why is this one of the strangest words in the world?

WOR is not a complicated word. It is one of the simplest arrangements of letters in the English alphabet. And yet, WOR is one of the strangest words in the world.

The reason for this is, that though WOR is a simple thing to write and say, its meanings are as numerous as the desires and hopes and thoughts of the millions of listeners who hear it and the hundreds of advertisers who use it from day to day.

WOR is the intimate, informative voice that strips the edge off the night's loneliness for a wondering Navy wife in Camden.

WOR is the power-full station that will prompt thousands of people to buy, and keep on buying, the postwar product of two brighteyed young Marine veterans who have built a small plant out in Lancaster.

WOR is the great reminder to hundreds of thousands of listeners on the Eastern Seaboard that some of America's greatest corporations are coming back with products better than any they have ever owned, at prices as low as any they have ever paid.

WOR is the comforting plea for a little dog lost; the flash bulletin of a hurricane rolling north, the loved voices of such loyally-listened-to personalities as John Gambling, Bessie Beatty, Martha Deane, Alfred McCann, Uncle Don and many, many others.

WOR is these and thousands of other things to millions of people in seven great states.

Small wonder then that WOR need only ask to have its listeners perform near-miracles for WOR sponsors day in and day out, year after year.
PROVED ADVERTISING MEDIUM DRAWS QUICK RESPONSE FROM FOUR-STATE MARKET

Your selling story can be told to responsive Midwest American families just as WLS told them (and sold them) 16,053 Ration Book Holders in one week. (We offered this service once a day at 7:45 a.m. Listener-confidence brought these replies, each with a three-cent stamp.)

This same quick acceptance is related in 237 factual reports of **proved advertising results** for users of WLS. Year after year, for two decades, similar reports prove continued confidence. A cereal company drew 16,256 box-tops and dimes back in 1939. In 1931 a candy advertiser received 53,355 proof-of-purchase entries in 13 weeks.

These consistent advertising results (237 reports on file) occur because WLS uses its 50,000 watts of power to **SERVE** Midwest America; because many of our people have been with this station and its listeners from 10 to 21 years. WLS voices are Old Friends, accepted with confidence in city, town and farm homes.

If you have a selling problem among the 14,406,550 people in easy listening distance of WLS, call the nearest John Blair office. Ask to see some of the 237 proved advertising result stories covering all times of day and most types of advertiser. Ask how WLS will sell your product just as 16,053 Ration Book Holders were sold in one week.
WPEN in Philadelphia is now owned and operated by The EVENING BULLETIN, which has the greatest circulation of any evening newspaper in the United States. In a $2,149,036,000* annual market, The EVENING BULLETIN has won the loyalty of nearly four out of every five Philadelphia families.

WPEN intends to serve the interests of its listeners in the Philadelphia area as faithfully as The EVENING BULLETIN has served its readers.

*U. S. Census of Distribution.
Closed Circuit

NBC now working on plan to provide Washington news service for affiliates, with big-shot interviews and special assignments handled by Capital press staff. Idea would encourage radio news feature service available to all affiliates along with local and regional material and special programs desired by individual stations. Would enlarge on idea used by WJW. Way to look is in the direction of Radio Publicists Guild, organization along lines of Screen Publicists Guild (CIO).

DISCUSSIONS underway by Army to make one of its top network sustaining available for sponsorship. Navy has announced availability of its net series. AAF’s America in the Air and ASF’s Service to the Front are both sponsored by Wrigley, with material and talent supplied by the services. Shows are written and produced by sponsor.

WHEN CONGRESS reconvenes following its summer recess next October, there’s likely to be activity in network relations line on House side. Chairman Clarence P. Lea of Interstate & Foreign Commerce Committee, is close friend and admirer of NAB’s new president, Judge Justin Miller. Both are native Californians who have worked together closely on Washington’s California State Society, of which Judge Miller was prime mover.

ALTHOUGH FCC is voting unanimously on almost everything these days, things aren’t as rosy as they seem. Chairman Paul A. Porter, who likes peace and harmony but doesn’t back away from a fight, is finding it increasingly difficult to get his colleagues to vote together. So far, Commissioner E. K. Jett, ex-chief engineer who has carried brunt of heavy television and FM allocation load, is finding going roughest, being overriden regularly on his right-of-center views.

THERE’S some unrest, too, at FCC over hush-hush incursion of efficiency experts ostensibly to survey personnel reorganization. But there’s feeling that two high-salaried outsiders and two assistants are on FCC inside to see what can be done to tighten up FCC license renewal procedure on commercials versus sustaining. That’s pet project of Commissioner C. J. Durr, and efficiency survey is understood to be his idea.

THOUGH IT isn’t official yet, trip of broadcast executives to ETO being evolved under auspices of NAB with Army PRO may work out within month or so. Unofficially, trip has been cleared by Eisenower Headquarters and it’s

(Continued on page 82)

Upcoming

July 24: FMJI Board meeting, 10 a.m., Mayflower Hotel, Washington, on proposed FM Rules & Regulations.


Business Briefly


BILL DOWNS of CBS and Guthrie Janess, NBC, due to leave in few days on flying trip across Europe and Asia to the Pacific Theater. The two took AAF instruction course in Orlando, Fla., will go from New York to London, Berlin, Moscow and thence to Pacific.

CAMCO CAMPAIGN • Camco Products Inc., New York, is scheduled to start an extensive advertising campaign which will include radio for firm’s portable Cloverleaf table range (hot plate) as soon as distribution is complete. Agency is Hill Adv., New York.


STERLING RENEWALS • Sterling Drug renews CBS Amanda Mon.-Fri. 11-11:15 a.m., 52 weeks for Phillips Dentifrices and CBS Second Husband Mon.-Fri. 11:15-12 noon for Dr. Lyon’s toothpowder and Bayer aspirin. Agency, Dancer-Fitzgerald-Sample.

AUTRY FOR WRIGLE • P. K. Wrigley Co., Chicago, in early fall replaces America in the Air on CBS with Gene Autry, recently discharged from Army and now on hospital tour overseas. Agency, Ruthrauff & Ryan.

TEEN MISS ON AIR • Kutner & Kutner, Chicago, who moved to larger quarters at 540 N. Michigan Ave., soon starts national campaign for Teen Miss cosmetics, made by Meri Carole, Chicago. Plans include radio.

VOGT NAMES WARD • Vogt Wines has appointed Jim Ward & Co., Chicago, to handle advertising. Media includes radio.

KC TIME CUT • Jaques Mfg. Co., Chicago (KC Baking Powder) on Aug. 4 reduces KC Jamboree, NBC, from 10-10:30 a.m. to quarter hour, 10:15-10:30. Agency, Leo Burnett Co.

RADIO CREDITED WITH MET EXPANSION • METROPOLITAN Opera Assn. has acquired national stature and support through radio, said Edward Johnson, general manager, in his annual report. Advent of the broadcasts shows that opera cannot only exist but also can flourish within a democratic framework, he added.

Mr. Johnson estimated that up to 13,000,000 listen to the Saturday broadcasts from the Met and added that voluntary contributions were received from over 150,000 radio listeners. Met broadcasts were sponsored last season by the Texas Co., New York.

BROADCASTING...at deadline

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ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the second of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system— including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY WAR BONDS

2. THE KINESCOPE

THE Iconoscope gave electronic television its primary essential — an electron tube that produces electrical impulses corresponding, with high fidelity, to the light energy in the various areas of the scene being scanned.

To reproduce the scene in a truly electronic receiver, it was necessary to create an electron tube in which the energies of an electron beam directed against a luminous screen would be modified by the incoming carrier wave with such fidelity as to reproduce an accurate image of the scene telemcast. An image built up dot for dot, line for line, by electronic scanning exactly synchronized with the television camera.

This is the Kinescope, developed by Dr. V. K. Zworykin, Associate Director of RCA Laboratories.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, NEW JERSEY
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
STANDARD OIL CO.
Six 15-minute News periods per week . . . 52 weeks a year.
McCann-Erickson, Chicago

HERZBERGS DEPT. STORE
Six 15-minute News periods per week . . . Now in THIRD year . . .

GORDON GRAY, General Manager
5000 WATTS 1290 HERTZ

KOIL CBS in Omaha

Page 6 • July 23, 1943
Longines-Wittnauer Watch Co., makers of the world's most honored watch, must have complete coverage in America's fourth largest market. So in May, 1943, the sponsors of Longines, winner of 38 highest awards at World's Fairs, bought five half-hours on WAAT. After two years, Longines-Wittnauer Watch Co. has moved its program into Class "A" time to increase its already great audience, because they know:

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

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

WAAT

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

BROADCASTING • Broadcast Advertising

July 23, 1945 • Page 7
The case of the
unhappy transcription...

and how WTOP put him back in the groove

TERENCE TRANSCRIPTION found it very depressing to sit on the third shelf of the record library, thinking of the great future all those people had predicted for him. Everyone from the agency office boy to the sponsor’s mother-in-law knew that Terence was a good ET, that he packed more appeal than a matinee idol.

But Terence, alas, was a victim of circumstances. Just because he was able to do his own talking, most stations gave him a whirl and let it go at that. Sometimes he managed to get a word in between programs; sometimes he appeared without much enthusiasm as a participating announcement. The only people who ever listened to Terence before he went on the air were the studio engineers, and all they were interested in were his cues.

It was an awful state of affairs and it made Terence most dejected. Then along came WTOP with Stump Us, a sparkling half-hour of musical quiz (5:00-5:30 P.M., Monday-thru-Friday). A top listening spot in Washington, it shows off the talents of elephant-memoried Johnny Salb and six unstarved musicians known as the “Stump Us Symphony.” Glibly paced by Lee Vickers (who, in his more serious moments, is CBS Presidential announcer), this musical spree gives cash awards to listeners who ask for tunes the “experts” aren’t able to play extemporaneously and lickety-split.

What makes Terence and other transcriptions so happy is that on Stump Us they actually become part of the show. They’re woven solidly and convincingly into the script—a twist that keeps WTOP’s writing staff working far into the night, thinking up clever entrances and ways that will make participating ET’s as listenable and welcome as Stump Us itself.

If you know a struggling transcription with a personality, we could make room for him to bloom to his fullest on Stump Us. For an audition, you just come see us or the nearest office of Radio Sales.

WTOP
WASHINGTON’S 50,000 Watt Station
COLUMBIA OWNED

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
Feature of the Week

Three years ago the local Pepsi-Cola distributor added a complete schedule of Pepsi-Cola jingles over D. C. radio to his already large radio budget.

Sugar and bottle shortages have caused occasional curtailments of the total budget, but the Pepsi-WWDC jingles have gone on and on and Pepsi sales have increased consistently.

Have you something to sell to the Washington market?

WWDC is your sales-producing buy.

Sellers of Sales

NYINETTE JOSEPH, timebuyer of J. D. Tarcher & Co., New York, takes an active interest in the Radio Executives Club—and with good reason. She really hit the jackpot through her membership in the club.

First time she attended a meeting, Ninette won the drawing which used to be a regular feature of Club luncheons and collected the money.

She also collected an admirer, Al Taranto, who later became her husband. Al, formerly timebuyer at William Esty and Ted Bates agencies, is now an orientation officer in the Army.

A native New Yorker, Ninette was educated in England at Harbourne College, Birmingham. She began work in New York first as a model, then salesgirl—finally clerical worker in Wall Street.

In her first agency job, she was secretary to Ned Midgeley, then radio department business manager at BBDO, New York. She later became a BBDO timebuyer.

In August, 1943, Ninette joined the Tarcher agency. She now buys time for three accounts active in spot radio advertising: McKesson & Robbins for Calox, Bexel and Bax vitamin capsules and Yodora; Smith Bros. for cough drops, and Seeman Bros. for White Rose products.

Resident of Parkchester, the Bronx, Ninette has two hobbies, her 2½-year-old daughter and her daily letter to Al.

FORREST VOSLER, C. M. H., at his control board in the studios of WWDC, Syracuse.

the sense of touch alone, Vosler repaired the radio and began sending the SOS.

The pilot ordered everything pitched overboard to lighten the sluggish ship as he tried to reach the English channel. When everything had been thrown out and it looked as though the plane still couldn't make it, Vosler made the appeal—now famous in the Air Corps—that his comrades throw him out. They refused. When the ship fell into the Channel, the blinded Vosler, hearing a crewmate floundering in the water, slipped off the wing, fell around for him, pulled him back to the wing and held him there until they were picked up.

When NBC was hunting for Vosler, to make him the second hero in the C. M. H. series, they found him in the control room of WWDC, an NBC station. He was on duty on the night his story was dramatized.

FORREST VOSLER, C. M. H., at his control board in the studios of WWDC, Syracuse.
LET US Consider TOGETHER

Since time began men of purpose have set themselves a goal. Selfish goals have perished with the men who achieved them. Humanitarian goals have been the lasting stepping stones of progress.

Does the American broadcaster have a goal and, if so, what is it?

Our National tradition commits us to unselfish enlargement of our service opportunities. History teaches this is not only the moral thing to do but that it is also the profitable one.

A Good Providence could provide no greater gift to Broadcasters than the present opportunity for increased service to the public who make possible today's sound radio structure.

W. B. WAY, General Manager

This is the final advertisement in the series "Let Us Consider Together." We hope this series may have stimulated constructive thought about radio's present problems. Your comment is invited.
At first I thought AP was simply trying to impress a new subscriber, but now I can see that you do the regional news job that you claimed to be one of the advantages of AP. Its importance has already been evidenced by favorable listener comment!

Arch Shawd
Vice President & General Manager
Radio Station WTOL, Toledo
"F & P will do anything for you Mr. Blunk — even your pacing!"

For once, Thistlewaite's right! When an agency man or advertiser comes to us for service, service is what he gets! It might take the form of a report on cereal sales in Seattle or source preferences in Buffalo; it might be an analysis of the 6 a.m. radio audience in Iowa; it might be a suggestion about a prejudice existing against some specific type of merchandise or program material in one particular section of the country. Such service requires work, and we've had a great deal of practice at it!

Through long experience and constant research, F&P representatives are qualified to help you get maximum results in spot advertising. They're not mere salesmen out for all the business they can reap. With them, the advertiser's interest always comes first. And that makes the interest last!

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

EXCLUSIVE REPRESENTATIVES:
WGR-WBGB RULE NAPA KDKA WILK INDIANAPOLIS WJR-WKZO GRAND RAPIDS
KMOO KANSAS CITY WAVE LOUISVILLE WTCX MINNEAPOLIS-ST. PAUL WMBX PEORIA XBD ST. LOUIS WFRB SYRACUSE
WHO DES MOINES WOC DAVENPORT KMA RENANDOOH SOUTHEAST
WCHM BALTIMORE WCSS CHARLESTON WIS COLUMBIA WPTT RALEIGH WDBL ROANOKE
KOB ALBUQUERQUE KEEV BROWNSVILLE KMP CORPUS CHRISTI KXEY HOUSTON KOMA OKLAHOMA CITY KXUL TULSA PACIFIC COAST
KON PORTLAND KAB SEATTLE and WRIGHT-SONOVOX, Inc.

CHICAGO: 180 N. MICHIGAN AVE. CHICAGO
NEW YORK: 444 MADISON AVE. NEW YORK
SAN FRANCISCO: 111 SUTER SAN FRANCISCO
HOLLYWOOD: 6331 HOLLYWOOD HOLLYWOOD
ATLANTA: 322 PALMER BLDG. ATLANTA

Page 14 • July 23, 1945
Page 14 • Broadcasting • Broadcast Advertising
Green Light Given Conditional Licensees

Freeze Relaxation At Early Date Foreseen

EARLY RELAXATION of construction freezes was presaged last week when the FCC gave the green light to licensees holding outstanding conditional grants. By its action the Commission virtually assured the addition of several more 50 kw stations by authorizing the go-ahead for increased power.

Given 30 Days

In line with rapidly moving developments which may see the War Production Board lift construction bans in early fall, the Commission Tuesday issued a supplement to its Statement of Policy of Jan. 16, 1945, concerning applications to make changes in existing radio facilities. Each licensee holding a conditional grant was given 30 days to file "appropriate application for the necessary improvements specified in the license," WFP has notified the Commission that "material and equipment are presently available or will shortly be available" for construction contemplated by the conditional grants. Only two exceptions were made: (1) where frequency monitoring or modulation monitor is required, and (2) where two stations are operating with a common antenna or from a joint studio as a result of Sec. 3.38, banning multiple ownership.

Several stations sold under the duopoly regulations still are operating jointly with stations of the original owners, inasmuch as the multiple ownership rule was adopted while construction freezes were in force, thereby precluding new construction.

The FCC last week took another step forward to clear its decks in anticipation of construction freeze thawing. All licensees holding conditional grants were given 30 days from July 17 to file "appropriate applications." Manufacturers with unfinished transmitters on hand will complete jobs. It means several more 50 kw outlets, power boosts for some, antennas others.

Last week's order, which followed by a week announcement that Commission would on Oct. 1 restore all stations to full power, [Broadcasting, July 16], was interpreted as giving the go-ahead to these projects, among others:

- WINS New York, increase power from 10 kw to 50 kw.
- WQAR Cleveland, increase power from 5 kw to probably 50 kw.
- KTHS Hot Springs, Ark., increase power from 10 to 50 kw.
- KSJB Jamestown, N. D., increase power from 250 w, 100 w, nights, to 5 kw.
- WJLS Beckley, W. Va., increase power from 250 w, 100 w, nights, to 1,000 w, 500 w, nights.
- KTBC Austin, Tex., increase power from 1,000 w, 250 w, 500 w, to 1,000 w, 500 w, 5 kw.
- KEVR Seattle, increase power from 250 w to 5 kw.

Although no official word was forthcoming at either the FCC or WFP as to when construction freezes would be relaxed, it was evident that the Commission, following conferences with WPB officials, is determined to rush all pending business to completion at the earliest possible date. The Commission will not consider applications scheduled to be heard July 23, after conditions of all outstanding grants have been met and stations needing replacements to return to normal power Oct. 1 have obtained the necessary equipment.

Only One Pending

The WINS case is the only one pending in which a construction permit for 50 kw was granted, the transmitter completed and then not used by the station. WINS, turned its transmitter over to the Office of War Information with the proviso that the first transmitter available would be provided the Hearst station.

Meantime, hearing on the proposed sale of WINS by Hearst Radio to the Crosley Corp. is now scheduled before the FCC on Aug. 20. That hearing is contingent upon the outcome of the application, scheduled to be heard July 23, on the proposed transfer of control of the Crosley Corp. (including WLW)

Radio Puts Luckies Ahead Despite Lower Budget

By JACK LEVY

IT ISN'T how much money that is spent for advertising but in what media it is spent that determines whether sales go up or down.

Luckies, the National Tobacco Co., have spent considerably less money for advertising than either Camel (W. J. Reynolds Tobacco Co.) or Chesterfield (Liggett & Myers Tobacco Co.) in each of the 10 years from 1934 to 1944 but devoted a greater portion of its expenditures to radio. Lucky Strike sales now exceed its biggest competitors by substantial margins. They have doubled in the 10-year period!

Radio Big Factor

That radio has been a big factor in the rising trend of cigarette sales and of Luckies in particular is strikingly demonstrated in a most revealing promotion brochure distributed to advertising agencies last week by the Curtis Publishing Co. Based on a 10-year study of cigarette advertising and sales, made by Curtis last spring, the presentation shows:

1. Lucky Strike spends less with newspapers than any of its competitors.
2. Luckies and Chesterfield and Camel have had their biggest gains in sales since they have been devoting more of their expenditures to radio although not increasing their total advertising.
3. Chesterfields reduced their total advertising from 1941 to 1942, but increased the proportion of its expenditures devoted to radio from 40% to 60%. Sales still gained approximately 8%.
4. Camels have made their biggest gains in sales since expenditures have been shifted from newspapers to radio.
5. All three brands have been generally increasing the percentage of their advertising dollar spent for radio, decreasing the percentage for newspapers. Luckies have been reducing the percentage devoted to magazines since 1940 while Camel and Chesterfield have been somewhat what increasing the percentage given to this media.

Perhaps the outstanding conclusion to be reached from the Curtis data is that dollar expenditures for cigarette advertising are not the determining factor in sales. Lucky Strike spent $8,120,000 in all three media in 1934. With some fluctuations, expenditures were gradually decreased until they reached only about half this figure in 1942 although sales gained almost steadily during this period. The same trends were true in the case of Camel and Chesterfield, except that their expenditures were not reduced at a proportionate rate.

* The year 1944 was not covered in the Curtis data because the cigarette shortage prevented purchasers from specifying preferred brands.
Associated Launches Major Network

Operations Will Begin Sept. 16 in Over 25 Markets

A NEW major-market network, offering time at a base evening hour rate of $4200 and programmed for 16 hours a day, will be launched Sept. 16 by Associated Broadcasting Corp. [BROADCASTING, June 4].

Associated, with headquarters in Grand Rapids, Mich., will begin operations with affiliates in over 25 markets, it has been announced by Leonard A. Versluis, president, who also is owner of WLAV Grand Rapids.

Mr. Versluis said last week that standard network contracts will be signed in 22 metropolitan markets.

In three major markets, basic stations of the network will be designated as “cooperating outlets” and in two of these areas, alternate stations will be named, providing two sources for programs.

The cities comprising the basic pattern for the fifth network, it is expected, will include: Boston, New York, Brooklyn, Washington, Baltimore, Philadelphia, Pittsburgh, Buffalo, Cincinnati, Toledo, Chicago, Grand Rapids, Kansas City, Denver, Minneapolis, E. St. Louis, Salt Lake City, San Francisco, Oakland, Tacoma, Portland and Los Angeles.

Mr. Versluis said that the network also would have affiliates in the following cities, where negotiations have not yet been completed: Philadelphia, Baltimore, Minneapolis, Kansas City, Denver, Los Angeles and Tacoma.

The network will not extend into the South or Southwest at this time due to lack of "leg" transmission facilities during the war, he said. Associated will be programmed predominantly with music and news, with programs originated by affiliates on an interexchange basis. One operation departure finds popular bands, picked up on remotes, being guaranteed full network coverage for each feed. Richard E. Connor, former West Coast radio figure, once chief of the Radio Bureau, OWI, and more recently station relations director of MBS, is vice president of Associated in charge of operations.

Service Emphasis

Affiliates are being signed by W. G. Henderson, Detroit advertising executive and vice president of Associated in charge of station relations.

Mr. Connor, acting as direct assistant to Mr. Versluis, will concentrate on programming the network. He will hold a program meeting with representatives from Chicago, Hollywood and New York in the later city this week.

Mr. Versluis, commenting on the network’s program plans, said: "The program format of ABC will lay stress on public service features with programs definitely in the category of 'public interest, convenience and necessity,' together with a tablet of successful independent station operation, such as news on the hour, nationally known commentators, sectional and intersectional sports events, education, civic affairs, name bands and will, in addition, provide a new avenue of expression for undiscovered talent."

George Funke, for 11 years supervisor of engineering at CKLW Windsor, and more recently in charge of a contingent of 46 engineers building transmitters for the armed forces overseas has been named chief engineer and traffic supervisor.

The network has opened New York offices in Suite 721, Chanin Bldg., with Eugene Kreamer, formerly of NBC, Adam Young and the Joseph Hershey McGillyco Co., in charge. Overall sales activities will be supervised by Roy C. Kelley, president of the Wolverine Network, who will be executive vice president of Associated. Clayton W. Kuning of Grand Rapids is vice president and general manager.

Other offices are located at 230 N. Michigan Ave., Chicago, and 3055 Wilshire Blvd., Los Angeles, and with the firm of Ashurst Bldg., Grand Rapids. Van Newkirk, vice president in charge of West Coast operations, formerly was program director of the Don [Continued on page 66]

Crosley-Avco Transfer Hearing Begins

A REVISED contract between Crosley Corp. and American Aviation Corp., whereby Powel Crosley Jr., president, would not be prevented from entering broadcasting for five years, was to be introduced today (July 25) at a hearing before the FCC and in the proposed transfer of control of the Crosley Corp., including WLW Cincinnati, to Avco for $22,000,000.

One of the issues set for hearing by the Commission was the effect of the contract provision restraining Mr. Crosley from engaging in broadcasting or television for five years [BROADCASTING, July 16]. The proposed contract strikes out that portion of the contract but leaves a portion restraining him from entering for five years any of the manufacturing fields which he proposes to sell.

WINS Hearing Postponed

The Commission last week postponed hearing in the proposed voluntary assignment of license of WINS New York by Hearst Radio Inc. to Crosley for $1,700,000 plus time commitments, until Aug. 20. Should the Commission fail to reach a decision in the Crosley-Avco transfer by that date, the WINS hearings will be continued.

The WINS sale also is one of the hearing issues.

Recognized as one of the most important transfers to come before the Commission, the Crosley-Avco hearing is expected to require at least two days. A score or more of witnesses, including top executives of both firms, are expected to testify.

Although three Commissioners were on vacation last week, a full seven-man Commission was expected to hear the case. Former Gov. William H. Wills of Vermont, who succeeds Gov. Norman S. Case on the FCC and who was to be sworn in at 10 a.m. Monday, planned to sit with his colleagues. Commissioners Charles R. Denny Jr., E. K. Jett and Ray C. Wakefield, on vacation last week, were expected to be at the hearing along with Chairman Paul A. Foster and Commissioners C. J. Durr and Paul A. Walker.

Roesel H. Hyde, FCC general counsel, and Leonard H. Marks, his crack assistant, were to appear for the Commission, although Mr. Marks has been designated to handle the Crosley-Avco contract strikes out that portion of the contract but leaves a portion restraining him from entering for five years any of the manufacturing fields which he proposes to sell.

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Roesel H. Hyde, FCC general counsel, and Leonard H. Marks, his crack assistant, were to appear for the Commission, although Mr. Marks has been designated to handle the Crosley-Avco contract strikes out that portion of the contract but leaves a portion restraining him from entering for five years any of the manufacturing fields which he proposes to sell.
NAB Seeks Broadcaster as Aide to Miller

Board to Consider Plan at Meeting
Here Aug. 6

OPERATION OF THE NAB under a dual structure, with the new president, Associate Justice Justin Miller, to direct policy geared toward achieving a “free radio” and with an executive director or vice-president to handle the day-to-day trade functions, is the likely reorganization format of the trade association this fall.

Selection of Judge Miller by unanimous vote of the NAB President Selection Committee at Kansas City on July 14 [BROADCASTING, July 16] has paved the way for adoption by the full NAB Board of such a reorganization plan. The Board meets in Washington Aug. 6-7 and will receive the Committee’s proposals, cornerstones of which are approval of a practical broadcaster to assume the “second man’s post” and perhaps to serve as interim head until Judge Miller takes over Oct. 1

Appointment Well Received

Judge Miller’s appointment for a five-year term was well received in all broadcasting quarters last week. A distinguished jurist who has sat on the U.S. Court of Appeals in Washington—the nation’s second highest tribunal—since 1937, Judge Miller desires to complete a certain number of cases he heard on the Court before he resigns. In the interim he is acquainting himself with NAB affairs while vacationing at his home in Pacific Palisades near Los Angeles, during the Court’s recess. It is understood his salary will be $50,000 annually.

J. Harold Ryan, on leave as vice-president and secretary of the Ft. Industry Co., has agreed to remain as NAB president until the August board meeting. If the executive director is selected at that session, active direction of the Association will be left with him until fall. The board also will consider the recommendation of the Presidential Committee that an executive committee of three board members be named to direct overall policy until such time as the new president takes over.

Despite his lifelong background as an attorney and jurist, Judge Miller is said by his friends and associates to have a “very fine organization sense.” Possessed of a pleasing personality, the 65-year-old Californian is regarded as an excellent speaker and an avid student of anything he undertakes. He has testified on numerous occasions before committees of Congress in connection with jurisprudence and has a wide circle of friends and acquaintances in Congress and in public life.

As a member of the Appellate

BROADCASTING • Broadcast Advertising

WASHINGTON—In Miller plan. CASTING, President achieving President, Associate Judge Miller’s appointment to serve as interim head until Judge Miller takes over Oct. 1. Format for the new plan will be presented by the President of Directors to Directors to continue its public service leadership. Judge Miller revealed he will resign from the Federal bench when he takes over the NAB presidency Oct. 1. He is expected in Washington about mid-September. Lauding the broadcasting industry for past achievements and adding that radio must lead the way in promoting a closer relationship between the people and the Government, Judge Miller stated that much remains to be accomplished.

Competitive, Unfettered Radio Must Remain, Declares Miller

By DAVID GLICKMAN

DECLARING THAT all radio must work together for a common goal and accepting the challenge to weld radio into a stronger, more unified position, Justice Justin Miller, newly named NAB president, said last Wednesday in an interview with BROADCASTING that radio must remain free, competitive, and unfettered to continue its public service leadership.

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Conflicts

He reiterated that one of his intentions is to assist in “reconciliation of conflicts between public interest, governmental, regulatory agencies and the operating radio industry.” He said he hoped to secure more effective organization of the Association, better operating policies, sounder regulatory legislation and more harmonious integration of all the constituent factors in the broadcasting field. “There are challenging days ahead for radio,” he cautioned.

Having been “exposed” to broadcasting during his years on the Federal bench, Judge Miller said he was naturally attracted to radio by its great possibilities. Having upon an intimate acquaintance with the medium’s many problems, he will strive for simple legislation to make radio free as well as effective. In radio’s public service operations, he has already requested that a policy committee be set up within the NAB Board of Directors to work in close cooperation with his office. “Importance of the West Coast too in the radio spectrum makes it advisable that an NAB branch office be established in that area,” he pointed out.

Judge Miller concurred in substance with President Truman’s radio story [BROADCASTING, July 9]. Paralleling those thoughts he urged broadcasters to continue radio’s vital war role until final victory is achieved. “The American system of radio has adapted itself admirably to changing circumstances both before and after Pearl Harbor. But there are many problems to overcome. With hundreds of new stations to be established because of new developments, it is imperative that radio continue free and competitive to maintain its unique role as a public medium. In this way only can the broadcasting industry fully assume its responsibilities in terms of leadership.”

DUAL STRUCTURE for NAB seems likely with an executive director selected from the industry, as “second man” to the new president, Associate Justice Justin Miller. Judge Miller’s appointment for a five-year term has been well received by the industry. The new executive director may serve as interim head until Judge Miller takes over on Oct. 1. Format for the new plan will be presented by the President of Directors to Directors to continue its public service leadership. Judge Miller revealed he will resign from the Federal bench when he takes over the NAB presidency Oct. 1. He is expected in Washington about mid-September. Lauding the broadcasting industry for past achievements and adding that radio must lead the way in promoting a closer relationship between the people and the Government, Judge Miller stated that much remains to be accomplished.

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American policy of free speech and for protecting and strengthening radio as a business. The opportunity is thus presented to demonstrate to the world the vitality and validity of these fundamental American concepts.

To have a marked effect on the development of the industry, to help in securing for it a sounder foundation in law and operating policy, in reconciling an ever-increasing number of interests—public, governmental and industrial—is an assignment so challenging to me, as to make my decision a matter of course.” It is expected neither any changes in NAB organization will be affected by the new president until after he has had an opportunity to survey the organization’s operation. His present secretary is Helen Ann Fruth, who has served him since November. For several years she had been attached to the Judge Miller’s office of the Court. Judge Miller is the second paid president of the NAB selected from outside radio. The first paid president was Neville Miller, former mayor of Louisville, who served from 1938 until Feb. 1944. Mr. Ryan was drafted by the NAB Board to serve until a permanent successor had been selected.

NAB Board Meet

TO PAVE the way for reorganization of the NAB under its new president, Judge Justin Miller, the NAB Board of Directors meets in Washington Aug. 6-7 at the Statler Hotel. Among topics are consideration of proposed revisions of the NAB Voluntary Code, expansion of labor relations activities and matters pertaining to business. The Code Committee, headed by Lee B. Wailes, Westinghouse, Philadelphia, meets July 31 and Aug. 1 to formulate recommendations, approved by the full board, for a celebrated WHKC-CIO incident and the FCC’s recent ruling criticizing Code provisions barring sale of time for controversial issues.

July 23, 1945 • Page 17
Proposed FM Rules Are Inadequate

Satisfactory Service Is Not Obtainable in 88-108 mc Band

By PAUL A. DE MARS
Lieutenant Commander, USN

IN AN ORDER issued July 10 by the FCC, proposed FM regulations were presented for FM broadcasting. The date of July 30 has been set for a hearing before the Commission en banc. They embrace among other matters an allocation plan for FM broadcasting facilities.

The allocation plan that will be promulgated subsequent to this hearing will determine the FM broadcasting structure for the future. This plan needs critical scrutiny. It is vitally important that the best possible plan be adopted now. The people of the United States must have the best possible FM service provided as quickly as the progress of the war will permit release of critical materials and productive capacity to civilian needs.

The pioneers who built FM stations in 1921 during the Conn.; Paxton, Mass., and Mt. Washington, N. H., demonstrated that this new system could provide a high quality broadcasting service and could meet all rural areas. It was their concept that under a technically and economically sound allocation plan an FM broadcasting structure could be developed that would furnish a service superior to the standard AM system and supplant it in most cities and rural areas. This concept was premised on regulations and allocation to establish FM under the "American system of free enterprise and competition un fettered" and subject to regulations only as to the laws of nature and the limitations of facilities.

Statutory Duty

The Commission is keenly aware of its statutory duty to make available to all the people an efficient nationwide radio service and that its duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service.

The importance of the proposed FM allocation is evident in the attention of the broadcasting art on this subject. It appears appropriate and timely to comment on this important matter.

It is my opinion that the proposed plan fails to provide the best that can be formulated. It is apparent to anyone familiar with FM and propagation in the 88-108 mc band that under the plan and the engineering standards proposed a satisfactory rural service will not be obtained.

Allocation in the FM band is a much more complex problem than appears on the surface. Many factors must be taken into consideration to formulate a plan that will meet the needs of different sections of the country. Each section has its peculiar combination of topography, population distribution and economic factors. Even the weather cycle which reflects conditions affecting FM propagation cannot be ignored.

It is my belief that the plan was conceived from data that represents an oversimplification of the technical problems. The technical problems of the engineer who has studied FM service by the practical method of riding thousands of miles over all kinds of terrain is keenly aware of the discrepancy between circles on the blackboard representing calculated signals and what is actually available to the listener. He knows that the provisions of the plan bear no relationship to the solution of the allocation problem results from the restrictions imposed for the purpose of regulating the economy of FM broadcasting. With respect to competition between stations. These are only two examples of the failures to recognize matters of fundamental importance.

Three classes of stations are proposed (a) Community, (b) Metropolitan, and (c) Rural. Within this classification provision is intended for satisfactory service to the small community, the large city or metropolitan area and rural areas. It is principally with respect to the conception of satisfactory rural service and the manner in which it is supposed to be reached in this respect, that the Commission's proposed allocation structure unsatisfactory.

Since rural coverage with FM was made a condition precedent to FM broadcasting from 42-50 to 88-100 mc, it is to be expected that the proposed allocation plan would insure satisfactory rural FM service. Does it?

Rural Coverage

How is this to be accomplished? Rural coverage is expected to result from service beyond the metropolitan area from the stations primarily serving the metropolitan district. This service is expected to cover substantial rural areas by providing protection to the 20 uv/m signal. The Commission has been misled if it believes that satisfactory rural coverage can be achieved by protecting the 20 uv/m signal from metropolitan stations. The effects of terrain and tropospheric sphere have been ignored in assuming satisfactory rural service to anywhere the distance where 20 uv/m would exist under the ideal conditions of level terrain and no tropospheric reflection and refraction.

Additional rural coverage is anticipated from rural stations. Under the proposed plan this class of station shall not be permitted to render a signal of 500 uv/m or better in any metropolitan area. In no case will rural stations be permitted to render a signal greater than 500 uv/m to more than one metropolitan area. Substantial rural coverage requires high power and the most efficient radiating systems possible. It will not be possible to satisfy this (Continued on page 76)

U.S. Aid in Converting FM is Proposed

Two-Band Sets Planned Despite Opposition

Of Commission

A PROPOSAL that the Government furnish grants for a two-band version of FM transmitters from the present band (42-50 mc) to the new frequencies (88-106 mc) was technical to the League of Manufacturers, by Lee McCane, vice-president and general manager of Stromberg-Carlson Co., Rochester, N. Y. He also proposed that set manufacturers might contribute to conversion costs.

At the same time it was learned that some manufacturers plan to turn out two-band receivers. Another informal engineering conference on standards (two days) slated August 1-2.

U. S. FINANCIAL aid to pioneer FM broadcasters in conversion to higher frequencies urged by Lee McCane, vice-president, general manager, Stromberg-Carlson Co. Manufacturers still going ahead with plans for two-band receivers. An informal engineering conference on standards (two days) slated August 1-2.

Suggested that school FM systems would obtain federal aid in financing reconversion and that the pioneering FM broadcasters are equally deserving of federal aid.

He suggested, too, that the Commission permit temporary low-power operation in the new band, using only driver stages of transmitters "until the high-power tubes and amplifiers can be developed. Manufacturers say that until high-powered equipment can be developed for the 88-106 mc band power of new FM stations will be cut. Mal. E. H. Armstrong, FM inventor, has expressed the belief that broadcasters will be able to get 10 kw output "within a reasonable time." He would like to have a little time before anything like 50 kw can be developed because engineers are tied up with war work.

Hearing July 30

With the hearing on proposed FM Rules & Regulations postponed from July 23 to July 30 and the filing date for appearances and briefs moved up to July 26, the FCC board meeting scheduled for July 17 in Washington, was postponed to July 24.

Two FM members last week had filed letters with the Commission on the proposed Rules & Regulations.
Tragedy

That empty life boat, a plaything of the elements, tells a story of tragedy that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over. And don't forget Baltimore is the 6th largest city in the country.

WITH
Baltimore, Md.

Tom Tinsley, President \ Represented Nationally by Headley-Reed
Farm Program Survey Stirs Stations

550,000 Questionnaires Mailed by Agriculture Department

By BILL BAILEY

ARMED with questions inquiring into the public's program demands, the Bureau of Agriculture Dept. enumerators are wining up a survey of 2,600 farm and small-town families for the FCC in connection with the forth- coming-er of a clear channel hearings now set to begin Dept. 5. A second mail census on clear channel sta- tion coverage, handled by the Bureau of the Census, is being tabu- lating 560,000 mailed question- naires, is confined to questions in- volving station coverage and has won the endorsement of industry. Results of both surveys will not be released, according to Commission sources, until the clear channel hearings get under way.

No Information

Industry members of the agri- cultural survey committee were vir- tually sworn to secrecy and told not to discuss proceedings outside their own inner circles, in order to get information about it were met at both the FCC and Dept. of Agriculture with statements that nothing could be disclosed until the hearings got under way.

It was understood that the FCC feared if the questions to be asked were given wide publicity, certain stations might tell listeners that when the census taker comes around, "be sure you tell him you listen to this station". Industry members of the commit- tee had a different story, however. They offered cooperation on a broad basis and felt that such a survey, properly conducted, would be beneficial to all concerned. The federal feeling is that, however, that the Commission and Dept. of Agriculture were bent on inquiring into programs, particularly farm fare, and that the Agriculture Dept. was making every effort to prove that the people wanted such Government programs as the Na- tional Farm & Home Hour, which was reduced to a daily program to once weekly and time changed.

Members of Congress were un- derstood to be looking into the Ag- riculture Dept. questionnaire and weighing it against Sec. 326 of the Communications Act, which for- bids FCC censorship over programs. A Congressional investigation was hinted at why the FCC pur- chased stamps for the Census Bu- reau mail survey when penalty mail could have been used to a great saving.

Of 79 questions being asked in the main agricultural question- naire, 26 are devoted to farm pro- grams.

Enumeration is instructed to interview two persons in each household. Questions are contained in three schedules, as follows: (1) for those having working radios; (2) radio failed in last two months; (3) those who never owned radios.

Questions

"We're interested in finding out about the radio service people are getting," is the opening statement the Agriculture Dept. enumerators are told to ask. Following are some of the questions:

1. Do you listen to your radio much?
2. How many hours on Sunday would you say you listen ordinarily?
3. How about the rest of the week?

About how many hours a day would you say you listen ordinarily?

4. Do you ever have the radio turned off as times you're not busy and could be listening to 115 ("not busy" and "could be listening to it" under- scored). 3. (IF YES) How does it happen that you don't listen during that time?

Do you ever have the radio turned off because you aren't interested in the programs that are on?

Questions, approved by the FCC, but protested by broadcasters as irrelevant to the clear channel issues, include such as the following:

"What kind of a program would you miss most if your radio gave out?"

Enumerators are cautioned not to accept "specific programs" but type.

"Suppose you have your way about the programs that are on the radio, are there any kinds of programs that you would like to hear more of than you do now?"

Are there any times during the daytime when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on?" Same question is asked about programs after dark. The inter- viewee is asked what time of day he'd like to hear his particular kind of program. A list of various types of programs is shown and the re- spondents are asked to tell the enu- merators the five they like best.

These programs are listed as fol- lows:

New Broadcasts; Talks & Dis- cussions; Sermons & Religious Mu- sic; Old-time Fiddlers, Singers & String Bands; Classical Music, like Symphonies; Semi-Classical Music & Popular Music other than Dance Music; Dance Music; Brass Bands.

Farm Market Reports; Talks on Farming & Farm Problems; Entertain- ment Programs & Skits with Comedians & Popular Singers; Newspaper Plays; Daytime Serial Stories; Sports.

Enumerators are cautioned not to help respondents by "giving examples of kinds of programs". After the first 28 questions dealing in program, the enumerators are told to say: "Now I'd like to talk with you especially about farm programs, as we're par- ticularly interested in knowing what you think about them." Here are the questions about farm pro- grams:

29. Do you ever listen to farm pro- grams? (IF YES) What kinds of reports, or talks about farming? (IF answer: NO skip to question 50).
30. How many times a week do you listen to weather reports?
31. What time of day you hear these reports?
32. Would there be any better time of day for you to listen to the weather reports?
33. (IF YES) What time would be better for you? Why?
34. Would you say these weather re- ports are any help to you? Why?
35. Would you say these weather reports are any help to you? Why?
36. What time of day you hear these reports?
37. Would there be any better time of day for you to listen to the weather reports? (IF answer: NO skip to question 45).
38. Would you say these market re- ports are any help to you? Why?
39. What kind of market reports could be more helpful?
40. (IF YES) In what ways are they a help?
41. In what ways could they be more helpful?
42. Would you say these market re- ports are any help to you? Why?
43. What time of day you hear these reports?
44. Would you say these reports are any help to you? Why?
45. In what ways are they a help?
46. How many times a week do you listen to talks or discussions about farming?
47. What kind of programs do you listen to?
48. What time of day you hear these reports?

Hedges Appointed to New NBC Planning & Development Post

Becomes Third Man in Charge; Easton Wooley Takes Over as Stations Dept. Director

NEW Planning & Development Dept. was announced Friday by NBC following two-day meeting of Network Stations Planning Advisory Committee, with William S. Hedges in charge.

Mr. Hedges, transferred from vice-president in charge of stations to new post as vice-president in charge of Planning & Development Dept., be- comes third man at NBC. Easton Wooley, assistant to vice- president of Sta- tions Dept., be- comes director of the Stations Dept. Personnel of Mr. Hedges' de- partment will make necessary studies and develop plans for future operations, including all new serv- ices in prospect for postwar period.

All executives of other depart- ments will coordinate operations with the new agency where planning and future operations are in- volved, according to Niles Trammell, NBC president. Mr. Hedges continues to report to the vice- president and general manager and continues as vice-president in charge of cooperation with absence of both president and the vice-president and general man- ager.

BROADCASTERS withdrew financial support for a survey involving the clear channel question when it became apparent Dept. of Agriculture and FCC insisted on inquiring not about coverage but about pro- grams. Questions being asked by Agriculture Dept. enumerators have to do, mainly, with programming gener- ally and farm programs in particu- lar. Both FCC and Agriculture Dept. were silent on the survey.

William S. Hedges

Staff of new department will be announced shortly. Sheldon Hickox continues as manager of Station Relations Dept. and Harry Wood- man continues as Traffic Dept. manager, both reporting to Mr. Wooley.

WOWO Ft. Wayne, Ind., revamped news periods recently to insert more local news when publication of papers was suspended because of failure to nego- tiate contracts with composing room employees. Editorial staff of one of af- fected papers gave assistance.

(Continued on page 74)
kglo and WTAD
MASON CITY, IOWA
QUINCY, ILLINOIS

Lee STATIONS

EACH IS THE STATION IN A PROSPEROUS AGRICULTURAL AND INDUSTRIAL AREA...

SEE OTHER SIDE FOR MARKET FACTS
BOTH stations have dominant coverage of their prosperous markets.

BOTH have approximately half rural, half urban listening audiences.

BOTH offer complete Merchandising Service.

BOTH have excellent news coverage and carry the kind of programs their audiences want, when they want them.

BOTH are CBS Affiliates.

**kglo market data**

MASON CITY, IOWA
1300 K.C. 5,000 Watts

**COVERAGE** — 57 counties in the "Heartland" area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

**POPULATION** — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

**RETAIL SALES** — $634,828,000 in 1944 (Sales Management estimate).

**FARMING** — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers here are continuing to work and spend toward greater production in 1945.

**INDUSTRY** — Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager


**WTAD market data**

QUINCY, ILLINOIS
930 K.C. 1,000 Watts

**COVERAGE** — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

**POPULATION** — 772,431, 1940 U.S. Census. 186,060 Radio Homes.

**RETAIL SALES** — $262,780,000 in 1944 (Sales Management estimate).

**FARMING** — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U.S.

**INDUSTRY** — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency, New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco.
Farm Day Starts Later Than Believed

Rural Listening Found High in P.M. Also, Katz Discovers

By EUGENE KATZ
Secretary, The Katz Agency

EVERY TIMEBUYER knows that rural and urban listening habits differ, but the question is: Precisely how do they differ? A survey of a predominantly rural area which we have just completed may, because of the dearth of recent information about rural listening in wartime, fill in some of the detail.

The "predominantly rural area" surveyed was an 80-county segment of the WNAX listening area located in South Dakota and bordering States, in which there are 193,140 radio homes and 7 cities of more than 10,000 population, only two of which—Sioux Falls, S. D. and Sioux City, Iowa—would be considered urban by anyone but a census enumerator. The survey was conducted during the week of March 19-25, 1945.

If this study constitutes reliable evidence, and we believe it does, the man on the farm doesn't talk himself under his patchwork quilt at 9 p.m. and doesn't get up any earlier than city folk.

Fewer sets were in use from 6:15 to 7:15 a.m. in the WNAX rural area than in a midwestern metropol- itan territory which we also surveyed during the same week. From 7:15 a.m. to 8:15 a.m. WNAX area radio homes did markedly more listening than the midwestern urban area. From 8:15 a.m. until noon, WNAX area listening continued to lead the urban area, though by a smaller margin. The small early morning rural audience indicated by this survey may be a wartime phenomenon. The farmer's life is influenced more by the sun than by the clock. The way the farmer figures, 6:15 in the morning is really 5:15. When the clock is set back an hour to sun time, farm sets in use during early morning periods may vary.

During the noon hour one out of every two sets were in use in the WNAX area, compared with one out of four in the urban area, indicating the continuation of this well-known rural nighttime custom. WNAX listening continued ahead of the urban area until 2 p.m., when rural sets-in-use fell behind the urban area and stayed behind until 8:15 p.m.

Evening Listening Up

Listening levels during the mid-evening hours were 10% higher in the rural WNAX area. The surprise to us at least, came at 10 p.m. when fatigue is supposed to overtake the farmer and he is no longer expected to be awake. But he was—50.9% of WNAX area sets were in use at 10 p.m., more than at any daytime period except 12:30 to 12:45 p.m., and more than the 39.7% whose sets were in use at 10 p.m. in the urban area surveyed during the same week.

Even in the 10:15 to 10:30 p.m. period, WNAX area listening was 17% heavier than in the urban area. From 10 to 12 p.m., WNAX area sets in use averaged 16.3% against 12.8% for the urban area—exploding the notion that the rural audience is not available after 10 p.m. The accompanying chart tells the story by quarter-hour periods. One thing stands out: for wartime listening you can't count on the farmer's being early to bed and early to rise.

Advertisers have frequently been compelled to guess about the composition of the rural radio audience—the number of men, women, adolescents and children listening at various times of day. The WNAX survey produces some interesting evidence for accounts whose major appeal is aimed at specific sex or age groups within the listening population. It emphasizes the predominance of the female in today's rural listening audience.

The average number of persons listening per 100 radio sets for the entire radio day (6 a.m. to 12 midnight) in the WNAX area in March was 194, consisting of 108 women, 55 men, 20 adolescents (12-18 years of age) and 11 children (5-11 years of age). More people listened per 100 radio families from 6 to 9 a.m. and from 6:30 p.m. to 10 p.m. than during other periods. The low period for the day in number of listeners per 100 families

The Audience Research Dept. of The Katz Agency, station representatives, has just completed surveys of the audience of several of its stations. These studies employ the Listener Diary technique, a method which records all the listening of a representative sample of families for an entire week. Because the material revealed by one of these studies—for WNAX Yankton, S. D.—constitutes the latest authentic data available about two basic aspects of rural radio: sets-in-use and audience composition, BROADCASTING presents this summary of survey findings.

was 9 to 12 noon with 142 persons.

The composition of the audience, of course, alters radically at different times of day and is only crudely illustrated by all-day averages. The number of men in the rural radio audience is never equal the number of women before 7:15 a.m., from 12 noon to 1 p.m., and from 6:30 p.m. to 10 p.m. But even during these peak male listening hours, the men are outnumbered by women. Periods with long-established male-appeal programs, such as market prices and farm service broadcasts, have more women than men in their audience. There seems to be no "for men only" in rural radio.

Remains Constant

The number of women per hundred listening families remains almost constant throughout the day, varying the all-day average of 108. The number of men in the rural radio audience decreases sharply from 8:45 a.m. to 11:30 a.m. (32 per hundred listening families), and from 4:45 p.m. to 4:45 p.m.

Teen-agers, as you would expect, are not available from 9 a.m. to 12 noon and from 1 to 4 p.m. Peak listening hours for the 12 to 18 year old rural area group are 7 to 8:30 a.m., at noon and 5 to 10 p.m.

In every 100 listening families there were 10 children (5 to 11 years old) in the audience before 9 a.m., less than half that number during the day until 3 p.m. From 3 to 6 p.m. there were 15 children, and from 6:30 to 10 p.m., 19 per 100 listening families.

Chart No. 2 shows the audience composition in the WNAX area by quarter-hours for the entire broadcasting period.

All sets-in-use and audience composition figures used here are based on Monday-Friday or Monday-Saturday averages for the week of March 18-25, 1945. It should be borne in mind that the Diary technique produces higher sets-in-use figures than the coincident telephone method. Higher Diary use figures are attributable to these factors: The Diary includes small town and rural listening which is in greater volume than urban listening; the Diary includes non-telephone as well as telephone homes.

July 23, 1945  Page 23
Radio Proves Economic Force Aiding Puerto Rican Standards

By LARRY CHRISTOPHER

RADIO in Puerto Rico—buyer of more U. S. goods than any market south of the Rio Grande, leading Central and South America and the West Indies—is proving not only an effective sales media but also a progressive economic and social force.

That's the opinion expressed to Broadcasting by Harwood Hull, NBC Caribbean correspondent and representative for the Office of Supply, War Food Administration, in the U. S. to arrange the third anniversary broadcast of the Puerto Rican WFA Actualidad Agricola program.

Heavily Populated

Nearly 2,000,000 persons inhabit the 95x35 mile island, making it one of the most densely populated areas in the world. Purchasing power of the strategically located U. S. possession is based primarily on the sugar industry, substantially supported by fine needlework industries, fertilizers, and liquor. Rum, by the way, is radio's biggest local account.

Within the past decade radio has become an important factor in influencing the buying habits of the island, Mr. Hull said. Imports cover an increasing variety of manufactured goods and commodities as well as foodstuffs. Purchase of latter totals more than all other Latin countries combined.

Puerto Ricans, in country and city alike, are radio listeners. The islanders as a whole are surprisingly well informed although the illiteracy rate is still relatively high (about 30%). This is evidence that radio is doing more than entertaining, Mr. Hull believes.

Puerto Rico is 70% rural, although it boasts several modern cities. Radio is important to these folks, he said, because of the physical characteristics of the land and because there is no RFD postal service. Instead, radio is used to describe events, announce local farm meetings and provide more personal information.

Even the most humble of farm homes, tucked away on a mountain knoll where rural electrification has yet to reach, will have a battery radio—and such air-advertised products as Alka-Seltzer, Cashmere Bouquet soap and a variety of Sterling Drug items. Sterling is a major advertiser along with General Motors, Colgate-Palmolive-Perf and Coca-Cola.

The publicos, popular station-wagon buses, run back and forth over the steep mountain roads, their radios often serenading the countryside with the Spanish ver-

sion of a well known jingle... "Pepsi-Cola es mejor..."

Representative of the service radio is offering in Puerto Rico and the first successful network venture, Mr. Hull said, is the WFA Actualidad Agricola program. Under Mr. Hull's supervision, the radio farm service is broadcast Monday through Friday 5:45-6 p.m. over WPRA Mayaguez, WPAB, WPRP Ponce, WKAQ and WNEL San Juan and has full island coverage.

WIAQ San Juan was one of the original members of the network but the station is now programming APRS shows for the many U. S. troops in the area. WKVM Arecibo, under construction, may join the usual hookup, part of which is accomplished by retransmit lines and part by rebroadcast.

Farmers returning from the fields in the afternoon gather at the innumerable country crossroad stores to buy their rice and beans and listen to Actualidad Agricola. Program on one day may explain why pink beans are being shipped to the island instead of the preferred red variety, or present transcribed messages from local boys in service or from farmers in other regions.

Other government agencies such as OPA, and many local interests, use the program to inform the people of new trends and events, Mr. Hull said.

News Transcriptions

Now being developed are transcribed newscasts from WFA in Washington. Discs will be flown to Puerto Rico and be on the air within 36 hours of cutting. Arrangements are being worked out whereby exchange students in the U. S. will be able to appear on the program.

Advertisers are quickly learning it's easy to do business with Puerto Rico, as easy as with any of the states. There are no tariff barriers, banking is the same, credit ratings are easily obtained. Most businessmen speak English.

In the postwar era Mr. Hull foresees an even greater opportunity, for radio to produce and sell American goods and the American way of life, besides promoting understanding between the 2,000,000 U. S. citizens living in Puerto Rico and their neighbors in the States.

Mr. Hull was born in Puerto Rico in 1914. He was graduated from the U. of Puerto Rico in 1935 with an avid interest in radio and the same year he joined the island Dept. of Agriculture as radio information man. From 1937 to 1942 he was farm editor and publicity director for WAPI Birmingham. In 1942 he went to Washington under WFA appointment and was then sent to Puerto Rico to head the overall information program.
Thank You!

DON McNEILL AND THE BREAKFAST CLUB CAST
JOE KELLY AND THE QUIZ KIDS
GEORGE V. DENNY JR. & AMERICA’S TOWN MEETING
THE MEET YOUR NAVY CAST

Thousands of people filling Des Moines’ Shrine Auditorium to capacity to see famous ABC Network programs, broadcast coast-to-coast from Des Moines.

Thank you for your contribution to the big promotion splash that announced KRNT’s switchover to the American Broadcasting Company. A splash which also included listener promotion through every retail store, bank and theatre in Des Moines... a barrage of metropolitan newspaper advertisements... weekly paper ads... car cards... billboards... mailing pieces... and other advertising which made this one of the biggest promotion campaigns these parts had ever seen.

... and thank you
American Broadcasting Company for carrying those five Des Moines originated coast-to-coast programs... our own production, “Iowa”... Breakfast Club... Quiz Kids... Meet Your Navy... America’s Town Meeting of the Air. They took the KRNT call letters to Iowa... to every corner of the nation... and over the seas to our Armed Forces.
North Carolina is the South's top state in both farming and manufacturing. According to Sales Management's 1945 estimates, North Carolina leads the next-ranking Southern state by more than 250 million dollars in gross farm receipts. The figure is more than double the average for the nine other Southern states.

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS—NBC RALEIGH, N.C.
Free & Peters, Inc., National Representatives

Letter to the Editor
EDITOR, BROADCASTING:
In a recent issue of BROADCASTING you have a photograph submitted evidently by WHAS in regard to "the first broadcast of its type", another "first in broadcasting history". (Story described broadcast from the back of a racehorse at Churchill Downs.)

I don't like to stir a controversy but several years ago, about 1938 or 1939 while employed by WDEL, in Wilmington, Delaware, such a broadcast was originated from Delaware, such a broadcast was successful and was carried by the NBC network (Red) at 5 p.m. on a Friday. The occasion was the previewing of a scheduled Saturday afternoon handicap. During the Friday broadcast a jockey equipped with pack transmitter rode the course and told of the feeling. Nelson Case was the announcer assigned to the show at the time, I cannot at the moment recall the name of the jockey.

At the time Abe Schecter was Director of Special Events and if my memory serves correctly Art Feldman was directing that special show. A check will reveal the truth of this, for I am sure that NBC has a record of it. In fact WRC engineers supervised the pickup, Keith Williams and a fellow named Godwin now in the Navy.

I hate to challenge the "first" claim by WHAS but these are the facts.

LONNY STARR.
WJNO West Palm Beach.
July 3, 1945.

Students' Choice
NBC's Dr. I. Q. was voted the "most helpful and most entertaining" radio program by 200 students in the Vassarburg, Ky., high school, according to a letter from a teacher to WLW, Cincinnati. All the students also knew the product advertised on the program.

Eclipse
DESCRIPTION of eclipse of the sun was broadcast over WPEN Philadelphia and WWDC Washington direct from the scene of an expedition to Wolfeley, Saskatchewan, Canada, point directly in the path of the totality of the eclipse. Expedition, under joint auspices of Philadelphia Evening Bulletin, Franklin Institute and U. of Pennsylvania, was headed by Dr. Roy K. Marshall, director of Fels Planetary and associate director at Franklin Institute, who described the phenomenon.

AFRS Aids School
McCLATCHY BROADCASTING Co., licensee of KFKB Sacramento, in its Summer Radio School for public school teachers, has arranged for three top-ranking Armed Forces Radio Service officers to give a series of lectures. All three appeared before 100 teachers at an early session to describe various operations of AFRS. They are Col. Thomas H. A. Lewis, commandant, AFRS; Lt. Col. True E. Boardman, chief, Troop Planning Information Section; Capt. Fordyce Cowing, assistant executive officer. All are on leave from civilian radio jobs.
You see 97 spots—to be exact—each one of them proof of WSAI's honor in its own home town . . .

... for top-notch Greater Cincinnati advertisers account for no fewer than 97 program-periods on WSAI's weekly program schedule—not to mention their share in WSAI's almost-filled schedule of in-between-program sales messages.

Four leading Cincinnati department stores (who use 300% more time on WSAI than on all four other Cincinnati stations combined)... "class" retailers of shoes, furniture, services, beverages—what better guides to your best radio buy for reaching the Greater Cincinnati market?

So if you see spots before your eyes when you're selecting a Cincinnati radio station, don't call your doctor . . . call the Paul H. Raymer Company. They'll show you how you can follow in the success-steps of on-the-spot advertisers in Cincinnati—on WSAI!

A Marshall Field Station
CINCINNATI 2, OHIO
BASIC AMERICAN BROADCASTING COMPANY
N.Y. Stations Normal As Strike Is Settled

NEW YORK stations returned to normal news periods and local business schedules last Wednesday when the newspaper mailers and delivery men's 17-day strike, which prevented the city from obtaining newspapers, was settled. [Broadcasting, July 16.]

Most contracts with movie department stores and newspapers were on a strike-duration basis. The Journal-American cancelled its quarter-hour show on WOV but started 24 spot announcements weekly on a direct till-forbid contract. World-Telegram cancelled its additional time on WMCA. Station also returned to 5-minute news period on the hour instead of the increased period of time due to the strike.

New York Post cancelled its time on WLIB and both the Journal-American and Mirror cancelled on WINS.

INCREASINGLY noticed on the labels of station personnel nowadays is the insignia, indicating honorable discharge from the armed forces.

ANNUAL baseball game between Radio Press and NBC press department was played last Saturday at Polo Grounds New York.

RTPB Agreement Is Remote If Space Requirements Are Cut

PANEL 2 (allocations), Radio Technical Planning Board, probably will not agree on any allocation plan seriously curtailing estimated frequency space needs of the principal services involved, Dr. C. B. Jolliffe, RCA vice-president in charge of RCA Labs., Panel 2 chairman, informed FCC Chairman Paul A. Porter last week.

Dr. Jolliffe sent Chairman Porter a proposed report of Panel 2 from 18-30,000 kc. which had been submitted to members. No opposition was expected from members, since those interested had participated in the panel's work, he told Chairman Porter.

The proposed report explains that since allowance must be made for Government services, estimated requirements of which are not known, "it is apparent that substantial reductions in the estimated requirements of the various services must be made in order to arrive at an acceptable world allocation plan."

Dr. Jolliffe explained that there is not time to carry on lengthy panel discussions if results are to be of practical use to the FCC, now considering its final report of allocations below 22 mc.

Panel 8 last June reported to Panel 2 on point-to-point, marine and international broadcasting services, saying estimated requirements total 23 mc. in range from 10-24 mc. Requirements of many individual 1-mc. bands in this range exceed available space because of distribution of frequencies, Panel 8 informed Panel 2.

Panel 11 advised that frequency needs originally drawn for aeronautical services, presented last fall at FCC hearings, will in effect serve as an international allocation for this service.

Final allocation below 25 mc. is expected before the clear channel hearings get underway in the fall.

P&G Shows

PROCTOR & GAMBLE CO., Cincinnati (Oxydol), has bought two shows which are expected to share the CBS network in the 7:15-30 p.m. period 5 times weekly starting Aug. 21. Programs are "Vic and Sade" and a musical show featuring Jack Smith and Earl Sheldon's Orchestra. Dance-Fitzgerald-Sample is the agency. Company will also sponsor the 7-7:15 p.m. period on CBS with the Jack Kirkwood show for Ivory Soap through Compton Adv., New York.

Bryan in Paris

SGT. WARREN BRYAN, former New York freelance, has been named production manager of the Paris station of American forces network, which now includes 50 stations ranging from 50 to 100,000 w with 41 transmitters.

![Worcester's TOP 28 NIGHT TIME Network Programs](image)

Worcester's TOP 28 NIGHT TIME Network Programs ALL on WTAG

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<tr>
<th>PROGRAM</th>
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<tr>
<td>7. Your Hit Parade 30.2</td>
<td>17. Kate Smith 24.4</td>
<td>26. This is My Best 20.3</td>
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<tr>
<td>8. Big Town 28.9</td>
<td>18. Mayor of the Town 24.4</td>
<td>27. Frank Sinatra 20.0</td>
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All data from Hooper Survey, Dec. '44 - Aprt '45

WTAG's High Hoopers are proof conclusive of the advantages of covering Central New England from the INSIDE.

PAUL H. RAYMER CO. National Sales Representatives

WTAG :: WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING :: Broadcast Advertising

Page 28 - July 23, 1945

"You better come with us--WFDF Flint just announced the new rates!"
Advertisers--local, regional and national--spend more money on KOA than on any other Denver station.

That goes for spot radio as well as for program radio...

Why this preference? Because KOA delivers more listeners per dollar --not only in Denver but all over the Rocky Mountain West.

--No wonder KOA's First!

First in POWER—the only 50,000 watt 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)
This hour meter on the G-E 50,000-watt AM transmitter at WGY has clicked off more than 94,000 hours of "on-the-air" operation in 13 years of daily service.
Award presented to NBC's affiliated AM station WGY for having the most nearly perfect operation record in 1944. WGY holds a similar award for 1936.

wins top honors

Again, a G-E AM transmitter wins the NBC network award for the most perfect operating record.

Off the air but 52 seconds in 6947 hours of program time during 1944, General Electric's 50,000-watt AM transmitter wins for WGY in Schenectady the NBC network award for greatest broadcast service in terms of solid hours of program delivery—the second time since 1936!

With a record of more than 94,000 hours of operation to its credit during thirteen years of daily service, this transmitter is typical of all G-E AM broadcast transmitters—transmitters that are famous for lower equipment cost per hour of broadcast service. This is the kind of performance that has built advertiser confidence. And this is the kind of reliability you can count on getting in your new G-E broadcast equipment—whether it is AM, Television, or FM. General Electric AM transmitters are built on a rich background of research and development, both in radio and in every line of electrical equipment. For more than thirty years, G. E. has been designing and making the most advanced and reliable broadcast apparatus in the world. During this time, General Electric manufactured many of the first high-power AM transmitters and all of America's 100-kw international transmitters. Today, G. E. operates its own AM broadcast proving-ground in Schenectady where seven big AM, FM, television, and international stations are on the air.

Whether your AM requirements are for standard band or international service, General Electric will supply everything for your needs—AM transmitters ranging in power from 250 watts to 1,000 kilowatts, complete studio equipment, auxiliary electrical components, entire antenna systems. G-E equipment will include all the refinements of modern AM transmitter design—with new basic improvements in modulation quality, frequency response, and low noise level. G-E AM equipment will be simplified, easy to control and to maintain, economical to operate. For further information on General Electric's AM broadcast equipment, see your G-E sales representative, or write: Electronics Department, General Electric, Schenectady 5, N. Y.

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

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

FM • TELEVISION • AM

See G.E. for all three!
TV HIGH FREQUENCY TEST SET IN N. Y.

FIRST FIELD tests in New York Metropolitan area of television in higher frequencies will be started when installation of equipment atop Empire State Bldg. is completed, according to Dr. C. B. Joliffe, vice-president in charge of RCA Labs.

Cooperating with NBC, RCA will use a transmitter developing 5 kw. at 288 mc., a higher frequency than that allocated to television by the FCC. Some experimenting has been done in this band at the RCA Princeton labs.

According to O. E. Hanson, NBC vice-president and chief engineer, “Our intention in erecting this transmitter is to ascertain the service area of, and to make other observations regarding, a transmitter operating in these higher frequencies and to make a record of our findings.”


Greensboro’s “Magic Circle” offers a market you won’t want to miss… the South’s Number One Market that is BIG in POPULATION...BIG in INDUSTRY and BIG in WEALTH.

WBIG is the BIG FACTOR you won’t want to miss for effective and positive RESULTS.

YOU CAN’T AFFORD TO MISS!

Bell Commended

DON BELL, Mutual correspondent in the Pacific, has been commended by the Army for “displaying courage and disregard for danger during the 11th Airborne Division parachute operation at Apapi, Luzon, 23 June, 1945”. He volunteered to go for the mission, the Army citation said, though heavy fire was expected.

EDNEY RIDGE, DIRECTOR

WBIG

Greeensboro, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

WBIG dominates the NORFOLK Metropolitan Market

Nation’s No. 1 TEST MARKET

More listeners than all other stations combined

with listening to outside stations practically nil

WWTAR

WBIG dominates the NORFOLK Metropolitan Market

Nation’s No. 1 TEST MARKET

More listeners than all other stations combined

with listening to outside stations practically nil

WBIG

WBIG

WBIG
FOR LISTENERS AND SPONSORS ALIKE . . . HERE'S ONE SWELL WAY TO START THE DAY . . .

EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of New Yorkers off to a good start for the day. "Wake Up New York" is a fast moving program that gives listeners what they like, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York" enjoys one of the highest ratings of any early-morning program on a New York Independent station, delivers this audience at an exceptionally low cost per listener and is doing a great selling job for participating sponsors.

Ralph N. Well, General Manager  •  John E. Pearson Co., Nat'l Rep.
ACA Awards

JACK COOKE, president of CKY Toronto, has been appointed to represent the Canadian Assn. of Broadcasters on the 8-man awards jury of Assn. of Canadian Advertisers for best 1945 advertising. Lee Trenholm, director of public relations, Underwood Ltd., Toronto, is chairman of committee. Awards are to be announced at annual ACA dinner at Toronto Nov. 9 and consist of gold medal for most distinguished contribution to Canadian advertising and silver medals for outstanding contributions by member of an advertising department, by agency staff member and by media representative.

WTBO Shift

SHIFT from corporate form to partnership is requested in application filed with the FCC last week by WTBO Cumberland, Md. No money is involved. Station is owned by Aurelia S. Becker, general manager, and Charles Z. Heaskett.


Adjourment Kills Prospects of Radio Legislation Until October Session

ALL prospects of legislative action regarding broadcasting were killed until autumn when the House adjourned last week until Oct. 8.

Principally affected by the recess is the Vandenberg bill (S-683) to prevent interference with cultural programs which passed the Senate early in the session and its House counterpart (HR-1648) which is still before the Committee on Interstate & Foreign Commerce.

Chairman Lea (D-Cal.) had expected the Committee to report out a measure several weeks ago which would cover various Petrillo demands against networks and stations [Broadcasting, May 28] but it is understood that difficulties were encountered in attempting to frame a bill which would draw the line from general labor legislation. Mr. Lea told Broadcasting Wednes-

day that a substitute bill would be offered Congress shortly after reconvening in October.

Among the practices which the Committee is believed to be considering for inclusion in proposed legislation are quota requirements, employment of standbys, "make-work" jobs, restrictions on appearance of musicians in television broadcasts, payment of fees on records and transcripts, and restrictions of service band performances on the air. The Committee had heard testimony on these practices in hearings last February and May [Broadcasting, Feb. 26, May 14].

Another measure of interest to broadcasters, the Bailey bill (S-756) to outlaw payment of royalties to unions, may still be taken up this session. Sen. Eastland (D-Miss.), chairman of a subcommittee of the Senate Judiciary Committee, intends to begin hearings as soon as Sen. Bailey (D-N. C.) is able to testify on the bill.

Sen. Bailey's bill, if enacted, would invalidate the fee system now prevailing between the AFM and the recording and transcription industry [Broadcasting, March 26].

A similar bill (HR-2819) has been introduced in the House by Rep. Miller (R-Neb.) but has been lying dormant in the House Labor Committee.

Another House measure affected by adjournment is the Monroney bill (HR-2121) to amend the Anti-Trust Act to cover labor as well as business monopolies.

Also before the House is the Keele bill (HR-2390) which would define more clearly the power of the Federal Trade Commission over false advertising and limit requirements regarding the use of warnings in radio commercials.

Of broader interest to broadcasters is the Ball-Burton-Hatch bill (S-1171) which would create a Federal Labor Relations Board to handle labor disputes.
Cleveland’s Man with a Mike and Seven League Boots

When a big-time sports announcer like Earl Harper, with a record of more than 15,000 broadcasts, signs as Director of Sports and Special Events on a local station—that’s national news.

Radio advertisers know that wherever hundreds go to see, countless thousands listen free. At fight, fire, sport or spectacle, Earl Harper is Cleveland’s man with a mike and seven league boots. His tremendous audience thinks of him as the man who goes everywhere, sees everything and re-creates a vivid picture.

Harper’s sharp but non-hysterical descriptions, frequently fed to the network, make him a newsman’s newsman as the clippings below will show.

Harper clicked in Cleveland—from the word Go!

**CLEVELAND NEWS**
Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivens-Murray show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

**THE CLEVELAND PRESS**
The town’s cheering Earl Harper’s broadcast of the Bivens-Murray fight last night. Although we didn’t hear him, we were at the Arena and understand it was the best sports job turned in over the local stations in a long while. Congratulations on a big-time sportscast, Earl.

**PLAIN DEALER**
BIVENS-MURRAY BOUT—Both of WJW and Lou Henry blow-by-blow description of this fight from the Arena, which Bivens won. (Harper) thought was sharper with his descriptions.

---

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
BROADCAST measurement bureau has received $143,015, from 199 stations as their first assessment, Hugh Feltis, BMB president, declared Wednesday after a meeting of the finance committee. Billing is proceeding on schedule, he said.

Financial operations of the bureau were reviewed by the committee, along with plans for allocation of funds to operate the industry project. Definite recommendations will be considered by the executive committee at its next monthly meeting Aug. 6 and presented to the board Sept. 11.

Chairman Roger Clipp, WFIL Philadelphia, Leonard Bush, Compton Adv., and Lowry Crites, General Mills, praised the BMB management for its operation and approved the budget for the July-September quarter.

Mr. Clipp announced stations had chosen payment methods as follows. Total two-year subscription payable now, 5 per cent, annual payments 1945 and 1946 next year at this time, 35%, first half of 1945 and quarterly payments thereafter, 20%. first half of 1946 now and monthly payments thereafter 20%.

UNITY Corp., applicant for new FM stations in Toledo and Lima, O., has filed application for FM facilities on 100 mc with 5,777 sq. mi. coverage in Springfield, O. Estimated cost is $27,500. Firm is owned by Edward Lamb and Stephen A. M.ack, attorneys.

DAILY bulletin board staff newspaper, an innovation at KSL Salt Lake City, is inspected by Ivor Sharp, station mgr. and Secretary Iris Petersen. Carbon copy is sent to the transmitter as a much-needed link with the station. Staff members act as reporters under promotion dept. editing.

Ask Third CP

BROADCASTING Money

BROADCASTING

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Poll Honors FDR

Four-Day Tribute

OUTSTANDING musical event of the year was the four-day musical tribute to Franklin Delano Roosevelt at the time of his death in the opinion of readers of Musical America, which announced Saturday the results of its second annual radio poll.

The poll names the Philharmonic Symphony (CBS) as favorite orchestra, Arturo Toscanini (NBC) favorite symphony conductor, Jascha Heifetz favorite instrumental soloist with orchestra and Gateways to Music (CBS) best educational musical program.

Broadcasting magazine agreed with music critics and editors in ten first-place winners, disagreed in eight cases.

Complete list of winners follows:

Outstanding Musical event of the year: four days of music in tribute to Franklin D. Roosevelt (all networks).

Best Performance by Metropolitan Opera Company: "Tristan and Isolde;" "Mignon" and "Petite et Miserable" listed. Symphony Orchestra: Philharmonic-Symphony (CBS); Boston Symphony (American); NBC Symphony.

Program of Operatic Character: "Metropolitan Opera" (American); "Metropolitan Opera Presents" (American); "Great Moments in Music" (CBS).

Symphony Conductor: Arturo Toscanini (NBC); Serge Kouzmanoff (American); Arturo Rodzinski (CBS).

Opera Conductor (American): Bruno Walter; George Szell; Erich Leinsdorf.

Program Conductor: Donald Voorhees (NBC); Frank Black (NBC); Howard Barlow (NBC).

Orchestra With Featured Soloists: "Telephone Hour" (NBC); "Family Hour" (CBS); "Voice of Firestone" (NBC).

Musical Variety: "Texaco Star Theatre" (CBS); "Electric Hour" (CBS); "Contended Hour" (NBC).

Woman Singer (regularly featured): Patrice Munsel (CBS); Gladys Swarthout (NBC); Lucia Albanese (MBS).

Woman Singer (occasionally featured): Rise Stevens; Bida Bayko; Marian Anderson.

Man Singer (regularly featured): Nelson Eddy (CBS); Richard Crooks (NBC); Jan Peerce (CBS).

Man Singer (occasionally featured): Ezio Pinza; Lauritz Melchior; Igor Gorin.

Small Ensemble: "Stradivari Orchestra" (CBS); "Hour of Charm" (NBC); Sinfinetia (MBS).

Instrumental Soloist with Orchestra: Jascha Heifetz; Robert Casadesus; Fritz Kreisler.

Instrumentalist (regularly featured): Alec Templeton (CBS); First Piano Quartet (NBC); R. Power Biggs (CBS).

Program of Educational Character: "Gateway to Music" (CBS); Symphony for Youth (MBS); "Music of the New World" (NBC).

Announcer, Commentator: Milton Cross (American); Ben Grauer (NBC); Frank Graham (CBS).

A GOOD TIP FROM
A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Coverage … in Philadelphia

Pattern broadcasting over WDAS covers the Philadelphia market at lowest cost

WDAS covers the largest cross-section of the buying public in the Philadelphia area… at lowest cost.

Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.
COVERAGE may not be the most important consideration in selecting a radio station—but certainly you have to expose yourself to business if you want to get it! And, over WIBC, you do expose your message to more people than you would over any other Indianapolis Station. This is because WIBC’s frequency, 1070 Kilocycles, is the lowest of any station in the city. Mail response proves WIBC the best radio buy in Indiana.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News  

WIBC  
MUTUAL'S OUTLET IN INDIANAPOLIS
**Under 'The Hat'**

NEW YORK's Mayor LaGuardia, in his usual manner, scooped newspapers last week by announcing appointment of three city magistrates on his regular Sunday afternoon broadcast over WNYC, New York municipal station. The Mayor then went into his comic-strip routine, reading "Little Orphan Annie".

**Broker on WOR**

MERRILL, LYNCH, PIERCE, FENNER & BEANE, New York investment firm, on July 16 starts Paul Schubert in Mon.-Fri. news commentary 6-6:15 p.m. on WOR New York. Program will include three-minute discussion of stock market trends. Agency, Albert Frank-Guenther Law, New York.

**Civic Education by Stations Urged**

LOCAL radio stations can play an important role in the civic education of their communities and can aid in the election of better local public officials by giving as well as selling time for political broadcast. Morris Novick, director, WNYC New York, said at a radio session of the New York State Institute of Community Service, held at Syracuse U. July 2-14.

Pointing out that the practice of selling time for pre-election broadcasts by political parties has resulted in most such broadcasts being made by the parties' national candidates, Mr. Novick urged that each station put out on as a sustaining public service feature a pre-election series for local candidates.

The role of radio in the community was discussed at a round table session led by Michael R. Hanna, manager, WHCU Ithaca.

W. W. CHAPLIN, NBC war correspondent, takes office as president of Overseas Press Club at a luncheon in his honor. Mr. Chaplin managed not to miss his 1:45 p.m. commentary by giving it from the speakers' table.

**3 New Programs on Hooper First 15**

HIGHEST sponsor identification in the July 15 Hooper report [Broadcasting, July 16] was obtained by Take It or Leave It with an index of 86.1. Highest in listeners per listening set rating was Blondie with 3.05.

Three new programs appeared on the first 15 evening programs, Buelah Show, Phil Harris and Rise Stevens. Average evening audience rating of 5.4 was 0.3 below the last report two weeks ago and 0.2 below a year ago. Average evening set-use was 18.5, 2.0 below last report and 0.7 below a year ago.

The American Melody Hour had largest number of women listeners per listening set, 1,70; Drew Pearson most men, 1,14; Lone Ranger most children, 0.31.

First 15 evening programs were:
- Walter Winchell, Screen Guild Players, Telephone Hour, We, the People at War, Take It or Leave It, Music Hall, Voz Pop, Rise Stevens, Mr. District Attorney, Man Called X, Your Hit Parade, Contended Program, Jack Haley Show, Truth or Consequences, Buelah Show, Phil Harris.

**Canadian Ratings**

WITH SETS IN USE down to 25.7 for the most popular programs, the July national evening ratings reports on Canadian programs issued by Elliott Haynes Ltd., Toronto, on July 14, shows top ranking program Victor Borge replacing Fibber McGee and Molly for the summer, with a rating of 12.2, followed by Frances Langford and Bing Crosby Music Hall, both with a rating of 12.6. Others of the leading ten most popular Canadian programs in order are Album of Familiar Music, Waltz Time, Reader's Digest, Green Hornet (Canadian origination), Ellery Queen, Big Town, Alan Young and John and Judy (Canadian origination).

DESIGNATED as "the most original themed radio show to come to the networks since the war began," The Fighting AAF" program on American is slated to receive a plaque from This Month magazine.

**Grand Rapids**

**Wood**

THE NO. 1 STATION
5000 WATTS
WITH THE NO. 1 NETWORK
H. & C.
IN THE NO. 1 MARKET
IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives
first in War!

KGW's initial broadcast, more than 23 years ago, featured grand opera stars and other musical features, outstanding in their day. Since then, KGW has consistently maintained its "FIRST" position in music. Backbone of the "620 Time" War Bond show, broadcast each Sunday from the stage of a leading downtown theater, is this fine orchestra directed by KGW's Abe Bercovitz.

first in Peace!

KGW was the FIRST Portland station to broadcast a concert by a full-fledged symphony orchestra. This photograph shows station technicians going over plans for feeding the Portland Symphony orchestra to the network back in November 1932.

first in Audience Influence

Listener loyalty to a radio station is a prize which must be won every day by progressive public service. For 23 years KGW has preferred solid, sensible, day-by-day public service to flash-in-the-pan stunts. The soundness of this policy is proved over and over again in the gratifying results achieved by KGW advertisers.
ON THE WAR FRONT

Radio Courses for GIs Begun In England and France by ASF

WHEN GI’s return from overseas, many thousands will have received the finest training available in radio repair and maintenance through training centers in England and the Continent. Maj. Gen. Frederick Osborn, head of the Information & Education Division, Army Service Forces, revealed in a news conference that technical radio, electrical engineering, industrial electronics, and allied courses are also offered in university study centers in England and France for Army officers and enlisted personnel, taught by professors recruited from Carnegie Tech, Texas A. & M., among others. The greatest percentage of radio training however, will be in repair and maintenance.

ASF also proposes a course in advertising to be given in Italy. It is understood that radio script writing will be included in the curriculum of one college.

Much of the technical training is given at service facilities, such as Signal Corps depots, where both instructors and equipment are available. The centralized vocational training school for the ETO is at Warton, England, with three years’ apprentice or journeyman training a prerequisite. This center opens about Sept. 3. Some of the other schools are already in operation. Men who have had practical experience both in the industry and in teaching are being sent to the schools as instructors.

* * *

AAF Series

AAF Office of Radio Production starts its tenth series on the networks on Thursday, July 31, 10:30 p.m. (EWT) with Return to Duty on Mutual. For the first time on the air, the story of one man in the Armed Forces will be told, from the time he joined his outfit, through 52 missions, his redeployment, rehabilitation, up to his re-employment. The man in the Stateside job. Man selected is T/Sgt. Charles (Chuck) Jackson, engineer and top turret gunner with the 15th Air Force in Italy.

* * *

AFRS Expands in L.A.

TO MEET expanding operations of Armed Forces Radio Service, two-story building has been constructed at 5950 Santa Monica Blvd., Los Angeles, across from AFRS headquarters. Annex houses the broadcast service section which distributes approximately 80,000 short-wave news briefs, 37,000,000 monthly; technical production section, in charge of recording, pressing, and inspection of transcriptions; shortwave, which directs broadcasting of 4,650 hours per month from shortwave transmitters in New York and San Francisco.

Col. Sheredeman Returns

LT. COL. TED SHEREDEMAN, after 19 months as Armed Forces Radio Service advisor on Gen. MacArthur’s staff, has been assigned as assistant chief of program section for AFRS Los Angeles. He was formerly writer-producer of Young & Rubicam, Hollywood. He organized and planned operation of the Jungle Network, now known as Far Eastern Network.

* * *

Col. Warner to Europe

COL. ALBERT L. WARNER, chief of the Army’s War Intelligence Division, left last Monday for a European assignment. The former head of CBS Washington news department is reputedly in Frankfort, on temporary duty for about a month. His discharge is expected in September, when he will become executive news head of WOL Washington.

* * *

Capt. Bolton Retires

CAPT. ALFRED J. BOLTON, USN, public relations director for Western Sea Frontier and liaison for radio and motion picture industries, will be retired Aug. 10. He will join Music Corp. of America, national talent service, Hollywood office, in an executive capacity. Capt. Bolton will shift organization headquarters from downtown Los Angeles to 1655 N. Cherokee St. about Aug. 1.

* * *

Maj. McAndrews Promoted

MAJ. ROBERT J. MCANDREWS, liaison officer for the AAF Office of Radio Production and former sales promotion manager of NBC western division, has been promoted to that rank.

* * *

Col. Lewis Is Father

COL. THOMAS H. A. LEWIS, commander, Armed Forces Radio Service, is the father of a boy born July 15. Mrs. Lewis is film actress Loretta Young.

Covering Ohio's 3rd Market

At less cost with WFMI—American Network

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

BROADCASTING • Broadcast Advertising
Don't read these comments
(unless you're looking for a good radio show)

From KFRE, Fresno, Calif.
We are perfectly delighted with the World Features we recently purchased from you. All of the programs have proven to be as good as the audition samples, and that is very good indeed.

Most of these programs were ordered by us before we had sold them, or offered them for sale. It is, therefore, especially gratifying to us that they are now doing a good job for their respective advertisers.

From KMPC, Los Angeles, Calif.
During my fifteen years in the radio business, I have purchased many transcribed programs. Never is that time have I bought a syndicated feature which was easier to sell than Footprints on the Sands of Time, featuring Art Baker.

From KUOC, Kansas City, Mo.
Your show "Casa Cugat" is well liked by our clients and the dealer reaction has been very favorable. In my opinion it is by far the best in syndicate musical shows in my experience.

From WGN, Chicago, Ill.
I thought you would like to know how pleased we are that we bought the "Songs of Praise" program for WGN.

As you know, we had been looking for a program of this type for about two years. Even though we have been broadcasting it for just a short period of time, we have received something over 100 letters from our listeners thanking us for the program and expressing the hope that we will keep it on the air permanently.

From KTUC, Tucson, Ariz.
Casa Cugat is perfect entertainment vehicle for Tucson College Shop commercials. Casa Cugat listeners buy.

WORLD FEATURES
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.
NEW YORK  CHICAGO  HOLLYWOOD  WASHINGTON
WCKY
THE FIFTY THOUSAND

The most powerful station in the U.S.

Doing a better job of selling.

Entertainment for a listening audience.

Sales up 79.1% and independent...
Powerful free and independent I.S., except one in N.Y. City.

A better job than ever for the "tailor made" for the vast expanse of the great middle west.

In the first 15 days of our free enterprise operation.

J.K. Wilson
Miller—The Job Ahead

ORGANIZED radio puts its best foot forward with the selection of a man of the calibre of Justice Justin Miller as the NAB President. He is neither that "outstanding figure" of cariatid proportions nor that practical broadcaster. He is a strong personality, highly respected both in the judiciary and in Washington's official circles, which has more than a cursory understanding of radio because he has dealt with its legal aspects for nearly a decade.

There may be those disposed to question selection of the man's closest post when the talk has centered around a Will Hays or possibly an important radio executive. The NAB Presidential Selection Committee set out to get an individual who could command the respect of public and art alike, possessed of organization ability and with a sense of public relations.

In Judge Miller, the Committee appears to have achieved its objective. His first public statements as NAB President-designate demonstrate that he has a clear understanding of his assignment. He calls for a "free radio". He wants to effect a "reconciliation of conflicts between public interests, Government regulatory agencies and the operating industry. He calls for a more effective organization of the NAB, better operating policies, and—most important—"sounder regulatory legislation".

Such is the platform of the man whose destiny it is to lead radio these next five critical years. It dovetails with President Truman's "Farmers' Credo".[BROADCASTING, July 9] which Judge Miller admittedly employs as his theme.

Judge Miller cannot achieve these goals alone. He must have the united support of all those in radio. He must have an organization capable of carrying to fruition those precepts which he and all interested in radio must champion.

‘Farmerica’

A SURVEY of rural listening, conducted by the research department of The Katz Agency, is printed on page 22 of this issue. It plows under a few old theories about the farmer’s listening habits.

The survey, made during March in the coverage area of WNAV Yankton, reveals the relatively startling fact that our agrarian families do not necessarily "go to bed with the chickens". At 10 p.m., for example, the study shows that 50.9% of the area's sets were in use—11% more than in a midwestern city.

Contrariwise, fewer farm than city families were listening from 6:15 to 7:15 a.m. The interesting point is that the farmer's life, and consequently his listening habit, is more influenced by the sun than by the clock.

If this survey's results are representative, broadcasters might find it desirable to revise some of their time-schedules.

The reliance that the farmer places on radio is emphasized by the high listening-indices recorded throughout the broadcast day—and night.

Where the FCC Fits

LAST WEEK the FCC announced what in effect is the first modification of the rigid "freeze" policy on station construction which was promulgated shortly after Pearl Harbor.

While there have been alterations in the language of the freeze orders, the action of last week, resulting from WPB advice that certain broadcast equipment is or soon will be available, actually constitutes the first "thaw" in the solid freeze, even though it applies only to grants for standard stations which previously had been authorized conditionally.

Thus, this action must be accepted as a harbinger of events ahead. Both the FCC and the WPB deplore undue optimism while the war is still on. But it is obvious that things are loosening up, even ever so lightly, and that the pace of reconversion is quickening daily.

The FCC is doing everything possible, with its limited staff, to prepare for the deluge of activity which will accompany elimination of war-time restrictions. It is seeking to clear its docket of pending cases and to complete the drafting of rules to cover final procedures on FM and television allocations as well as related services.

Today there are pending upwards of 700 applications for new stations—some 450 of them for FM outlets, another 120 for television and about 175 for new standard broadcast stations. To process these applications alone would indicate about 100 weeks of work for the present depleted staff of engineers, lawyers and accountants. These do not include applications for modification of standard stations.

Additionally, there are several hundred applications for all kinds of broadcast facilities in the hands of Washington attorneys and engineers, awaiting only the lifting of the freeze restrictions. If submitted now, they would go in the pending file. Thus, it’s reasonably safe to say that elimination of the freeze will cause the backlog awaiting processing.

Congress, or certain elements of it, may look with misgivings at the FCC, and the trend is toward further economies in operation of independent Government agencies. In the spheres of allocation and licensing how ever, there’s no question about the validity of the FCC’s right to adequate personnel to perform its assigned functions.

The quicker applications are processed and facilities authorized, the speedier the employment of returning veterans, not only in the broadcasting industry but also in the related manufacturing, production, management and talent fields. The stations must be there first to start the sequence.

WE HEAR from the Army that relatively few stations are taking advantage of the invitation to send war correspondents to the Pacific Theater. Such correspondents are permitted 60 to 90 days in the Theater in which to interview fighting men from their own listening area and otherwise cover the war. The Army assists in arranging the interviews and handles the transportation. No better means exists for bringing home to the people the impact of the Pacific War.

William Bissett Way

WILL WAY struck oil at an International Petroleum Exposition, when, as manager, he sunk an exhibition drill.

When he was managing the Exposition again in 1932 he struck oil again. This time it was in the form of an offer from W. G. Skelly, president of the Skelly Oil Co., and owner of KVOO Tulsa, telling him to "Go down to KVOO in the morning and see what you can do with it."

Now, when Will Way sees a tall steel tower, he thinks in terms of kilowatts instead of oil. KVOO was a parttime 5,000 watt when he took it over as manager. It used to stop broadcasting about 3 p.m. "because nobody listened in the afternoon anyway." KVOO is now on 50,000 w., fulltime, and doing very well under the management and vice-presidency of the ex-oil man.

He was a member of the NAB presidential selection committee which named Justice Justin Miller.

He was born July 18, 1885 on a small farm outside New Brunswick, N. J. According to Will, he's come "a long way", as his ancestors on both sides of his family came to America in the 1600's. When Will was five, the family moved to Allegheny, Pa. He sold papers and saw the Pittsburgh ball games through a knot hole of the Pirates ball park across the street from his house.

He sold papers all through grammar and high school, also worked in a drug store. Then he sold tea, and became a salesman for a wholesale grocery concern. That was the toughest winter he ever spent, he recalls, driving a team through snow banks six and eight feet high. After a time in a steel foundry, he joined the Ludlow Valve Mfg. Co. of Troy, N. Y., as salesman for waterworks equipment and oil well supplies. That lasted for 15 years, from 1905 to 1920, starting with $75 a month and ending up with his salary doubled. He was turned down for service in the last World War because of a heart murmur.

In 1920, through acquaintances made as salesman, he was elected secretary-treasurer of the Natural Gas Assn. of America, serving until 1928 when it was amalgamated with the American Gas Assn. In 1929 he was called to Tulsa to manage the International Petroleum Exposition—the largest industrial show in America. In 1932 when he was again manager of the Exposition, Mr. Skelly approached him with the offer to go into KVOO. Until then, he had never even seen a radio station.

He had been on the air, though, in 1922 when KDKA Pittsburgh was just getting (Continued on page 46)
In one week, March 1 to March 7,
Jane Weston, director of the WOWO "Home Forum,"
received 5170 letters . . from 361 towns! There
was no special offer, mind you . . no induc-
ment to write, except for the usual leaflet
containing each day's recipes. Just the
typical response to the smoothly clicking Forum,
in a typical week.

It's no accident that Jane Weston should receive, in one week, more than 5000
texts. It is an accurate measure
of her personal popularity . . and that
of her helpful, entertaining, instructive
program. Incidentally, the WOWO
Modern Home Forum recently
celebrated its eighth anniversary.

This resultful participation program is
on the air, on WOWO, every day,
Monday through Friday, at
1 P. M. Get convincing facts
and attractive figures on
the WOWO "Home Forum" from NBC Spot Sales.
Respects
(Continued from page 44)

started. Will had been in a play given by the Fellows Club and KDKA picked up the show from the stage. He says that was the first stage play ever presented on the air. In that group were some of the later-known names of radio—Freddie Rogers, later program director of KDKA; Jim Thompson, who appeared on KDKA for many years; Ollie Riehl, subsequently program director of NBC Chicago; and Chauncey Parsons, who sang on the nets for a long while, later at KVOO, and who is now a lieutenant colonel in Europe.

Civil interest is one of the main features of KVOO under William Way's management. Or, as he puts it in one of a series of KVOO institutional ads, "... the best possible law is already within the reach of every broadcaster through better programming ... a cooperative civic spirit and an earnest willingness to exceed the requirements of licensing obligations." He puts that thought into action throughout the program schedule of the station.

Not only does he believe in public service, but he becomes a part of it through membership in myriad civic clubs throughout the state, and he encourages and aids every member of the KVOO staff to do the same thing.

He is president of the Tulsa Safety Council, member of the board of directors of the National Safety Council, past president of the Tulsa Club, member of the board of directors of the Tulsa Chamber of Commerce, secretary-treasurer of the Tulsa State Fair Board, member of the board of directors of the NAB, general manager of the International Petroleum Exposition, and president of the American Indian Exposition. He is vitally interested in farming and 4-H Club activities.

He and his wife, Gertrude, own a ranch, where they go in for stock raising and farming. Bob Will, a well-known Texas entertainer, now on the screen, a few years ago presented him with a blooded Palomino horse, that is one of his proudest possessions. Wills got his start on KVOO through Will Way.

As a manager, his staff considers him tops. "He has a wonderful faculty," an ex-KVOOer says, "for laying a problem on the table. He clarifies all the complications, then lets the others take over from there. And the staff really works as a unit under his direction."

But if you should look up Will Way at his station, don't expect to find him behind his desk. More than likely he'll be in his usual spot in the control room, puffing on a big black cigar, taking in every minute of the KVOO program on the air.

COMDR. TOWNSEND ON INACTIVE DUTY

COMDR. S. W. TOWNSEND, USNR, who for the past two years has served as communications and special device officer for the Naval Training and Experimental Command, was returned to inactive status July 14. He expects to resume executive positions on WKST New Castle, Pa., which he owns outright, and on WARC, a new station in Rochester, N. Y., of which he is both president and treasurer.

Comdr. Townsend who has been in radio since 1925, has rounded out 20 years in the Naval Reserve, and has served as a Naval Reserve commanding officer for over 12 years. He was in charge of shore communications of the trial flights of the Akron, the Macon, the TC-13 and of the Akron, Ohio, flight of the Graf Zeppelin. From 1930 to 1943 he was officer in charge of training of communication reservists at the Naval Radio Station in Akron.

He reported for active duty on May 15, 1941, as Fourth Naval District Communications Officer of the Philadelphia Navy Yard. Early in 1943 he went to sea as Force Communication Officer in the North Atlantic. On May 12 of that year he reported to Lakehurst to assist in the organization of NATEC.

KLRA
Little Rock
Jackson Cookie Co.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.

BROADCASTING • Broadcast Advertising
Racing's 2-million-dollar betting days of a year ago are now past 3 million and driving toward 4... Major league baseball's pickup teams are drawing record crowds. Minor league baseball is set to start up again next year, add a dozen or more new leagues as soon as the Japs strike out. Pro football is expanding. Many college Elevens will resume play this fall... Two, maybe 3, new hockey leagues are about to face off... More fights are scheduled for this summer than ever before. Mike Jacobs looks for a $7-million take when Louis meets Conn... The A.A.U. is preparing for its greatest track era, is planning for the Olympics... Ten million more bowlers, as many golfers, 18 million billiard players, 30 million hunters and fishermen will be in action after the fighting stops... A blockbusting sports boom, the biggest the world has ever seen, is exploding.

United Press saw it coming, didn't wait for it to hit, but went right into action to cope with its coverage.

As long ago as September, 1944, U. P. set up a special wire to carry news of sports—and sports only—the first circuit of its kind in news history.

This special speedway for sports news, a transmission track clear of all other news, is now in operation 14 hours a day.

News executives throughout the country already have made U.P.'s pioneer sports-only wire part of their news service, and more every week, as the sports boom roars louder, are adding it—because it brings more sports news and faster sports news than any other circuit can.

UNITED PRESS
Management

HOMER J. NEUMANN, executive vice-president and managing director of WBNX, New York, has been elected first vice-president of the American Broadcasting Co. central division, with effect from May 26, 1944.

CAPT. E. M. WEBSTER, communications chief of WBCB, was named general manager of WGRG, Louisville, in New York visiting mutual station relations executives.

New Station Granted For Jacksonville, N. C.

NEW license granted station at Jacksonville, N. C., on 1240 kc with 250 watts unlimited time, was granted by the FCC last week to Jacksonville Broadcasting Co., equal partnership composed of Louis H. Howard and Ellis H. Howard, local retail clothing merchants and minor interest holders in WHIT New Bern, N. C.

Commission memorandum opinion and order finds the Onslow County Seat has increased in population from 873 to more than 7,500 persons in past five years and receives no present service from any existing station. Near Jacksonville is Marine Corps training base, Camp Lejune. Retail sales for county, largely agricultural, totaled $55,228,100 in 1943.

Applicant proposes local service to community as well as network service, FCC finds, and has on hand most of necessary equipment. Station would render primary nighttime service to 4,333 persons and daytime service to 1,821, exclusive of personnel stationed on camp.

Conditional grant is in accord with procedural requirements of FCC Jan. 26, 1944, and Jan. 16, 1945, policies.

Joins Law Firm

CHARLES V. SHANNON has resigned as general counsel of the Federal Power Commission to become a member of the Washington law firm of Wheat & May, communications attorneys. Firm, also with offices in San Francisco, will be known as Wheat, May & Shannon.

LT (jg) HELEN CHAMBERS, USNR, former civilian assistant in the Washington office of Broadcasting, was married June 30 in Los Angeles to Master Sgt. Francis Rice, USMC.

H. W. NEW, commercial manager of WATR Norfolk, Va., has been elected as vice-president of Norfolk Lions Club.

ON VACATION: ED BORROFF, vice-president, American central division, left July 16 for three week vacation in Upper Michigan.

J. HOWARD FORD, president of KGMB Honolulu and KHBC Hilo is in the United States in connection with overall station activities—his first visit in four years. He plans to return in early Sept.

Z. C. BARNES, Mutual vice-president in charge of sales, is due back in New York today (July 23) from Detroit.

PAUL A. PORTER (r) FCC Chairman, is interviewed on postwar future of radio by Barnett Norton, Washington Post columnist, on his W. Z. W. Co. program "Washington Views and Interviews."

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, has been appointed to general publicity, special events and program committee for Los Angeles area War Chest drive.

DONALD BEELAR, resident partner in the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, has been promoted to a full colonel in the Air Forces. In uniform for nearly three years, Col. Beelar is stationed at Bolling Field, Washington.

E. WESLEY GEE, formerly of the sales staff of the Jersey Journal, has been named sales development manager in American spot sales department, New York. He replaces Julian Boone who has been named as Edward Martin & Ellis, has been promoted to a full colonel in the Air Forces. In uniform for nearly three years, Col. Beelar is stationed at Bolling Field, Washington.

JULIA GWIN of the copy staff of WCHV Charlottesville, Va., has been named traffic manager.

BILL ODEN, formerly with NBC New York, has joined North Central Broadcasting System to handle spot sales from New York office. NCBS has opened new offices in New York in Empire State Building.

GEORGE W. CLARK, former assistant manager of the New York office of WATE Bristol, has resigned and joined Chicago sales staff of Mutual.

LEO TYSON, former American western division director of program operations, and more recently in sales research department, has resigned to establish his own talent management agency.

ARCH MORTON, sales manager of KNX Hollywood, is currently in Chicago for a week returns to Hollywood via Pacific Northwest.

REG BEACH, commercial manager of CJNO Yorkton, Sask., has been appointed to the commercial department of CKY Winnipage, has been married.

BROADCASTING • Broadcast Advertising

WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

You cannot cover the tremendous New York market without using WBNX, because . . .
WSM'S BASIC ENGLISH

A visitor from afar supplied us with the words that seem to sum up most aptly the reason WSM is such a power in an area occupied by five million intensely human beings: "Simple" ... "Genuine" ... "Friendly" ... "Wholesome" ... "Guileless sentiment" ... "Heart interest". We thank the distinguished Justice for isolating them for us.

THE STATION THAT CAPITALIZES THE SIMPLE EMOTIONS
FOR THE BENEFIT OF A COMPLEX WORLD
George Lee Marks (r), new producer of KTSA San Antonio, has first conference with Tom Johnson (l), gen. man. and Rex Fries, comm. mgr.

Brooks Read, formerly with WJBO Baton Rouge, La., is now announcing for WAPA Memphis, Fern Bradsher jr. wins WMP's staff as junior announcer.

Daniel Ferris, announcer, from WQAM Miami, to WMMS Philadelphia.

Joe Penberthy, announcer of WJR Detroit, on July 7 married Dorothy Oehmke, soprano, formerly with Cincinnati Civic Opera.

Ervin Victor, former announcer at WJJD Chicago and for three years freelance announcer on the West Coast, has returned to WJJD to conduct daily 4-7 a.m. breakfast Frelka.

Lt. William Erwin, former script writer for the Edgar Bergen show, has been assigned to Washington Headquarters of the AAF Office of Radio Production.

Elsie Louise Smith of Don Lee Broadcasting System, Hollywood, station relations department, has resigned and was married to Lt. Merton K. Mathewson in Los Angeles July 14. Sylvia Townsend of network's program department, has taken over Mrs. Mathewson's former duties.

Harvey Tyman, USOCB radio correspondent and formerly with KOWH and KOIL, Omaha, has been awarded the Purple Heart for wounds received at Iwo Jima.

Martie Hubbell has been placed in charge of American Hollywood music rights department, replacing Marjorie Scott, resigned.

Pierre Andre, American Chicago announcer, shifts to network's Hollywood studios Aug. 15.

Janice Swan, writer, shifts from KPO San Francisco to KIRO Seattle.

Marshall Small, released from AAF as lieutenant, has returned to KUTA Salt Lake City as announcer. He serves as 2-6 p.m. in KUTA awards include Distinguished Flying Cross and Air Medal.

Ed Viemhs, announcer at WCCO Minneapolis, is the father of a boy.

Travers Bayley, formerly with WEAF East Claire, WABC, and Jack Stanley, have joined announcing staff of WCCO Minneapolis.

Ens. Kevin Sweeney, USNR, former assistant to American western division vice-president as well as sales promotion manager, currently writes and produces "Wings of the Navy" on KBEZ Ottumwa, la.

Don McNamara, program manager of WFI Los Angeles, is the father of a boy born July 16.

Merrill Mael, former announcer of KOMO and KJR Seattle, has joined KSFO San Francisco.

Bill Davidson, chief producer of KECA Hollywood, has been named program manager. Rollo Hunter, writer-producer, has assumed Mr. Davidson's former duties.

Dick Swift, program director of WABC, CBS New York station, is the father of a boy born July 17.

Dorothy Mathews and Howard Corderney have joined the television department of NBC. Miss Mathews, wife of scenario writer Donald Davis, is script reader. And Mr. Corderney, who formerly directed his own summer stock shows in Maine, is production assistant.

Leona Knight is new member of continuity staff of WBFD Toledo.

Millie Jones, executive secretary to Frank V. Webb, general manager of WGL, Pt. Wayne, Ind., is now with continuity staff. Mary Ann Herber is also new addition to that staff.

Fred Kilian, former member of CBS Chicago production staff, shifts to American Broadcasting Co. central division production staff. Robert M. Savage, former editorial writer with Movie Radio Guide and lately with WMBO Peoria, Ill., has joined American central division continuity staff.

It's the kind of income that puts cash in circulation down in the lower Rio Grande Valley. The income per capita is over $650.00, totaling 165 million dollars effective buying income in KRGV's primary area. And this is a permanent market—a KRGV dominated market.

Another Reason Why KRGV Can Offer You a $165,000,000 Market . . .
Besse Howard's "World Panorama" is broadcast 9:45-10 A.M. Monday through Friday, opposite a popular network show. Proof again that in Philadelphia it's WCAU for listener response.

**BESSE HOWARD**
interprets
World Affairs with the authority
...and the listenable personal
angle... gleaned in her lifetime
of world travel.

**Another**

**WCAU**
SALE SUCCESS

**Story**

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
KANSAS CITY
IS A
K O Y
MARKET
PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
ELIZABETH WHITEHEAD
General Manager
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

News

EDWARD TOMLINSON, author, commentator and associate editor of Collier's magazine, returns to NBC staff July 25 as inter-American advisor and commentator. Shortly after assuming new NBC post, he leaves for a 16,000-mile plane trip through Latin America with WILLIAM F. BROOKS, NBC director of news and special events. Though he will be traveling extensively through the southern republics, Mr. Tomlinson will maintain headquarters in Washington.

ABE SCHMIDT, news and special events director of Mutual, New York City last week to plan for strengthening of South Pacific news coverage. At San Francisco he studied availability of new equipment for Mutual reporters in that area.

MAJ. DAVE McNULL, formerly of the KPO-NBC San Francisco press staff, is in Manila as radio director for the Far Eastern Air Forces under General Kenny.

GUTHRIE JANSSEN, NBC war correspondent, has left for Guam on a trip to study new bombing techniques at fields in China, Japan, Germany and the U.S.

WILLIAM WINTER has joined WOL Washington as foreign correspondent and plans to leave immediately for CBS.

PAT FLAHERTY, NBC war correspondent in Pacific theater, is currently in San Francisco after 18 months in Philippine sector. He has been made honorary member of 38th Division for covering operations of Army units on Luzon.

ARMANDO ZEGER, network special correspondent, has been awarded citation (for bravery by Maj. Gen. J. M. Swing) for his part in parachute troop landing operations on Aparri, Luzon.

HARLAND FREDERICKS, formerly of KMTR Los Angeles, has joined KSPO San Francisco as news commentator.

Mia Hildred Saunders
Mitchell-Faust
Champaign, Illinois
Dear Hildy:
What do you know that's news? Nothing new around here? Just the old steady normal pace. Of course, the auditorium downstairs is filled w ith t e e n s a p e r e v e r y night, business is plenty good. Summer has started down to a soft snail . . . but there's nothing really new — except the kitty. A little bundle of fluff and fur wandered into the studio last week and oh, the love everyone made about her! Everyone seems to know every one made about her! Everyone seems to know every detail of her. Everyone rubs against you and purrs even louder than she does into a mike for Dave. Otherwise, as I said, nothing new. What's new in the windy city?

Yrs.,
Agly

WCHS
Charleston, W.Va.

An American market

MAJ. KNOX MANNING, on inactive duty after three years service with AAF, has returned to CBS Hollywood as newscaster.

TOM O'CONNOR, formerly of PM, New York, has joined WICB New York television station in New York City as writer. He is to telecast a newscast every Thursday.

AMERICAN network's London offices have set up election coverage headquarters in the Reuters Bldg., Fleet St.

MARIE WATHEN, formerly with AP and UP, is in charge of the new full-time newsmen on WJRS Minneapolis.

Allied Arts

MARK GOODSON, former radio director of the New York War Finance Committee, has joined Mildred Fenton Productions, New York, as program supervisor.

JOHN GIESSEN, associate director of advertising for Boston Record American, has been appointed director of new retail division of Bureau of Advertising. American Newspaper Publishers Assn., effective Aug. 1. Executive division of ANPA now includes GORDON GRANT, Washington, and MARY ELIZABETH LASHIER, publicity director.

STEWART-WARNER Corp., Chicago, has appointed Southern Minnesota Supply Co., Mankato, Minn., as distributor for postwar radio territory in Mankato and Rochester, Minn., and Eau Claire, Wis.

WEEKLY publication, "Radio - Tele News," for actors, producers, agencies, etc., made its appearance July 17. Publisher is Peter Strand, formerly on the production staff of WNEW New York and previously editor of "Radio Cues." Publication office is 301 W. 57 St., New York.

VICTOR QUAN, former production manager of C. F. MacGregor Co., Hollywood, returns to ABC as transcription producer and now attached to AFRS, has been promoted to major.

Renews Tele

FIRESTONE TIRE & RUBBER Co., Akron, has renewed weekly quarter-hour "Voice of Firestone" telecasts on WNTN, NBC New York television station, for another 52 weeks. Firestone started series on NBC in Sept. 1943. Firestone agency is Sweeney & James Co., Cleveland.

In Southern New England People are in the Habit of Listening to WTTI

BROADCASTING • Broadcast Advertising
Adrienne Ames
New York's most alluring reporter
and former movie star. Listened to by the Gotham public for her delightful and sparkling interviews of top-flight celebrities—she is the envy of gossip columnists because of her intimate knowledge of behind-scenes Hollywood life. Buoyant and vivacious, Miss Ames combines a keen understanding of New York's fabulous main-stem and the cinema capitol, with a warm and magnetic personality.

Sales facts have proved it's smart to select a program with a "name star". Miss Ames' program not only possesses the pulling power of fame, but it's a fresh, authentic, fast moving and well paced quarter hour, designed to bring results.

Picture this plus-appeal program beamed nightly via WHN's 50,000 watts to fifteen and a half million people, (Primary Coverage) in the Nation's No. 1. Market.

Call or Wire Today!

WHN 1050
NEW YORK

Represented by
RAMBEAU

Metro
Goldwyn
Mayer —
Loew's
Affiliate
WHO SAYS INFLATION? All day long W-I-N-D delivers 79% MORE AUDIENCE PER DOLLAR now in 1945 than in 1943 Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D Chicago 5000 WATTS - 560 KC

24 HOUR NEWS SERVICE AP - INS - UP

NEW YORK REPRESENTATIVE - JOHN R. PEARSON CO.

AGENCIES

ROBERT TEMPLE, account executive, has been named vice-president of Raymond B. Morgan Co., Hollywood agency. R. E. (Joe) Messer is general manager.

Art Daly, Hollywood representative of H. W. Kester & Sons Adv. Agency servicing NBC "Rudy Vallee Show," has resigned to freelance as writer and director.

Thelma Beresin, formerly with public relations department of the RCA-Victor division, Camden, N. J., has joined Gray & Rogers, Philadelphia, as head of publicity relations department.

Robert W. Graham, member of agency board of directors, has been named associate copy director.

John Barnard, South African commercial economist and marketing specialist to the South African Morning Newspaper Group, is visiting this country on goodwill mission to advertising agencies and export clients. He plans to remain until January.

Everett C. Bradley, former account executive of Pedlar & Ryan and Compton Adv., has been named account executive of Dancer-Fitzgerald-Sample, Chicago, to handle one of Procter & Gamble products.

Corp. Albert E. Lewin, former script writer for J. Walter Thompson Co., Hollywood, is now writer-producer for the Paris station of the American Forces Network. He was with the Old Infantry Division before joining AFN and holds the Bronze Star Medal.

C. R. Lash, former president of Illinois Assn. of Vocational Agriculture Teachers, has joined Needham, Louis & Borby, Chicago, as adviser on agricultural accounts.

Arthur A. Kohn, one-time head of his own agency and former account executive of Stack-Gobble, has joined Goldman & Gross, Chicago, as radio director and account executive.

Harry Ackerman, vice-president in charge of radio of Young & Rubicam, New York, has adopted a 31-month-old boy.

F. K. Beirn, formerly with Grant Adv., in charge of operations in New York and Detroit, has rejoined Dancer-Fitzgerald-Sample, New York, as account executive.

Raymond C. Baker, executive vice-president of Mutua Fire Insurance Assn., Boston, has joined N. W. Ayer & Son, as public relations department in New York.

Lydia B. Clark, formerly of the Capehart Co., has been appointed to executive staff of Atherton & Currier, New York.

Jack T. McCabe, civilian advisor to the New York military, has joined Ross Roy Inc., Detroit, as technical writer and radio liaison.

E. M. Breidt, formerly with Russe M. Seeds Co., New York, has joined Dancer-Fitzgerald Sample, Chicago, as account executive.

Hollis Morrow, Collier Inc., Chicago, has been elected to membership in the Advertising Federation of America.

Charles W. Kucker, formerly of Lorenzen & Thompson advertising agency, is now a vice-president of Geyer-Adr. Co., associated with sales staff of Chicago office.

Ralph L. Power Adv., Los Angeles, shifts to new quarters in L. N. Van Nuys Blvd., effective Aug. 1. New telephone will be Madison 4221.

F. L. Charlie Hutchings, formerly of Cockfield Brown & Co., Toronto, is now in Canada again and is to be radio liaison officer with RCAF in Pacific operations.

F. L. Warren H. Wilkes, formerly of Tandy Adv., Toronto, is RCAF liaison officer in continental Europe, covering from Italy to Denmark.

TECHNICAL

M. C. McKenzie, formerly with WOTN Pine Bluff, is new chief engineer of KFPP Helena, Ark.

Harry Fruje has returned to technical staff of WSPD Toledo following release from the Navy.

Jim Sinning is new member of engineering staff of WMRS Marion, O.

Sgt. A. E. Roberts, one-time CBS Hollywood engineer, is now with AAF staff, Los Angeles, having returned from European theater.

Arnold Sartain, formerly with Radio Intelligence Division of FCC, is new member of engineering staff of WBIGN Birmingham.

Bernard S. Spector, released from service, has joined engineering staff of WYER Philadelphia.

F. F. Sylvestor, former technical director and general sales manager of WINSR Philadelphia, has joined Metropolitan Distributors (crystal, radio transformers, etc.) as technical director in charge of research and engineering.

Bill Hinde, formerly of KBOO Sioux Falls, to technical staff of KOTA Rapid City, S. D.

Sidney E. Johnson, Atlanta, has been named southern regional manager in sales department of manufacturing division of Crosley Corp., succeeding S. B. Camper, now distributor for Crosley in Jackson, Miss.

Fred Swinharte, formerly of AAF, is new control engineer at KTV Philadephia succeeding Paul Dougherty, also formerly of AAF, who resigns to enter U. or Pennsylvania under GI Bill of Rights.

Ray Schaub, formerly of WXYZ Detroit and for two years flight test radio operation of B-24's at Ford Willow Run Plant, is now on engineering staff of WJR Detroit.

Nancy Osmond

Good cook or sportswoman young mother or spinster Nancy's daily program holds them all. And even men!

WRC

WASHINGTON

Represented by WRC Spot Sales

BROADCASTING

Broadcast Advertising

TRYING out antique equipment preserved from early days of broadcasting as they prepare for WWJ Detroit's 25th birthday Aug. 20 are (1 to r): engineer Ed Boys, chief engineer Herbert Tank and asst. chief engineer and shortwave editor of the Detroit News, A. B. Allen
KABC in San Antonio is Going
50,000 Watts - on 680!

In the near future KABC, in San Antonio, will take its place among the most powerful radio stations in the United States!

A giant transmitter is nearing completion which will give KABC a strength of 50,000 watts, daytime, and 10,000 watts, night—on 680 kilocycles. This increased power is being achieved without drawing on any critical wartime materials.

More than 70 counties in South Texas—with a population in excess of 2,000,000—will be included in KABC's new daytime primary coverage area.

Ask Weed & Company about the attractive rates at which orders are now being booked to enable advertisers to tap this big and prosperous market, once KABC goes on the air with 50,000 watts.

Represented Nationally by
WEED & COMPANY

The Fastest Growing Radio Station in San Antonio

SAN ANTONIO
The American Broadcasting Co.

Texas

The Fastest Growing Radio Station in San Antonio
THE ORGAN

Pippin's plumbing

Byzantium became the organ building capital of the middle Ages. It was here that the first wholly pneumatic organ was constructed. The first known organ made with lead pipes was sent from this organ center to King Pippin the Short of England, in 787 A.D.

In 812, Charlemagne received an organ as a gift, and his workmen, watching the Greek expert sent to erect the organ, themselves learned the art of organ building, thus bringing it to the West.

All stops are out

In the 13th century, finger levers were first used to play the organ, and 100 years later the pedal keyboard was invented. By the 17th century stops were added to produce the effect of various wind instruments, and multiple keyboards were being used.

The development of the pneumatic lever organ in 1590 started competition for the world's largest organ—a title currently held by an American instrument constructed in 1927, using 32,883 pipes, 1,233 stops and seven manual keyboards!

The modern pipe organ, combining the voices of many instruments, offers a difficult transcription problem. This problem has best been solved by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
Western Electric Company

GALLO WINE CORP., Modesto, Calif., has appointed Advertising & Sales Council, Los Angeles, to handle advertising and in September starts extensive radio campaign in 25 key markets using programs, participation and spot announcements.

LA FIORENTINE PERFUMES Co., Los Angeles, new radio, has appointed Advertising & Sales Council, Los Angeles, to handle advertising and currently is using station break announcement schedule on WPIT Philadelphia. Other stations will be added.


CANADA DRY GINGER ALE Inc., New York, has started five-week quarter-hour newscast with Tony Morse on KGO San Francisco. Agency is J. M. Mathies Inc., New York.

HENRY BELLIK COSMETICS INC. Cleveland, to introduce Plus Thirty Cream to Philadelphia and New York. Agency is advertising for first time in advertising.

Mystic Foam Co., Los Angeles (upholstery cleaner), on July 21 started quarter-hour Saturday night newscast with Roy Anderson on KNX Hollywood. Contract is for 52 weeks. Other radio is coming in.

Newell-McCoy Co., Los Angeles (grain and feed), has started advertising.

MARTINE MILLING Co., Buffalo, N.Y. (Bun Club Dog Food), has placed five announcements weekly for 13 weeks on WPIL Philadelphia thru Bowers & Strachan, Buffalo.


Balaika, San Francisco (Russian restaurant), has started weekly quarter-hour musical program on KGO San Francisco.

AMERICAN Kitchen Products, Ozone Park, N.Y. (Noon Polish), is sponsoring three participations weekly in Ruth Welles program on KWF Philadelphia. Contract is for 26 weeks placed by Diane Jones Co., New York.

FOREST LAWN LIFE INSURANCE Co., Gladicla, Cal., has started "Easy Acres" spot for Sunday thru Wednesday on KGO San Francisco. Account placed by Dan S. Miller Agency, Los Angeles.

NEW PRODUCTS Co., New York (Kegno Shampoo), has started "Kegno" program on the valley's first-weekly program on KGO San Francisco. Account is sold by Hirsch Garfield Agency, New York.

EAGLE OIL & REFINERY Co., Los Angeles (Golden Eagle gasoline), out of radio for over a year, July 21 started twelve-week quarter-hour newscast on KFI Los Angeles every Saturday. Contract is for 40 weeks.

Fall radio campaign is contemplated. Advertising Production Agency, Los Angeles, has account.

When You Think of SELLING in the rich, populous "Valley of Paradise," think of KPRO the valley's No. 1 Salesman

Fine Shows of the American Broadcasting Co.

A schedule of strong Local Programs

Aggressive Promotion

Top Audience

Those Who Know Use KPRO

1000 Watts

American Broadcasting Co.

Studios in Riverside and San Bernardino, California

(Continued on page 58)

Page 56 • July 23, 1945
over and above all...

For very high frequency work...

Hallicrafters S-37 stands over and above all. Providing both AM and FM reception on all frequencies from 130 to 210 Mc., it covers a higher range than is available in any other commercially built receiver. The development is typical of the ingenuity and resourcefulness that Hallicrafters bring to the ever-new problems in electronics and communications. Forward looking technicians in these fields must look to Hallicrafters for instruments that will chart the new directions.

Model S-37... The highest frequency range of any continuous tuning commercial type receiver.

Buy a War Bond Today!

hallicrafters RADIO

THE HALICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.
Morris Replaces

SERIES of William and Mary sketches with Barry Wood as m. c. is slated to replace NBC Gypsy Sensation Show, NBC Tuesday 8-8:30 p.m. sponsored by Philip Morris Co., New York, (Philip Morris cigarettes) early in September. Sketches will feature Cornelia Otis Skinner and Roland Young, with Ray Block orchestra. Agency is Biow Co., New York.

The KNOX Co., Hollywood (Cystex), on July 15 started weekly quarter-hour “Time for Crime” on Mutual-Don Lee stations, Sunday, 4:30-4:45 p.m. (EWT), Raymond R. Morgan Co., Hollywood, services account.

GRANVILLE'S, San Francisco (Jewellers), has started thrice-weekly “Happy Valley Barn Dance” three-weekly on KFRC, San Francisco. Contract is for 52 weeks. Agency is Kelso, Northern Adv., San Francisco.

ALBERT & SAMUEL'S Co., San Francisco (Jewellers), July 21 started weekly “What Do You Think?” on KGO San Francisco, 8-8:45 p.m. (EWT). Frederick Beld, San Francisco, is agency.

New Ward Net Series

WARD BAKING CO., New York, is expected to start Sept. 3 a five-weekly quarter-hour children's show, Tennessee Jed, 5:45-6 p.m., on American. Agency, J. Walter Thompson Co., New York.

Knox Replaces


Anchor Hocking Shift

ANCHOR HOCKING GLASS Corp., Lancaster, O., Aug. 30 drops the Corliss Archer program, Thursday 9:30-10 p.m. on CBS, to use same time for Hobby Lobby, with m. c. Haig. Anchor Hocking plans to promote glass beer bottles and since Corliss Archer is juvenile show, decided to make change. Agency is William Weintraub & Co., New York.

Knox Replaces


New Ward Net Series

WARD BAKING CO., New York, is expected to start Sept. 3 a five-weekly quarter-hour children's show, Tennessee Jed, 5:45-6 p.m., on American. Agency, J. Walter Thompson Co., New York.
There are no finer recordings than those transcribed on

**audiódiscs**

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

they speak for themselves **audiódiscs**
KGO Newswriters Under New Guild Shop Contract

WITH contract negotiations concluded in early July between Radio Writers Guild and American Broadcasting Co. executives, newswriters of KGO San Francisco are now under guild shop contract. Principal provisions call for monthly minimum wage of $255, representing increases from 16% to 31% for majority of staff; five-day forty-hour week; three-week vacation with pay; minimum rest period between days of 12 hours with a cash overtime payment in case of exceptions and other standard RWG contract clauses.

Contract is before War Labor Board for approval. Guild is negotiating contract for NBC San Francisco newswriters and re-negotiating contract for KNX Hollywood newswriters.

ARCHIVES PRESERVE HIGHLIGHTS OF ‘AAF’

Sgt. Alma Bliss and Lt. Gordon Fitzgerald, ex-WBAP-KGPO Fort Worth producer, with the Eisenhower White House wire-recordings.

TO BE PRESERVED as moving documents of World War II, two complete programs and eight spots recorded from The Fighting AAF show have been sent to the National Archives. The productions are reputedly the first armed service-produced programs to be placed in the Archives.

The programs are those of April 7 and June 16. The April 7 show includes the first in-the-air recording of the bombing of Tokyo, made in a B-29 over the target area. June 16 show featured a broadcast by Gen. H. H. Arnold describing the past and future operations of B-29’s over Japan, shortwave from Guam; an interview with Gen. Dwight D. Eisenhower as he embarked for the U. S.; and the first recording made in a jet-propelled plane in motion. Spots from other programs in the series include an air-sea rescue over the North Sea; para-troopers jumping from a plane over Germany; description from the plane of the first use of fighter planes against the Japs in the Okinawa area; description of bomb damage over Tokyo and Yokohama, made in a photo reconnaissance plane.

BBC transcribed and sent to the trade a 15-minute recording explaining the origin of BBC’s famous underground voice, Col. Britton, who was revealed only a few weeks ago as Douglas E. Ritchie, director of BBC’s European News. Included in the transcription was Col. Britton’s last broadcast to the underground armies as the voice of Gen. Eisenhower.

WDRC

HARTFORD & CONNECTICUT

1st Among 48 States...

Connecticut leads all 48 states in Effective Buying Income Per Family, and Hartford leads every city in the state. CONNECT IN CONNECTICUT by using Basic CBS WDRC. Detail...

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Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

How to make a HOME SICK FORT DODGER Smile!

You may never be home-sick for Ft. Dodge...

But throughout every nook and cranny of the country there are thousands of men and women who pine for Ft. Dodge and the good, rich land of Iowa...

So, now you can well imagine how hearts were gladdened on the night of February 28, 1945, when Fulton Lewis, jr., broadcasting over Mutual from FVFD, Ft. Dodge, Iowa, told his millions of listeners about progressive Ft. Dodge... the rich farm land... the wide streets... the hard working people...

Harold Schiff’s aunt heard it in Pomona, Calif. Mrs. Dan Townsend heard it on a graveyard shift and wondered if Danny could hear it somewhere at sea. Bob Sherwood, now 88, and last of the Barnum circus clowns, listened in N. Y. and wrote a letter to Mayor Poole about his youthful days in Ft. Dodge. P. S. Barnes of Weathersfield, Conn., heard Lewis and wrote his sister back home. Bob Hoyer tuned in at Jacksonville and wrote KJFD. Jim Black wrote son Irving from Pasadena in Florida the folks next door came in to tell Carl Aabye about it... WPB heard it in Washington and threw an orchid to KJFD for its scrap drive successes...

Which all goes to prove that people listen to and believe in Fulton Lewis, jr. *... tagged by many “the greatest reporter alive today.”

* This is he

Still available for sponsorship in a few key territories.
For immediate details—Phone, write or wire:

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

Flags over Davenport, Fort Dodge, Tipton and other towns in Iowa are lowered to half mast in honor of the 154,200 men and women who have died in service to their country in World War II. The 154,200 is a permanent monument to the heroes of America's armed forces.}

MORE THAN $74 MILLION annually are spent in Tri-Cities’ retail stores. And a major portion (52 1/2%) of the Tri-Cities’ sales originate in the Illinois side, in the Moline-Rock Island zone. WHBF, the home station, is their favorite by far—so your local dealer will tell you. In all, WHBF’s “push button” area reaches 800,000 people... in the very heart of the Corn Belt.

*Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.

MORE THAN $74 MILLION annually are spent in Tri-Cities’ retail stores. And a major portion (52 1/2%) of the Tri-Cities’ sales originate in the Illinois side, in the Moline-Rock Island zone. WHBF, the home station, is their favorite by far—so your local dealer will tell you. In all, WHBF’s “push button” area reaches 800,000 people... in the very heart of the Corn Belt.

*Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.
IN TUBE MANUFACTURE
ALL SMALL DETAILS ARE LARGE

TO Federal

From slender filament to anode block...all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallagraph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals...after the material has been reduced to a fine grain, nonporous structure through Federal's special metal-processing methods.

But whether copper, platinum or tungsten...they all are subjected to the same exclusive treatment and put through the same searching scrutiny...assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power...they have a reputation that is deserved because they are built to stay.

Federal always has made better tubes.

Federal Telephone and Radio Corporation

Newark 1, N. J.
LINGO RADIATORS are back!

Now Available Without Priority! Prompt Delivery on radiators manufactured from materials on hand

Because of the limited amount of materials available, orders will be filled on a first-come, first-served basis, and production will have to be concentrated on radiators not exceeding 500 ft. in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver it to you with your option to have it installed and erected by us when you are ready. We urge you to act immediately and thus be assured of having your Lingo radiator when you want it.

Act Now—Wire or Phone Today
Please include in your inquiry the radiator height required and approximate site, so that complete quotation can be made immediately covering the radiator itself and its subsequent erection when so desired.

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

---

**LINGO VERTICAL TUBULAR STEEL RADIATORS**

---

**OWI PACKET, WEEK AUG. 13**

Check the list below to find the war message announcements you will broadcast during the week of Aug. 13. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second break-ins on each side of disc. Tell your clients about them. Plan schedules for these war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<td>Dangerous Penguins</td>
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See OWI Schedule of War Message 173 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

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**Bush Proposes National Science Research Group**

A NATIONAL Research Foundation to be established by Congress was proposed last week by Dr. Vannevar Bush, director of the Office of Scientific Research and Development, in a report submitted to the White House. Titled *Science—The Endless Frontier*, the report was prepared at the request of President Roosevelt.

Dr. Bush recommends that "the Foundation be formed to develop scientific research, financially support basic research in non-profit organizations, encourage scientific talent in American youth by offering scholarships and fellowships and promote long-range research on military matters."

---

**VIDEO IN HOTELS ASKED BY GUESTS**

POSTWAR travellers would like television receiving sets in their hotel rooms, according to a survey conducted by the New Yorker Hotel. Out of 17,100 replies to a questionnaire sent to its list of credit card holders to determine what the postwar guest expects from his hotel, 71.2% answered affirmatively to the question, "Do you want to have television in your room? Would you like to have them?" About 60% favored a central system and 40% preferred individual unit services.

The returns from the New Yorker survey came from all parts of the country and represent a cross section of the American travelling public, according to Frank L. Andrews, president. He said the replies definitely indicate the kind of service hotel guests would like to have and will expect in the postwar period.

---

**Series on America**

TOWN HALL Committee, Wichita, has available a 15-week transcribed series, *A Republic Is Born*, dealing with the Constitutional Convention of 1787. Also designed for local stations is a transcribed talk by Upton Close to be delivered July 27. DeMille Transcriptions [Broadcasting, July 9] have been carried by 21 stations.

---

**WJHP Jacksonville, Fla.**

**BUY**

**What Jacksonville’s Homes Prefer!**

IT’S MUTUAL! NOW!

Represented by

JOHN H. PERRY ASSOCIATES

---

**WLAW**

**LAWRENCE, MASS.**

Serving Industrial New England
5000 WATTS 680 KC.

Armored Retail Sales
Approximately $50,000,000
within the
WLAW 5 mv/m Contour

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

**IT'S A FACT**

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

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!*
Resumption of TV Urged in Britain

Hankey Report Looks Towards High Definition Video

RECOMMENDATION that television broadcasting in Britain be resumed as soon as possible on the prewar standard of 405-line definition is made by the television committee appointed by Parliament in 1943, in a report to the Government which will probably be introduced for action when Parliament reconvenes in the fall.

Committee, headed by Lord Hankey, proposes that the BBC be given operating control over television as it has over sound broadcasting in the United Kingdom. In addition to resuming service from London, the report also calls for the erection of video stations in "possibly six of the most populous provincial centres" which would receive program service from London.

Report urges that "vigorous research" begin immediately with the goal of evolving an "improved television system having a standard of definition approaching that of the cinema." Committee suggests, however, that "the adopted system should not embody any patented devices which might be prejudicial to the general interests of British manufacturers."

Series of Sponsorable Discs Offered By Solid Fuels Administration for War

ADOPTING techniques of radio advertisers, with some tricks of its own sprinkled in, the Solid Fuels Administration for War last week released a series of 72 recorded spots, designed for sponsorship to carry home the Government's "Prepare for Winter" campaign.

Dramatized "to attract the utmost attention in these days of multitudinous wartime messages", an SFAW announcement declared, the series is probably the largest ever produced by a Government agency. The appeals average 30 seconds, with time provided for five 16-inch discs. The tenth side, devoted to a 15-minute program of miners' ballads, is not for sponsorship.

Novel Effects

The gamut of "corn", audible cheesecake, suspense, melodrama, mystery, horror, gangster jargon, and "Dumbelluc", the village idiot, who stuffs his ears with cotton instead of applying caulking compound to his house.

More prosaic messages are delivered by Secretary Ickes and Deputy Solid Fuels Administrator Potter warning of the seriousness of the fuel shortage.

Wide Use Urged

The spots were written by Louis J. Hazan of the Interior Dept. Radio & Television Section, and produced by Shannon Allen, section chief.

Letters urging the widest possible use of the spots have been sent by Deputy Potter to station managers in the eastern half of the country and other critical fuel shortage areas. State conservation directors have been asked to notify business groups of the availability of the platters which will be obtainable this week through OWI regional station relations offices.
MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

Sincerely—
Kenny Baker

AMERICA'S FAVORITE TENOR!

A great new transcribed show... planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae... the colorful emceeing of Jimmy Wallington... the smart music of Buddy Cole and his men... and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: BOSTON BLACKIE • EASY ACES • PLEASURE PARADE
• THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT
Radio Writers, Directors To Tour the Pacific
A GROUP of radio writers and directors are scheduled for a Pacific trip, probably the first part of August. Tour of about 30 days will be taken under the auspices of the Army Service Forces, and will be under direct supervision of Capt. Peter J. McGovern, officer in charge, ASF radio production unit in New York. Tentative list includes: Milton Wayne, who writes Cavalcade of America for BBDO; Lindsay MacHarrie, writer of We, the People for Young & Rubicam; Nate Tufts, Ruthrauff & Ryan; Earl McGill, Radio Directors Guild; Ed Dunham, NBC; Joe Ainley, WBBM Chicago; Burr Lee, CBS; Les Mitchell, Stars Over Hollywood writer; Hobart Donavan, Life of Riley writer.

NOW in public relations at an advanced Coast Guard base in the Philippines, Y 2/c Arnold Plitcher, formerly with KFAC and KGJF in Los Angeles, his home town, experienced the invasions of Leyte and Luzon.

WPROK, WGAC WIN CHELSEA CONTEST
WPROK Rockford, Ill. and WGAC Augusta, Ga., tied for first place in the promotion contest sponsored by Larus & Brother Co., Richmond, for Chelsea cigarettes. Each station was given a $500 war bond first prize. Contest was for stations plugging the Guy Lombardo and his Royal Canadians show, Tuesday, 9-8:30 p.m. on American.
Second place was automatically eliminated by the tie. Third place and a $100 war bond was given to KTOK Oklahoma City. Contest was judged by New York radio trade-paper editors at a luncheon at the Waldorf-Astoria last Thursday.
Twenty-five stations received $25 war bonds each as runner-ups. Agency is Warwick & Legler, N. Y.

FIRST performance of Morton Gould's "Concerto for Viola and Orchestra" will be given July 29 on "General Motors Symphony of the Air." NBC, 5-6 p.m. Dr. Frank Black will direct.

WGAC PROGRAMMING
C. E. Hooper shows WGAC to have overwhelming listener preference in the Augusta area. What's more, our locally-produced programs rank right up at the top. Obviously, our program people have plenty of "know-how."

PLUS
WGAC PROMOTION
Typical of WGAC promotion plaudits — these words from Richard M. Compton of Quaker Oats: "It gives me great pleasure to inform you that the promotion work submitted by your station in connection with the recent 'Terry Jingle Contest' has been judged a winner in its class."

EQUALS
SALES RESULTS
182 National Spot, Regional and Local advertisers (network clients not included), 89% of which are renewals, are reaping the benefits of their use of this super-Hooper "know-how" station. In fact, more advertisers spend more money on WGAC then any other 250-watt station in the Southeast.
Any way you look at it --

THE AUSTIN MARKET IS WAY ABOVE AVERAGE

Consider These Figures*

The average per family income for the U.S. is $4,061
The average per family income for the WSC States** is $3,134
The average per family income for Texas is $3,428
THE AVERAGE PER FAMILY INCOME FOR AUSTIN'S TRAVIS CO. IS $4,850

What More Need You Know Except this:

That Station KNOW is Austin's oldest, best established radio station. Hooper ratings show that it leads Austin's other station by a wide margin at every period, day or night.

*From May, 1945, Sales Management Survey
**Includes Texas, Oklahoma, Louisiana & Arkansas

SELL WHERE THE MONEY IS!
SELL THE AUSTIN MARKET THROUGH...

KNOW AMERICAN-MUTUAL AND TEXAS STATE NETWORK STATION

• WEED & COMPANY, Representatives

AUSTIN, TEXAS

NEW YORK, BOSTON, CHICAGO, DETROIT, HOLLYWOOD, SAN FRANCISCO
NOT THE FIRST  Mr. District Attorney in Lee Bristol’s life was Jay Jostyn who is doing such a grand job for the Bristol-Myers Company today. According to Printers’ Ink, some folks used to get in Mr. Bristol’s hair by substituting phoney preparations in Vitalia barber counter-dispensing bottles. Customers were beginning to lose faith in the product until a real “D.A.”, the Sealtime one-application package and an educational advertising program took hold.

FACT-FINDING  Miss Miller, Secretary to “Mr. District Attorney” on the air and lovely Vicki Vola in private life, could tell her boss that American consumers and advertisers don’t like substitution practices. With Printers’ Ink as her source she could also give him the important details on trademarks, copyrights, patents, food and drug bills, fraudulent advertising, fair trade acts and all other legislation that affects advertising and marketing.

HARD-WORKING  Harrington, Broadway’s Len Doyle, could fill in his Chief on how some advertisers didn’t seem to know right from wrong; how these characters would drag advertising’s good name down by giving the public a raw deal and how he was watching for any “breaks”. He might be surprised to hear that Printers’ Ink has been on the trail of bad advertising practices since 1911 when it sponsored the P. I. Model Statute, that 43 states and the District of Columbia have endorsed it by passing legislation to protect the legitimate advertiser and the consumer (26 states and the District of Columbia made P. I.’s Model Statute law substantially as it was written) and that P. I.’s newly revised Model Statute is already law in Illinois.

Twelve weekly copies of Printers’ Ink go to the folks who prepare Vitalia advertising. Nine of these to Doherty, Clifford and Shephard and three to Bristol-Myers, with one of the latter going directly to Mr. Lee Bristol.

You’d be happy too! W H B Q W. H. Beebe 2nd in All Over Promotion (LOCAL CHANNEL) 8th ANNUAL BILLBOARD RADIO STATION PROMOTION SURVEY See BILLBOARD of June 30th for further details your MUTUAL friend WHBQ BOB ALBUREY, General Manager Represented by Rambeau HOLLYWOOD—CHICAGO—NEW YORK

Educators to Use Few Surplus Units

SURPLUS property will not be the basis for the proposed postwar educational network of 800 FM stations [BROADCASTING, June 25, July 2]. Dr. E. Lowdermilk, radio director of the Office of Education, stated last week after a two-day meeting of educators at the FCC to discuss possible utilization of surplus.

A special committee of educators met with Surplus Property Board, Reconstruction Finance Corp. and FCC representatives to establish groups for preliminary investigation of excess electronics equipment. The committee endorsed the suggestion that schools be prevented from reselling equipment in competition with new products.

Committees were organized to investigate the demand for and availability of three classes of equipment: (1) for use in laboratories; (2) for reception in schools such as intercommunications systems and record players; (3) station components.

Dr. Lowdermilk said schools mainly will use surplus equipment of the first two categories but it doesn’t seem that suitable station components will be available. The educators will not pay more than 40% of the price of new equipment for surplus commodities since the cost of conversion and maintenance on the non-standard military equipment would make a higher price economically unsound. The Army will release little FM equipment, he stated, and what transmitters are secured probably will be used for laboratory purposes. The educational net will purchase most equipment from manufacturers.

WJHP Radio Course

A 18-WEEK course in radio training for high school students and others from 15 to 19, will start soon after the new school term, under the direction of WJHP Jacksonville, Fla. Andre Bialolocki, news analyst and college professor, will teach operation, production. Peggy Hendigs of WJHP’s script department will instruct in writing, with Ted Capeau, station manager, teaching acting. Course will be free.

Folks

Turn First to—

WHBQ

NEW ORLEANS 60,000 Watts Clear Channel

CBS Affiliates—Represented Nationally by The Katz Agency, Inc.
Frankly, the magic of Radio is still a lot of fun to us! We here at GATES—every one of us, right up to the top man—put the enthusiastic imagination of the youngest amateur into our products.

That enthusiasm, supported by a background of continuous experience since 1922—and backed up by engineering ability and real precision workmanship—is what gives GATES Products their dependable quality.

For good Transmitting Equipment—reasonably priced—for your needs today, tomorrow, or whenever—call on GATES! The GATES RADIO CO., Quincy, Ill., U.S.A.

Write for Details About the GATES Priority System for Prompt Post-War Delivery

GATES ONE KILOWATT BROADCAST TRANSMITTER

This GATES Transmitter embodies the latest in engineering developments—modernized and streamlined to bring efficiency plus good looks to the Post-War Broadcasting Station.

All parts are conveniently, accessibly located for simple operation; and the pressure-type cabinet assures dustless, cool performance. A Transmitter of extremely high fidelity.

Detailed Bulletin on the New GATES 1 KW Transmitter Will Soon Be Available

PROGRESS REPORT

War-time limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922
Green Light
(Continued from page 15)
Cincinnati) to American Aviation Corp.
A spokesman for the Hearst organi-
sation said WINS is ready to go
ahead with its 50 kw operations
when a transmitter is avail-
able.
Although last week's order, in
effect, gave WINS the go-ahead as
well as others, the Hearst
station took action on condi-
tion that it could have the first
one available. Thus it could install
a 50 kw transmitter without the
order.
It was learned that several man-
facturers who have on hand
some unfinished transmitters will
be permitted to complete the work
and place the transmitters in the
hands of broadcasters holding con-
ditional grants.
When WGAR was granted a
license in June 1944 to move its
transmitter site, it was on condi-
tion that the station "take what-
ever steps are necessary to im-
prove the signal of WGAR over the
business district of Cleveland". A
station spokesman said WGAR likely
will apply for 50 kw to fulfill the
condition.
Pending before the FCC is an
application filed by KTHS to in-
crease power to 50 kw, and move
to the Memphis area.

KSBJ Grant

When KSBJ was granted a
license to change frequency from
1440 kc. to 600 kc., one of the
conditions was that when materials
become available the station would
make "full use of the frequency in
accordance with the Rules & Reg-
ulations of the Commission." The
grant of local power on a regional
frequency was the first in Com-
mission annals.
KSBJ is owned principally by
John W. Boler, head of the North
Central Broadcasting System.
WMT protested when application
was filed, but the FCC held that
while KSBJ on 600 kc. would cause
some interference to WMT, which
also operates on 600 kc., the KSBJ
service would be greatly improved.
KSBJ is required to install a direc-
tional antenna to protect WMT
when it goes to 5 kw.

Other grants affected by Tues-
day's order follow:
KFQD Anchorage, Alaska, move
transmitter site.
KIUL Garden City, Kans.;
KOVC Valley City, N. D.; KRNR
Roseburg, Ore.; KXO El Centro,
Cal.; KVOS Bellingham, Wash.;
WJAG Norfolk, N. B., new anten-
as.
WLEE and WBBL Richmond, Va.,
complete new construction.
KCMO Kansas City, move trans-
mits.
KVQO Tulsa, protect WWVA
Wheeling.
Following is text of the FCC
supplemental Statement of Policy,
dated July 17:

Since the outbreak of war, due to
the unavailability of materials and equip-
ment, the Commission in licensing
standard broadcast stations has found
it necessary in some cases to permit
operation with facilities that were not
in full accordance with the Standards
of Good Engineering Practice. In such
instances a conditional clause was
inserted in the license requiring the
licensee, when equipment and mate-
rals become available, to apply for a
change in facilities such as moving to
a new site, installing frequency and
modulation monitors, increasing its
power or installing a new antenna.
The Commission now is in receipt
of advice from the War Production
Board that material and equipment are
presently available or will shortly be-
come available, for the construction
contemplated by these conditional
clauses. Accordingly, the Commis-
sion will alter this license to make appro-
riate application for the necessary
improvements specified in the license
within 30 days of this date, except:
(1) Where frequency monitor or
modulation monitor is required.
(2) Where two stations are operating
with a common antenna or from a joint
studio.
In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. — we can get you out of that dilemma!
You’ll see eye to eye with us on this solution.
Because the people know a good thing when they see one.

The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your
promotion problem right now! Just think, you
can buy up to 11,000 theaters.
That’s tops for licking the scarcity of space
that currently exists in other media.
It all happens in one minute — but it opens the door to more
new business than you ever dreamed of seeing in one spot.

For there’s nothing quite like this unique
medium to reach all the audience and deliver all
your sales message. These one minute films dominate the
area you wish to cover because they are shown in
neighborhood theaters to folks in their very own community.

So how can you miss with such an unusually
powerful advertising program?
Movies are so easy to see, so easy to hear. Always
with human appeal, these films soften people’s
hearts, open their purses. No other medium brings
the story you have to tell closer home.
No other medium sells like moving pictures!
You’d expect an advertising effort of this calibre to be expensive!
Not on your life! Actually it costs less than ordinary advertising.

Motion Picture Advertising Service and United Film
Service handle all production, distribution and billing.

Get full facts NOW — they’ll pay you big dividends!

United Film Service, Inc.
2449 Charlotte St.
Kansas City, Mo.
333 N. Michigan Ave.
Chicago, Ill.
4736 17th Ave. So.
Minneapolis, Minn.
11 McLean Ave.
Detroit, Mich.

Motion Picture Advertising
Service Co., Inc.
70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.

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It solved a tough problem...

Western Electric
2A Phase Monitor gives the right answer quickly!

Before Western Electric introduced the 2A Phase Monitor, adjustment of directional antenna arrays gave engineers many a headache. With this precision instrument it became possible to make initial adjustments quickly and accurately—and to maintain alignment through periodical check readings.

The 2A is but one of many innovations showing advanced thinking by Bell Labs and Western. That kind of thinking is your assurance of the finest broadcasting equipment after the war.

Promotion

Programs

Making public for reported first time cases that have been brought before the Cook County Grand Jury, "Grand Jury" began on WBBM Chicago July 15 in Monday through Friday 10-11:15 p.m. spot. Format calls for a jury, each juror receiving $50.00. After evidence is presented jury is asked to return either a "true" or "false" bill determining whether case is carried on into trial.

Man-on-Street Set-up
TO ACCOMMODATE daily man-on-the-street quarter-hour program in downtown Los Angeles, KGER Long Beach, Cal., lowers a 200 foot microphone cord from sixth floor studios in the Knickerbocker Bldg. to Jon Bradly, sidewalk reporter; and Jeff York, program producer. Usually long cord permits description of passing by front of retail establishments, some of which are co-sponsors. Sign-on cue is white flag waved from window.

Medical Forum
WEEKLY forum titled "The Doctor Discovers", 9:45-10:30 p.m. Tuesday, on WINS New York, features outstanding physicians, medical educators and scientists, analyzing and reviewing data on medical research and scientific discoveries. Program has cooperation of Essex Medical Foundation, non-profit medical education and research organization.

Correspondence Stamp
HERALDING broadcasting's 25th anniversary, 2-color stamp affixed to correspondence of KDKA. Westinghouse Building, Pittsburgh.

Ad Reprint
MBB has distributed a reprint of its four-page advertisement for mystery thrillers.

Jobs for Veterans
INTERVIEWS with returning service men and women, cases of work they would like to enter, comes "Jobs for Joe", Thursday evening program on WIXL Nashville.

Heads Theater Project
NEWLY appointed to department of McCleary Broadcasting Co., Frances Frater heads the group of radio stations being utilized in conjunction with each of the McCleary stations in California and Nevada to train and develop local volunteer talent for presentation of radio plays after the war. With extensive experience in the professional theater and radio fields, Miss Frater will also be in charge of voice and direction instruction for all personnel at the McCleary outlets—KFBK Sacramento, KMG Fresno, KFW Stockton, KERN Bakersfield and KOH Reno.

Boston Interviews
SERIES of weekly interviews with commercial and industrial leaders, "Yankee Minutemen", started on WNAC Boston July 15, 7:45-8 p.m., to promote Boston as a sea and air port.

War Brides
BBC and Mutual have completed negotiations for a weekly program tentatively titled "Here Comes the Bride" to start sometime in mid-August. Servicemen and their English brides are introduced to England by an m.c. from BBC to their parents-in-law in the U.S. with a Mutual m.c. taking over in America.

Safety Series
TRAFFIC problems and general public safety are discussed in week's five-minute programs started on WIOD Miami and featuring the former "Sayings of the Day" of WIOD, Ira. John Wehber of the Traffic Division of Miami Police Dept.

Preview Spots
CARRY-OVER announcements before each program to hold listeners are being used by WOR San Antonio. Scheduled before the spot announcement and the chain break carry-overs are 15 word thumbnail preview of program to follow.

CHNS
Halifax Nova Scotia
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Luckies

(Continued from page 15)
duced as much as Luckies nor were their sales increases as great.

Accompanying this trend toward lower overall advertising expendi-
tures were considerable changes in media emphasis. In 1934 Luckies
devoted less than 4% of their ad-
tising dollar to radio and ap-
proximately 87% to newspapers.
By 1941 only 3% was spent in newspapers and 56% in radio.
In the following years em-
phasis on magazine advertising was
reduced to bring the newspaper
figure to 16% while radio remained
unchanged.

In the case of Chesterfields a
similar although less abrupt re-
duction in emphasis on newspaper
advertising has taken place, the
portion of expenditures devoted to
this media dropping steadily from
81% in 1934 to less than 14% in
1942, but rising again to 22% in
1943. In the same period, expendi-
tures devoted to radio rose from
about 13% in 1934 (falling to
about 8% in 1935) to 60% in 1942,
dropping to 53% in 1944.

Of the three brands, Camel
showed the least change in media
emphasis although the percentage
of the advertising dollar for news-
papers has been steadily falling
since 1937 while that for radio has
been steadily rising. In 1934 Camel
was spending two-thirds of its ad-
tertising dollar with newspapers.
In 1943 the figure was 51%. Camel
gave less than 7% of its advertis-
ing to radio in 1934 and about
37% in 1943.

While these changes in emphasis
have been occurring in radio and
newspaper advertising, expendi-
tures for magazine space have re-
mained relatively constant. Camel
expenditures in this media have
fluctuated between 22% and 28% and
Chesterfields between 7% and
26%. Lucky Strike, however, have
risen from 5% in 1934 to 66% in
1940, declining steadily since that
year to 27% in 1943.

Just as Luckies have devoted
more of their advertising dollar in
radio so have they concentrated
more of their magazine outlay in
selected publications. The Curtis

doing studies show that in 1943 Luckies
used only 10 magazines while Camel
used 29 and Chesterfield used 40.
However, Lucky Strike spent an
average per magazine of three
times the amount spent by Che-
terfield and twice that spent by
Camel, which was accounted for
by more ads per magazine.

Over the 10-year period, accord-
ing to the Curtis study, Lucky
Strike spent $19,225,000 for radio,
or 34.8% of total advertising ex-
penditures in the three principal
media. Chesterfield spent approxi-
mately $21,000,000 or about 25% of
its total and Camel spent about
$18,500,000 or approximately 18% of
its overall expenditures.

Advertising expenditures in all
three media during the 10-year pe-
riod totaled $225,691,000 of which
Luckies spent $65,547,000, Chester-
field $84,157,000 and Camel $55,
887,000.

Gain of 17 Affiliates
Shown by Mutual

EXPANSION of Mutual network
operations in the second quarter
shows addition of 27 affiliates and
dropping of 10, according to a re-
view of the period by Edgar Kobak,
Mutual president.

Following up his report of last
March, Mr. Kobak recited network
activity by departments, pointing
out that though much has been
achieved he is "far from satisfied
with our progress to date—in fact
we have the highest standard of
dissatisfaction of any network...
and we plan to maintain it."

In expanding program oper-
ations, he said, the network day has
been rescheduled to start at 9 a.m.
(EWT) instead of 10. Among pro-
grams added were: Queen for a
Day, Arch Oboler's Plays, Calling
All Detectives, Leave It to the
Girls, Dave Elman's Radio Au-
ction Gallery. In all, more than a
score of sustaining programs have
been added, over 17 hours a week.

Cooperations reflect Mutual pro-
gram efforts, according to Mr. Ko-
bak, with evening programming
19% more popular than the same
period of 1944.

Expansion of program and sales
personnel has strengthened those
departments, he said. To accom-
modate new program needs Mutual
has started construction of three
large studios at 1440 Broadway
and has converted a floor above
Longacre Theater into office space.

The city is
EL PASO
The key to its vast and
important southwestern
market is CBS station
KROD
600 kc - 1000 watts
Howard H. Wilson Co.
Representatives

Radio. In

lower overall
reduced as much as Luckies
selected
more
radio
year
risen from
and Chesterfields between
fluctuated
remained
newspaper
have
advertising
was spending two
papers
of the
emphasis although the percentage
this portion of
advertising has taken
similar although
reduced to
phasis
spent
In
1943.

BROADCASTING

Accompanying
Just
While these changes
of
1943.

KROD

5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

first in (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

What's GROWING in Mississippi?

To put it mildly—EVERYTHING!
Cotton is growing, corn is grow-
ing, livestock is growing—indus-
try—oil production—tomatoes,
peaches, watermelons, the birth
rate—everything is growing bigger
and better than ever. And busi-
ness conditions are up 10 per cent
over May, 1944.*

WJDX—the DOMINANT "Voice
of Mississippi" effectively, effici-
ently, covers this growing, improving
market.

* Mississippi Business Review

Snow in September...
down South...

Cotton is the 18-county
WSA-Piedmont's largest
money crop. Over 27,506,000
baled-pounds each year are
produced in Spartanburg
County alone.

WSPA
SPARTANBURG,
SOUTH CAROLINA
5000 watts Day, 1000 watts Night
950 kilocycles, Reb. by Hollingsworth

CBS

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Charter Granted

A CHARTER has been granted in California to FM Radio & Television Corp., Riverside, incorporated with a capital of $100,000 by W. L. Gleeson, president and general manager of KPRO Riverside; James L. McDowell, formerly with the FCC and now with KPRO; and Hayden L. News, local attorney. Operation of two FM and two television stations are planned by the corporation as the key outlets of a proposed western network, according to Mr. Gleeson. Seven or more radio set stores also will be operated in the Valley of Paradise and Imperial county.

WWJ ANNIVERSARY Prepares 15-Minute Program On Radio’s Development

AMONG 25th anniversary plans of WWJ Detroit is a 15-minute transcription which has been prepared showing the history and development of radio from its birth to date. The discs are being shipped to about 300 stations throughout the country for sustaining use as part of the industry’s commemoration program.

WWJ is also taking extensive space in newspaper and trade papers nationally and will do a one-hour broadcast from 8-9 p.m. on August 20.

Survey (Continued from page 20)

causes, trouble with own radio such as battery, tubes, etc. The same questions are asked about nighttime and respondent is queried as to whether the trouble keeps him from hearing programs he wants to hear.

A few questions as to which stations respondent hears, how well he hears them days and nights and whether there are any other stations he can get after dark also are included.

Respondent is asked if he has ever lived in a place where he could hear radio stations better than his present residence, what time his radio is turned on in the morning and what time it is turned off at night. Also whether respondent has radios outside the house in the barn, the car or other places. Enumerators are told to observe whether the radio was on when they made each call.

Aside from radio, the Dept. of Agriculture also is inquiring into other affairs of respondents, such as whether they have telephones in working order and what newspapers and magazines they take.

Important in the clear channel survey apparently are questions relating to farm ownership and income. These include tenure status, whether full owner-operator, part owner-operator, manager, renter or sharecropper; total income; from what products most of the income comes; occupation of head of the household if not a farmer; weekly income, and estimated age of household heads.

On the B schedule, being asked of people who have had radios within the last five years but whose radios have not been in working order within the last two months, the enumerators inquire what caused the radio to give out, what kind of programs respondents miss most, what kind of programs they didn’t care anything about, whether being without a radio has made it hard, whether respondent listens to farm programs and whether any difficulty was experienced in getting stations.

For those who have never had radios, the enumerators ask what kinds of programs would they like to hear if they had radios, and what kinds of programs they wouldn’t care to hear.

RCA Souvenir

AN ELECTRON tube container sent by the Harrison, N.J., plant of RCA to a member of a B-25 crew whose father is employed at the plant, has come home “discharged” after having seen service in Salerno, Corsica, Bizerta, and other Mediterranean areas. Sgt. Melvin Mathewson said that when the container was brought to his father by a member of the flight in the heat of the Italian campaign, it was “just like a personal note from home”. The souvenier now bears signatures of the B-25 crew and a record of the battles it fought.

Wait, Martha! Homefolks Won’t Buy Watered Milk!

Neighbors always have the real dope on a man! If he stands high with them, he’s usually O.K.

It’s the same with radio stations, too — hence WDAY’s proudest boast is its long list of outstanding local accounts.

For instance, the Fairmont Creamery. During fourteen years we have broadcast its ½-hour programs 52-weeks-a-year! Seventeen other “locals” have been with us, steadily, from 10 to 23 years!

Wouldn’t you say that WDAY must deliver the goods?
FOUR new Young is failed about casting lets blasts. of the stations 18.

ALL THREE radio stations in the affiliates Mr. Young said Thursday. “The cast any 7 1:10 -1:14 Arch Halifax situation through a CBH, Halifax short representative controllable fire which followed damaged explosion—rocked Three broadcasting.

Despite news special program was broadcast an- and Mutual. The Thursday afternoon, did attempt and to on-air commentaries with affecting metropolitan stations, which would preclude broadcasters.

Among other things the NAB, in its brief, plans to protest adoption of the proposed Rule 8 banning exclusive contracts for antenna sites, pointing to expressions of Congress as contrary to such a regulation.

The following industry-FCC subcommittee on proposed Standards of Good Engineering Practice concerning television was announced last week by George P. Adair, Commission chief engineer; Virgil R. Simpson, assistant to the chief engineer, chairman; Kenneth A. Norton, Office of the Chief Signal Officer; Charles E. Singer, WOR New York; F. J. Bingley, Philco; Thomas J. Carroll, Office of the Chief Signal Officer; James T. Veatch, RCA; W. S. Duttera, NBC; H. S. Cowperthwait and W. H. Bauer, FCC.

The industry-FCC subcommittee on FM is composed of: Cyril M. Braun, chief, Non-Standard Broadcasting Application Section, FCC Engineering Dept., chairman; Dr. G. R. Towne, Stromberg-Carlson Co.; R. H. Williamson, General Electric Co.; Stuart L. Bailey, Washington consulting engineer; Lt. Comdr. Paul DeMars, USNR; James McNary, Washington consulting engineer; Mr. Simpson; Curtis Plummer, assistant to Mr. Braun; Ralph Benton, chief, Equipment & Projects Section, FCC Engineering Dept.; Edgar F. Vandiver, technical information director, FCC Engineering Dept.
The Path That RESULTS Built

Kansas City Retailers Choose KCMO

(Following is a partial list of Leading Kansas City Stores using KCNO)

SEARS, ROEBUCK & COMPANY
DIAMANT'S
ROTHSCHILD & SONS, INC.
EMERY-BIRD-THAYER
UNION CLOTHING COMPANY
JONES STORE COMPANY
CROWN DRUG COMPANY
PALACE CLOTHING COMPANY
ROBERT KEITH & COMPANY
THE MISSOURI STORE

GEO. B. PECK'S, INC.

5000 WATTS

KCMO

KANSAS CITY, MISSOURI

Basic American Station of the American Broadcasting Company

Traffic that flows from KCMO advertising to cash registers in retail stores is the proof of results. These are results that can be measured day by day in sales! If you want results that will build sales for your product, follow in the footsteps of leading Kansas City retailers. They use KCMO for their major radio programs because they know it pays. Get on the proven pathway to increased sales through KCMO advertising by contacting your nearest Pearson office or KCMO.

FCC Queries WCLS Time Commitment

TRANSFER of control of WCLS Joliet, Ill., by Walter Ashe to Willard H. Erwin, Arthur C. Litchton, Col. F. Wilson, Gerald G. Smith, Norman S. Fitzhugh Jr. and Robert L. Bowles was granted last 51 week by the FCC but an application for license renewal will be investigated. Transfer involved 51% of outstanding capital stock for $4,670, transferees already owning 49 shares.

Filed for an application for renewal was letter dated June 21, 1932, to A. J. Felman, operator of Boston Store, Joliet, agreeing to run 16 minutes daily on WCLS for Felman advertising without charge. Former station owners agreed to pay Felman interests $5,000, making time pact binding on future owners. "In connection with the renewal application the Commission will give consideration to such plan as applicant may present for reconciling with requirements of the Communications Act existing contractual arrangements purporting to reserve use of station facilities to A. J. Felman," said FCC grant.

New Duties for Kintner

AMERICAN network has set up a new department of public relations under the supervision of Robert E. Kintner, network vice-president, who continues in charge of news and special events as well as Washington operations. Another department is to coordinate all network information activities including publicity, public service and audience mail. Publicity is headed by Earl Mullin, public service by Harrison B. Summers, and audience mail by Doris Hastings. Charles Barry will be in charge of the Washington office.

'Queen' Tie-In

M. A. local tie-in was managed by WBRR Pittsfield, Mass., and Mutual's Queen for a Day program. One "Queen" on New York broadcast was a Pittsfield mother of nine children. So after a recent Queen for a Day program, WBRR invited listeners to stay tuned in for another half hour to hear recordings of the net broadcast on which she was featured, and then to hear her in person. As a follow up, she was named Queen for a Day in Pittsfield, with all the honors.

Col. Collins Appointed

COL. KENNETH COLLINS, commanding officer of the Eastern district, Air Technical Service Command, New York, former vice-president in charge of merchandising of Arthur Kudner Inc., has been appointed general manager and publisher of the European edition of the New York Herald Tribune. His release from the Army is being effected so that he may take over his new post in August.

Reunion in Berlin

IT WAS a long-delayed reunion for Katharine L. Clark, women's news commentator of WCAU Philadelphia, and her husband, Sgt. Edgar L. Clark, Stars & Stripes correspondent. Five years ago he volunteered for the British Army, transferred to U.S. Army when America entered the war, and hadn't been home during that time. Last month Mrs. Clark went overseas as WCAU's foreign correspondent. They met in Berlin, Sgt. Clark cutting yards of red tape to get there. Mrs. Clark is the daughter of Maj. Gen. Sanderford J.-arm-an, credited with developing anti-aircraft.

Morris Guilden

MORRIS GUILDEN, 46, chairman of the board and treasurer of the Longines-Wittnauer Watch Co. died suddenly on Friday, July 19, of a heart attack in his office in New York. He is survived by a brother, Ira, president of the Wallath Watch Co.
Seventh Loan Radio Support Tops 23 Million Dollar Mark

BROADCASTING—stations, networks, and advertisers—contributed $28,513,742 in money and facilities to the Mighty Seventh War Loan.

Figure is total compilation of official NAB "Telling the World" reports which stations have filed weekly on their activities in behalf of the Treasury campaign to help sell a record of $26,315,000,000 in Bonds. Period covered is May 1-June 30.

Amounting almost to the total contribution of all advertising media in the Sixth War Loan, the Seventh Loan offering of radio is more than double its own previous figure. Also nearly matching support of all other media combined in the last campaign, radio this time is expected to more than hold its high position in this respect. Treasury War Finance Division is scheduled to release the overall report before end of the month.

Initial breakdown of NAB figure shows $16,743,572 in time value of station originations. Talent, production and other costs are not included. On the network side, covering network originations and national spot coverage, figure is $6,770,170. Talent and time are included.

Support Continued

Despite June 30 windup of the drive, stations in all parts of the country continued their support at Treasury request. Nature and value of this support is unknown but an estimate, not included above, is set at same figure as the $1,577,549 computation for the warm-up period (May 1-12) which is included.

The compilation includes all War Bond coverage as reported by the stations and networks. This includes OWI and Treasury material as well as all reported individual activity. OWI and Treasury material compilation is based on broadcast use, not on request or supply.

Excluding network and national spot coverage, local Seventh Loan originations May 1-June 30 break down as follows:

Treasurer prepared transcribed programs—five min. "Sing for the Servicemen", 3/5 hour; quarter-hour "Treasury Salute", 21/2 minutes; five min. "Song for Today", 421/2 minutes; "Buy, Buy Bonds", 1,873, 4-min. version, 51, five-min. version, 10.

Spots and announcements—regular live and transcribed, 641,170; two-min., 14,344; three-min., 4,480; four-min., 233.

Programs—4- or 5-min., five min., 17; 10 min., 13; 11, 33; 12, 33; 14 min., 6; 15 min., 2; 20 min., 2; 25 min., 2; 30 min., 1; 331/2 min., 2; 31/2 hour, two 21/2-hour, five 25/2-hour, 25 three-hour, 10 31/2-hour, one 4-hour, two each of 5 and 7-hour, one each of 8 and 6 hour, two 7-hour, one each of 12, 13, 15, 17-hour.

NBC STATION GROUP HOLDS N. Y. MEETING

TWO-DAY meeting of the NBC stations planning and advisory committee was held last week at network headquarters in New York.

The committee discussed individual station problems and their relation to the network. Niles Trammell, NBC president, and other network officials met with the committee. Among problems discussed were network FM and sales policies.

The committee attended the Fred Waring show Thursday evening and members later discussed the status of this sustaining program and its sales possibilities.

Present were: G. Richard Shaf-to, WIS Columbia, S. C., chairman; Arden X. Pangborn, KGW Portland, Ore.; Nathan Lord, WAVE Louisville; Harold Wheelan-han, WSM New Orleans; Richard Lewis, KTA Phoenix; Edgar Bell, WKY Oklahoma City and Stanley Hubbard KSTP St. Paul were not present at the meeting.

First on Plane Coverage Of Eclipse, KDKA Claims

REVREBERATIONS were heard at BROADCASTING last week from KDKA, Westinghouse Pittsburgh station, protesting that WMPS Memphis did not have the first airplane coverage of an eclipse [BROADCASTING, July 16]. According to KDKA's publicity manager, W. B. McGill, KDKA broadcast an eclipse in 1940 from a PCA plane.

The KDKA log reads in part: "April 7, 1940, 4:35-6 p. m. stratosphere view, Eclipse of Sun. Buhl Planetarium and PCA plane. Announcers Robert Shield and David Growray, Engineers W. Dice and T. C. Kenney. Rebroadcast by WEMC relay transmitter." John Pauls, special events director, was also aboard the plane, which rose to 18,600 feet.

Two Return to NBC

HOWARD KEEGAN, manager of WCFL Chicago, returns to NBC as a production director according to Wynn Wright, national production manager. Jack Hill, producer of the CBS Jack Kirkwood Show on the West Coast, also returns to the division. Mr. Keegan was with NBC in 1935-37. Ira Avery, NBC production director, has resigned to join BBDO, New York.

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT CLEAR CHANNEL 1180 ON DIAL

Affiliated with the NATIONAL BROADCASTING COMPANY

National Sales Representative GEORGE P. HOLLINGBERRY CO.

"The Stromberg-Carlson Station"

Page 77
**In The Groove**

It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

**AIR**

Winston-Salem, North Carolina
Representative: The Walker Company

**MONEY TO BURN**

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

**WIBW The Voice of Kansas**

Page 78 • July 23, 1945
Precautions Urged
In Child Programs
Avoidance of Stereotypes Is
Suggested to Writers
ELIMINATION of stereotype character-
izations in children's radio programs to avoid giving young
listeners distorted attitudes is sug-
gested in an article in the summer
issue of *Child Study*, quarterly of the *Child Study Assn.* of America.

The writer, Josette Frank, re-
ports on a conference held to dis-
cuss questions of the effect of juve-
nile serials on their audience, raised
by the producers of three kid serial shows: *Hop Harrigan*, *Superman*
and *House of Mystery*. At their
request, the Association conducted
a meeting, attended by the writers
and producers of the three pro-
grams, representatives of agencies
and networks, intercultural and re-
ligious groups, educators, psychol-
ogists and anthropologists.

Among suggestions to writers
and producers were:

- If stereotypes of minority groups are
  used, include in the script other char-
  acters from the same group, showing
  the great variety of people that really exist
  within each group.
- Use characters with foreign sounding
  names as typical Americans in many
situations, indicating their normal place
in our American scene.
- Employ radio writers who have good
  social understanding and background
  so they will naturally write with a demo-
  cratic slant.
- Avoid classifying whole peoples as
  bad.

Cue Robot
CUEING device to pre-set
vertical and lateral trans-
scriptions has been designed
and built by Louis Rudove,
engineer of WPAS White
Plains, and Frank A. Seitz,
managing director. Since
turntables are in studio and
operated by announcers, cue-
ning robot performs the fol-
lowing by the push of a but-
ton: switches pick-ups from
console to cueing amplifier;
prevents woof of cueing from
getting on air if gains are
inadvertently left open; si-
lences itself if mike is open;
reveals any error in setting
of lateral-vertexle switch;
prevents "woos" on air, and
prevents prostration of an-
ouncers in cueing on soft
passages. And it's all done
with relays, not mirrors.

CBS PROGRAM HEADS
HOLD SECOND CLINIC
CBS STATION program directors
met in New York last week for
the second of a series of three CBS
program clinics. The next three-day
"clinic" will be held this week in
New York.

Agenda of the second session
followed routine established during
the original meeting. Program di-
rectors watched rehearsals, saw
backstage operations of network
programs and heard speeches by a
number of CBS executives. Among
those who addressed the group
were: William H. Fineshriber
assistant broadcast director; Charles
H. Smith, market research coun-
sel; Jan Schimek, director of edit-
ing and copyright; Walter R. Pier-
son, sound effects division mana-
ger; Dr. Peter C. Goldmark,
director of engineering research
and development; Robert J. Landry,
director of program writing; Lynn
Bryson, education FCC direc-
tor; Paul White, news chief; Rob-
ert Lewis Shayon, director and
producer; Oscar Katz, assistant re-
search director; H. S. Meighan,
eastern sales manager of radio
sales. Douglas Coulter, CBS
vice-president in charge of pro-
grams, presided over the meetings
and spoke briefly at several ses-
sions.

On Thursday, the CBS program
directors met at a Waldorf hotel
lunchen for talks with the follow-
ing agency representatives: Linnea
Nelson, J. Walter Thompson; Oliver
Presbrey, BBDO; Carlos Franco,
Young & Rubicam, and Arthur J.
Kemp, McCann-Erickson.

Dissolve Holding Co.
DISSOLUTION of South Dakota
Broadcasting Corp., holding com-
pany of Cowles Broadcasting Co.,
was effected last week when the
FCC granted consent to voluntary
transfer of control of WNAX
Broadcasting Co., licensee of
WNAX Yankton, S. D., to the
Cowles parent organization. Trans-
action involved transfer of 130
shares (52%) of capital stock for
$13,000, transferee already owning
remaining stock.

‘Opinion’ on Vacation
AFTER 3½ years of uninterrupted
broadcasting, WJR’s roundtable
program In Our Opinion is taking
its first vacation. George Cushing,
news editor of the Detroit station
and moderator of the forum, has
not missed a single one of the 182
programs. Two-way discussions
with points overseas and origina-
tions from Washington and Macki-
nac Island have highlighted history
of the public service feature. Grea-
est audience reaction was on sub-
jects of labor-management. Pro-
gram may break its summer silence
for discussion of new Burton-Ball-
Hatch labor bill if challenge made
by Donald Richberg to labor lead-
ers to debate on the measure in
special In Our Opinion session is
accepted.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Situation Wanted 1000 Words. All others, 1 1/2c per word. Count 3 words for billed box. Deadline two weeks prior to closing date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted

Announcer wanted—Great Lakes area station, midsize city, needs good announcer. Excellent starting salary, will pay expenses for interviewing. Write with full details. Box 869, BROADCASTING.

Announcer wanted—Local Michigan (NBC station). Good working conditions, good salary and security. Full particulars. Box 912, BROADCASTING.

Engineer—Wanted. Chief engineer to take charge of good 250 watt station transmitter. Can also use second engineer. Good starting salary. Must be experienced. Salary not later than August last. Wire or call station. Box 913, BROADCASTING.

Announcer—Wanted by Radio Engineering, holder of first class license, needed for control board work. $40.00 per week. Box 914, BROADCASTING.

Radio workers—Needed to locate permanently in Michigan. Interested in development work and new ideas. Salary to be discussed. Consider also chief engineer in small station. Reply to Box 916, BROADCASTING.

WANTED—Announcer,能 succeed only by those who were interested in broadcasting. Consider only good man to operate. Answer Box 918, BROADCASTING.

Situation Wanted (Cont’d)

Announcer wanted—Experienced staff announcer. Salary $7500 to $9000. Must have certificate of good standing. Must be available immediately. Send all details. Box 869, BROADCASTING.

Announcer—Wanted—Transmitter engineer, immediate position open. Must have certificate of good standing. NBOC outlet, ideal community. Excellent starting salary. Experienced. Box 870, BROADCASTING.

Chief Engineer—KTP, Twin Falls, Idaho. Experienced, age not over 50, to handle expanding station. Box 871, BROADCASTING.

Wanted: General manager. Need experienced man with 20 years experience. Must have certificate of good standing. Box 872, BROADCASTING.

Chief engineer—Available immediately. On request. Box 873, BROADCASTING.

Section manager with more than ten years experience available. Outstanding sales record. Good agency contacts. Thorougly familiar with all phases of radio broadcasting. Including advertising and programming. Box 874, BROADCASTING.

Chieftain competitive portable Presto Recorder, 2 turntables, 2 cutters, amplifier, automatic equalizer, pre-amp, R.C.A. In absolutely perfect condition. $125. Will trade for equivalent material. Box 875, BROADCASTING.

Wanted—Following combination program director-announcer-operator. First class license. Box 876, BROADCASTING.

Successful executive—radio experience. Veteran management experience in sales and production. Box 877, BROADCASTING.

Directly connected with 32 years experience announcing desires position with major Pacific Coast station. Good record earned, also announces for hillbilly band. Box 878, BROADCASTING.

Two announcers, now employed, seeking better opportunities. Will guarantee reliability. Dependability, plus keen interest in radio. Interested in news, feature, advertising, and sports play by play. Box 879, BROADCASTING.

ANNOUNCER

Important southwest CBS affiliate wants experienced announcer who desires a job with a company that has a policy to expand constantly and maintain its position as the premier station in its market. Mr. Fry quoted Col. Paley to the effect that the Germans must be taught by radio, press, movies and all other means, including personal example, what freedom is. The job must be done under the strictest control; by the Allies, Col. Paley was quoted as saying. And can succeed only if the Germans themselves can be taught to want democracy and to work for it. We must therefore be ready to meet them halfway in the next two or three years. How the Allies occupying Germany will use radio following the dissolution of SHAFF has not been worked out while he was there. Mr. Fry said.

Radio Opportunity in Europe is Told

Radio has a tremendous opportunity to aid in the rebuilding of Europe by depicting actual conditions as they are, the radio program manager for BBC in New York, said on his return from England, France and Germany.

Lauding the job done by PWD under the direction of Col. William S. Paley, CBS president, in using radio to tell the German people the facts, he declared that the position is and, as well as giving them word news, Mr. Fry quoted Col. Paley to the effect that the Germans must be taught by radio, press, movies and all other means, including personal example, what freedom is.

The job must be done under the strictest control; by the Allies, Col. Paley was quoted as saying. And can succeed only if the Germans themselves can be taught to want democracy and to work for it, a point the Allies occupying Germany must be ready to meet them halfway in the next two or three years. How the Allies occupying Germany will use radio following the dissolution of SHAFF has not been worked out while he was there, Mr. Fry said.
Illinois Radio Libel Bill Is Signed by Governor GOV. GREEN of Illinois signed the radio libel bill July 16. The bill passed the general assembly several weeks ago. Law provides penalties of up to a year in jail or $500 fine for persons participating in defamation over the radio.

Supporters hope it will serve as a model for other states in treatment of radio libel. WGN Chicago and 16 downstate stations were the chief supporters of the legislation. All other Chicago stations, the Illinois CIO and the Chicago Federation of Labor, in opposition, contended that the law would lead to censorship of broadcast speeches by stations.

Bar Barbecue

UPWARDS OF 200 representatives of Washington's radio officialdom, attorneys and others identified with radio and allied arts, attended the annual barbecue of the Federal Communications Bar Association July 14 at Twin Oaks, Vienna, farm of Horace L. Lohnes, Washington radio attorney and FCBA past president of the Association. For the first time in a half dozen years, the event was marred by rain. Paul A. Porter, Chairman, Paul A. Walker and Clifford J. Durr, were present for the FCC, along with Rosal Hyde, general counsel, George P. Adair, chief engineer and other members of the FCC's staff.
NEWSPAPER GROUP WOULD CONTROL KSAL

APPLICATION was filed with FCC last week for relinquishment of control of KSAL Salina, Kan., by R. J. Laubengayer, president and 51% owner (204 shares), through sale of 150 shares for $130,000 to Hutchinson Pub. Co., publisher of Hutchinson (Kans.) News-Herald. Newspaper firm is primarily owned by John and Sidney Harris, half-owners of the Salina Journal which is the second largest of KSAL. Harris brothers, in addition to other newspaper interests, also are 20% owners of KBUR Burlington, Ia., and minor interest holders in KTOP Inc., applicant for new station in Topeka. Under contract, Mr. Laubengayer would be retained for seven years as manager.

WAB MEET ON

WITH LESS than 50 delegates scheduled to attend, the Western Assn. of Broadcasters (Canadian) convention, called for Aug. 6-7 at Palliser Hotel, Calgary, will be held, G. R. A. Price of CFRN Edmonton, president, disclosed. Government ruling banning all meetings involving travel of 50 or more will not apply. WAB convention will consider rate classification, sales promotion, Bureau of Broadcast Measurement, engineering and general business.

GE DIVIDENDS UP

GE DIVIDENDS for the first half of 1945 were $24,793,533 or 86 cents per share of common stock, representing an increase of 19% over the $22,770,700 or 72 cents per share earned during the corresponding period of last year, Charles E. Wilson, president, announced Friday. The company's total income was 14% less than in the first half of 1944, mainly due to lower prices on war products and reduction in income sources other than sales, but this was more than offset by a 22% reduction in the amount set aside for Federal income taxes and postwar adjustments.

Closed Circuit

(Closed from page 1)

just question of NAB-Army follow-up on who, when and how.

ONE OF radio's best known Gal Fridays, Gladys Hall of CBS Washington, has been loaned to Capt. Harry C. Butcher USNR, for nearly three years and is now to Gen. Ike Eisenhower. For 10 years Gladys was secretary to Capt. Butcher during his service as CBS Washington vice-president. She continued as his successor, Earl C. Gammons, CBS Washington director. With offices in Pentagon, Capt. Butcher and his new assistant are writing project ahead, nature of which soon will be announced. Capt. Butcher goes on inactive status, but hasn't decided future plans.

UPCOMING military detachments: Capt. E. P. H. James, former NBC-Blue promotion chief, after three years with Army Air Forces, to leave this fall. Plans indefinite, but probably with an eye to television in which he had specialized on combat development. Lt. Col. Ralph Walker, executive officer Joint Army-Navy Communications Board, on leave as principal broadcast attorney of FCC, May decide to enter private law practice.

LOOK FOR a lifting of restrictions on Radar by both Army and Navy on August 16.

OPA TO DETERMINE SET PRICES SHORTLY

PRICES on 1945 radio receivers probably will be determined within a month, it was learned Friday with the issuance by OPA of industry-wide pricing policies governing manufacturing reconversion. OPA is now completing a survey to ascertain differences in prewar and present costs of producing tubes and will send out questionnaires this week to obtain similar information on other components.

An increased cost factor of 18% has been adopted on wood cabinets but no adjustments have yet been made on plastic. No requests have been received for changes in transmitter prices, Charles Detrola president and chairman, added. Next week will be the first half of 1944. AEAF set for release will be July 23. OPA will engage the first half of the AAF Office of Radio Production. Also scheduled for broadcast is Official Air Power League banquet in New York Aug. 1, with speeches by Gena Eisenhower and MacArthur picked up from overseas.

3-WAY MERGER

PROPOSAL to merge Utah Radio Products Co. and Universal Cooler Corp. into International Detrola Corp. has been approved by the boards of directors of all three companies. Acceptance of the plan awaits voting by stockholders which will be held soon, C. Russell Feldmann, Detrola president and chairman, announced.

DAYTIME LEADERS

TEN TOP daytime network programs in the July 23 Hooper report are When a Girl Marries with a 6.4 rating; Portia Faces Life, 6.3 rating; Young Widow Brown 6.2; Stella Dallas & Mae Perkins, CBS; 5,100; Today's Children, 6.1; The Andy Hardy Show, Life; Young's Family, 5.9; Life Can Be Beautiful, 5.9; Breakfast in Hollywood, 11:15 a.m., 5.9; Pepper Young's Family, 6; Tied for 10th place are Romance of Helen Trent and Our Gal Sunday, each 5.7. Top two Saturday daytime network programs in the report are Star Over Hollywood with 6.2 rating and Theater of Today, 5.7.

Announcer-Rescuer

DOUBLING in the evenings as an ambulance driver for a funeral home, Bill Blankenship, associate of Harvey Hudson on the WRVA Richmond early morning program Wake Up Time, was able to give listeners a graphic story of a Greyhound bus accident last week. The vehicle had plunged into a rain-swollen creek near Richmond and Bill, summoned with his ambulance, was the second person at the scene. After taking 13 passengers to a hospital he reported to work at the studios, muddy and still hastily attired, to give Richmonders their first account of the tragedy.
Salute to
NATIONAL
BROADCASTING COMPANY
for pioneering American broadcasting
with programs of national scope

On September 14, 1926, a general statement was issued to the public press, signed by Owen D. Young and General James G. Harbord, formally announcing the formation of the National Broadcasting Company. The statement remains today an admirable expression of the plans and purposes of America's senior network.

The inaugural NBC program was broadcast from 8 p.m. until midnight November 15, 1926 from the Grand Ballroom of the Waldorf-Astoria. Traditional now are the names of those who participated.

Down through the years of broadcasting's first quarter-century the program itself has been the thing. In the programs produced by the network or by the individual station lies the true strength of American broadcasting. That is why KMBC, since its inception, has put the emphasis on doing a programming job in its own service area. The success of these efforts can best be shown by KMBC's reputation of being the station with a network operation.

An interesting aftermath of the first NBC program was a news item in a New York newspaper for November 17th. It stated that NBC's christening party had cost $50,000—one-half of which went to the artists who appeared on the program. "In revealing these figures yesterday to the Associated Press," the report continued, "an official of the company said it was expected to make advertising ultimately pay the entire expense of elaborate programs to come."

KMBC
OF
KANSAS CITY
FREE & PETERS, INC.

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

SINCE 1928 * BASIC CBS STATION FOR MISSOURI AND KANSAS
WKY

Serves Oklahoma Women with Programs
Packed with Ideas, Information, Inspiration

As women's interests have expanded a hundred-fold in the past decade and a half, WKY has been with them in action, ahead of them in thought.

Today, WKY is serving the diverse interests of Oklahoma women in many ways; serving their interest in their homes, their families and themselves.

Since the beginning of the war, the part of Oklahoma women on the home front has been guided, directed and recognized by a program, "Women Commandos", written, produced and directed by Julie Bennell and which for the second straight year has received top national recognition in the field of public service by the Public Utilities Advertising Association.

"Women Commandos", besides being the official information program of the Red Cross, OPA and WAC recruiting, information outlet for War Bond, Cancer Control, USO, and dozens of other war-related organizations, has honored more than 2,000 Oklahoma heroes and interviewed their wives or mothers, honored outstanding women for war work, conducted programs from nearby military and naval hospitals, collected more than 11,000 fountain pens for service men, and performed innumerable other services.

But this was only one five-a-week program on WKY and only one phase of this station's service to women.

Oklahoma women listen to Helen Barr six times a week for information and ideas on home decoration, gardening, cooking, beauty and dressmaking; and to Mrs. Edyth Wallace each Saturday for advice on child and home problems; and to the Farm Reporter program for ideas and suggestions of special interest to farm women.

WKY, by sensing its obligation to serve all segments of its audience, has made itself a source of practical helpfulness to all women all over Oklahoma.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO. The Daily Oklahoman and Times-the Oklahoman-Stockman KVOV, Colorado Springs-KILZ, Denver (Affiliated Mgmt.) REPRESENTED NATIONALLY BY THE KATZ AGENCY.