago, and recently released from Army, has joined AAF after his discharge overseas, has joined Charles Daniel Frey Adv., Chicago, as writer.

JAMES M. CECIL, president, Cecil & Powers Advertisers, New York, and Mrs. TAMARA Scott are to be married in New York.

HENDERSON HINES, radio production manager, Kenyon & Eckhardt, New York, and Frances Campeau Alexander were married June 2 in New York.

RICHARD NICHOLLS has resigned as radio director of Donahue & Coe, New York. Tom Miller is taking over the agency, with A. C. RIGGORD handling its activities in motion picture accounts.

JAMES BROOKS, up to the time of production of the OWI Domestic Radio Bureau in New York and recently with Benton & Bowles radio department, is now a private in the Army Air Corps stationed at Keesler Field, Biloxi, Miss.

ERIC CHOYCE, Toronto, and ARTHUR M. GILBERT, Montreal, have been elected to the board of directors of the firm.

DONALD KIRBY HAWKES, & W. E. DEAN, president and director of MBC. New York, as copy writer. V. W. WOLFF, vice-president and director of sales, vice-president.

NEW YORK REPRESENTATIVE -- JOHN E. PEASAR CO.

Page 56 • June 11, 1945
SIDE SHOW OR "BIG TOP"?

Like the small boy who wants to get the most for his money at the circus, the shrewd radio advertiser chooses the station with the three ring combination..."coverage, programs, and promotion."

For top performance in all three, WIBC offers the lowest frequency of any Indiana station, on a clear channel, programs that sell, and promotions that have received national award.

JOHN BLAIR & COMPANY, National Representatives

1070 KILOCYCLES  •  A CLEAR CHANNEL  •  5000 WATTS

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS
Mr. Titus

HOWARD P. ABRAHAMS, for two years on the retail advertising staff of the N.Y. Times, previously with Bloomingley's and Ludwig Bunshain, New York department store, has been named advertising director of the Perpez Co., Shemesh, New York, household cleaner manufacturer. Firm has just added KRW F. Smith, Ark., KWW, Waukegan, Ill., Tex., and the Arrowhead Network, Dubuq, Minn., to radio schedule of 30 stations in central west. Agency is Buchanan-Thomas Adv., Omaha.

WILLIAMS WATER PROOF Co., Los Angeles (roofing), on June 1 started twice-daily five-minute newscast on KWW Pasadena, Cal. Contract is for six weeks. Allied Adv., Los Angeles, has account.


GENERAL FOODS Corp., New York, has signed a 52-week renewal contract effective July 1 for the Maxwell House coffee program on WQXR New York. "Dinner Concert," show started by Textile Workers, was selected by agency.

"NO, BROTHER, IT'S NOT CIGARETTES—KSOO ANNOUNCED A SPOT AVAILABILITY!"
WQXR is associated inevitably with fine music. And when WQXR's survey of metropolitan listening was published, the results were music indeed — to the ears of WEAF.

The results, as reported by Radio Daily —

"WEAF has the greatest number of listeners for any time of the day in its area."

WEAF thanks WQXR, and congratulates WQXR on its own showing, as well. For NBC, it's gratifying to have still another proof of facts shown time and time again: WEAF is New York's first station—Most People Listen Most to WEAF—WEAF is your best bet.
While Thousands SLEEP

...other Thousands LISTEN!

Every morning at precisely 12:30 to 5:00 a.m. a mellow fellow named Larry Gentile is invited into the homes of thousands of CKLW listeners. It's radio's original DAWN PATROL...the fast-moving 4½-hour output of a master showman. Mixed in with comedy, recordings and guest-star attractions, is world news, the weather as it is and will be, and the intimate good nature of Larry and his entire staff.

What the ten-year-old DAWN PATROL formula has done for sponsors is written in very black ink on the ledgers of a host of repeat customers...the kind of alert programming that has a habit-forming vitality.

If you're now buying radio, or are seriously considering more radio, it would be a wise thing to have a chat with CKLW showmen. Their business is knowing what the public wants in this-America's Third Market. They can save you worry, time and needless expense.

J. E. Campeau, Managing Director

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

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

As a service to Canadians who are anxious to locate Netherlands and Czech relatives or friends in Europe, the CBC international shortwave service has started transmission of personnel messages to Czechoslovakia and the Netherlands. Messages are included in the regular foreign language broadcasts to those countries by the CBC service and are limited to 50 words. Service is handled through the Canadian Red Cross.

WHN Search
WHN New York beginning June 11 will conduct a search via "For Women Only" for the most courageous woman to bear the title "The Fighting Lady of 1945." Women will be interviewed on a weekly "Cheer-Day" feature of the program. Listeners and organizations in the East have been asked to send in suggestions.

Best Book Dramas
BLUE dramatizes current and older novels in "Best Sellers," devoting five-half-hour broadcasts weekly to each book. Series began June 4. One-third of selections will be taken from best-seller lists published in the N. Y. Times and N. Y. Tribune, the balance from hits of past years back to 1949.

Farm Service
WTIC Hartford is broadcasting, Monday through Friday 6:15 a.m., market reports direct from the farm market area.

Local News Period
KTBC Austin, Tex., has started a daily news program of all local news titled "City Desk".

"On Location" Coverage
SPECIAL event broadcast was featured by WDSU-New Orleans "on location" with "Enchanted Voyage," new technical color 20th Century-Fox production being filmed in WDSU locality.

Editors on Air
EDITORIAL opinions of publishers of daily papers in the area of WGY Schenectady are featured on the station in a new series "The Voice of the Fourth Estate." The publisher, his editors or leading citizens compose forum for each program.

Loews Spots
Loews Neighborhood Theatres, New York, started sponsorship June 1 of a spot announcement campaign. The studio technicians, 2 times weekly, for 10 weeks thru Duane & Coe, New York, on the following stations: WEAF WJZ WOR WNEW WMCA WHN WOY.

New CBC Programs
NEW CHILDREN'S series, "Once Upon Time," consisting of 13 musical and dramatic Sunday evening plays, is now heard on the CBC Trans-Canada network. Talks by Capt. R. G. Edwards, Royal Canadian veteran, are featured in "Adventures of the Sea," new weekly adventure series heard on the CBC national network.

Opera Features
BACKSTAGE broadcasts were featured by WHIO Dayton, C., during the Third Annual Opera Festival.

Tales of Tomorrow
SCIENTIFIC, heroic and historical dramas by unabridged authors of works from the 16th century to the present day, are presented by WHAS Louisville, Ky. Invitations to these programs are issued to interested organizations and individuals.

KAIROS, an independent Canadian service on CBC, is heard Monday through Saturday at 5 a.m. on the East Coast, 4 a.m. on the West Coast.

Technical
ADMIRAL CORP. has moved eastern regional headquarters under management of HENRY E. ROGGIN, to 40 E. 32d St., New York.

RICHARD SCHROETER, TED CROSBY, CHARLES COOK and RICHARD TAGGART, technicians of KPI Los Angeles, have shifted to Blue Hollywood staff.

FRANK L. MARSHALL, former assistant sales manager of Buddy Tubing Co., Detroit, has joined the sales staff of Aerovox Corp., New Bedford, Mass.

FRED MUELLER, engineer of WMAQ, Don Lee Hollywood staff, is the father of a boy born May 28.

NEW BOOK, "How to Pass Radio License Examinations", by Charles Drew, has been published by John Wiley & Sons, New York (8).

MORRIS W. ROSENFIELD, field manager of Emperess Radio & Phonograph Corp., New York, is temporary general sales manager of the company, succeeding CHARLES BUBBINS, who resigned to enter business for himself.

DAVE HARDISON, formerly with WPTC Kingston, N. C., to WAIM Anderson, S. C., as associate engineer and announcer.

BURRELL HUNSON is new chief engineer of WWHO Clarksville, Md. He succeeds CHARLES R. HICKS who resigned to enter Government service.

KENNETH WELLER, transmitter engineer at WHIO Dayton, O., is the father of a boy.

THOR LA CROIX has been placed in charge of all engineering operations for KLOA, Blue Network Hollywood outlet, with JOHN EHLER supervising all engineering equipment.

VINCENT SULLIVAN, maintenance technician for CBS New York, resigned May 25 to join a South Carolina station. DANIEL DOUGLAS, former shortwave engineer, has resigned from technical operations to general engineering on CBS, PHILIP ERHORN and ALBERT DE CAPRIO, CBS studio technicians, have joined the technical staff at WHIO.

WUWM
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS, Inc.

Page 60 - June 11, 1945

BROADCASTING • Broadcast Advertising
Denver's only station-maintained house orchestra gives musical leadership to KOA, Denver's leading station

"Shrednik feeds the net" means little to the layman. But when a local musician and arranger in the Rocky Mountain West can make an 8-piece string group sound like a 30-piece ensemble, small marvel that his music is piped 6 days a week to the combined networks of NBC and the Canadian Broadcasting Company.

They even transcribe these shows, called "Sketches in Melody," for delayed rebroadcast to our armed services. Which puts Mr. Shrednik's music right up there with America's topflight shows.

Of course this Shrednik's no country boy. Graduate of the Juilliard School of Music and nationally known as an arranger, he has appeared as guest conductor with such stars as Grace Moore and Paul Robeson. His music, both sponsored and sustaining, serves as the background of all KOA musical activities.

--No wonder KOA's **First**!

**First in POWER**—the only 50,000 watter for 500 miles in any direction. Hence . . .

**First in COVERAGE**—Day or Night

**First in LISTENER LOYALTY**—NBC surveyed 1077 cities to prove it

**First in PROGRAMS**—both listener (and advertiser) loyalty proves that

*And finally, for all these reasons . . .*

**FIRST IN DEALER PREFERENCE**

(Just ask Ross-Federal)
Crosley Plans Production Goal of 1,300,000 Sets

CROSLEY plans for radio manufacture, once materials are available, call for a potential of 1,300,000 sets annually, R. C. Crosgrove, vice-president and general manager, Crosley Corp., told regional sales and merchandising managers at a recent 3-day conference in Cincinnati. He disclosed that all of the Crosley plants in Cincinnati will be devoted to radio receiver production.

As a peacetime objective, he said, Crosley's goal is 10% of the nation's business in both the radio and refrigerator industries, which would mean a production of about $50,000,000. This compares with 1941 sales of about $27,000,000. He warned, however, that all would not be easy sailing when production is resumed and that a buyer's market would come sooner than is generally realized. He cited reports showing that about 110 firms are entering radio set production.

Marine Recording

PREVIOUSLY by a warning to the easily shocked listeners, CBS Tuesday May 29 at 11:15 p.m. broadcast a Marine Corps recording made on Okinawa as a pre-Memorial Day feature. Called one of the most compelling human interest documents of the war, the recording followed three wounded men in a state of shock as they were brought to the advanced aid station to be administered plasma, then to the intermediate medical station, and finally to the field hospital where one of the men was immediately operated on. Sgt. Roger Roberts, as narrator, and Sgt. Tom Carson, as technician, were the Marine Corps correspondents who made the recording. The 15-minute broadcast originated from WTOP, CBS Washington key.

Decca Dividends

DECCA RECORDS Inc. has declared a regular dividend of 30 cents per share, payable June 28 to stockholders of record June 14.
In addition to MAGAZINES...
In addition to NEWSPAPERS...
In addition to NETWORK RADIO...

...LEVER BROTHERS are among the largest users of SPOT BROADCASTING.

For Lifebuoy, Rinso, and other Lever Brothers products SPOT BROADCASTING is a major medium, as it is for other advertisers who value the flexibility which permits them to buy half-hours in some markets and chain-breaks in others—"cleaning up" as Lever Brothers do, in all!

Spot Broadcasting is an advertising medium all by itself—powerful enough to cover the country. But as an assist to other advertising effort, it wins big honors too. You are free to choose any markets that interest you . . . picking the best stations in those markets . . . selecting any type or length of program . . . and buying the best time for your audience. You are not restricted to any one network, to any time of day or night, to any markets that are not important for your present-day problems.

Spot Broadcasting is one of the most important advertising developments in recent years. A John Blair man, who has helped Spot Broadcasting grow, can tell you all about it, and can give you merchandising facts about the markets that interest you. He represents many of the country's finest stations and has all the facts at his fingertips.

This advertisement, appearing also in FORTUNE Magazine for June, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
**Canadian Election**

TO GIVE national coverage to the federal election today, CBC regional networks will give five-minute national election results followed by local results every half-hour starting as soon as the polls close at 6 p.m. local time. One more regional network will be added to the national networks as time zone is reached, so that by 9 p.m. EDT a complete national network will be in operation on both CBC Trans-Canada and CBC Dominion networks and on those stations wishing to take the service. The election service will run till complete returns are in, except for returns from outlying districts.

**Sales Record**

FIVE transcribed 15-minute programs have been sold by WCLS Joliet, Ill., to five of Joliet’s leading firms in the space of five days, ringing up what R. L. Bowles, general manager, believes to be quite a record. He explains that the station was sure the time could be sold by the right program ideas could be secured and credits Frederic W. Ziv Co. for solving that problem. The five programs, Mr. Bowles says, sold themselves since the advertisers already had heard of their previous successes.

**Dutch Merge**

BROADCASTING societies in Holland, which before the war sponsored or produced practically all the country’s radio programs, have agreed to merge into the Federation of Broadcasting Societies. The group includes Catholic, Protestant, labor and similar societies. They are now in possession of their main building at Hilversum but broadcasting cannot be resumed yet because of a lack of electric power. Only big station now in operation is the Eindhoven outlet, known as the Resurgent Netherlands transmitter.
Income from Cattle
$41,600,000.

Income from Oil and Gas
$194,097,850.

Why Amarillo Has $3,420 Per Family Income

Modern, progressive city with a trading population of 376,650.

Largest Carbon Black production in the world.

Income from Wheat
$75,000,000.

Wheat, oil, cattle, cotton, potatoes, onions, and war industry all swell the purses of this above-the-average-wealth market to a $900 per capita income, or a $3,420 per family income in KGNC's market. All these valuable industries combined complete a total effective buying income of over $397 million dollars. You can’t miss in this market—because these substantial earnings are being constantly circulated...making above-the-average prospects for your products. And when you want best results at the lowest cost, you’ll specify KGNC.
Radio Inhibited by Convention, Lacks Daring Even Though Young, Says Strauss

NATHAN STRAUSS, president of WMCA New York and winner within past weeks of both the Bernays and Inter Racial Film & Radio Guild awards for his program New World A-Coming, took issue with what he considers some of radio's most cherished and fostered illusions in an article in Sunday's New York Times, June 3.

Taking his first tilt at the overall question he wrote: "Radio is a young industry. I had expected it to be free from convention, without the traditions and trappings of such venerable pursuits as banking and the law.

"I was wrong. Radio is more like the bewigged barrister, following precedent to the letter, than like the daring young man on the flying trapeze."

Involving Basic Issues

"But the conventions found by a newcomer to broadcasting are not merely a matter of habits and practices peculiar to the business itself. On the contrary, they involve many basic issues which are, I believe, of real importance, if only because they concern a medium having a tremendous influence on public opinion."

Becoming more specific, Mr. Strauss then commented on "one of the most prevalent traditions"—race relations. The Negro, he said, has been portrayed on the airwaves "as the lovable fool, the illiterate rascal or the old family retainer". New World A-Coming, which depicts Negro contributions to American life, has received seven awards in the little more than a year it has been on the air and Mr. Strauss asks why the honest portrayal of such a vital problem "should be so widely regarded in radio as 'new' and 'unusual'."

The proposal to allow broadcasts from Congress would be prime radio material and would increase public understanding of the processes of government, Mr. Strauss stated. "Thus far the Congress has not acted on Senator Pepper's resolution to permit such broadcasts, chiefly because radio as a whole has not shown the enthusiasm required," he wrote in incitement.

Referring to the "extraordinary tradition" by which advertisers other than stations create programs, Mr. Strauss posed the question of what a newspaper editor would answer if given the following proposition: "Here is Joe McSquinch; we think he's a good columnist. You print his articles and we will pay his salary and buy an advertisement alongside his column."

Editorials by Stations?

Mr. Strauss sees in agency control a threat to American broadcasting and to freedom of expression. The right of advertisers to select programs which they believe will have the proper appeal for their products definitely is not disputed in the article but it is felt that stations, just as newspapers or magazines, "should create and be responsible for the material they present to the public".

A plan to raise the standards of patent medicine advertising is asked by Mr. Strauss who related the experiences his station has had in attempting a solitary approach to the matter.

Finally, he asks for reconsideration of the convention preventing radio management from voicing an editorial opinion. Although not advocating monopolizing the air with the opinions of owners, he sees no reason why a short, clearly labeled period cannot be set aside for such use. He argues that if a person is judged responsible enough to be allowed to operate a station, it seems logical that he deserves the right to use a few minutes of the broadcasting day to express his own opinions.

RMA Code

RADIO MFG. ASSN. has established a standard voluntary code system for marking and identifying manufacturers' products. System includes notation of production source and date. Code provides for assignment of a code symbol to each manufacturer.
More than 35 Years of Service to the RADIO INDUSTRY

Whether Amplitude Modulation ... Frequency Modulation ... or Television — dependability is a must for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because it stands up.

For more than thirty-five achievement-studded years ... from the Poulsen Arc to the new CBS Television Station ... Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability and experience, combine to give you craftsmanship ... the kind of craftsmanship that builds dependability into all Federal equipment.

In AM ... FM ... TV . . .

... your prime need in broadcast equipment is dependability — look to Federal for it.

Federal Telephone and Radio Corporation

Newark 1, N. J.
DAY SERIES HIGHER IN SMALLER CITIES

The smaller the city, the higher the rating of daytime programs, Cooperative Analysis of Broadcasting reports in a city-size study of daytime radio listening.

In smaller-size cities, some programs tripled or quadrupled ratings in cities of 1,000,000 or more. Results are based on summer 1944 interviews in the 81 CAB cities. Analysis will be reported three times a year.

Some of the programs, with ratings in different sized cities, follow: Superman, from 1.9 in cities of 1,000,000 to 2.5 in cities of 500,000 -1,000; Breakcast in Hollywood from 3.4 in 1,000,000 to 7.4 in cities of 100,000-500,000 and 50,000-100,000; Kate Smith Speaks from 5.4 in cities of 500,000-1,000,000 to 8.6 in cities of 50,000-100,000.

Superman was one of the few daytime programs showing a higher rating in large than smaller cities, with 3.3 in cities of 1,000,000 and over, 2.3 in 100,000-500,000.

Service to Ecuador

Radio telephone service between the U. S. and Ecuador was established for the first time last Monday when a direct circuit was opened by AT&T between Quito and New York. The connection makes all South and Central America within reach of the U. S. by radiotelephone facilities.

ASSEMBLING table model television sets bought by KDYL Salt Lake City before the war are Keith Hopkins (l) and Henry Lepke, KDYL technicians. Units will be used with similar console models to permit public observation of the station's experimental project.

Student Award

First award of $100 “for student showing most promise in radio writing, directing and producing” was given by WMAZ Macon, Ga., to Helen Farmer of Wesleyan college. Students of the college radio class have worked closely with the station during the past school year.

New York Media Men To Hear AANR Study

Study prepared by the American Assn. of Newspaper Representatives, titled “Daily Newspapers and Chain Radio as National Media”, will be presented June 13 at the regular dinner meeting of the New York Media Men's Assn. at the Hotel Sheraton, New York. First part of the study compares audience reached by the four major networks through half-hour evening broadcasts with audience reached by a list of 266 daily newspapers published in 261 cities of 25,000 or more population.

Second section is given over to an analysis of the actual expenditures in the two media in relation to sales results and is described to be an “attempt to get away from the argumentative phases of newspapers and radio.”

AFA WILL CONDUCT ELECTION BY MAIL

Foregoing its annual convention for the second time, the Advertising Federation of America has arranged to hold its election this year by mail and will hold a restricted annual meeting in the Commodore Hotel, New York, July 11 which will be attended only by members in the vicinity.

A nominating committee has been appointed and has named 18 directors, nine to serve one year and nine for two-year terms. A list of those nominated has been mailed to all members and additional nominations may be made by return mail. Ballots will be distributed following June 20.

The chairman of the board, president, secretary and treasurer are elected by the new board after the directors have been chosen. No election was held last year but after study and legal advice it was decided to hold one this year in compliance with the organization's by-laws.

Cooperation in A BIG WAY

WBIG is fully familiar with the importance of merchandising. Our advertisers can testify to our record for cooperation which includes retail window displays, direct mail, newspaper advertising and special publicity. We'll be glad to cooperate with you for BIG RESULTS in "The Magic Circle" - the South's BIGGEST Market.

Edney Ridge, Director

WBIG
GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES
THE PRESTIGE STATION OF THE CAROLINAS

BROADCASTING • Broadcast Advertising
**Network Accounts**

**New Business**

U. S. STEEL Corp., New York, Sept. 3 starts Theatre Channel on 180 Blue stations Sun., 10-11 p.m. Agency: BBDIO, N. Y.

BORDEN Co., New York (milk products), on July 10 starts Borden County Fair on about 180 Blue stations Tues., 7:30-8 p.m. Agency: Kenyon & Eckhardt, N. Y.

**Renewal Accounts**


GENERAL FOODS Corp., New York (Birdseye Frozen Foods), on Sept. 6 launches Dinah Shore's Open House on 131 NBC stations Thurs., 8:30-9 p.m. (West Coast repeat 9-9:30 p.m., PWT). Agency: Young & Rubicam, N. Y.

DUFFY-MOTT Co., New York (juices), on June 22 for 52 weeks renews What's Your Idea on 18 MBS stations, 11:45-11:55 a.m. Agency: Young & Rubicam, N. Y.


**Net Changes**

CHARLES E. HIBBS Co., Philadelphia (root beer), on June 17 shifts Hibbs' Icebox Puffles on Blue stations from Wed., 10-11 a.m. to Sun., 8:30-9 p.m. Agency: W. Ayer & Son, N. Y.

STANDARD BRANDS Inc., New York (Tenderest Tea, Royal golden desert), on June 26 discontinues One Man's Family on 172 Blue stations, Tues., 7:30-8 p.m. and July 15 shifts to 134 NBC stations Sun., 3:30-4 p.m. Agency: J. Walter Thompson Co., N. Y.

PACIFIC COAST BORAX Co., New York (Borax Soap), on June 29 shifts Death Valley Sheriff Toots, 51 CBS stations, Thurs., 3:30-4:30 p.m. to 180 Blue stations Fri., 9:30-10 p.m. Agency: McCann-Erickson, N. Y.


DELAWARE, Lackawanna & Western Coal Co., New York (Blue Coal), on Sept. 9 for 39 weeks renews The Shadow on 26 MBS stations Sun., 3-4:30 p.m. Agency: Buthrauf & Ryan, N. Y.

BORDEN Co., New York (milk products), having shifted Jerry Wagon Show July 6 from 180 Blue stations 8:30-9 p.m. to 180 MBS stations, Fri., 7:30-8 p.m. Sept. 28 or Oct. 5 replaces Jerry Wagon Show, and Dizzy Simms Show, CBS Fri., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

**Norwich News**

AFTER more than a year out of radio advertising, Norwich Pharmaceutical Co., Norwich, N. Y., on June 18 for Pepto-Bismol starts three-weekly sponsorship of the Arthur Hale newscasts, a Mutual cooperative program, on KCKN Kansas City. Contract for 13 weeks was placed through Adolph Kintner, Gumbinner Agency, New York. Company intends to expand its radio activities but has no definite plans.

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**Straight into the Homes that make your Markets...**

**Broadcast of Wire News Mandatory**

RADIO NEWSMEN should not hold up any press association story, even though it may be unofficial at time of its broadcast, according to Robert E. Kintner, Blue network vice-president, who last week briefed network correspondents and editors on the job before them in covering the Pacific war and world news elsewhere.

"If a press association sends through a story, I think radio should put it on the air, whether it is or isn't confirmed by official sources," Mr. Kintner said. "Naturally, though, broadcasters should credit the source of the story and tell the public that there has been no official confirmation."

Mr. Kintner said the war in the Pacific will be more difficult to cover from the standpoint of making listeners understand and evaluate its scope.

**McCALL RESUMES NBC NEWS POST**

FRANCIS McCALL has resumed his duties as manager of operations of NBC's news department, with headquarters in New York, William F. Brooks, NBC director of news and special events, announced last Thursday. Plans for a meeting of NBC division news directors in New York June 18-21 to coordinate national and regional coverage plans for the coming years were also announced. NBC plans to supplement its coverage from press services with more direct reporting from its own staff, he said.

Mr. McCall, who will lead some of the clinic sessions of next week's meeting, led 15 months ago to handle special assignments in Europe and the Pacific area. Adolph Schneider, NBC news editor, who has been handling Mr. McCall's duties, as acting manager, has been promoted to assistant manager of operations of NBC news.

**NEWSMEN COMPENDS HOWARD FRAZIER**

SERVICES of Howard S. Frazier, NAB Director of Engineering, in recruitment and training of technical personnel for OWI overseas operations were praised last week by Elmer Davis, OWI director.

Assistance accorded, Mr. Davis said in a letter to Mr. Frazier, helped the agency "to solve one of our most difficult recruitment problems" and "greatly speeded up" OWI overseas radio operations.

Mr. Frazier has been on part-time loan to OWI since last November.

**ASF Series**

STARTING DATE of the new Army Service Forces series on the Blue Network [Broadcasting, May 28], has been shifted to June 21, and will be heard Thursday, 10-10:30 p.m., and not Monday, as originally scheduled. Title is now tentatively set as Music for Tokyo.
OWI Is To Discontinue Foreign Language Dept.

FOREIGN language section of the OWI Domestic News Bureau will be discontinued after July 1, necessity for it having disappeared with the end of the European war which made communications possible with the Continent.

The section furnishes foreign language stations and newspapers with information of interest to their readers but the OWI feels it is now possible for those outlets to resort to their prewar sources. Translations of OWI campaign information will be stopped but the stations will receive the regular releases in English distributed to others.

Our Advertisers
Shore Hang On!

Take our local department store, for example—De Lendrecies'. Twelve years ago (May 1, 1933, when we were getting our news material by Transradio shortwave, from Minneapolis!) De Lendrecies' started sponsoring a news program on WDAY, six days per week. Today they're still at it—though now we have AP, UP, a regular news staff and correspondents throughout our area.

We won't point out that De Lendrecies' is right here, knows what's what, and buys accordingly. That would be just too obvious, wouldn't it?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 Kilocycles . . . 5000 Watts

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

FCC Decision in WINS Sale Is Seen As Indicative of Attitude on Prices

DECISION of the FCC in the proposed sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati, now designated for hearing on June 27, is expected to reflect the Commission's future attitude toward station sale prices, it was learned last week.

Since late last year a big question mark has hung over the Commission with reference to its authority to control sale prices of stations. Still unanswered are letters transmitted to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee asking Congressional guidance in the matter of sale prices.

Markets were elevated to the post of assistant to the general counsel last April when Rosel H. Hyde was made general counsel.

Send Top Man

Normally a member of the broadcast division legal staff is assigned to represent the Commission at such hearings. On occasion, when the case warrants, the assistant general counsel in charge of broadcasting takes over. In the WINS hearing, the Commission designated its top man to conduct the case.

Fourteen issues have been designated for hearing [Broadcasting, April 16]. These include the value of the physical assets of WINS, value of its going-concern or goodwill, elements that entered into a determination of the purchase price, whether any consideration is being paid for the frequency and whether any portion of the consideration is assignable to the assignee's outstanding construction permit to operate with 50 kw.

Standard Proposal Is Given Approval

RTPB Panel 4 Files Only Broadcast Appearance

TWELVE notices of appearance for oral argument on proposed allocations below 25 mc were filed with the FCC last week, while three others expressed satisfaction with the proposed allocations [Broadcasting, May 28].

Panel 4 of the Radio Technical Planning Board, of which Howard S. Frazier, NAB director of engineering and chairman, filed the only appearance on behalf of broadcasting. All others involved other than broadcast services, such as police, forestry, industrial heating, etc. RTPB Panel 2 on allocations, headed by Dr. C. B. Jolliffe of RCA Victor, entered a "no appearance" letter. Twenty-five copies of all briefs must be filed with the Commission by June 13.

RTPB Panel 4 on Standard Broadcasting had recommended that the FCC consider extending the standard band to 630 mc to provide three additional channels. Results of studies covering the possible extension to the 200-400 mc band for high-powered clear-channel stations, also were given the Commission during hearings.

Oral argument is scheduled on allocations below 25 mc for 10:30 a.m. June 20. Appearances are:

RTPB—Panel 4; Panel 13, Committees 1, 3, 6; Society of Plastics Industry; Panel 12, Committee on Industrial Heating Applications; Lorain County Radio Corp., Columbus, O.; RTPB Panel 8; California State Advisory Committee to the Governor; Tropical Radio Teleg. Co.; American Waywaters Operators Inc.; RCA.

RTPB Panel 10 and Committee 2 of Panel 13 expressed satisfaction with the proposed allocations.

'Club' Anniversary

BLUE'S Breakfast Club, Monday through Saturday, 8-9 a.m. (CWT) will celebrate its 12th anniversary June 25. On that day the program will originate in Sheboygan, Wis., home town of Don McNeill, n.c.

Folks
Turn First to—

WWL

50,000 Watts

Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

For DIRECT CUT COPIES ACCURATELY DUPLICATED

FOLLOW THE CROWD

U.S. RECORDING CO.

1121 VERMONT AVE.—WASHINGTON, D. C.

WRITE-WIRE OR CALL FOR DETAILS

BROADCASTING • Broadcast Advertising
How are great commercials born? Rinso's happy little wash-day song was born in the woods. An advertising man, trying to get away from it all, listened raptly to the song of a bob-white—the special three-note call Bob uses to sell himself to his mate. "Golly," said the ad man, "why couldn't we..." And the rest is soap history.

Rinso "spots" are cut on PRESTO discs. Most important transcriptions are. For recording engineers know that PRESTO discs give finer results with less margin for error—actually perform better than most of the recording equipment on which they are used. That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

**WHY BROADCASTING STUDIOS USE MORE**

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**WORLD'S LARGEST MANUFACTURER**

**OF INSTANTANEOUS SOUND**

**RECORDING EQUIPMENT**

**AND DISCS**

**PRESTO RECORDING CORPORATION**

242 West 55th Street, New York 19, N.Y.

Walter P. Downs Ltd., in Canada
WPB to Lift Bans
(Continued from page 15)

nouncing the FM allocations delay, the report contained this statement with reference to AM, FM and television transmitters and receivers:

"Information furnished the Commission by the WPB indicates that the industry will not resume production of such equipment in 1945 or even in the first part of 1946 unless Japan capitulates. . . . Moreover the WPB has advised the Commission that it will endeavor to give 90 days advance notice of the event there is any chance in this prediction. . . . In the event that there is a change in the war situation and if it becomes important for manufacturers of FM equipment to have a final decision now as well as the other, a decision will be rendered at that time based on all information then available."

Change Taking Place

Already that "change in the war situation" is reported taking place. As for the 90-day advance notice in the way of a decision that much of a lull before construction could commence, Mr. Small said:

"Certainly I don't think there will be any 90-day lull. If we had V-J Day we'd tell the Commission instantly. We told the FCC that if the military demand changes we would be given a 90-day notice of the impact, if at all possible. I'm not so sure that condition hasn't changed."

Mr. Small qualified his remarks, however, with the assertion that as long as components are tight, there will be no easing of controls. And components at the moment are tight.

Mr. Krug's testimony before the Appropriations Committee gave every indication that by V-J Day the WPB's job is concluded, except for compiling records to "make it clear for the future what the WPB did and how it did it". In a direct statement he said: "I want to assure you that WPB controls will not be kept for a single hour longer than they are needed to support the wartime military and wartime civil economy and, in the case of each control, when that time arrives, the Board will get out of the way of business."

He testified that of 420 controls, already 100 had been lifted. (Since his testimony several more have been lifted or eased).

Chairman Krug asserted that plans of industry are "much further advanced than most people think, or than industry will admit, particularly in large industries with responsibility for large employment."

L. & M Renews


SMEC Asks Code Cover Copy Style

Hayes Announces Personnel Of New Subcommittees

NAB CODE should provide for the manner of presentation of radio copy as well as the wording of the copy, according to a resolution adopted by the Sales Managers Executive Committee. Arthur Hull Hayes, general manager of WABC New York and SMEC chairman, reported last week. Mr. Hayes also announced the personnel of three subcommittees authorized at the recent SMEC meeting in San Antonio.

Subcommittee to study a procedure to establish an advertising agency recognition board: Stanton P. Kettler, WMN Fairmount, West Va.; chairman; James V. MeConnell, NBC; Harold Sondersland, KFAB Lincoln; William Doerr Jr., WERB Buffalo.

Subcommittee to study the implications of the validity of complete disclosure of audience measurement information: Frank Webb, WGL Fort Wayne, Ind.; chairman; Henry I. Chrystal, J. B. Petry & Co.; Howard S. Miglihan, Radio Sales; Sam Bennett, KMBC Kansas City.

Subcommittee to study the block selling of time to brokers for retransmitting to different advertisers: John Cutler, WSB Atlanta, chairman; J. W. Knodel, Free & Peters, Chicago; Ben Laird, WOSH Oshkosh, Wis.; Ken Church, WCKY Cincinnati.

Walgreen Show

ONE of the most ambitious programs in radio, both from the standpoint of talent and time cost, the Walgreen Birthday Party, will be aired by transcription on 148 stations coast to coast, wherever there is a Walgreen store, the week of June 17. The full hour program features Bing Crosby, Abbott and Costello, Rise Stevens, Paulette Goddard, Rochester, Don Wilson as m.c., Carl Hof and his orchestra, the Andrews Sisters and announcer Ken Niles. Program was transcribed in Hollywood under the direction of Schwimmer & Scott, Chicago agency handling Walgreen account.

AIP

WSNY, Schenectady, N. Y.
... our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson,
General Manager.
Thank you, KMPC...

CASA CUGAT
15 min. . . . 156 programs

JAM SESSION
15 min. . . . 156 programs

SONGS OF PRAISE
15 min. . . . 156 programs

MANDRAKE THE MAGICIAN
15 min. . . . 156 programs

SAGEBRUSH SERENADE
15 min. . . . 156 programs

RHYTHM RANGE
15 min. . . . 26 programs

IRENE WICKER—
THE SINGING LADY
15 min. . . . 52 programs

STRANGE AS IT SEEMS
15 min. . . . 26 programs

FOOTPRINTS ON THE
SANDS OF TIME
5 min. . . . 104 programs

FIRESIDE TALES
5 min. . . . 26 programs

ONCE UPON A TIME
(MAUREEN O'SULLIVAN)
5 min. . . . 26 programs

What you say about "Footprints" is also true of ALL the new...

WORLD FEATURES

"A SHOW FOR YOUR MONEY"

WORLD BROADCASTING SYSTEM, INC.
711 Fifth Avenue, New York 22, N. Y.
A subsidiary of Decca Records, Inc.
NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
Florida Court Upholds ASCAP’s Right to Stay

REPORT of Special Master James Messer, Jr. of Florida that ASCAP’s operations within the State do not violate the Florida statutes has been upheld by Judge W. May Walker of the Circuit Court of the Second Judicial District of Florida. Decision found that “ASCAP is not a price-fixing combination and is not prohibited from doing business in Florida.” A defendant, with BMI and SESAC, in a suit brought by State’s Attorney General, J. Tom Watson, charging infringement of the Florida statute, ASCAP obtained a separate hearing.

Mrs. ALCOTT SAFE
Wife of WCAU Commentator
Freed From Japanese

CARROLL ALCOTT, WCAU Philadelphia commentator and Far East authority, has been informed by Gen. MacArthur’s headquarters that his wife, after internment by the Japanese for three years, has been liberated. She is expected to arrive in the States within three months.

Mrs. Alcott, a White Russian, left Shanghai for San Francisco just before the war began. Her ship was trapped in Manila by the Japs shortly after Pearl Harbor. She has never been in the U. S.

FBI Recovers FCC Documents

DOCUMENTS from the FCC were among those allegedly stolen by six persons arrested by the FBI last week on charges of conspiring to violate the Federal Espionage Statutes. Ranging in classification from “restricted” to “top secret”, the papers recovered by the FBI also were from the Departments of State, War and Navy and the Office of Strategic Services and War Information.

The FBI did not disclose the nature of the documents but it was learned at the Commission that they apparently were Foreign Broadcast Intelligence Service analyses of propaganda broadcasts which are prepared for government agencies and classified as restricted.

Those arrested include the co-editors of the magazine Amerasia which published information from the documents, Philip Jacob Jaffe and Kate Louise Mitchell; Mark Julius Cayan, nationally known writer who used some of the material in his articles; two State Dept. employees, Emanuel Sigurd Larsen and John Stewart Service; and Lt. Andrew Roth, USNR, retired from active duty since the beginning of the year. All six have considerable personal knowledge of the Far East and were engaged in work on the subject.

The section of the law they are charged with violating covers unauthorized possession or transmission of national defense data. The maximum penalty is two years imprisonment and $10,000 fine.

Zenith Export Plans

ZENITH RADIO Corp., Chicago, has plans for a new line of receivers for export trade, to be in production within a few weeks after government restrictions on civilian manufacturing are lifted. New radios will incorporate many of the developments made during production of military apparatus, according to E. E. Loucks, sales manager of the firm’s export division. American Steel Export Co. is Zenith export agent.

Even Better Business Coming in South Bend!

Sure, business has been good in South Bend... scores of booming war plants have taken care of that! But what’s coming after the war? A staggering backlog of orders for automobiles, automotive equipment, sewing machines, radios, washing machines, rubber footwear, farm machinery, clothing, fishing tackle and other nationally famous items of peace time goods made in South Bend will keep this war production center humming with a C. E. D.-predicted 122% employment! And that isn’t all—

Work is waiting for returning veterans!
Bond buying is breaking previous records!
Banks are bulging with record deposits!

Yes, things have been humming in South Bend, but they’ll be humming even MORE—after the war!
"We in the Bell System now furnish the networks for radio and we'll be on the job with networks for the transmission of television, too.

"Those networks may be of wire or coaxial cable or micro-wave radio-relays.

"Networks and transmission are the Bell System's part of television's future. They are right down our alley."

BELL TELEPHONE SYSTEM
Raytheon Granted Broadband Relays

FURTHER experiments looking toward a nationwide microwave relay system were given FCC approval last week when the Raytheon Mfg. Co. was granted construction permits for five broadband experimental relay stations in the East. Permits authorize experimental Class 2 point-to-point stations to develop "new techniques for the transmission and relaying of high definition and color television programs, high-fidelity FM programs, and telegraph, telephone and facsimile communications," said the FCC release announcing the grants.

Development of aeronautical safety communications, aircraft traffic control and an automatic reporting service on positions of aircraft which would be provided simultaneously with transmission of FM and television programs and other point-to-point communications also is proposed. Multiple relay transmission in the higher frequencies has been used effectively by the military forces.

Raytheon's station, to be operated with 100-w maximum power, will be assigned frequencies by FCC Chief Engineer George F. Adair. They will be located at New York, Lexington and Webster, Mass., Bristol and Tolland, Conn. The system proposed is similar to those now being built in Boston and New York by the AT&T and in Washington, New York, Schenectady, and New Scotland, N. Y. by the Western Electric 124 type amplifiers for speech input systems are ideally suited for use on either AM or FM circuits. Their frequency response is uniform over the entire range of 30 to 15,000 cycles.

Designed for quiet operation, the 124 type amplifiers may be placed directly in loudspeaker cabinets without radiating interference.

Broadcasters using the 124A, 124D or the 124E amplifiers have had a sample of the high standard of quality and performance promised for Western Electric equipment which will be available after the war.

Predictions that within five years after the war television will be extended to more than half the population and that FM within a decade will replace AM broadcasting, except for a few clear-channel and other AM stations serving primarily rural areas, are contained in a 140-page report of testimony given the subcommittee on War Mobilization of the Senate Military Affairs Committee.

Signed by Sen. Harley M. Kilgore (D-W. Va.), the report covers wartime technological developments and devotes more than two pages to communications, mostly broadcasting. Before nationwide television can be a fact a system of relays must be created, the report stated, concluding that "perhaps the most likely development is a combination of (coaxial) cable and relay stations." Development of a new tube "which would greatly simplify the functions of such relay stations" was announced last year, the Committee said.

International Business Machines Corp. and General Electric Co., Federal Telep. & Radio Corp., subsidiary of ITT, previously received grants for three Experimental Class I stations in New York to develop radio relay systems, and to Western Union for a chain of four broadband stations between New York and Camden.

"In addition the new Craig television system, still in the experimental stage, would make possible the transmission of television signals near the regular longwave broadcast band and would eliminate the problem of relaying, provided the conventional AM circuit were retained for the audio signals," the report added.

Establishment of a nationwide network for FM will involve a "relaying problem similar to that in television," according to the report. "The distribution of ownership of important patents among several separate owners, including the Government, may be an obstacle to rapid development of a unified system," the Senate report continued. "Nevertheless it is freely predicted that, except for a few clear-channel and other AM stations serving primarily rural areas, FM will replace AM broadcast within a decade after the war."

Depend on Prices

Postwar expansion of both television and FM will depend on prices for receivers, the report concluded. In general, postwar prices may be higher than those of comparable prewar models.

The report also touched on the walkie-talkie as a useful instrument of communications for railroads and other businesses, facsimile, and transoceanic radiotelephony. But the Committee saw little future for facsimile except for commercial or governmental purposes. Said the report:

The widespread use of facsimile in the home to reproduce newspaper and the like, by a broadcast from a central point, is unlikely to develop in the near future."

Serving with Sen. Kilgore on the subcommittee are these Senators Thomas (Utah), Johnson (Colo.), Murray (Mont.), in the Democratics; Bevercomb (W. Va.), Wilson (Ia.) Republicans.
Mr. Downs  Mr. Hicks  Mr. Baukhage

Downs, Hicks, Baukhage Win Headliners Club 1945 Awards

Recognition in 15 News Categories to Be Given Winners at 12th Meeting, June 16

THREE radio newsmen—two foreign correspondents and a Washington commentator—have been selected to receive the National Headliners Club medal awards for outstanding news performances during the past year. Awards in 15 categories will be presented at a luncheon Saturday [June 16] during the club’s 12th annual meeting in Atlantic City.

George Hicks, Blue, will receive the award for best spot news broadcast of the year for his description of an enemy air attack on the invasion fleet, made under fire from the deck of an American ship on D-Day night. Recorded on film which was flown to London for broadcast to America, his eye-witness-on-the-scene account was broadcast and rebroadcast by all four networks which received it under the Army pooling plan.

Award for the outstanding foreign exclusive broadcast goes to Bill Downs, CBS, for his vivid account of the surrender of the German armies in northern Germany, Holland and Denmark to Field Marshall Montgomery in Hamburg. Only radio reporter with Montgomery’s forces, Downs’ broadcast on CBS was the first description of the surrender.

Best domestic news broadcast was adjudged the description of the funeral services for Franklin Delano Roosevelt at Hyde Park, broadcast a few minutes after the ceremony by H. R. Baukhage, Blue commentator, who receives the award in this category.

Other headliner 1944-45 awards will be made as follows: Most consistent foreign news coverage, Frederick Kuh, Chicago Sun. Best foreign news story, James Roper, UP, for his report on the execution of Benito Mussolini. First with biggest domestic news story, Arthur Herman and Arthur Hechten, INS, who sent the first wire service news of President Roosevelt’s death. Best domestic news story, Merriman Smith, UP, for his coverage of the President’s death.


Warner Spots

WARNER Bros. Pictures, New York, is conducting a heavy spot campaign for the New York opening of “Rhapsody in Blue”, and will use spot radio in the Fall nationally as the film opens in other cities. New York schedule started June 6 and will continue for three weeks, averaging from 20 to 25 commercials weekly per station. List includes WOR, WJBC, WABC, WINS, WMCA, WHN, WNED, WEDY. Transcriptions feature Gershwin music.

WJBC Shift Granted

CONSENT was granted by the FCC last week to WJBC Bloomington, Ill., for involuntary assignment of license from present owners to a new partnership of the same individuals but excluding from partnership title the name of Dorothy Charlotte McGregor, deceased wife of Arthur Malcolm McGregor, co-owner and manager. Other co-owner is Hugh I. Gately, commercial manager.

79,345 LOCAL BOND IMPRESSIONS MADE

INDIVIDUAL stations the week of May 20-26 contributed 79,345 broadcast impressions to local origina- tions to the Seventh War Loan Drive, according to Telling the World Report No. 3 compiled by NAB last week. This coverage is exclusive of extensive network and OWI allocations, and does not include additional data being compiled by Tom Olson of the Treasury War Finance Division Radio Section.

Breakdown for the second week of the Bond campaign gives: five-minute Treasury Sing for the Seventh disc, 3,780 programs; quarter-hour Treasury Salutes, 3,172 programs; quarter-hour Music for Millions, 2,977 programs; five-minute Treasury Song, 82; three-minute “Buy Buy Bonds”, 597; announcements—68,767 live and transcribed spots, 1,174 two-minute, 412 three-minute, 68 four-minute; programs—1,236 five-minute, 31 seven-minute, 330 10-minute, 1,246 quarter-hour, 14 25-minute, 340 half-hour, 2 35- minute, 28 three-quarter hour, 8 50-minute, 45 one-hour, 21 1½-hours, 18 1½-hours, 14 two-hours, 2 2½ hours, 14 three-hours, 2 five-hours and 1 1½-hour (WDEF).

Herzog and Winnie Get Journal Co. Promotions

EXPANDING its radio activities the Journal Co., Milwaukee, licensee of WTMJ and WMFM, last week promoted two executives and set plans for future development. Walter J. Damm, vice-president and general manager of the Journal Co.’s radio interests, announced, L. W. Herzog, who has been manager of WTMJ and WMFM, the PM adjunct, on June 6 became assistant general manager of radio, and Russell G. Winnie, veteran sportscaster, was made manager of the two stations.

Mr. Herzog will divorce himself, except in an advisory capacity, from day-to-day operation of WTMJ and WMFM and will specifically devote the major portion of his time to developing the company’s television plans. Mr. Winnie will take over supervision of WTMJ and WMFM.

WTAG Local Shows Rate High Hoopers

December ’44 — April ’45

6:30-6:45 p.m. 1 o’clock NEWS
MON., THRU FRI. 1-1:15 P.M. Mon., thru Fri.

STATION PROGRAM STATION PROGRAM
WTAG EVENING REVUE local participating show 18.1 29.8

1/2

WTAG News

Network Commentator 5.7
Network Commentator 2.3
Network Commentator 0.6

There are many more such high WTAG Hoopers to show the advantages of covering Central New England from the INSIDE. Watch for them.
Quizzed the Deaf

ART WALLBERG, WAAB Boston quizzer, conducted a quiz for 50 members of the Worcester Hard of Hearing League. Each quizzer used a mike connected to hearing aids. They were quick on the answers and also practiced lip reading during Wallberg’s talk and quiz.

OPA explained that the purpose of the meeting was to arrive at a new formula for computing prices on components which have been out of production for some time and because of which revisions from original ceilings will be in line.

Until new ceilings are established, it was learned, existing ceilings will apply to any new parts which may become available. New sets are presently under ceilings based on price levels of March 1942.

LATOURRETTE HEADS BLUE COAST NEWS
FRANK LATOURRETTE, head of the American-Blue San Francisco news & news features department, has been promoted to western division manager of that department, succeeding Henry Orbach, resigned, G. W. (Johnny) Johnstone, network news & news features director, announced on the West Coast.

With San Francisco the clearing house for Pacific war theater news, LaTourette will continue headquarters there, division operations having been shifted from Hollywood. George Lewin, American-Blue night news editor, has been transferred from New York to head the Hollywood newsroom.

Network listening post, which monitored Radio Berlin and stations in European occupied countries, is being moved from New York to San Francisco to concentrate on Japanese broadcasts.

Eisenhower Coverage
(Continued from page 18)

decided on its policy. Blue and Mutual await announcement of hours involved.

WNET, NBC’s New York television station, will telecast city ceremonies to the New York area and cover via films the June 18 ceremonies in Washington. British Broadcasting Corp. has arranged to describe the New York reception for broadcast in London.

After the New York ceremony Gen. Eisenhower will go to Abilene. It is understood Capt. Butcher will accompany him. Following the Abilene homecoming the General will take a rest.

Met Wednesday

Late last week Col. Edward M. Kirby, chief, Radio Section, Bureau of Public Relations, was drafting a reply to complaint from 10 New York stations about coverage privileges for homecomings. The stations met Wednesday at the office of Dave Driscoll, WOR’s news and special events director, who had twice been turned down on requests for either live or recorded interviews with two generals. Aside from WOR, New York MBS outlet, other network stations or networks were not represented.

Main protest was radio is not allowed to record voices of returning heroes in New York despite the fact that newspapers and newswires are given “almost free rein”.

Col. Kirby stated that radio is in no sense discriminated against and that the long-established policy is being followed. Radio is admitted to press conferences, he said, but is not permitted to broadcast the proceedings because of the spontaneous nature of the questions and answers and the element of security involved. The Army definitely distinguishes between a prepared broadcast and a press conference.

He ascribed failure to permit all New York stations to have their own interviews during the welcome for Gen. Omar N. Bradley to sheer lack of time to arrange separate broadcasts.

Loyalty...in Philadelphia
WDAS Audiences Have Been LOYAL
For More Than Twenty Years

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

With “Loyalty” like this, it’s no wonder 78 percent of this station’s sponsors renew regularly.
P&G Listens

(Continued from page 18)

Ramsey explained: "When a long run show drops, it doesn’t necessarily mean that something’s wrong with the show."

On the other hand, taking a show off the air too soon might mean a serious mistake, he said. "There have been many casualties that could have been successes had the sponsors stuck by them just a little longer," he asserted.

As for pioneering, P&G has done its share of that, too. History will record that NBC was the first nationwide network. But it also will show that P&G broadcast the first commercial network program some years before NBC existed. In 1923 P&G sponsored Crico Cooking Talks on WEAF New York.

P&G officials had been to New York to see the premiere of their new radio production. They were enthusiastic. They felt that if the program could be broadcast elsewhere it would have good acceptance. Permission was granted to link up WEAF with KDKA in Pittsburgh and WGY Schenectady. P&G took care of the details, assisted by the late Graham McNamee, then with WEAF. Thus was broadcast one of the first network programs in history—and a commercial, too.

Another pioneering feat of P&G was the 5-a-week strip begun in November 1930 [Broadcasting, June 4]. Another was the Gibson Family, which went on the air Sept. 15, 1934. That program, publicized as the "new art form," was an hour’s musical comedy in which new songs by Howard Dietz and Arthur Schwartz were introduced. The songs were written especially for the program. Out of it came several hit tunes.

Procter & Gamble spent $10,000 for talent alone—the firm’s first big investment in talent. It was a good show and sold Ivory soap, but it was difficult to continue with any great success. The program was discontinued after 39 weeks.

Not all programs have to be created by the sponsor or its agency, Mr. Ramsey will tell you. Many stations have sustaining shows which already have audiences and which make good commercial timber. Such a case was Vic & Sade, a show written by Saul Lefkowitz and on NBC as a sustaining. P&G bought it from the NBC Artistic Service in November 1934 for Crisco. The program remained on the air until September last year.

From March to May 1937 Vic & Sade was on the air nights during a campaign for Ivory soap, in addition to its regular presentation for Crisco. Of the program the late Hendrik Willem van Loon said: "I consider Vic & Sade the finest folk writing being done in America today."

Although the major portion of P&G’s radio budget goes for network programs, the company spends $780,000 annually for spot

Time. When a new product is placed on the market or the firm wants to stress an old-line item, spot radio is used effectively in conjunction with regularly scheduled programs.

Bill Ramsey is sold 100% on the effectiveness of broadcast advertising. But all media must be coordinated to make the selling job that much more effective, he emphasized.

In the concluding installment next week, Broadcasting will tell the story of the 150 programs sponsored by P&G since the firm began broadcasting commercially.

Colgate Discontinues

COLGATE-PALMOLIVE-PETT Co., Jersey City (Palmolive soap, tooth powder), on June 30 for eight weeks discontinues the Judy Canova show on 138 NBC stations Sat. 10-10:30 p.m. Agency is Ted Bates Inc., New York.

Colgate has been promising to build up its national radio advertising and it has been assigned more new programs for the smaller stations. But it has not been using any new programs in the large stations.

AFRA WINS 16% PAY INCREASE ON WXZY

AFRA talent on the Lone Ranger, Green Hornet, Ned Jordan and Challenge of Yukon shows which emanate from WXZY Detroit have been granted a pay increase of 16% retroactive to April 18, 1944 by a decision of the 6th Regional War Labor Board, reversing the recent recommendation of the WLB panel. Decision also included grant of special talent fees to staff announcers when they are specifically requested by sponsors or agencies.

AFRA members are now deciding whether to hold a convention in 1945 and will vote by mail ballot on the issue on June 15. Since the ODT has requested that unnecessary travel not be resumed, it is unlikely that a convention will be held. However regional meetings may be held in Chicago and Los Angeles as an alternative.

WALV Now WLEE

THOMAS G. TINSLEY Jr., operator of WITH Baltimore and holder of a construction permit for a new station in Richmond, Va. [Broadcasting, May 7], will commemo-rate the famed Lee family of Virginia by using the call letters WLEE. Originally assigned the call letters WALV, Mr. Tinsley last week was authorized by the FCC to change the call to WLEE.

The station will be dedicated in the near future to the memory of the Lees. It operates on 1450 kc with 250 w power.

For

BUYING POWER

that pays off in SALES,

Look to GREATER KANSAS CITY

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians turn to KCKN for the kind of radio entertainment they like—day and night, all night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City’s nine hundred million dollar buying power without the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

24 HOURS A DAY—KCKN is the only Kansas City station broadcasting day and night—24 hours a day—KCKN is the only station.

"THIS IS MUTUAL!"—At 6 P.M. KCKN becomes a "BASIS station of the Mutual Broadcasting System."

Hunt Available

FRAZIER HUNT’s news comment, scheduled to start on Mutual 9-9:15 a.m. June 11, becomes available for local sponsorship on July 9, Bert J. Hauser, MBS director of cooperative programs, announced last week.
Standard, Television, Seven FM CPs Are Sought; Midwest FM Net Planned

AMONG new applications filed with the FCC in the past fortnight are requests for seven new FM stations (three of which are part of plans for a Midwest network), a commercial television station and a local standard outlet.

Midwest FM Network Inc., wholly owned by WGN Inc. which in turn is a subsidiary of the Tribune Co., publisher of the Chicago Tribune, seeks FM stations in Grand Rapids, Fort Wayne and Peoria on 45.9 mc with approximate coverage of 7,000 sq. mi. and individual estimated cost of $45,000.

Stations would link with WGNB Chicago, WGN FM supplement, in what is considered the first Midwest commercial FM network.

Group is also applicant for FM facilities in Minneapolis and in New York, latter through the New York News, subsidiary interest, making up six FM outlets, total number permitted under one ownership by FCC. Coverage asked is: Grand Rapids, 6,850 sq. mi., Fort Wayne, 7,850 sq. mi. and Peoria, 7,600 sq. mi.

Facilities of 250 w unlimited time on 1240 kc at Norwich, Conn., are sought by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. I., and H. Ross Perkins, a Coast Guard lieutenant.

KSTF St. Paul requests 50-56 mc for a commercial television sta-
tion to have effective signal radi-
ation of 1961.

KXL Portland, Ore., seeks FM assignment of 44.7 mc with 16,300 sq. mi. coverage. Estimated cost is $34,550.

Philo Experimental

Elis Godofsky, former president, general manager and part-
owner of WLIR New York, is appli-
cant for an FM station in Brook-
lyn to have coverage of 8,500 sq. mi. Estimated cost is $46,800. Fre-
quency will be requested later.

WMOH Fort Hamilton, O., seeks

49.5 mc and coverage of 1,810 sq. mi. for its proposed FM outlet to cost approximately $7,800.

Unity Corp., Toledo, new firm owned by Edward Lamb, president (47%), and Stephen A. Mack, sec-
retary (2%), attorneys, and Pru-
dence H. Lamb (11%), requests FM facilities of 46.7 mc and 10,224 sq. mi. coverage. Estimated cost is $59,100. Remaining interest is not yet sold.

Philo Radio & Television Corp. is applicant for a new experimental television station to operate at Springfield, Pa., on 524-544 mc with 1,000 w and special emission.

Jackson City Board of Educa-
tion, Jackson, O., files for a non-
commercial educational FM station to operate with 250 w on a frequency relating to overall Ohio State plan.

KCKN Kansas City requests a developmental broadcast station using power of 1,000 w on 49.9 mc and 99.8 mc, and AO and special emis-
sion.

Developmental station is also sought by WIBW Topeka, Kan., on 49.7, 49.9 and 99.3 mc with 1,000 w and AO and special emis-
sion.

New experimental television station on Channel 2 (60-66 mc) with power of 4,000 w is requested by Earle C. Anthony Inc., KFI Los Angeles licensee.

NBC-Northwestern University Summer Radio Institute opens June 25, with 120 students, representing 25 states, Canada, South America and China. John Royal, vice-president of NBC in charge of television, will be the chief speaker at the opening banquet, speaking on "Programming for Television".

Represented by Rambeau

REPRESENTED BY RAMBEAU

Reported by Rambeau

A GLOSSARY of words and expressions common to network broadcasting has been compiled by Gilbert McClelland, sales promotion man-
ger of Mutual's Chicago of-

ICE. List is to serve as a handy reference for new person-

nel in the industry. Such typ-

ical radio jargon as "across the board", "dubbing", "round robin", "leg", etc., are clearly defined in the alphabetical list.

Spike Jones and His City Stickers are one of the best known novelty bands of the day making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

BARSTOOL COWBOY FROM OLD BARSTOW

COVERED WAGON ROLLED RIGHT ALONG

CLINK, CLINK, ANOTHER DRINK?

LITTLE BO-PEEP HAS LOST HER JEEP

PASS THE BISCUITS, MIRANDY

SIAM

HOTCHA CORNYA

SERENADE TO A JERK

Vic. 20-1654

For the complete list of BMI-licensed titles recorded by Spike Jones consult your BMI DISC DATA.

'BKIDS' Sell Bonds

THE QUIZ KIDS, in a non-broad-
cast War Bond Show staged in con-
junction with the J. N. Adams & Co., Buffalo department store, raised a total of $11,382,726 in War Bonds. Drawing power of the Quiz Kids has been built up through their Blue show for Miles Labs.'

When this zany orchestra leader first began to record for Bluebird, he zoomed to fame immediately as the nation's 'King of Kora.' Spike is forever dreaming up new arrangements, new instruments and new inven-
tions for music making.

A drummer by original profession, Spike started his slapstick symphonists while working for John Scott Trotter on the Bing Crosby Show.

Broadcasting Inc. 580 Fifth Avenue New York 19, N.Y.
Brother's Voice
MRS. C. G. PHILLIPS, owner of KIDO Boise, Ida., was given a pleasant surprise when the second AFRS transcription to be received by her station was played back. The usual interview with a Signal Corpsman was climaxed with the request that the record be sent to Mrs. Phillips, "She'll get quite a kick out of it," said the soldier. He identified himself as Cpl. James K. Newport, brother of the KIDO owner.

CBS Executive
(Continued from page 18) manager since Mr. Kesten relinquished the title for the executive vice-presidency. All three new CBS directors were senior vice-presidents several years.

Mr. Stanton joined CBS in 1935 as research director, moving to director of advertising and research before taking general executive duties. At 37 he is one of the youngest major radio executives. He is recognized as an authority in the radio research field. Origin research at Ohio State U. led to his CBS affiliation. He is co-developer with Dr. Paul Lazarfeld of the program analyzer device.

Consultant
Early in the war he was called in as consultant to the Office of Facts & Figures, and serves in this role with OWI as well as with the Secretary of War. He is a member of the NAB and BMB boards and of the Cooperative Analysis of Broadcasting board of governors; director of CRC, American Film Center and Audio Electronics Inc.; fellow of American Assn. of Applied Psychologists; member American Psychological Assn., American Marketing Assn. and Market Research Council.

Mr. Ream joined CBS in 1934 and headed the legal department for a decade, becoming secretary in 1938. Mr. White joined the network as treasurer in 1937, moving to a vice-presidency in 1943.

Comdr. Runyon is expected to take his CRC post July 1 at Bridgeport headquarters. He had been with CBS since 1931, receiving leave of absence in 1942 to enter active duty as lieutenant commander.

Radiomen Come Home With First Army Troopship, Assist in Covering Event
TROOPS of the First Army came home last Sunday, and radio—which has stayed with them through their combat days—came home with them.

On board the Monticello, one of the four troop-laden ships which docked at New York were three radio correspondents, Jack Thompson of Mutual, George Hicks and Gordon Fraser of the American-Blue. Mr. Hicks and Mr. Fraser spotted the welcoming radio boat almost as soon as it drew alongside the Monticello out in the harbor, off Staten Island. Hanging over the rail on the bridge, both correspondents shouted greetings to their colleagues aboard the smaller craft, where recordings were being made. Mr. Thompson, despite his now-famous board, couldn't be located in the crowd of soldiers lining the rails until the ship actually docked.

Radio's coverage of the landing started from the point in the harbor, with a live network broadcast on Mutual handled by Paul Killiam Jr., WOR news supervisor. Mr. Killiam's 7-minute program at 11:52 a.m. had full benefit of music supplied by a WAC band on board another small boat called the "Welcome Home" boat. Besides the color and background fill-in on the First Army's combat achievements, Mr. Killiam tried yelling to soldiers leaning out of the Monticello's port-holes and managed to identify one or two men from the New York area.

From the shipside broadcast, radio men went along to the pier, American-Blue recording on film and Mutual filling in with live commentary in the hope of getting on the network live in a 1:15 p.m. description of the debarking. Timing failed on that project, however, but the network broadcast a half-hour recorded program at 11:30 p.m. Sunday night, including the complete story of the arrival and a brief interview with Mr. Thompson.

At 6:30 p.m. Sunday, WJZ New York, American-Blue key station, broadcast a quarter-hour program of interviews with men at the pier which had been recorded earlier in the afternoon by Mr. Hicks and Mr. Fraser.

NBC broadcast four minutes of description of the debarkation which had been recorded at the pier by Maj. Ted Steele, War Department, Bureau of Public Relations radio section.

KFH-WICHITA
From the Frisco Conference

The hundreds of thousands of solid folks of that solid section do not "shop around the dial" for news and comments on big events like the United Nations Conference at San Francisco. Wichita was right on the spot with her own KFH Newscaster, George Gow, giving Kansans the news they want to know and the Kansas slant they're most interested in. It is enterprising "scoops" like this that have made KFH the best liked, best believed and best listened-to station in "that solid section of Kansas' Richest Market." It all adds up to your best selling station, too!
**MARKET Pioneer CITY Station Director**

**Actions of the FCC**

**JUNE 2 TO JUNE 8 INCLUSIVE**

**Decisions . . .**

**ADMINISTRATIVE BOARD ACTIONS**

**JUNE 1**

NEW-1100 kc Granite District Radio Broadcasting Co., Salt Lake City.—Granted license to cover CP new standard station (XSAK). License granted was Sec. 315 (b) and 2.60 of FCC Rules and Regulations, conditions.

NEW-1100 kc Macon Broadcasting Co., Macon, Ga.—Same (WNEX).

Unity Corp., Topeka, Kans.—Placed in pending application for CP new FM station.

Fort Hamilton Broadcasting Co., Hamilton, O.—Same.

Elias I. Godofsky, Brooklyn, New York.—Same.

Oregonian Publishing Co., Portland, Ore.—Placed in pending application for CP new commercial TV station.

Frank Katzein, Miami, Fla.—Same.


**APPLICATIONS BY COMMISSION**

**JUNE 7**

WCLO Janesville, Wis.—Granted license renewal for period ending 2-1-46.

KABA Elk City, Okla.—Granted license renewal for period ending 1-1-46.

WLAG La Grange, Ga.—Same.

KWCW Pendleton, Ore.—Same.

WPOY St. Augustine, Fla.—Same.

Following stations granted license renewal for period ending 1-1-46:

WINX KCKX WMPR (main and aux.) KVOX WHAW KELT KROC WSAJ WJOS WBAT WLMH KOES.

Murray Mester and Meyer Mester, New York.—Granted petition for postponement of oral argument on net set 7-19-45 to 7-23-45 for application for transfer of control of WDO from Arde Buola and Harry D. Hershel to Murray and Meyer Mester.

KWWK Pasadena, Cal.—Denied petition for partial grant of application for CP change assignment to 620 kc using 1 kw only.

WJBC Bloomington, III.—Involuntary assign. License from Arthur Malcolm McGregor, Dorothy Charlotte McGregor (deceased) and Hugh L. Gat ley, d/b Radio Station WJBC, to Arthur Malcolm McGregor and Hugh L. Gatley d/b Radio Station WJBC.

WALY Richmond, Va.—Granted authority to use call WLEE instead of WALY.

A. H. Bello Corp., Dallas, Tex.—Granted CP new portable developmental station; frequencies to be assigned by FCC, 1 kw.

Raytheon Mfg. Co., New York.—Granted two new developmental broadcast stations; frequencies to be assigned by FCC, 10 kw for one, 5 kw other.

Following stations granted license renewal for period ending 2-1-46:

WINX KLMW WBMH WOTN WSOY RUN KROC WCMJ KIBD WDJM WBRK.

KWKH Shreveport, La.—Granted license renewal for period ending 5-1-46.

KTRH Hot Springs, Ark.—Same.

WMHU Chicago.—Granted license renewal for period ending 5-1-46.

KXK Los Angeles.—Granted license renewal for period ending 5-1-48.

KMON St. Louis.—Present license further extended until time extends for 60 days from 7-1-46.

Comm. Dorr voted for further inquiry.

**Tentative Calendar . . .**

**JULY 25**

WOW New York.—Transfer of control (oral argument).

**NBC Holds Clinic For O&O Stations**

SECOND ANNUAL promotion clinic of NBC owned and operated stations was held in New York June 6-8, featuring talks by network executives and discussions of present and future promotional activities. Charles P. Hammond, NBC director of advertising and promotion, presided at the three-day meeting. Frank E. Mullan, vice-president and general manager, addressed the opening session.

Out-of-town station representatives attending were: Albert A. Cole, Mahlon Glasscock, WRC Washington; Howard Boston, WTMF Cleveland; Charles Phillips, KOA Denver; Emmons Carlson, WMQ Chicago; Frank Ford, KFI Los Angeles.

**Applications . . .**

**JUNE 4**

1640 kc WAGM Presque Isle, Me.—CP increase 100 w to 250 w and hours to unlimited, install new antenna, change trans. site.

NEW-612 kc WMFR High Point, N. C.—CP new FM station amended to change name of applicant to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly N. Lambeth d/b Radio Station WMFR Inc.

**JUNE 5**

NEW-758 mc WYED New York.—CP new FM station amended to change coverage.

NEW-1100 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—License to cover CP new standard station (WHBG).

1450 kc WBLH Richmond, Va.—License to cover CP for changes in assignment.

NEW-KCKX Kansas City, Mo.—CP new developmental broadcast station.

49.9 mc, 99.8 mc, 1 kw, AO and special emission.

NEW-WBIB Topeka, Kan.—CP new developmental broadcast station.

49.7 mc, 99.9 mc, 1 kw, AO and special emission.

NEW-WBIB Topeka, Kan.—CP new experimental TV station.

850 kc KBBI Tacoma, Wash.—Special service authorization for CP 250 w 12 kw limited time (dismission at request of attorney).

JAMES L. FLY, former FCC Chairman, will speak at the June 18 meeting of the radio group of the American Marketing Assn., in New York's Murray Hill Hotel.
Radio News Wire  
(Continued from page 20)

Has two 8-minute splits per hour, at 10 minutes after and 20 minutes before the hour, for the regional bureaus. (The regional and state splits offered on the current wires come at 1-2 hour intervals.) Splits every half-hour or every hour would keep radio news up-to-date. States with so many stations subsisting that a state split becomes desirable, could be provided with state bureaus, which could use one of the splits during the hour, leaving the other for the more important district news. The regional bureaus should be set up so that a responsible editor would be on duty 24 hours a day.

The special correspondents in key cities where there are no bureaus could phone or overhead their news stories to the regional bureaus, and also furnish typewritten local and area news stories to the stations of their own cities and immediate vicinity. They could be provided with bureau teletypewriters later if necessary; and they should have facilities that would permit them to make remote broadcasts.

Here’s a tentative outline for bureaus and correspondents in the United States:

DOMESTIC BUREAUS: Washington, New York, Boston, Philadelphia, Pittsburgh, Atlanta, Chicago, Detroit, Cleveland, Cincinnati, Minneapolis, St. Louis, Kansas City, New Orleans, Houston, Denver, Salt Lake City, Los Angeles, San Francisco, Seattle.

DOMESTIC CORRESPONDENTS: Buffalo, St. Louis, Milwaukee; Madison; Fort; Columbus, Columbus; Augusta, Augusta, Missouri; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; Richmond; 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Richmond; Richmond; Rich...
**Classified Advertisements**

**Help Wanted**


Wanted—First-class engineer immediately. Send complete story first letter. Permanent. Box 314, BROADCASTING.

Wanted—Veteran first-class license holder for transmissions and studio for Rocky Mountain 1 kw outlet. Send full particulars. Box 661, BROADCASTING.

**WANTED**—Texas station desires junior announcer. Tell all. Box 669, BROADCASTING.

Wanted—Good announcers for metropolitan southern city. Station plans include programs of top known presenters and production. A good man with several years experience will receive present earnings plus future progress. Especially need men with sports and record—jockey experience. Rush reply to Box 707, BROADCASTING.

Midwest network affiliate wants immediately, singers, yodelers, instrumentalists, salesmen, and local talent for a chance for network broadcasts and a wide audience which relies rural rhythm and transcription. Box 746, BROAD CASTING.

Wanted—Man with newspaper writing experience who can do microphone work as needed. Send story to WNYT News Bureau, Oklahoma City, Okla.

Wanted—First-class engineer for Blue network affiliate and third key station. State experience, references and salary in first letter; Waits, Grand Rapids, Michigan.

Experienced announcer for southern Texas Mutual Sales, which is doing a good production job. Send audition transcription and mailing address to Box 704, BROADCASTING.

Wanted—Man with newspaper writing experience who can do microphone work as needed. Send story to WNYT News Bureau, Oklahoma City, Okla.

Assistant chief; engineer wanted. Forty hours per week would be the standard, plus an opportunity for advancement with live wire Blue Network affiliations. Box 702, BROADCASTING.

Wanted—Transmitter operator. Imme- diate vacancy. Box 743, BROADCASTING.

Wanted—Announcer—copywriter. Experi- enced and must have original ideas or willingness to obtain one. Permanent position if man has a little experience on live wire Rocky Mountain NBC station. Send details to KHZ, Pocatello, Idaho.

**ANNOUNCER WANTED ...**

**ANNOUNCER WANTED**

Man above average in ability, performance and earning capacity, for key announcing position with aggressive network station in the Nation’s Capital. If real future for the right man...

**Situations Wanted**

Wanted to buy—Existing 250-watt local broadcast station. All replies held in confidence. Box 745, BROADCASTING.

**For Sale**

Will sell, trade or rent, second A. and B. Amplifier for 250 watt transmitter. Box 754, BROADCASTING.

Miscellaneous

Engineer designed to invest capital small, much work in small station. Box 744, BROADCASTING.

**SALES MEN**

For independent station we need an outstanding man, who has had six months’ selling of radio sales needed for two important Pacific coast markets. Must have had good sales record. Send record of experience, references and photo with first letter.

ASSOCIATED BROADCASTERS

MARK HOPKINS HOTEL

SAN FRANCISCO, CALIF.

**NETWORK SALES WANTED**

Real opportunity for network calibre salesman. Men who have had strong sales record in network sales needed. Send full particulars about age, experience, references and photo in first letter.

ASSOCIATED BROADCASTERS

Mark Hopkins Hotel
San Francisco, Calif.

We are looking for men to operate our new branch offices.

We are an old, well-known manufacturer of Radio Transmitting Equipment, ready to operate in each of our offices. Men must be able to contact stations intelligently, know broadcasting methods, have up-to-date equipment from a technical standpoint.

There’s a wonderful opportunity for the right man. Are you one of them? Give full particulars of experience, standing, salary, etc., in first letter.

Box 749, BROADCASTING

**WANTED**

Announcers, control room and transmitter operators for Richmond, Virginia station. Write completely of your experience. Announcers please send audition platters.

Tom Tinley
7 E. Lexington St.
Baltimore, Md.

**Are You Rate-Conscious?**

If so—Upton Close heard each Sunday (6:30 p.m. E.W.T.) over the Mutual Broadcasting System has set a new world's record in the current May Hoopingear of 5.8—This is outstanding against the ag- gregate—using low-compliance Blue Network (NBC; CBS; BLUE) role of 3.0. This makes Upton Close the best dollar for dollar buy among radio commentators. Available now for additional sponsorship.


Hollywood 28, California

Granite 275

**NEW YORK UNIVERSITY**

**SUMMER RADIO WORKSHOP**

July 2—August 10, 1945

Intensive, full-time training in all techniques of radio production. Under the guidance of a network agency faculty, Director ROBERT J. LANDERS, CBS. Practical studio experience. Send for Bulletin B

Division of General Education

**NEW YORK UNIVERSITY**

WASHINGTON SQUARE

NEW YORK 2, N. Y.

**ARE YOU LOOKING FOR A BETTER JOB?**

FREE PLACEMENT BUREAU FOR RADIO PERSONNEL, ENGINEERS, WRITERS AND OFFICE WORKERS.

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

**WRITE TODAY!**

RADIO PERSONNEL

136 N. DELAWARE ST.

NATIONAL CENTER

INDIANAPOLIS 4, INDIANA

**BROADCASTING**

BROADCASTING • Broadcast Advertising
Professional Directory

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

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

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

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
60 Broad Street, New York 4, N. Y.

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

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

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

Tel. Bridgeport 7-2465
Gato W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON
AND ASSOCIATES
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**At Deadline...**

**OPA, WOR DENY PROGRAM COMMUNISTIC**

CHARGES by members of the House Committee on Un-American Activities that an employe of the second regional OPA was engaging in "communist activities" were denied Friday by Daniel P. Woolley, regional OPA director. He identified the attacked employe as Tex Weiner, OPA regional radio director, who supervises the program Soldiers With Coupons on WOR New York, sponsored by Standard Brands.

Mr. Woolley asserted that Standard Brands, as one of the largest food manufacturers, would be unlikely to sponsor a communist program. Mrs. Lucilla Martin, WOR continuity acceptance director, termed the House charges as "stupid," D. B. Stetler, advertising manager of Standard Brands, said each script is cleared by the OWI. Mr. Weiner declined comment. Mr. Woolley is scheduled to testify before the Committee, sitting in New York, on June 20.

**MBS EXECUTIVES TO MEET NEW WOL PERSONNEL**

AT A SPECIAL function sponsored by WOL Mutual in Washington June 14 executives of MBS will meet with new personnel of the Washington Maritime-War Loan WOR. From New York will be these MBS executives: Robert W. Swezey, vice-president and general manager; Phillips Carlin, vice-president and program director; John Whitmore, director of news; Tom Slater, director of sports and special events, and Harold Wagner, assistant program director. A special cocktail party for Washington news correspondents will be held at the Mayflower June 14. Other guests will be Charter Haslep and William Hillman, of the Washington MBS office. WOL personnel who will confer with MBS executives include: Arthur Casey, Florence Warner, David Harris and Jack Paige.

**WSAI STRIKE CONTINUES**

MUSICIANS at WSAI Cincinnati were still on strike late Friday with War Labor Board hearing pending. (Also procedure ordering men back to work pending investigation of view of previous AFM defiance of Board orders. James C. Petillo is understood to have taken personal interest in dispute, insisting that stations meet union demands for hiring of extra musicians. Station has agreed to pay $60 weekly for 12 hours' work but doesn't need larger staff. Despite strike, station programs using live music are continuing with records substituted.

**MAYBORN LEAVES ARMY**

MAJ. FRANK W. MAYBORN, retired by the Army on Friday, on July 1 resumes active management of his station, KTEM Temple, Tex., and newspaper, the Temple Telegraph. Maj Newborn enlisted as a private in the Tank Destroyer Corps Oct. 7, 1942, subsequently attended Officers Candidate School, was sent to Washington as executive officer of the New Division, Bureau of Public Relations, and served in Europe as assistant chief of U. S. Operations, SHAPE Public Relations from D-Day until V-E Day.

**FITZPATRICK TO SEEDS**

FITZPATRICK BROS., Chicago (Kitchen Klenzer), last week named Russell M. Seeds Co., Chicago, as advertising agency. Firm considering radio.

**CBS TO HOLD CLINICS FOR PROGRAM PERSONNEL**

SERIES of clinics for program managers of affiliate stations and their staff will be held during July in Los Angeles and New York, it was announced yesterday of the CBS affiliates advisory board in New York. The clinics will meet for three days and are designed to acquaint station program personnel with network plans, procedures and techniques of programming and to promote exchange of ideas.

Among topics to be given intensive study are serial programs, program analysis, script writing, production, direction, sound effects, studio design and operations, news and copyright.

**UNION SCRAP IN VIDEO**

JURISDICTIONAL contest by labor unions seems likely in the television field on the basis of a statement made two weeks ago by a spokesman for the AFL's International Alliance of Theatrical & Stage Employees (IATSE) that the WABD-Dumont charter "will take in everything in New York" in the technical side of Video Workshop. Engineers at WCBW, CBS video station, are members of IBEW (AFL) while at WNBT, NBC video outlet, NABET has jurisdiction over engineers, IATSE over stagehands.

**NEBRASKA REQUEST**

RESOLUTION requesting the NAB to use its efforts to convince the FCC it should "cease disqualifying public service programs as such because they may be sponsored" and to urge the FCC to revise its rules for determining sustaining and commercial broadcast periods was adopted by the Nebraska Broadcasters Assn. (See page 38 for election of officers; see also editorial "Thin Ice", page 46).

**SERVICE SERIES EXPECTED**

THIRD network show said to be in planning stage by the Navy may go to Mutual as American-James and NBC already have series set for summer start, both available for sponsorship. New Maritime Service exploit-drama series is also expected by early fall.

**WAR LOAN REPORTS**

STARTING today (June 11) brief facts on the progress of the Mighty Seventh War Loan will be presented by Ted R. Gamble, national director of the Treasury War Finance Division, on daily NBC World News Roundup, 7:15-7:30 p.m.

**'YANK' HONORS BING**

BING CROSBY was given the official G.I. "Oscar" awarded by Yank, official Army magazine, for the "Person who has contributed most to the morale of over seas servicemen than any other entertainer." Presentation was to be made by Surgeon Gen. Norman T. Kirk yesterday (Sunday) afternoon at Walter Reed Hospital, Washington, Crosby, about to leave on another USO tour, returned last fall from appearances in ETO.

**EUGENE C. PULLIAM,** owner of WIRE Indianapolis and WAOV Vincennes, Ind., and the Indianapolis Star and Muncie Star, is scheduled to testify before the Senate Military Affairs Committee June 14 on compulsory military training.

**WALTER COMPTON**, who leaves WOL Washington July 1 to join WHN New York and freelance, ends Mutual news tieup June 29. He likely will start daily commentary on WHN and has two new programs available for sponsorship—"Larry F. Buck, a quiz show, and This Human World, drama.

**LT. COL. JAMES C. McNARY,** 2% years in Air Communications Office, Army Air Forces, last Wednesday went on inactive status and returned to senior partnership in consulting engineering firm of McNary & Wrathall.

**1ST LT. DOLPH JANES,** production manager of KORE Eugene, Ore., before entering service, was seriously wounded just before the action ended in Germany.

**HARRY W. FLANNERY**, CBS news commentator, has arrived in the China-Burma-India Theater on the first leg of an AAP tour. Also on tour is Pauline Frederick, assistant to H. R. Baulkheg, representing NANA.

**HARRY C. WATERSTON**, vice-president and managing director of Ray-Hirsch Co., New York, since November, has been made executive director and becomes full partner, with firm name now Ray-Hirsch & Waterston Co.

**M. RICHARD TENNERSTEDT,** formerly account executive of NBC spot sales, Chicago, joins the Chicago sales staff of Paul H. Raymer Co., station representative.

**GEORGE THOMAS FOSTER,** recently back from war in Pacific for NBC, is returning to resume coverage.

**C. W. (Bill) BAILEY,** on the news staff of WTAM Cleveland, NBC O & O station, since July, 1944, has joined the NBC news staff in New York.

**LT. H. ROSS PERKINS,** USCG, partner in Norwich Broadcasting Co., applicant for new local station in Norwich, Conn. (see story page 80), is awaiting final discharge from the service, to become effective July 21.


*Closed Circuit* (Continued from page 4)

and one PA. That in contrast to the usual battery of a couple dozen. No name plates either. Speaker Rayburn wants it that way, probably a holdover from the proposed new Presidential arrangement.

**AMERICAN-BLUE** is asking stations to clear period of 1:30-1:45 p.m. Monday through Friday for a food and diet client desiring to start program in about a month.

**BENDIX AVIATION Corp., South Bend, may appoint Grant Adv., New York, as agency and go into network radio.**

**BROADCASTING • Broadcast Advertising**
War's accent on news gave broadcasting a welcomed opportunity to show its wares in the field of news coverage and news dissemination. Commonplace practices today are over the hills and far away from confined and slower methods of the first World War.

The Columbia Broadcasting System gained early leadership in pioneering the organization of network news coverage back in 1933. Its own widely scattered correspondent corps today supplements the news provided by major wire services.


In such ever broadening horizons radio finds its true strength. D-Day! A wartime presidential election! Roosevelt's sudden death! V-E Day! All have challenged broadcasting's ability to shoulder new responsibilities—and these challenges have been met, with dispatch and "know-how".

To network and wire service coverage can then be added affiliated station organization and efforts. KMBC as one of the original sixteen basic CBS stations further supplements this coverage by maintaining its own experienced staff of full-time newsmen, both A. P. and U. P. wire services, and a string of 200 correspondents throughout the Heart of America.

At first thought the money-wise might ask—can this expenditure of time and money be justified by an individual broadcaster in the returns received. Yes—even if only to measure returns by listener acceptance that here is indeed broadcasting at its best. Such is the position of KMBC in the Heart of America.

Of course, KMBC-PM—An extra service at no extra cost.
WHEN Oklahoma's $99,000,000 quota for the 7th War Loan was announced, WKY knew that, ordinary, standard productionmanship—to put it over, and set about igniting the spark and holding high the torch.

On May 12, WKY kicked off the 7th War Loan drive in Oklahoma with a six-program "Salute to the Armed Forces" totaling three hours and 45 minutes, including an hour-long description of an actual airborne attack.

On May 19, WKY started Sidney R. Montague, famed Canadian Mountie lecturer, on a tour of 22 Oklahoma towns in the interest of the 7th War Loan.

On May 21, WKY sponsored the appearance of Charlie McCarthy, Edgar Bergen, Don Ameche and company at Oklahoma City's huge municipal auditorium with war bonds the admission tickets.

On June 5, WKY talent will be featured in a bond rally in an Oklahoma City theatre featuring the premier showing of "Diamond Horseshoe."

The following day, WKY's entire talent and music staff travels 100 miles west to Elk City for a huge county-wide bond rally.

In these and many other ways WKY plays its creative part in informing, guiding and inspiring listeners on matters of community interest and continues to be the hub of many civic enterprises and the motivating force for the expression of clear-thinking, patriotic citizens.

NAVY CHAPLAINS were honored during WKY's "Salute to the Armed Forces" on May 12 along with Army and Navy nurses, and outstanding war heroes. Other programs honored navy exploits and the artillerymen of famous Fort Sill. Feature of the chaplain's program was the holding of a service as it is done on shipboard.

7,600 BOND BUYERS jammed Oklahoma City's municipal auditorium to see and hear Charlie McCarthy, Edgar Bergen and company on May 21. WKY talent and a Navy orchestra entertained the record crowd, too. The Bergen troupe was touring and playing to military hospitals in the Southwest.