As we were saying...

Perhaps you'll recall the numerous program ads that WOR has been running. Month after month they've—ahem!—told you what very smart people we are when it comes to the creation and production of all kinds of local shows.

If proof were lacking, and we're not convinced that it was, proof galore has just fluttered to our desk in the form of a small, white memo issued by our audience analysts.

Say they: According to our interpretation of the April-May "Crossley Continuing Study of Radio Listening in Greater-New York", 10 of the 13 most highly-rated local New York programs—excluding news—are on WOR.

Nicest thing about the report, is that these ten great WOR programs are as varied as the color pattern of one of our ace producer's shirts. They run the gamut of everything from a tip-top woman's program to a spine-tingling drama, comedy, children's show and an educational quiz.

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? It would seem to us that a station that can create and produce 10 of the 13 most popular shows in the most competitive radio territory in America, can whip up a show for you that will make your advertising more productive, and thus reduce a low first cost.

that power-full station  WOR

at 1440 Broadway, New York
PEOPLE are your market. People, crowds of them, come out whenever WLS entertainers appear. In town, village and city theater, it's the same. From Galien, Michigan to Wabash, Indiana; from downtown Chicago to Green Bay, Wisconsin; from Milwaukee to Kokomo—WLS listeners respond to personal appearances, just as they respond to WLS broadcasts with a million letters a year. (237,225 people paid to attend WLS personal appearance shows, January through June, 1945. This does not include thousands at bond rallies, studio shows, and special events.)

People coming to WLS appearances is another solid item of evidence to add to our 237 proved advertising result stories; to our 15 million letters in 15 years; evidence that WLS has built listener-confidence on a large scale in a big market; evidence WLS will help your product gain dealer- and consumer-acceptance among the 14 million people in our area. For more facts about the market, the people and WLS, call a John Blair man today.
Osnaburg can grow leaves, change to rock, become part of a building, a sandy beach... or disappear entirely.

Osnaburg is the tough, durable cotton cloth used by our Army and Navy for camouflage. And it is made in the 16-county WSPA Primary Area. Made in those same cotton textile plants that are turning out 2 1/4 billion yards of cotton cloth a year... 21 1/2 per cent of all the cotton cloth produced in the United States.

But cotton textiles are only part of the economy of the prosperous WSPA Piedmont. Textile machinery, wood industries, plastics and affluent agriculture give an almost-Midas touch to this 16-county paradise.

A paradise that is "one of the best-balanced sections in the entire country"!

And WSPA swings the balance your way.
BROADCASTING... at deadline

Closed Circuit

JESS WILLARD, general manager, WBT Charlotte, and former manager WJSV (now WTOP) Washington, will occupy new post at NAB as executive assistant to President-designate Justin Miller. That's the best bet this week.

WHAT ABOUT that freeze thaw? If WPB figures the lid will be off on new transmitter and tube manufacture by, say, Oct. 15, then FCC may start processing applications about Aug. 15—60 days ahead—in compliance with its commitment of last January to give two-month breathing spell so applicants can toe the mark. Don't take aforementioned dates too lightly. It might be just that, and probably not longer than a month later, the way Pacific war is going.


BEFORE LONG, Myles L. Loucks, managing director of FM Broadcasters Inc. and younger brother of well-known, redoubtable Phil, Washington, radio attorney, will leave his FM post. An offer to return to York, Pa., his home town,

(Continued on page 84)

Upcoming

Aug. 6-7: NAB Board, Hotel Statler, Washington.

Bulletins

For the second time the FCC clear channel hearing has been postponed [CLOSED CIRCUIT, June 11]. Date now is Oct. 23 on order of Commission issued Friday. Postponement was occasioned by Third International Radio Conference in Rio de Janeiro, scheduled for Sept. 5. Hearing originally was set in February for May 9, then postponed to Sept. 5 when neither industry nor FCC engineers could prepare.

FIRST color news picture ever transmitted by radio for publication—a photograph of the Big Three at Potomac—was released by the War Dept. last Friday. Picture was transmitted from Paris to Washington by Radio Telegraph. New process was developed by Signal Corps, Army Pictorial Service.

JOHN J. TORMEY, formerly of William Esty & Co., New York, is now account executive at Grant Adv., New York, handling the Bendix Aviation Corp. account. He was for 21 years with Lord & Thomas (now Foote, Cone & Belding) as account executive on Lucky Strike, Schenley and RCA.

Business Briefly

MATHES PROMOTES TWO • William Theodore Okie, vice-president of J. M. Mathes Inc., New York, has been elected a director of the corporation and Douglas R. Hathaway, for the past nine years in charge of the media department, a vice-president.

LUX THEATER RENEWED • Lever Bros. Co. (Lux soap), for 11th consecutive year on Aug. 27 resumes weekly Lux Radio Theater on 143 CBS and 21 CBC stations, Monday, 9-10 p.m. (EWT). Initial broadcast of fall season will co-star Claudette Colbert and Ray Milland in "The Body's Made of Thunder, Only You!" Fred MacMurray continues as director for J. Walter Thompson Co., agency placing, and Sanford Barnett and Sam Carter writing and Louis Silver continuing as musical director.

DRAX SPOT TEST • S. C. Johnson & Son, Racine (Drax), effective Aug. 20 will begin spot advertising for a 16-week test using 5 spots weekly on WDRS Hartford and 10 spots weekly on KROS Clinton. Agency, Needham, Louis & Brooby, Chicago.

TEENTIMERS ON NBC • Prinness Jr., New York (Teentimers dressing), on Aug. 25 starts a Saturday morning half-hour program on NBC titled "Teentimers Canteen." Program, featuring music and youthful fashion advice, will have juvenile guests chosen by local contests. Agency, Sterling Adv., New York.

STERLING BUYS TIME • Sterling Furniture Co., New York, starts sponsorship Sept. 10 of a quarter-hour show, 6 times weekly, a 10-minute show with 6 times weekly, and 30 spot announce weekly, on WMCA New York. On WNEW New York firm sponsors

(Continued on page 81)

FCC Extends Control Over Business

FCC has tightened still further its control over business affairs of broadcasting and has given notice it is considering expansion of its annual financial report with respect to operation of individual stations. [BROADCASTING, March 6, 1944, April 23, May 28.

New provisions require filing of 1948 annual ownership reports, as of June 30, on form 329 by Nov. 1; thereafter annual ownership reports to be filed by April 1, each year. Interim reports affecting change in "policy making personnel" such as managers, program directors, etc., must be filed within 30 days after such changes. Annual reports require complete information about all "policy making personnel.

Information on all stockholders of licensee corporation, except those holding 1% or less, must be given.

Repealing two sections of its Rules of Practice and Procedure, FCC Friday adopted four new regulations and amended another.

Broadcasters who bitterly opposed making their financial affairs an open book won a partial victory when the Commission ruled that ownership data of licensees must become a public record, but network and transmission contracts, "as well as financial data of licensees" will not be open.

"In this connection," said FCC news release, "the Commission announced that it is giving consideration to expanding its annual statistical report so that the report will contain certain financial data with respect to the operation of individual stations.

Comr. C. J. Durr, viewing action as a "move in the right direction", nevertheless issued a dissenting memorandum.

He thinks the rules "stopped far short of making available to the public information to which it is properly entitled". He makes it plain that he thinks balance sheets and income statements of individual broadcasters should be spread on the public record so the public will know the ratio between station income and its expenditures for programs.

Mr. Durr believes if radio is a private business "hinged only with such public interests as may flow as an incidental by-product of profit-making operation", then FCC has no right to demand information required by Secs. 1.301 and 1.302. If it is "public business", then the Commission is entitled to "full information" and the public likewise should be given that data.

Mr. Durr thinks the public has a "very definite interest in seeing to it that radio is used as something more than an advertising medium." The public, he says, should know how much money a station takes in so it can "insist" upon time being made available for programs of "civic and public nature."

"Moreover, if the public is to demand better programs and less advertising interruption it should know what the licensee is spending on program service and what it should reasonably be expected to spend in the light of its earnings."

Network contracts should be open to the public, he contends, because the public should be fully apprised of "contractual relationship between licensees and the network organization which produces a large percentage of programs that they hear."

Its "wholly unrealistic," he thinks, to contend that "secret of network contracts is required to maintain a competitive position" in broadcasting.

Page 4 • August 6, 1945
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
FALSTAFF BREWING CORP.

Three 15-minute News periods per week ... 52 weeks a year.
Dancer-Fitzgerald-Sample, Chicago

THOMAS KILPATRICK & CO.

Five 15-minute News periods per week ... Now in SIXTH year ...
THE SIZE of a metropolitan market is one thing, but purchasing power is another.

For example, Shreveport ranks 12th in size among these twelve representative American cities in population—but FOURTH in buying income (thousands of dollars), according to Sales Management Survey of Buying Power, May 15, 1945.

And better still, the Shreveport area is blanketed by the super-power of 50,000-watt KWKH, a big station with a big audience in a rich and ready market!
THE WINNING CBS AFFILIATED STATIONS

WDNC (Durham) First Place in overall promotion among local channel stations.
KLZ (Denver) Second Place for overall promotion among regional channel stations.
KRNT* (Des Moines) Third Place for overall promotion among regional channel stations.
WRVA (Richmond) Third Place for overall promotion among clear channel stations.
WTAG (Worcester) First Place for a single promotion among regional channel stations.
KTUL (Tulsa) Third Place for a single promotion among regional channel stations.
WIBX (Utica) Second Place for promotion of the 7th War Loan among local channel stations.
KTUL (Tulsa) Second Place for promotion of the 7th War Loan among regional channel stations.
WBNS (Columbus) Third Place for promotion of the 7th War Loan among regional channel stations.
KFAB (Lincoln) Third Place for promotion of the 7th War Loan among clear channel stations.

* A CBS affiliate when considered for award.

THE WINNING CBS OWNED STATIONS

WEEI (Boston) First Place for overall promotion among regional channel stations.
WCCO (St. Paul-Minneapolis) Second Place for a single promotion among clear channel stations.
WABC (New York) Third Place for a single promotion among clear channel stations.
WEEI (Boston) First Place for overall promotion among all-network owned and operated stations.
WCCO (St. Paul-Minneapolis) First Place for a single promotion among all-network owned and operated stations.
WABC (New York) Third Place for a single promotion among all-network owned and operated stations.
A few weeks ago several hundred executives of America's leading advertisers and advertising agencies passed expert, critical and detached judgment on 112 promotional exhibits submitted by U.S. and Canadian radio stations to The Billboard's Eighth Annual Station Promotion Competition.

Then they cast their ballots.

*They gave 16 awards to 12 stations of the Columbia Broadcasting System.*

They gave 10 awards to 6 stations of Network B.

They gave 7 awards to 7 stations of Network C.

They gave 6 awards to 4 stations of Network D.

They gave 4 awards to 4 non-network stations.

They gave 2 awards to 2 stations of the Canadian Broadcasting Company.

*This is the 7th station competition since the beginning of 1945 in which stations of the CBS network have given unassailable evidence of striking leadership.*

The score speaks for itself.

It confirms the faith which these same advertisers and agencies have consistently maintained in the energy and enterprise of this network.

And it demonstrates once more that *leadership is not an accident.*

To both its affiliated and its owned member stations, Columbia offers its heartfelt congratulations for achieving this conspicuous recognition of their promotional efforts.

To *The Billboard* and its competent and comprehensive jury goes our deep appreciation for their discerning judgment.

---

This is CBS...

*The Columbia Broadcasting System*
The Pony Express Had a Punch

but its relayed services were limited to "spot" stops at small, widely-separated towns with meager populations.

Radio Station

WFLA-

serving the Tampa-St. Petersburg area, contacts scores of prosperous Florida communities whose populations and purchasing power are constantly increasing.

Top-ranking NBC programs, plus live local showmanship, attract the largest audience in this area—they make WFLA the most-listened-to station in this rich market.

For effective, thorough coverage of this "bigger slice of Florida"—with the greatest buying power in its history—use radio station WFLA.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

Excerpts from Don Pryor's description of a CBS broadcast from a Superfortress over Tokyo.

THE TRANSMITTER at Guam giving us the cue failed at ten minutes before air time, so I advised I would have to go on the air blind. I gave them a time check from my wristwatch, the only available time-piece.

I had a mike in one hand, my wristwatch and binoculars in the other, which had a pile of notes beside me on the pilot's instrument panel, and a censor standing behind me. I was half sitting and half standing, mostly falling over the nose-gunner in order to see out and down.

Gave Cans to Censor

When I got on the air, I gave the cans to the censor. From there on, there was no problem except that the censor nearly bashed in my back when I began to mention the altitude. I had forgotten I had promised to use no precise simile. In fact, the simile of 25 or 30 Chrysler Buildings piled on top of each other turned out to be im-

accurate because I thought we were 20 to 25 thousand feet up, when actually we were only 17 thousand feet up.

The interference during the broadcast that I originally thought was "jamming," turned out to be the Navy PRO station at Okinawa tuning in and calling Guam. They had received no word to stay off my frequency.

Sellers of Sales

M age-time buyers should get out of their offices and visit radio stations around the country, according to Lester Malitz, whose experience in radio has taught him personal contact with station executives gets results.

The six-foot-two vice-president and media director of Warwick & Legler Inc., New York, believes too many time buyers and media experts stick behind their desks. Sitting in your own office, he says, time-buying can present lots of difficult and trying problems, which you can't answer yourself.

Lester, who looks like a football quarterback, went into advertising in 1921, as an office boy in Ruth-
rauff & Ryan, New York. During the next few years, he worked in the production and media depart-
ments at R&R, and later became the agency's media director. Lester remained with Ruthrauff & Ryan for 15 years, leaving in 1936 to join Cecil, Warwick & Cecil as media director.

In 1938, he was elected a vice-
president and director of the newly-formed agency, Warwick & Leg-

ler.

He now directs time and space buying for all agency accounts. Among them are: Pabst Sales Co., Chicago; Larus & Bro Co., Richmond (Chelse-

a Cigarettes); Sherwin-Williams Co., Cleveland (radio only); Equitable Life Assurance Society of the U. S., New York, and the George W. Luft Co., Long Island, City of New York.

U-BOAT 505 arrives and the WWDC mike was there!

When the U. S. Navy brought the captured German submarine U-505 to Washington and turned it over to the Treasury Department, the D. C. War Finance Commission asked WWDC to work with them,

Opening day we did a specially-written, specially-produced half-hour SPAR's program from the sub, followed by a dramatic 15-minute broadcast, daily for a week.

Wrote Al Harlof, Chairman of the D. C. War Finance Radio Division:

"Bond sales Sunday at the sub alone were $26,000, mostly in $25 units—a majority of visitors mentioned WWDC broadcast. Total sales credited to the submarine promotion—over $80,000 in one week."

That's showmanship that produces listeners . . . and develops sales. There's help for your sales via WWDC too!
SHARKEY, the world famous seal, holds his audience spellbound with amazing balancing feats. And we balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. As the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
"I like to know how I'm doing...

...and a Presto recording tells me frankly!"

"A Presto recording is my severest critic," says Hildegarde, radio's fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you're getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What's more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

PRESTO
ROSSING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
The inclusion of the Nunn Stations in your fall-winter campaigns will produce sales results at low cost. These stations aggressively serve the populous sections of their respective markets. Each station uses year-round audience-building promotion campaigns.

WLAP, WBIR and KFDA are affiliates of the American Broadcasting Company. WCMI is a CBS affiliate and maintains studios in Huntington, West Virginia in addition to the home offices in Ashland, Kentucky.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

The Nunn Stations

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN
"It's Mr. F&P's. The Boss bet a hat he could name something 'spots' can't sell!"

Well, there are locomotives, steamships, municipal power plants—spot broadcasting might fail to dispose of them. But for the ordinary things that people buy, no other form of salesmanship can equal it in efficiency and economy. And why not? As truly now as before type was invented, the spoken word is still the most powerful sales-tool known.

With spot-broadcasting alone, you can engage the most eloquent, persuasive voice in any community—can have that voice carry your message into almost every worth-while home, as often as you wish.

With the spoken word, we believe we can convince you that spot broadcasting is your one best bet in advertising. When may we try?

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

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW - BUFFALO
WKY - CINCINNATI
KDAL - DALLAS
WDAY - FARGO
WJFF - INDIANAPOLIS
WJZ-WKZO - GRAND RAPIDS-
Kalamazoo
KIBC - KANSAS CITY
WATE - KNOXVILLE
WTCN - MINNEAPOLIS-ST. PAUL
WMBO - PEORIA
KRD - ST. LOUIS
WFRJ - SYRACUSE

WHO - IOWA
WHO - DES MOINES
KWMJ - RAVENPORT
KMA - SHENANDOAH

WCOM - BALTIMORE
WCSC - CHARLESTON
WIS - COLUMBIA
WPIT - KNOXVILLE
WDBJ - RALEIGH

WFRJ - ROANOKE

WIBO - SOUTHWEST
KOB - ALBUQUERQUE
KERN - BROWNSVILLE
KRR - CORPUS CHRISTI
KXPI - HOUSTON
KOMA - OKLAHOMA CITY
KYUL - TULSA

WBC - PACIFIC COAST
KOEI - PORTLAND
KJOH - SEATTLE

and WRIGHT-SONOVOX, Inc.
Airborne Relays Seen for Television—FM

Plan Will be Told
By Martin And
Westinghouse

By SOL TAISHOFF
A FABULOUS plan wherein radio and aviation would join hands to saturate the nation with primary radio service via a system of very high frequency relays (from plane to plane), which would carry television, FM, facsimile and even business radio transmissions, is about to be unfolded.

Westinghouse, pioneer in radio, and Glenn L. Martin Co., in the forefront of aeronautics manufacturing and research, are the joint inventors and developers. Although the development is being closely guarded, announcement can be expected. A news conference may be held in New York soon. Mr. Martin, himself, Walter Evans, Westinghouse vice-president in charge of all radio operations and a well-known engineer, are expected to tell the story.

Despite the secrecy, this much seems to be claimed for the projected service, a sort of radio-aviation fantasia which could solve all the problems of networking of television and FM without wires:

The country would be staked off into perhaps a score of geographical segments. Planes “anchored” to a prescribed course and equipped with appropriate television, FM and other transmitters and relays would “circle” the course transmitting and relaying. They would fly at 30,000 feet. Each plane might cover a radius of about 300 miles, with the coverage “interlaced” with the adjacent areas.

Preliminary claim is that a one millivolt signal (primary service) would be laid down everywhere in the country for visual as well as aural service. In very high frequency or microwave transmission, altitude is all-important. The “antenna height” would be the altitude of the plane itself. The signal “gain” would be produced by the height, so that perhaps a 1,000 w transmitter would produce a received signal equivalent to that of a conventional 800,000 w station.

Two planes would go aloft simultaneously in each geographical area, constantly circling the course. They would be identically equipped. One would be the standby, to pick up if the other developed trouble. Each “pair” of planes would fly the anchored course for eight hours, to be relieved by one pair from the ground. There would be three teams to provide 24-hour service.

Program relays from the ground (or other traffic) also would be by very high frequency (VHF) circuits, thus the relays from plane to plane across and up and down the country. Operations bases would be at special airports, probably located in the centers of the 300-mile ranges.

Unlimited frequencies appear to be available.

FCC Approves Crosley Sale By 4-3 Vote

Split Will Result In
Proposals for
Congress

APPROVAL last week of sale of the $21,000,000 Crosley Corp., which includes WLW Cincinnati to Aviation Corp., provoked a split on the FCC that will result in legislative recommendations to Congress next fall, looking toward clarification of the jurisdiction in matters pertaining to station ownership.

In approving the biggest single transaction ever to come before it, the FCC split 4-3. But the Commission said it was unanimous in its views that some of the problems presented require “legislative determination” and stated that specific recommendations for new legislation would be made to Congress. Based on the line of questioning at the hearing and on past FCC comments, it was thought the Commission might be disposed to recommend to Congress that all stations be separate corporate entities, divorced from parent operations.

Few Hours After Arguments

The FCC’s action came a few hours after hearing of final oral arguments on the Crosley-Avco transaction. Chairman Paul A. Porter was joined by Commissioners E. E. Jett, Charles Denney and William H. Wills in favor of granting the transfer. Commissioners Paul Walker, Ray C. Wakefield and Clifford J. Durr voted to deny. Separate opinions setting forth the views of the majority and of the minority will be issued shortly.

Several members of the Commission plan to leave Washington promptly, with Commissioner Walker expected to leave for Hawaii to conduct common carrier hearings. Mr. Durr plans a vacation and Mr. Wills is returning to his Vermont home before moving permanently to Washington.

Transfer of the Crosley operations, which embrace not only WLW and shortwave and related transmitters, but also the vast Crosley manufacturing operations (radios, refrigerators, home appliances, etc.), may be effected this week, it was thought. The original purchase option would have expired July 16, but this was extended one month to Aug. 16 because of the uncertainty of the WLW transfer before the FCC [BROADCASTING, July 30]. The contract called for delivery of the Crosley stock to Avco within five days of FCC approval.

Three Main Issues

H. Preston Course, Avco counsel, and Duke M. Patrick, Crosley counsel, addressed themselves to three main issues at the oral arguments last Thursday—questions propounded by the FCC itself following the full-dress two-day hearing held on the transfer July 20-24. These relate to the propriety of a corporation with other interests owning a station; the fact that no price had been placed on WLW per se, and the question of absentee ownership. It is proposed that all three of these issues will be covered in the forthcoming opinions, as well as in the recommendations to Congress for specific legislative authority.

Questioning from the bench last Thursday was directed not only to the factors involved in the transfer of WLW but also to the conditions of the WINS New York by Crosley from Hearst Radio for $1,700,000, plus $400,000 in time exchange. Whether approval of the transfer might be regarded as approval of the Hearst-Crosley transaction appeared implicit in the questioning from the bench, but counsel for both sides argued that the WINS transfer was an entirely separate proceeding which they presumed the FCC would handle in time.

Both attorneys challenged the Commission's power to do other than approve the transfer if Avco
**Four Classes of TV Stations Proposed**

**Standards for Video, FM Go to Commission For Action**

TELEVISION stations will be divided into four classes under proposed standards adopted last week by a joint FCC-industry engineering conference and submitted to the Commission for formal approval. Frequencies for various parts of the country also were tentatively assigned.

Proposed standards for FM were approved by another joint group and sent to the FCC for final action. Receiver standards setting a high mark in reception and selectivity highlighted FM consideration Wednesday. TV action was Thursday. A subcommittee will work on facsimile standards.

The TV plan provides for assignment of channels for 400 television stations in Class A, B and C to 125 of the 140 metropolitan districts of the U.S. Several hundred Class D stations will be available to serve the remaining 15 metropolitan districts and other areas.

13 Channels for Cities

Each of the 13 TV channels is designated, under the plan, for certain metropolitan districts except Channel No. 1 (44-50 mc), which will be reserved for low-powered stations serving small communities.

Class A stations, which may use Channels 2-13 inclusive, will be assigned to metropolitan districts having large populations with limited geographical separations, in the northeastern part of the country. Class B stations may be assigned throughout the U.S. to cities having smaller populations, those served either by Class A or Class C outlets.

Class C stations also shall be assigned throughout the U.S., with minimum separation of 170 miles on so-channel basis and 85 miles on adjacent channel from Class A or other Class B stations. Channels 2-13 also may be assigned to Class C outlets. Class D stations shall serve cities not having adequate service from other classes of outlets. Service advantages and disadvantages of all stations in any one class shall be similar.

Under the proposed allocation New York and Chicago each will get seven channels—2,4,5,7,9,11,13 for Class A stations. Los Angeles will be assigned the same channels for seven Class C stations. Channels 3, 9, 10, 11 and 12 will be assigned to Philadelphia for Class A stations and Detroit to get the same channels plus Channel 12, also for Class A stations. San Francisco-Oakland area will use Channels 2, 4, 5, 7, 9, 11 for Class C stations.

On FM engineers agreed on a ratio of desired to undesired signals of 10 to 1 for stations operating on the same channel and 2 to 1 for stations in adjacent channels, 200 kc apart. The formula was offered by George P. Adair, FCC chief engineer, who presided at both sessions.

Proposed standards governing allocations, topographical data, transmission formulas and other matters pertinent to FM service, drafted by an engineering committee which met last week, were approved with minor changes.

On the interference, the proposals declare: “Objectionable interference is not considered to exist when the channel separation is 400 kc or greater. Accordingly, FM stations in the same city or same area may be assigned channels 400 kc apart. In the assignment of FM facilities the commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an application.”

Question of horizontal polarization as standard for FM antennas was left to the FCC for decision following some disagreement among engineers present. Adair named the following subcommittee to formulate proposed standards for facsimile:

Curtis Plummers, FCC, chairman; William Bauer, Hart S. Cowperthwaite, Virgil R. Simpson, FCC; John V. L. Hogan, WQXR-WQX; Stuart L. Bailey, Jansky & Bailey; T. A. M. Craven, Coules

(Continued on page 17)

**Broadcast Leaders See FM Replacing AM**

**Few Clear-Channel Stations to Cover Rural Areas**

By BILL BAILEY

STANDARD broadcasting, which this year celebrates its 25th anniversary, will be replaced entirely by FM except for scattered clear-channel stations covering remote rural areas. That’s the consensus of leading broadcasters, who were among some 26 witnesses appearing before the FCC last week with the unanimous plea that the proposed Rules & Regulations for FM give widest possible latitude to this new service.

With military cutbacks mounting and some manufacturers already ready in production on receivers, the Commission is expected to hand down its final Rules & Regulations within a few weeks. Meanwhile informal engineering conferences between industry and Commission engineers were held Wednesday and Thursday (see this page).

Witnesses for the major networks for the first time admitted that FM, if given the chance, would become the dominant if not the only broadcast service. They implored the FCC not to shackle FM with regulatory restraints. Disclosure during testimony that the 70 channels set aside for commercial FM would not be adequate to provide four-station competitive service in such congested areas as are found in New England, precipitated a new problem for the FCC. The “unlimited competition” theory in such areas probably would not hold, it was developed. The suggestion that television channel No. 6 (82-88 mc.) might be diverted for FM to provide another 30 FM channels is being considered by the Commission. This is expected to provoke a bitter fight with video.

Indications that James C. Petrillo and his American Federation of Musicians might be moving into FM were seen when FCC Chairman Paul A. Porter questioned G. Richard Shafts, representing the NBC Stations Planning & Advisory Committee, about Petrillo’s interests. Mr. Shafts said the AFM head had been a “factor” in the decision to duplicate AM programs on Wednesday.

Virtually all the witnesses thought the proposed regulations [BROADCASTING, July 16] would throttle FM, notably the indecision as to whether present AM owners could continue to own FM outlets. While the FCC evinced keen interest in programs and rates during the three days of hearing, questioning from the bench indicated a swing toward the single-market plan of horizontal competition in AM, with rural or remote coverage restricted if not foreclosed.

Although CBS and certain others vigorously supported the single-market proposal, the preponderance of those who appeared, including former FCC Chairman James Lawrence Flye, opposed such an allocation plan as one failing to utilize the FM resources.

At the outset Chairman Porter, acknowledging the unanimity of broadcasters against discrimination in AM-FM ownership, assured them the Commission felt that the question of “ultimate policy” on ownership of both AM and FM

(Continued on page 17)
FM Hearing

(Continued from page 16)

stations is "at least a number of years hence."

He made it plain that the FCC believes FM eventually will replace AM, except possibly for clear-channel stations (perhaps with high-power) serving remote rural areas. He implied that the FCC plans to recapture AM frequencies when FM reaches the saturation point, reallocating those AM channels to clear-channel stations and "other services."

FCC General Counsel Rosel H. Hyde questioned every network executive and several independent broadcasters closely regarding rates to be charged for FM. Although Mr. Hyde put the questions as to rates, the Commissioners evinced interest in both questions and answers, giving rise to the speculation that the general counsel was carrying out a Commission mandate in following that line of interrogation.

The 20 "mystery" channels reserved by the FCC for FM "newcomers" will be used by returning servicemen seeking licenses, it was revealed by Chairman Porter. (See Editorial, BROADCASTING, March 26). Broadcasters had thought the area of the spectrum might have been earmarked for proposed subscription radio.

Under normal procedure the hearings would have lasted at least four days, but Chairman Porter prodded the witnesses, restricting cross-examination and in some instances asking that prepared statements be filed rather than read.

Lt. Comdr. Paul A. deMars, widely-known FM engineer who attempted to challenge the Commission's proposals, was halted abruptly Tuesday afternoon and told to present his argument at an ensuing engineering conference on Wednesday. He attempted to show the alleged fallacy of the FCC's allocation plan.

Porter Admits Error

At the closing session Wednesday, Chairman Porter said "the chairman was premature in shutting off Condr. deMars" and requested the engineer to extend his remarks in the record. Mr. Porter announced the record would remain open until after Condr. deMars' full statement is incorporated.

The hearings developed these highlights:

1. Major networks do not plan to charge for service to FM stations until new form of broadcasting is properly established.

2. Opposition to the Commission's proposed requirement of two hours daily of unduplicated programs was almost unanimous.

3. Commission's proposal to create three classes of stations and define the service area of each might look good on paper but in actual practice it won't work, broadcasters generally contended. New England looms as "problem child" under proposed allocation plan due to terrain and adjacency of principal cities.

4. Former FCC Chairman Fly and former Commissioner T. A. M. Craven lashed out at Commission's proposed regulations as failing to serve public interest and detrimental to development of FM. In substance they agreed on counter-proposals. (Messrs. Fly and Craven seldom agreed on policy when they served together on the Commission).

5. All networks were asked to submit to FCC schedules of programs capable of high-fidelity transmission and reception.

Following is a resume of testimony by witnesses in the order of their appearances:

H. Armstrong, daddy of FM. Presenting "single market plan" was Dr. Frank Stanton, CBS vice-president and general manager. The man from Mt. Asnebumskit, John Shepard 3d, (chairman of Yankee Network, who gambled the first quarter-million dollars on FM nearly a decade ago; Commissioner Ray C. Wakefield (background) watching examination.

ON OTHER SIDE of fence, figuratively as well as legally, was (1) James Lawrence Fly, former FCC chairman, making his maiden appearance before agency which he used to direct. Group representing FMBI (1 to r) Philip G. Loucks, Washington radio attorney and FMBI general counsel; Walter J. Damm, WTMJ-WFMF Milwaukee and FMBI president; Paul Loyet (rear), chief engineer, WHO Des Moines, and Maj. E.

Presenting "single market plan" was Dr. Frank Stanton, CBS vice-president and general manager. The man from Mt. Asnebumskit, John Shepard 3d, (chairman of Yankee Network, who gambled the first quarter-million dollars on FM nearly a decade ago; Commissioner Ray C. Wakefield (background) watching examination.
NAB Issues Report On Gains Made In Past Year

THE RESOURCEFULNESS of broadcasters in covering war news must be applied to peacetime radio news reporting if this highly-tapped audience is to be retained. J. Harold Ryan, retiring President of the NAB, tells the membership in his annual report for 1944-45.

The report, conveyed to the membership by mail (through NAB Reports), in the absence of convention, was released today.

Stressing the development of the art, Ryan, observing: "...broadcasters (after victory) will have their greatest problem to face in the broadcasting of every day news in such a way as to retain the interest of the listener." "Forward-looking stations," he says, "will increase and better their news personnel."

The Annual Report of the President, accompanied by individual reports from 12 committees and corporations supplemental to NAB, notes that the industry contributed $45,765,742 to the 5th, 6th and 7th War Loan drives in time and talent alone; it reviews the membership growth of the Association during Mr. Ryan's 16-month incumbency—from 888 to 708 members; it reveals that the current resources of the Association now total $261,-002.26. On April 1, 1944, when Mr. Ryan assumed the presidency, the figure was $92,320.07.

Defends Attitude

Defending his attitude on the "business of broadcasting"—a subject he covered in a speech delivered in Omaha in May, 1945—Mr. Ryan says: "In order to keep the high level of broadcasting in this country broadcasters have to think of contracts, sales, cash in bank and—yes, even balance sheets.

NAB's retiring President, J. Harold Ryan, lauds news job done by broadcasters in war, sees need to improve news organizations to hold audience; points to BMB, bond selling, broadcasting advertising activities as year's highlights in annual report mailed to membership.

They are necessary accomplishment to the service that broadcasters are striving to accomplish for the public. I have no apology to make for the support of the system of competitive free enterprise."

The retiring President pursues this point further in his report, reviewing the policy toward FM which finds the Association soliciting an FCC program which would permit development of the new audio system unfettered by needless regulation.

Mr. Ryan, commenting on the fact that the convention was abandoned by the request of the National Defense Transportation, states his belief that more was accomplished through small regional meetings than would have been possible to the President Roosevelt..."The more intimate atmosphere was productive of more really valuable discussion," in his opinion.

His report covers briefly the development of the Broadcast Measurement Bureau, the NAB's activity in labor relations (with special comment on his own appearance before the House Committee on Foreign and Interstate Commerce with relation to the Petullo fight), and the Association's cooperative effort with the Government in promoting the war effort.

Mr. Ryan says that Broadcast Music Inc. is progressing rapidly, but requires "more hit tunes". Tunes can be made hits, he says, with frequent performance on stations—and he points out that station licensees are stockholders, in most cases, in BMI.

Bright Future

He foresees a bright future for broadcasting after the war, and emphasizes the need for rapid development of FM and television. He salutes Justice Justin Miller, President designate of the Association, as a man who "will safely direct our ship no matter how rough may be the waters".

In concluding his report, Mr. Ryan thanks the membership and Board of the NAB, and the working committees, for their support. He announces his intention of "withdrawing from the bright circle of lights that beats on the President of the NAB and going back to my own interests". He is executive vice-president, general manager of Fort Industry Co., Toledo.

Department reports include:

- Research
  Included among activities is the Broadcast Measurement Bureau, started 10 months ago, and since incorporated by the NAB, the American Assn. of Advertising Agencies, and the Broadcast Research Council of National Advertisers. The Research Committee of NAB has expressed desire to work as closely as possible with BMB in compiling radio ownership, preparing annual estimate of radio ownership; determining excess profits tax; working with advisory committee on government questionnaires; office forms and practices committee; and miscellaneous.

- Industry
  Department functions on behalf (Continued on page 81)

Radio Needs War Ingenuity, Says Ryan

Court Decision Is Victory for NABET

By BRUCE ROBERTSON

WHAT will Jimmy Petrillo do now? That was the $64 question last week, as attorneys for NBC and American, the National Assn. of Broadcast Engineers and Technicians and the American Federation of Musicians studied the decision of the U. S. Circuit Court of Appeals upholding the ruling of the National Labor Relations Board in the platter-turner case [BROADCASTING, July 30].

Networks Bound

In essence, networks are ordered to continue their previous practice of having engineers operate the turntables in their owned and managed stations in the city of Chicago where musicians are engaged. This is a victory for NABET, independent technicians union, and for the AFM, which has maintained that musicians should be employed throughout the systems.

Networks are now bound to negotiate platter-turner contracts with NABET, unless the Circuit Court stays its order pending possible proceedings before the Supreme Court. A period of 90 days is allowed for the filing of a petition for a review by the Supreme Court, but unless AFM acts promptly in obtaining a stay it is probable that network contracts with NABET will have been completed.

One phase of the decision is disturbing to the networks. They had alleged that Mr. Petrillo, AFM president, had threatened them with a series of wildcat strikes against their major commercial musical shows if they signed a contract with NABET for platter-turners. Their briefs had requested the court to make its decision binding upon the AFM as well as NBC.

This the court did not do, stating in the decision written by Judge Thomas W. Swain, "we are not, of course, concerned with the necessity of expressly restraining AFM."

"We shall not assume that AFM will not respect our decision," said the court. "If an attempt to prevent the companies from complying with our order should be made it would seem that ordinary contempt procedures available against a person with knowledge of the decree although not named in it would be sufficient."

Decision dismisses AFM's contention that NABET is a company dominated union and the AFM request for permission to present additional evidence to that effect, stating that "the record shows an inexorable delay on the part of AFM in initiating such a proceeding."

The decision states further: "There is nothing in the motion papers to indicate that a remarriage for additional evidence would produce anything new or additional to what the Board has already investigated."

Appeal Basis

Judge Harrie B. Chase concurred in the majority decision but a dissenting opinion was recorded by Judge Thomas W. Swain.

Commenting on the decision, Mark Woods, president of American, said: "We are at American happy to have a Federal court decision determining the jurisdictional dispute which has been in progress for some time between the musicians' union and the engineers' union over the so-called platter-turner in broadcasting."

The circuit court's decision, the Circuit Court of Appeals upholds the determination made by the NLRB approving the employment pattern which was followed by us for many years. Our practice was to contract with the musicians as to platter-turners in Chicago and with NABET as to engineers who perform the platter-turning function at other operation points. The opinion of the court explicitly and correctly states that we employers did not have any quarrel with the NLRB ruling but that we want the ruling to be approved and enforced by a court order binding upon all concerned.

Niles Trammell, president of NBC, said: "The NBC welcomes adjudication by the United States Circuit Court of Appeals, Second Circuit, of the issues between this company, the National Assn. of Broadcast Engineers and Technicians, and the Federation of Musicians with respect to platter-turners; NBC will, of course, comply with the final judgment of the court."

Industry Watches for Petrillo's Move

Page 18 • August 6, 1945

BROADCASTING • Broadcast Advertising
Out of the Dark

You can travel through the darkness in this Mt. Shasta tunnel for miles ... and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards ... learn about a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent ... their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.

WITH
Baltimore, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
Siepmann Finds Flaws in U.S.
Radio

His Writings Indicate
Ex-BBC Executive Is
Program Critic

By ROBERT K. RICHARDS

CHARLES ARTHUR SIEPMANN finds room for improvement in the American system of broadcasting.

At least, such is indicated by the public writings of the former British Broadcasting Corp. executive who has been retained by the FCC for a "temporary internal assignment" [Broadcasting, July 30].

Mr. Siepmann is being paid $8,000 a year plus $6 per diem to devise a system for expediting license renewal methods. His background does not seem to qualify him, particularly, for such a technical job, since his previous broadcasting experience has been with government-operated or supervised forms of the art—the BBC and the U.S. OWI Overseas Division.

Programming Expert

He does appear to have wide experience, however, in programming matters. Since it is apparent that his presence at the FCC probably was motivated by Commissioner Clifford J. Durr, who himself has looked askance at American programs, it might follow that Mr. Siepmann's survey of licensing procedures could lead him into program channels. There he would be at home.

He joined the BBC in 1927;

served there as Director of Talks, 1932-35; as Director of Regional Relations, 1935-36; and as Director of Programme Planning, 1936-39.

In the latter year, he came to Harvard University as a visiting lecturer.

In a foreword to a monograph, "Radio in Wartime," No. 26 in a series about "America in a World War" (Oxford University Press), Mr. Siepmann is described as "Adviser to the President (of Harvard) on radio developments" and is further identified as "coaching research on the social and educational significance of radio in the United States."

CHARLES A. SIEPMANN, former BBC executive, is still at work in FCC. In an article for Public Opinion Quarterly (1941) he points direction he feels radio should go to provide better service. He thinks broadcasters have created illusion that people like what they hear.

It has been noted that Mr. Siepmann finds room for improvement in American broadcasting. Many do, of course, including American broadcasters. But Mr. Siepmann's course in the problem is steered almost directly in the wake created by Commissioner Durr's ship of state.

Mr. Siepmann is quiescent about "public service."

Writing in Public Opinion Quarterly (June 1941) under the title "Further Thoughts on Radio Criticism" and urging wider professional critiques for American radio entertainment, he notes: "The safeguarding of democratic processes demands such a foil (criticism) both to rampant socialism and government bureaucracy."

Later, "What are the motives and the principles by which the entrepreneur determines radio's bill of fare?" (Appropriately the "entrepreneur" in this case is the "licensee"). "Why do we get what we hear and, equally important, how does it come about that we hear so little of the techniques of radio and its potential range of public service!"

No Answer

Mr. Siepmann poses this question but does not undertake to answer it. He writes further, in the same article: "Radio research relates to areas that need to be integrated with parallel research in the social sciences and in psychology." It is believed that Mr. Siepmann, in this instance, is suggesting that there should be a keen devotion to analysing listeners and/or broadcasters.

Such deduction might be impelled, at least, by his further observation, "... by creating in the interest of quick returns and of successful merchandising, the illusion that it gives people what they want, radio has failed in leadership and in appreciation of what, given..."

(Continued on page 78)

WPB Sees Half-Scale Radio Production

Full Output by First Quarter of 1946 Predicted

BARRING unforeseen developments in the military situation, the radio and electronics equipment industry may be able to increase approximately one-half its prewar civilian rate during the last quarter of 1945. It should reach the full prewar rate in the first quarter of 1946, Melvin E. Karns, newly appointed director of the WPB Radio & Radar Division, told a meeting of the Receiving Tube Scheduling Industry Advisory Committee last week.

War Needs First

Emphasizing that the authorizations will be made "on the clear understanding that war needs must be filled first," Mr. Karns cautioned that because of the continued tightness of materials the quantity of equipment produced and made available during these periods might well be considerably under the amount authorized. He made this statement, WPB said, "to allay any false impressions that sufficient production and delivery of home radio sets will be achieved to satisfy public demand by the end of this year."

Mr. Karns predicted that reconversion of the radio manufacturing industry is expected to be quicker and easier than any other major industry and "will be accomplished without interference with the war effort."

Committee members were told by W. W. Van Twister, chief of the Division's production and distribution scheduling unit, that the meeting would probably be the last unless a sudden shift in military requirements should occur.

Chief purpose of the meeting was to review and schedule production and distribution of receiving tubes and to adjust schedules in filling rated orders of the military services, Lend-Lease, and for foreign aid for the balance of 1945.

Manufacturers were advised that military orders must still take precedence over other rated orders and that orders for replacement tubes must be filled before tubes are offered to receiver manufacturers.

The Committee also discussed the recent action of WPB in revising Order L-265, the first major step in the reconversion of the electronics industry [Broadcasting, July 30]. The revision removes basic controls on the production of all radio components and relaxes restrictions on the sale of all end equipment which may be produced under spot authorization.

Applications Coming In

Applications for production of radio equipment under "spot" arrangements were approved by WPB district offices in much smaller volume than was expected. Requests for authorization to produce transmitters have been very few although the spot authorization procedure was announced more than a month ago and directions for filing were sent out more than a week ago. [Broadcasting, July 2, 16]. Even the number of requests received for receiver manufacture has been surprisingly low.

It was believed that the dearth of applications is due, at least in part, to inability of manufacturers to indicate the source of supply of components needed for production of end equipment, as required by WPB. Failure of companies to file for transmitters, for which an un..."
CAPITOL OF THE OLD DOMINION

Virginia's State Capitol, completed in 1792, was planned by Thomas Jefferson when he was Minister to France, and inspired by the Maison Carrée, at Nismes... which leads many to identify him as the father of the monumental portico so typical of the early nineteenth century mansions throughout the South. Here, just across the street from WRVA's Richmond studios, the oldest representative legislature in the Western Hemisphere still meets.

Standing in the rotunda of the old center part of this beautiful structure is the most celebrated work of the great French sculptor, Houdon—the life-size statue of Washington, the only one posed from life which is still in existence today. Such heritage of the past provides Virginians with friendly inspiration and determination to build for the future. WRVA, too, holds such heritage a spur and an impetus to greater effort... that its rightfully won place in this friendliness shall remain real and constant.

50,000 WATTS... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
Designed to go places!

Western Electric

22 Type Portable Speech Input

The 22D is a favorite for remotes today!

When Bell Labs and Western Electric packed complete, high quality speech input equipment into two suitcases—ready to go places—they revolutionized the handling of remote pick-ups.

The 22A of 1936 was followed by the 22B and 22C and by the still further improved 22D. Like so many other Western Electric innovations, the 22 Type was so right in original design that it is still setting the pace nine years later!

When we can return from war work to peace production, count on Bell Telephone Laboratories and Western Electric to continue setting the pace in remote pick-up equipment.
WHCU Program Check Kept Current

Automatic Tally Provides Spot Check on Public Service Job
JUST what is the extent of the public service job done by the average radio station?
Most station managers know their stations are serving the war effort, supporting civic agencies, aiding local charities, etc., but few can answer a pointed question as to just how much help their organization is getting from a station.

Report in Three Minutes
One station which has devoted considerable thought to this subject is WHCU Ithaca, N. Y., which has developed a method of preparing within three minutes an accurate account of its public service activities from the beginning of the fiscal year to the date of request.

"We have always felt", Michael R. Hanna, WHCU general manager, writes BROADCASTING, "that we must never be in a position where we know too little about ourselves. We have found that taking things for granted can very often result in rude awakenings. Concrete evidence of our 'good intentions' must be available to all critics at a moment's notice. Annual reports were written from memory should be and are taken for what they're worth and we think that in more than a few cases even the 'face value' leaves much to be desired."

Mr. Hanna is interested in what other stations are doing and suggests that a little pioneering in this field might result in a standardized process for the entire industry. "Perhaps, too," he observes, "some FCC discussions would not be quite so embarrassing if we were sure we were not going to be caught with our records down."

The method used at WHCU enables the station to keep a running tally on the daily basis of all public service announcements and programs. Each morning the control logs for the preceding day are thoroughly checked for public service announcements and programs. The name of the program or announcement is then transferred from the control log to the daily tally sheet and placed in the column for that date. At the end of the month, the total announcements and programs are entered in the public service ledger.

In the annual report of its program department for 1943, for example, WHCU recorded 2,413 programs devoted to some phase of the war or some phase of public service. These programs filled 728 hours or 15.1% of the station's broadcast time. The figures do not include music, variety and strictly entertainment programs which devote time to war messages or spot announcements allocated on the networks by OWI.

The WHCU report provides a breakdown of educational, war effort, musical, religious, news, public service and other categories of programs. It shows war programs accounting for 8.5% of broadcast hours; public service, as distinct from educational, including programs from Cornell U., 9.7%; musical programs, classical, semi-classical and popular, 30.3%; religious, 2.2%; news, 13%. The remaining time was taken up by special events, daytime serials, dramatic shows and sports.

Stations Best Fitted to Pass on Copy

By DAVID BAYLOR & RALPH WORDEN, Program Director & News Editor, WQAR Cleveland

There are a lot of things involving operational policy on which U. S. radio stations do not agree, but one on which they agree to a man is they don't want Government censorship, except security censorship in wartime, which is to be expected. So they have been most active and generally united against anything which might indicate the imminence of government control.

Now, Mr. Courthand D. Ferguson [BROADCASTING, June 4] contends radio stations themselves are not above censorship on their own account. By censorship I assume he means government will determine the acceptability of advertising copy. There is no argument with the place of the advertising agency in radio. But there are a couple of basic things about Mr. Ferguson's views to which we believe most radio stations will take exception. He states: "In many cases continuity acceptance departments are becoming more brazen in their dictation to advertisers as to what shall be permitted on the air." Station Responsibility To that, let us all utter a pearly-brushed "bravo". It is a healthy indication that they have ceased to be guided only by the Federal Trade Commission or the Food and Drug Administration, who are concerned first with the truth of radio copy, and second with the honesty of the manner in which a food or drug product is advertised. Neither of these factors is enough. A continuity acceptance department must concern itself with the suitability of copy from other standards. If the copy is in bad taste, who is responsible? The radio station which supplies approximately 20% of commercial copy or the advertising agency which supplies the other 80%? When you come right down to it, who has a better right to pass upon the suitability of copy which goes in its air than the radio station? The farmer has a right to say what crops shall be planted on his land, and the department store owner has a right to see what merchandise will be sold over his counter. Every radio station is an individual business enterprise. Its owner or manager has a substantial investment in that establishment. If he is to operate it at a profit, he must please the client, the advertising agency, his own conscience (and believe it or not he has one), but most of all, he must satisfy the audience. Which is more important? The advertising agency, on the other hand, must satisfy the client, and no one else. He is not concerned with the whole day's program balance. He doesn't care how his client's program ties in with the rest of the day's operation, so long as it doesn't affect the霍斯雀, and most of all, he doesn't have to answer to the FCC if the station he uses does not operate in the "Public Interest, Convenience or Necessity".

To quote from Mr. Ferguson's article again: "I believe that advertising agencies and production people generally could cite dozens (Continued on page 60)
Berlin Broadcasts From One Studio
Four Networks Use Facilities Without Hitch Since July 2

A TINY room in an attic over press headquarters is the studio for all Berlin broadcasts to the U. S.
Total equipment is a table, lamp, microphone, amplifier, two chairs and a pair of earphones—all pre-wired. The four nets have used the studio without a hitch since July 2.

Time checks are handled from New York via radio, due to lack of clocks and telephones. Time bookings are made directly by the correspondents, supervised by Lt. Col. Howard Nussbaum, former NBC producer, and radio officer for the group.

Although there are two circuits available via Mackay radio, only one broadcast can go out at a time because of the studio limitations. BBC has set up a mobile transmitter near the American studios, and RCAC is now working on plans to establish a permanent coded voice station with 16 truckloads of equipment hauled from France.

Under Russians
Only other outlet in the Berlin area is a German station, "HAU der Rundfunk", operating under Russian supervision part of each day with news and recorded music.

Six months ago, when SHAFF began planning for "operation eclipse", the occupation of Berlin, the intention was to send in an airborne operation with a handful of correspondents to go in with the paratroopers. Columbia won the toss, and chose Richard C. Hottelet to represent combined American radio. But the Russians took Berlin alone and since May there have been lengthy negotiations to get Allied correspondents into the city.

They went in on July 2, with NBC's Roy Porter, American's Donald Goe, Columbia's Hotelet, Mutual's William Cunningham, Foster May for WOW Omaha, Kathryn Craven for WOL Washington, and Katharine Clark for WCAU Philadelphia. Later addi-
tions to the staff include Morgan Beatty, NBC; Edward R. Murrow, CBS; Bill Hillman and Arthur Mann, Mutual.

Richfield Renews

RICHFIELD OIL Corp., Los Angeles (petroleum products), for 15th consecutive year, on Aug. 5 renewed six-weekly quarter-hour Richfield Reporter on 13 NBC Pacific and Arizona stations, Sunday through Friday 10-10:15 p.m. (PDT). Wayne Miller is news editor, with John Wald, voice of the Reporter on series which has never missed a broadcast since inception April 6, 1931. Hixson-Quinlivan Inc., Los Angeles, services account.

Barn on the Beam

A BARN on the farm of Charles A. Pond, near Foun-
tain Head, Tenn., is picking up radio broadcasts! A month ago, the Nashville Banner printed the story of the mys-
terious "radio barn". George Reynolds, chief engineer at WSM Nashville, and other radio technicians were skepti-
cal. Such a radio pick-up by a building is caused, in rare instances, by atmospheric conditions "if the building is near a transmit-
ter." Pond's barn is miles from a radio tower.

One Saturday night, recently, neighbors heard the haunting folk music of the Grand Ole Opry. They called Pond to inquire if a barn dance were being given. Investigation revealed radios of neighboring farmers were not on, ruling out the possibility of an echo. Since the freak barn was first discovered, workers on the Pond farm and others have witnessed the strange incident many times.

On nights when the air is cool and the wind quiet, Pond says the barn picks up WSM programs regularly.

The experts smile—the neighbors admit they're baffled and meanwhile, Pond's general store at Fountain Head, as well as his nearby lake and fish ponds are doing a land office business.

We're up bright and early every morning at WJW, for we have some 360 different products to sell in over 685,000 radio homes. In the Cleve-
land area, WJW selling impressions cost less. Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar...23 to 37% more...than any other station.

It's Now CAPAC

CANADIAN Performing Rights Society Ltd., Toronto, Canada's ASCAP, has recently changed its name to The Composers, Authors and Publishers Association of Canada (CAPAC), and has a new board of directors. Formerly largely controlled by the English and American associations, CAPAC is now primarily a Canadian organization, with 10 of the 12 members of the board being Canadians.

While no change in policy has been announced, it is intimated that the new board may change policy of the organization to suit Canadian conditions. Henry T. Jamieson, president and general manager of CAPAC, heads the new board.

Other members are Sir Ernest MacMillan, Toronto; Mart Kenney, Toronto; John Murray Gibbon, Montréal; Professor Claude Cham-

PINK-THOMAS PRODUCTIONS, Holly-
wood, in a deal negotiated with Lever Bros. Co., at price of $100,000, has bought film rights to the radio series "Big Town." Seven-year contract calls for two pictures yearly.
LEADERSHIP

Standing as a guidepost to a greater state, The Oklahoma Publishing Company has set up new leadership standards in Oklahoma. Its Oklahoman and Times are always to be found at the head of forward looking movements... its Farmer-Stockman leads the way to improved farming... its WKY is constantly making history in radio advancement... its Mistletoe Express sets the pace in modern transportation. Combined these four make up the most powerful selling force advertisers have ever discovered for gaining entrance to and holding the Southwest's most active market.

1. Not always in accord with popular opinion but always dedicated to the best interests of the city and state they serve, the Oklahoman and Times have been standard bearers in fights for more efficient routing of rail tracks through the city, new and enlarged city water facilities, impeachment of unworthy state officials, removal of corrupt school board officials.

2. Resulting from a Farmer-Stockman story on the use of an airplane in tracking down the predatory coyote, thirty-eight Oklahoma farmers have received the first charter issued by the National Aeronautical Association to a group of farmers. These Flying Farmers are making history in the use of the plane in modernizing farm operations.

3. Because more than half of the state's population is rural, WKY is maintaining Oklahoma's most active and alert radio farm department. Under the direction of its Farm Reporter, studio programs of interest to farmers are aired daily. On-the-spot broadcasts from farm centers are put on every Saturday.

4. Good equipment, conditioned and inspected after every trip, has enabled Oklahoma Publishing Company-owned Mistletoe Express to put the Oklahoman and Times into Oklahoma homes only minutes off the press... to render a matchless service to commercial shippers on every type of merchandise.

1. Increased Funds Are Needed
2. The Oklahoma Publishing Company
3. The Daily Oklahoman ★ Oklahoma City Times★ The Farmer-Stockman ★ Mistletoe Express
4. WKY, Oklahoma City ★ KVOR, Colorado Springs
5. KLZ, Denver (Under Affiliated Management)
6. Represented by The Katz Agency

Mistletoe Express
The Oklahoma Publishing Company

The Oklahoman ★ Stockman ★ Mistletoe Express
WKY, Oklahoma City ★ KVOR, Colorado Springs
KLZ, Denver (Under Affiliated Management)
Represented by The Katz Agency
Q. Oh Yeah?
A. Yeah!

So we claim “One of the World’s Better Radio Stations!”
So we get arguments!
So we prove it!

How?

By keying a public service that is as unique as it is effective, to 1,747,955 primary area radio homes. It is a public service based upon the thinking of American people who know what they want and where to get it.

They go to eleven-seventy on their dials for a heap of their radio enjoyment.

That’s why we will come mighty close to a million listener letters this 1945. We hit a shade this side of 700,000 in 1944.

We figure in pleasing listeners we please advertisers—in fact, that’s the way it has worked out.

Ask a John Blair Man
Basic Affiliate
AMERICAN BROADCASTING COMPANY

HERE’S HOW

Teen-Ager Explains
Technique of Radio

THIS thesis, titled “Behind the Scenes in Radioland” was written by a 13-year-old boy after two half-hour sessions at WOR New York.

On the Air!

Yes, these are the words that mean so little to us. They mean simply that our favorite program is coming on the air.

To the men and women behind the scenes it means more than that. It means preparation time and energy spent rehearsing.

When the music, words or any sound comes over the mike it first travels through a wire. That wire takes it to an amplifier, then it is peps through an other one. After that sound is increased on a special increaser. Then it ready to go on the air.

Sometimes a broadcast may run two long or two short. If this happens something has to suffer. So the director has to see what has to see what is cut out. In order to do that he rushes it up. A song or even a commercial. To do so he goes like this —— to stretch it. Brings his hands close together to hurry it up. To control laughter he weaves his hands over his head. When he wants it stopped he slowly lowers his hands. It stops it.

I have gathered my facts from Mr. Don Frederick Producer of “This is our Cause”, Mr. R. Albrecht head engineer and tec, adviser to Don Frederick. I extend my deepest appreciation for this information.

New KFSD Transmitter

CONSTRUCTION permit to install new transmitter at KFSD has been granted by FCC, first action resulting from recent easing of critical materials [Broadcasting, July 23]. Present transmitter, Commission found, would require complete overhaul and many components are not available. Harmonic and other interference said to affect other broadcast services, including Coast Guard.

BOVINE benediction of Elsie, the Borden cow, is bestowed on these radio and agency directors gathered for first broadcast of Safety Fair on American Network stations. Left to right: Clyde Scott, general manager, KECA Hollywood, originating station; Bill Gerannnt, owner of package; John Swallow, West Coast radio manager of Kenyon and Eckhardt; Frank Samuels, American western division sales manager.

ANDORRA TO HAVE COMMERCIAL RADIO

FIRST new commercial station in postwar Europe, according to British reports, will be Radio Andorra, located in the tiny republic on the Spanish-French border. Operating with 60 kw, station is reputedly owned by Empire Overseas Radio, a British company and subsidiary of Empire Film Productions.

Programs will be available for sponsorship both by British and American advertisers. Majority of schedule will be transmitted in French and Spanish, with discs prepared in Paris. Station plans to go on the air in about eight weeks.

Radio Luxembourg, the center of discussions on commercial or state-controlled radio on the Continent, is now believed to be scheduled for official use by British and American authorities. With reports indicating that other radio services will be strictly controlled by the state, Radio Andorra will become not only the first since the war but also the only commercial station operating in Europe.

Marshall-More Opens

MARSHALL-MORE Inc., newly formed radio package firm, having filed incorporation papers with California Secretary of State at Sacramento, in late July opened offices at 6500 Yucca St., Hollywood. John Marshall, formerly an associate of Hess, Marshall & Edwards, Hollywood advertising firm specializing in radio accounts, heads the new corporation as president. John More, formerly head of Republic Pictures Inc. radio exploitation department, is vice-president and general manager, with Donald Montgomery, secretary-treasurer. Mr. Marshall and Mr. More have also teamed for several years as writer-producer on various Hollywood network programs. James Cagney, Robert Montgomery and Elliott Nugent, film stars, are on the firm’s board of directors. New packaging concern has prepared formats for 10 radio shows.

WITH closing of BBC programs for troops in Europe at end of July, CBC plans a six-transmitter network to supply Canadian servicemen still in Europe and Great Britain with entertainment programs until most of the men have been repatriated.
The area covered by Station KIRO is the Pacific Northwest, including parts of the states of Washington and Oregon where much of the nation's business activity is centering today. Few regions in the United States have, in recent years, grown as rapidly in population and in buying power. Directly in this station's listening area are two of Washington's largest cities, Seattle and Tacoma.

The Seattle City Zone market ranks 3rd in effective buying-income per capita among the 132 cities in the United States with city-zone populations exceeding 100,000. It also ranks 13th in sales of general merchandise, 16th in food sales, and 13th in total retail sales among these cities.

In Sales Management's Quality-for-Market Index for 1944, of the 15 counties in Washington that constitute KIRO's Daytime Primary listening area, only 2 are indexed below 100, while 2, King [Seattle] and Grays Harbor, are indexed above 140, and the average for the whole primary area is 111.

The Pacific Northwest's Most Powerful Station
710 kc  50 kw  day and night
Affiliated with The Columbia Broadcasting System.
The only 50 kw station west of Minneapolis and north of San Francisco and Salt Lake City.
KIRO Seattle
DAY TIME AREAS
[From CBS 7th Series Listening Area Studies]

LISTENING AREAS
See Standards for Listening Areas at Bottom of Page 3

<table>
<thead>
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<th>RADIO HOMES IN AREA WITHIN U.S.</th>
<th>NET WEEKLY CIRCULATION</th>
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TOTAL STATION CIRCULATION (WITHIN U.S.) 389,264
Total including Canada 493,904

EFFECTIVE BUYING INCOME

In the day time PRIMARY area, 15 Washington Counties account for 70% of the total effective buying income of the State of Washington.

In the SECONDARY area, 6 Washington Counties account for 7.17% of the State's total buying income and 2 Counties in Oregon account for 2.23% of Oregon's effective buying income.

In the TERTIARY area, 4 Washington Counties account for 2.35%, and 9 Oregon Counties for 10.21% respectively of each state's effective buying income.

THUS, these 3 daytime areas for KIRO account for 79% of Washington's effective buying income and 12.43% of Oregon's effective buying income.
KIRO Seattle
NIGHT TIME AREAS
[From CBS 7th Series Listening Area Studies]

LISTENING AREAS
See Standards for Listening Areas below

<table>
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<th>LISTENING AREAS</th>
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TOTAL STATION CIRCULATION
WITHIN U. S.

400,263

Total including Canada
542,882

CBS STANDARDS FOR LISTENING AREAS
AND CIRCULATION

1. PRIMARY AREA: Counties in which at least two-thirds (67% or more) of the radio families listen a minimum of 1 or 2 days a week to this station — provided at least one-half of these families listen 3 to 7 days a week.

Primary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.

(National Average Circulation Frequency 4-5 Days per Week.)

2. SECONDARY AREA: Counties in which one-third to two-thirds (33%-66%) of the radio families listen a minimum of 1 or 2 days a week to this station — provided at least 10% of all families listen 3 or more days a week.

Secondary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.

(National Average Circulation Frequency 3½-4½ Days per Week.)

3. TERTIARY AREA: Counties in which one-tenth to one-third (10%-32%) of the radio families listen a minimum of 1 or 2 days a week to this station — provided 10% of all families listen 3 or more days a week.

Tertiary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.

(National Average Circulation Frequency 3+ Days per Week.)

The night time circulation of KIRO in Canada of 142,619 is a BONUS to advertisers in a position to profit by this audience.
MODESTLY WE TAKE A BOW!...

In the first half of 1945, two distinguished national awards were made to KIRO, of which we are justly proud. They are a tribute to the programming talent of this station and indicate some of the reasons why so many radios in these areas are tuned to 710.

**Award** "SWAP 'N SHOP" wins City College of New York Award

The Committee on Awards for the City College of New York judged "Swap 'n Shop" as worthy of the highest award "for the most effective direct-selling, commercial program developed by a clear channel radio station in 1944."

"Swap 'n Shop" was selected for the Award of Merit in a careful and impartial appraisal of exhibits from radio companies, agencies, producers, and sponsors from all parts of the United States. Serving as judges were the editors of Billboard, Radio Daily, Broadcasting and Variety.

This program was originated and is presented by the staff of KIRO.

**Award** "FARMING WITH KENNETH YEEND" cited in Ninth American Exhibition of Educational Radio Programs

Honorable mention, the highest citation given in the classification "Agricultural Broadcasts" at the exhibition, was awarded this program, planned and produced by KIRO, "for the wide variety of subject matter of interest to the general farming community." This award was co-ordinate with the one to Ohio State University for "Ohio Farm and Home Hour."

HIGH PREFERENCE FOR KIRO IN RURAL MARKETS

The effectiveness of such programs as those cited above is illustrated in the results of the most recent radio survey by the Washington State Grange, among approximately 50% of its 47,000 members. Of the total responses to the question, "To which station do you ordinarily listen?" KIRO had 3 1/2 times as many listeners as the next station, and a 24% greater response than all listed stations within our primary daytime area.

The foregoing Market Data and information about the Pacific Northwest, over which KIRO gives such intensive and adequate coverage, present only a partial picture of a great and growing market. Representatives of this Station will gladly give more detailed information upon request.

"The Friendly Station" KIRO Seattle 1 Washington CBS-50 KW-710 KC

FREE & PETERS, Inc., National Representatives

GRAND COULEE DAM
Eighth Wonder of the World

This gigantic hydro-electric plant generates 2,700,000 horsepower and will eventually provide irrigation for 1,200,000 acres of desert land.

In KIRO Listening Area
Beat on Empire Crash Scored
By WOR With Flash at 9:51

Observation of Accident by Kenny, Lomax Gives Scoop; NBC Airs Telephone Interview

WOR New York is believed to have scored a national beat on the plane crash into the Empire State Bldg. on July 23. Station aired the crash bulletin at 9:51 a.m., or about two minutes after the accident.

Edwin P. Kenny, WOR engineer, was on the roof of the WOR building at 40th and Broadway, less than a half mile from the Empire State Bldg., at 9:49 a.m., checking the hourly air conditioning reading. He immediately informed the station and the bulletin was broadcast a few seconds later.

Lomax Saw Crash

At about the same time, Stan Lomax, WOR sports announcer, stopping his car for a traffic light at 34th Street and Fifth Avenue, saw the B-25 plow its way into the top floors of the world's tallest building. He rushed to WOR and gave the first eye-witness account of the tragedy, 10:02:10:26 a.m. The station presented regular bulletins, on-the-scene descriptions and interviews thereafter.

Mr. Lomax's dramatic story of the accident was used by most New York newspapers. He was also one of the first reporters to give an eye-witness story of the tragedy to press associations.

Both WOR and WHOM used wire recordings for close-up descriptive programs, broadcast later in the day over the respective stations.

NBC's television transmitter, located on the 85th floor of the Empire State Bldg., miraculously escaped damage in the accident. The B-25 which plowed its way into the 78th and 79th floor left the WNBT transmitter and antennas on the tower uninjured by the subsequent building quake. WABD-DuMont had offered the use of its facilities if needed.

NBC's first bulletin was at 9:59:30 a.m., carried by WEAF only, NBC officials said. Only subsequent reports were broadcast on the network. Most of the NBC description of the tragedy scene was handled by Herb Sheldon and Ray Barrett, who, with a mobile unit, interviewed eye-witnesses and gave reports from the Empire State building. Mr. Sheldon was near the skyscraper when the accident occurred and kept in close touch with NBC studios until Mr. Barrett arrived with the mobile transmitter.

Telephone Interview

NBC broadcast a telephone interview conducted by Don Goddard, commentator, with Philip Kirby, a copy executive who recently joined Grant Advertising Inc., whose offices are on the 76th floor of the Empire building. Mr. Kirby was credited with saving the lives of two women employees who were preparing to jump from the window because of flaming gasoline.

CBS and American networks sent out continuous bulletins on the accident and inserted round-up stories of rescue progress in the regular newscasts. CBS had a special broadcast in the afternoon with Ray Ovington and Bill Slocum describing the scene and conducting interviews. American also used a brief program of eye-witness interviews on Saturday.

Most New York area stations gave the news full play, using bulletins and full stories.

Stations served by Transradio Press Service Inc., whose offices are on the 40th floor of a building at 43rd and Fifth Ave., were able to broadcast news of the crash within a minute or so after the WOR flash as TPS teleyped its first bulletin at 9:51. Several Transradio reporters ran to the windows when they heard the roar of the bomber and saw the plane crash into the building. "We would have had the flash on 30 seconds sooner if the operator hadn't been watching the accident too," TPS apologized.

LEX HERRON DIES 
OF HEART FAILURE

LEX HERRON, general manager of WTSP St. Petersburg, Fla., died suddenly of heart failure last Tuesday after an appendectomy. He was about to leave the hospital when he had a relapse. Irwin Simpson will become president and general manager of the station, in addition to his duties as advertising manager of the Poynter newspapers, according to Nelson Poynter, owner of WSTP and until now, president of the station.

Mr. Herron became manager over three years ago. He had early advertising training on the St. Petersburg Times. A "ham" for many years, he had developed some excellent shortwave equipment.

Mr. Simpson went to St. Petersburg last November from New York where he was a partner in the firm of Theis & Simpson, special advertising representatives.

TOTAL of 573 planes for hospitals overseas and troops were collected as a result of Phil Cook's campaign on WABC New York.
Fulton Lewis, jr. leads the field with local sponsors on 171 Mutual Stations, as the most sold “cooperative” on the air.

However, he is still available (for the time being) in a few, choice, important markets.


Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.

General Mills Will Include Radio In New Household Appliance Schedule

Radio will definitely be included in advertising plans for General Mills’ new line of household appliances, which the company hopes to get into production about the first of the year, James F. Bell, chairman of the board, said July 30 at a news conference in New York. Eventually television will also be used, it was stated.

One of the leading radio advertisers, spending five and three-quarters millions of dollars for network time alone in 1944, General Mills is planning to increase its radio budget for the coming year, with the appliance line accounting for some of the increase.

Expectations, it was reported, are that production of the appliances will get under way about the first of the year. Pressure saucepans and electric irons will be the first products of the new line, which will be merchandised under the General Mills name. The name of Betty Crocker, company’s radio household economist, will be extensively used in advertising the line, however, as a survey showed that this name is familiar to 90% of housewives.

Dealer broadsides are now being distributed, with trade advertising to start in September. Publications and radio will be added as distribution permits, and ultimately television will also be used. BBDO Minneapolis, which handles General Mills institutional advertising, will also direct that of the appliances. Knox Reeves Adv., Minneapolis, is in charge of advertising for Wheaties, Bisquick, Betty Crocker soup, Bakers Flour, while Dancer-Fitzgerald-Sample, Chicago handles Gold Medal Flour, Kix, Sofasilk cake flour, Cheerios (formerly Cheerioats).

Annual statement, released at the meeting, showed that for the fiscal year ending May 31, 1945, General Mills had a net income of $6,474,493, or $8.07 per share, compared to a net of $5,556,912, or $6.09 per share, for the previous year. Sales were down slightly, $290,539,270 for the year ending May 31, 1945, compared to $281,197,967 the year before.

Reporting that “advertising and trade promotion were maintained consistently during the year,” the report cites three principles adopted as the basis for all General Mills advertising: (1) Our advertising shall be factual, informative and educational. (2) It shall render the maximum of helpful service. (3) It shall attempt to expand markets rather than take business from competitors.

Knox Expands

KNOX Co., Los Angeles, will start radio version of the comic strip, “The Nebs”, on Mutual this fall in Sunday 4:30-5 p.m. period for Cystex. Company formerly sponsored What’s the Name of That Song in that time but in July reduced to a quarter-hour and is currently using Crime’s My Pastime in 4:30-4:45 p.m. spot. New half-hour series will start Sept. 9, Raymond R. Morgan Co., Hollywood, is the Knox agency.

Seek Network Show

INTERNATIONAL Harvester Co., Chicago, has named McCann-Erickson to develop and present for audition a network program for institutional promotion.
**Electronic Television is an RCA Development**

This is the fourth 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.

---

**4. The Studio Camera**

In order to use conveniently the magical powers of the Iconoscope, an elaborate camera assembly is needed. Included in this must be (1) an arrangement for focusing the desired picture on the mosaic; (2) deflecting circuits that will cause a beam of electrons to scan the picture; and (3) a means of amplifying the relatively weak signal to a magnitude that can be satisfactorily fed over a cable to the control room. Moreover, all of these, and the Iconoscope itself, must be mounted in a relatively compact assembly capable of being moved easily about the studio.

Deluxe studio cameras of the type shown above were first designed and built by RCA. Cameras of this type, produced by RCA before the war, are used today in the studios of WNB, the world’s leading television station, and in a number of other television stations. Cameras of very similar design are used in nearly every station.

When production of commercial television equipment is resumed, RCA will offer new television cameras surpassing any now in commercial use. With these new RCA cameras, using improved circuits and tubes, full freedom can be given to artistic considerations in studio programming.

The Fountainhead of Modern Tube Development is RCA

---

**BUY MORE WAR BONDS**

**RADIO CORPORATION OF AMERICA**

*RCA VICTOR DIVISION * CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
CALLAHAN RETURNS TO CROSLEY STATION
WALTER A. CALLAHAN, since November 1942 general manager of WSAI and since September 1944 manager under the Marshall Field interests, Sept. 1 returns to the WLW Cincinnati staff, according to announcement by James D. Shouse, vice-president in charge of broadcasting for The Crosley Corp. No specific appointment has been made.

Mr. Callahan originally joined the Crosley broadcasting division in 1938 and has served in various capacities including sales and service at WLW home office and as manager of WLW Chicago office. Before his WSAI appointment, he was administrative assistant to Mr. Shouse and Robert E. Dunville, Crosley vice-president and WLW general manager.

One That Got Away
“COVERS Central New England — and Berchtesgaden”

That could be the new line on WTAG’s letterhead. The Worcester station has just discovered through a GI that its signal reaches Hitler’s erstwhile hideaway in the Alps. Staffers are thinking how good timing they missed to make Der Fuhrer furious. NAB and FCC permitting, they could have called him all the names in the book, and chances are, he could have heard them.

NAB Beer Survey

SURVEY just completed by J. Walter Thompson Co. for NAB reveals that 88% of commercial stations accept beer advertising, 10% do not, and 2% are noncommittal, it was announced last week by the U. S. Brewers Foundation Inc., N. Y.

Shortwave Station Operated By CBC and RCA Is Revealed

BAN is now lifted on CBC’s shortwave station CHTA, and the whole story of its operation can be told. Though it has been on the air eight months, it has been under a security “blackout” until now.

Every morning at 6:30 CHTA starts broadcasting—in six languages—telling the Dominion’s views on world affairs. Its primary purpose is to keep Canada’s men and women in the armed forces informed on home news. It is also an instrument in Canada’s “public relations”, spreading news of its products, people and culture around the world.

Planned and designed by the engineering staff of CBC in cooperation with engineers of the RCA Victor Co. of Montreal, it is said to be one of the most modern stations of its kind in the world.

Erected on a salt marsh near Sackville, New Brunswick, the station is considered ideally located for international broadcasts. According to the RCA Victor engineers, Burton Seabrook, Joseph M. Conroy, and Fred R. Quance, who supervised installation, it took fourteen days to move the equipment the three miles from the Sackville freight platform to the station.

Although installation of the new transmitters started last September, less than four months later, on December 1, the first transmitter was on the air and the second was ready Christmas Day.

It was decided to erect the new plant over the existing OBA transmitting installation since this was the only way the existing 50 kw standard broadcast transmitter’s operation could be maintained without interruption.

The international building was laid out by a group of RCA Victor engineers headed by G. W. Olive. On the ground floor is the RCA 50 D transmitter known as CBA. On the upper level are two high frequency RCA 60 kw shortwave transmitters with an extra room available for the installation of a second 7 kw shortwave transmitter.

According to the RCA engineers, one of the toughest problems encountered was the installation of a 6,500 pound transformer which was turned over on its side and “slewed” into the building.

In a fireproof vault in the building’s basement, the RCA engineers installed equipment for the two shortwave transmitters including modulation transformers and reactors, high voltage plate transformers, voltage regulators and distribution transformers.

Designed to withstand a 120-mile-per-hour wind or a half-inch coating of ice, the masts of the three antennae now in use are 185, 217 and 379 feet respectively and present a solution to a problem made complex by Canada’s climatic conditions. These antennae can be “slewed” so that the broadcast beam can be moved either plus or minus 13 degrees each side of the main direction and it can be reversed to permit beamng to the Pacific area as well as Europe.

THERE’S ONLY:
TIMES SQUARE
but
WHN REACHES 2 NEW YORKS!
(The population of WHN’s primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Diol 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew’s Affiliate

If You Buy Shenandoah Remember This

KFNF
The Friendly Farmer Station
Produced
In 3 Midsummer Days. 7/12/45–7/14/45
For ONE Sponsor on ONE Product

647
One Dollar, Cash Enclosed, Orders

PROVING ONCE AGAIN—
THAT 1—Advertising is not an intangible over KFNF . . . .
THAT 2—KFNF IS increasingly dominant in the great farm market around Shenandoah . . . .
THAT 3—Probable production plus rates that make sense are causing—
INFORMED SPONSORS TO SAY “I BUY KFNF”

Sales Participations, 2 to 3 minutes in an established Program Monday through Saturday, Cost only $2.50 Per week.
Participations for Intensive Mass Coverage Campaigns 4 or 6 Per Day on a Monthly Basis—are available for as little as $3.18 per Broadcast

1000 W
SHENANDOAH, IOWA

KFN

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
major contribution to rapid acceptance of FM; newcomers will benefit. FCC proposal to require two hours daily of unduplicated programs on FM would compel AM broadcaster to divide resources, audience and revenue without equivalent benefit to listener.

Doubts wisdom of limiting FM ownership to six stations, in face of abundance of frequencies. Adoption of rule barring AM broadcasters from FM ownership would discourage and retard advancement of FM. Calls on Commission for expression that it will encourage AM broadcaster to enter FM field.

Urges FCC to review network regulations in light of FM before making them applicable to FM. Concurs in FCC proposal for use of common antenna site insofar as natural sites are concerned, but would make it permissive, not mandatory; objects to inclusion of man-made sites, such as buildings. (Later under cross-examination by Louis G. Caldwell, Mr. Trammell said he thought the "whole thing" should be eliminated from regulations).

Booster stations desirable; opposes reservation of 20 channels, suggests the 10 channels which eventually will become available for FM when facsimile moves upward will meet needs of future "newcomers"; favors facsimile encouragement.

NBC favors FM coverage approximating primary service area of AM stations where both are owned by same licensee; metropolitan and rural stations should be permitted maximum coverage, with power limited to 50 kw. Regulatory basis for the industry that makes for stability, for progress and for the encouragement of the widest possible industry creativeness will be a beacon for the new era of American broadcasting.

Mr. Trammell told Commissioner C. J. Durr (who asked about programs) that American people like type of programs they're getting "because they're getting the programs they want". Mr. Durr talked about symphonies. Mr. Trammell said they have a "very low popular appeal", adding: "If you rely on symphonic music and discussions and exclude popular programs of today, it would take 10 years to get FM going—you'd have no listeners."

FCC Counsel Hyde asked if NBC planned to exact double payments for AM-FM service. Said Mr. Trammell: "I'll answer, but do you think that's the prerogative of the Commission to ask what we pay and what we charge?" His answer was "not until FM becomes established."

Commissioner Durr's interest aroused, he asked how NBC bases its rates now; which was more profitable—operating a network or stations. Mr. Trammell couldn't answer either specifically.

Kesten Sees Importance Of Hearing to Public

PAUL W. KESTEN, executive vice-president, CBS: Said "issues before the Commission probably exceed in total importance to public and broadcasters those of any hearing I can remember before this Commission or its predecessor... FM contains in itself almost the whole future of audio broadcasting... very few of our millions of listeners understand what is at stake here—I doubt if every broadcaster fully realizes it—but I feel reassured in the knowledge that this Commission is entirely aware of it, and is devoting to it the time and careful thought which it deserves.

"The three issues before the Commission which most profoundly affect the future public service of the broadcasters are (1) any restraints placed on FM programming; (2) any unnecessary restraints placed on FM station ownership; (3) the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that national coverage patterns for network programs—essential always to listeners' enjoyment and vital to national unity and welfare in times of crisis—can be physically attained."

Mr. Kesten urged duplication of full AM schedules on FM stations. Telling a broadcaster he must put different programs on his FM station would be like telling a newspaper if he wanted to invest in a better press, he'd have to print two different papers—one the old way and the other the new way. Separation programming would penalize not only the broadcaster but the public.

From the moment FM sets are sold in any area, every hour of FM listening represents a reduction in AM audience, because no listener can tune in AM and FM at the same time.

In the transition period one of two things can happen—either an orderly and smooth transition can occur, or chaos can break loose... (Continued on page 36)
Lead off the parade!
Ask Paul Raymer about the Best of Everything Program!

WSAI HAS THE BIG TOP AUDIENCE RATING IN THE MORNING—28.8!
(HOOPER REPORT MAY-JUNE 1945)

WSAI
A Marshall Field Station,
CINCINNATI 2, OHIO
BASIC AMERICAN BROADCASTING COMPANY
In the Utah Market

These chicks, with their sisters and cousins, brought $23,250,000 to Utah chicken and turkey growers last year. That's nearly $2,000,000 a month, which helps to "feather the nests" of quite a number of KDLY listeners in this steady-income market.

Local Advertisers Know
KDYL Brings Results

When it comes to "hatching" sales, local and national advertisers have learned that KDLY showmanship gets results. It's the station most Utah people listen to most.

FM Hearings
(Continued from page 36)

It is within the power of the Commission to determine which of these the listener and broadcaster will face in this transition period... It lies within the power of the Commission to determine whether this interval is long and painful or short and relatively painless. Identical programming is the single key to this entire problem. It will speed FM set sales and that, in turn, will encourage new broadcasters to enter FM, leading to more program competition. The listener's pocketbook is protected for he can buy a simple FM set without being cheated out of his favorite program. Confusion in the listener's mind would be avoided and large investments in top-flight talent can be maintained.

CBS opposes restrictions on AM-FM ownership, has no criticism of duopoly regulation but thinks FCC should not arbitrarily limit number of FM stations to six for one owner. CBS has eight AM stations and wants FM stations to protect their respective areas. FCC has authority, by licensing power, to prevent concentration of control without placing arbitrary limit on ownership.

Mr. Hyde inquired of Mr. Kesten if he thought there should be "another advertising rate for FM". CBS feels it has no right to charge an advertiser for a duplicate system of broadcasting, said Mr. Kesten.

Stanton Explains in Detail
CBS Single-Market Plan

FRANK STANTON, vice-president and general manager, CBS: Explained in detail CBS single-market plan, said plan does not confine or restrict FM service areas to outer limits of Metropolitan District in which station is located; plan does not put a ceiling on power or antenna height, provided resulting signal does not exceed practicable requirements under various situations specified in the plan itself.

A larger rural area is served by composite coverage of single-market stations and signal under single-market plan is superior. CBS suggestion supports Commission's plan in the essential points. Single market of Metropolitan station allows far more opportunities for development of local talent, personalites, forums, discussion groups and service programs unique to the market. Competitive emphasis shifted from coverage areas (as in AM) to programming and service.

In order to realize full potential of FM—wider total coverage, better signal intensity, more stations and, hence a wider choice of programs, CBS planned and proposed single market plan or in plan proposed by Commission must be adopted as guiding principle in FM allocations.


Woods Says All American Affiliates Urged to Ask for FM

MARK WOODS, president, American Broadcasting Co.: Said American has requested all affiliates to file for FM facilities. American concurs in 6-hour daily minimum operating schedule; objects to proposed regulation requiring unduplicated service two hours daily;condemning program content is first among listeners—fidelity of tone secondary. Greatest asset of any broadcaster has is his program

Baltimore's Listening Habit

WCBM

Baltimore's
Listening Habit

Mutual Broadcasting System

JOHN ELMER
President
GERALD N. ROEDER
General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

You can cover Ohio's Third Market at less cost, American Network affiliate. Ask HEADLEY-REED

FMJ
GOODSTOWN, OHIO
EACH WEEK, Monday through Friday, at 6:45 P.M., KDKA presents the news-commentary of Lowell Thomas. On Saturdays, at the same hour, another Thomas... Bill... takes up the torch and the cosmos is appraised with a Main Street slant.

Bill Thomas is editor of the Clearfield, Pa., "Progress." His Saturday evening summary of world-events on KDKA is aptly styled: "A Main Street Editor Looks at the News." His homespun approach to the news is refreshing. The man in the street... Main Street or Fifth Avenue... is edified and instructed.

This weekly newscast of world-happenings, as seen through the eyes of a small-town editor, pleases urbanites, and strongly appeals to the millions of KDKA's rural listeners. Tangible evidence of the wide popularity of Bill Thomas and his program turns up regularly in the mail. A one-time offer of a souvenir-copy of his newspaper brought 9,000 replies.

More details gladly furnished. Check with NBC Spot Sales.
FM Hearing
(Continued from page 88)

service—his stock in trade. Suggests minimum full-fidelity schedule be a total of two hours daily at any time starting at 6 a.m.

Thinks multiple ownership regulation should be “open-ended” with maximum number of stations dependent on circumstances in each case. On AM-FM ownership, thinks it should be encouraged; AM operator should be permitted to operate as long as he is willing or until the Commission decides upon reassignment of AM channels which will become necessary at some future date in order to provide adequate rural service.

Instead of applying network regulations to FM, Commission might better wait, watch developments and take action when and if action seems desirable. American favors common antenna sites, would include buildings as well as natural sites; is opposed to booster stations as well as reservation of 20 channels for future assignment, contending no reason for holding frequencies for men in service, due to large number of channels.

Favors development of facsimile, thinks FCC allocation plan overall is good, except in many cases it will be economically impractical to operate a rural station under terms of proposal. Mr. Woods expressed opinion that remote rural areas can be served better by high-powered clear-channel AM stations.

Mr. Hyde put the usual rate question to Mr. Woods, who said rates are in a continual state of flux, the American doesn’t plan to charge for FM until service is widespread. He predicted 4,000 FM stations within five years, a three-year period after war for FM to break even on financial investment.

JOHN MORGAN DAVIS, general counsel, NAB, stood on brief [Broadcasting, July 30].

GEORGE C. DAVIS, Washington consulting engineer, appearing for Yankee Network: Opposed allocation plan on grounds it would deprive New England of proper coverage; suggested either more frequencies be assigned to Metropolitan stations or that maximum use be made of frequencies so assigned.

Shepard Leads Testimony
On Tuesday Morning
IRVIN B. ROBINSON, technical director, Yankee Network: Presented exhibit showing history of WGTR Paxton, Mass., WMTW Mt. Washington, and WEOD, relay station. Total capital invested during experimental and developmental period to May 1940, $388,126.23; additional investments and operating costs since May 1940 (under FCC rules and grant of commercial licenses): WGTR $302,002.78; WEOD $14,507.16; WMTW $511,306.00.

JOHN SHEPARD 3d, chairman of board and general manager, Yankee Network: Said Yankee “went out on the FM limb” and if these suggested regulations are put into effect the folly of this as a business venture will be conclusive established.

In any nationwide allocation plan FCC must pay particular attention to New England because of closely-clustered cities and metropolitan districts and dense population. In any allocation plan, two broad principles (to deliver programs to listeners and provide outlet for public expression of local community) must be considered. FCC plan does not provide proper facilities for New England.

CBS single market plan would entail need for more FM frequencies than now allocated for Metropolitan stations. Single-market plan would be all right for one or two networks, Yankee feels Metropolitan stations should be permitted to elect to serve either (1) all districts combined or (2) one of metropolitan districts (with reference to multiple-contiguous-metropolitan areas).

Mr. Shepard advocated stations of the Paxton caliber. Chairman Porter asked if he had changed his views since he opposed 600 kw power for WLW Cincinnati. Said Mr. Shepard— the situation isn’t the same because no other station could use the 700 kc channel, whereas several FM stations could use Paxton frequency.

Yankee suggests minimum operating schedule of 12 hours daily instead of proposed 6; program duplication should be left to individual broadcaster; thinks FM will develop faster with unduplicated programs; FM-AM ownership policy should not arise until practically 100% of present AM set owners have FM receivers; FM should be allowed to develop without network regulations being effective immediately.

Agrees with common antenna
(Coordinated from page 42)

A SURE RETURN WITH WSIX

WSIX makes the perfect teammate for your advertising dollar, and here is why you will get a sure return: (1) An 81.5% increase in WSIX's all-day average Hooper during the two years ending in January. (2) The best daytime Hooper rating of any Nashville station. (3) Outstanding shows of both the AMERICAN and MUTUAL Networks. (4) WSIX is in the heart of the rich middle Tennessee area—a million manpower market which will continue to boom after the war. AND all of these potential buyers are waiting—first to hear about your product—second, to buy it.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.
Wallace Kadderly, nationally-known agriculture broadcaster, began conducting his daily farm service program over KGW, July 16. Radio chief of the U. S. Department of Agriculture for the past eight years, Mr. Kadderly began his career at the Oregon State College and for four years directed the very successful Western Farm & Home Hour over NBC. By helping our farmers in their valiant efforts to feed the world, KGW again rings the bell—this time the dinner bell.

In this pre-war photo T. R. McLellan (left) and W. P. Wakefield tell how they are improving the soil on their farms in Lincoln county, Oregon, for the benefit of listeners to KGW and the NBC network program, "Western Farmers Speak."

Agricultural income remains one of the greatest economic factors in the prosperity of the Pacific Northwest area served by radio station KGW. For twenty-three years this station has consistently cultivated the farmers, making this rural buying power available to advertisers on KGW—your best radio buy yesterday, today and tomorrow!
FM Hearings
(Continued from page 10)

site proposal providing it will not affect satisfactory operation of licensee's FM station or television station; boosters should be authorized where need is proved; opposes reservation of 20 channels—such reservation needed, should be reduced to 10 channels.

Favors facsimile regulation, opposes FCC allocation plan, especially for rural stations, as so severe as to limit applications for that type station.

When Chairman Porter asked if rural coverage hadn't been retarded by establishment of clear channel AM stations in metropolitan areas, particularly the East, Mr. Shepard said the ideal thing for rural service is to locate clear channel stations in thinly populated districts but economically it couldn't be done.

COMDR. T. A. M. CRAVEN, vice-president, Cowles Broadcasting Co., former Commissioner; it is of paramount importance that Commission decide just as wisely for economic aspects of FM as it did for technical aspects. In the aggregate, proposed Rules do not appear to be sound basis for wise decision. Effect of regulations such as these may retard rather than foster rapid development of FM and wider competition in broadcasting, because they appear to attempt to control economics at a time when economics are undeveloped. They attempt to control competition by applying theories contrary to sound business principles.

It is predicted the public will prefer FM to AM, thus will discard AM. If this is true, the quicker AM broadcasters modernize plants with FM the sooner public will receive better service. FCC should encourage AM broadcasters to modernize their plants as soon as possible.

Comdr. Craven opposed any discrimination in AM-FM ownership. As for multiple ownership, the Commission should have flexible rule, not rigid 6-station limit; proposed rule requiring two hours of unduplicated programs would be harmful to FM developments, because audiences don't listen to strongest signal, but to best programs.

Commissioner Durr asked about "newsmen". Comdr. Craven quipped he expected the Commission to take a year to process FM applications unless additional appropriations and help are forthcoming.

Ultimately regional and local channel stations may become no longer necessary. AM channels thus placed into disuse can then be utilized by better AM stations serving areas which FM may not reach.

Cowers opposes reservation of 20 channels for future assignment; opposes FCC allocation plan, containing there should be only one class of station and Commission should encourage all stations to serve as large a rural area as circumstances justify or require; FCC should prescribe service area objectives for each community.

Agreed with Dr. Ives' position on rate issue. Mr. Craven didn't think it would be economically feasible to charge a double rate until FM is established. As for programs, we should encourage local stations into the future, said former Commissioner; the American public likes American programs; educational stations will help fill a certain need.

Fly Appears for Group Of Broadcasters
JAMES LAWRENCE FLY, former FCC chairman, counsel for KRLD Dallas, KXEL Waterloo, 1a. WMJF Youngstown, O., WMIT-WSJS Winston-Salem, WSPD Toledo, WWVA Wheeling; hardly any question before the Commission has been of such vital public interest... public interest is that of listener... they are the forgotten men and women in various presentations (preceding Mr. Fly). Commission regulations too restrictive... public interest can never be met as long as the metropolitan areas of East are used as guide in allocations.

Well over 30% of country will be without radio service if Commission allocation plan or CBS single-market plan is adopted. (Mr. Fly quipped CBS plan came "after the Democratic nomination")... white emphasis of both plans is on heavily congested areas, devoted to "pay dirt" territory.

Warned against attempt to lay down specific contours for future... Commission's proposal in some respects more restrictive than that of CBS. These regulations would erect a Chinese wall around service... Suggested "simple way out of dire result" is rule that all stations serving over 50% rural listeners be rural stations... Can't see why Commissioners would care to lay down rules which would preclude public service... Was quite impressed with suggestions Comdr. Craven made... suggested Commission might want to consider New England-Washington separately in nationwide allocation plan, because of peculiarities of population density, etc. To have uniformity of principle must have distinction between facts and theories; unduplicated programs given...
ALL NEW — incorporating new techniques, new circuits, new tubes.

NEW TRANSMITTERS... with impressive high fidelity, low harmonic distortion, low hum level... with outputs of 1, 3, 10 and 50 kilowatts... plus ample operating safeguards.

The basic unit is the exciter, generating 250 watts of RF power. Its design permits adding power units as desired... at any time... in selected steps that make possible the different outputs.

NEW ANTENNAS... of two or more loops with two or more half-wave elements, are factory tuned for easy installation. Standard coaxial lines feed them.

NEW POWER TUBES... highly efficient, incorporate notable Federal achievements in design and production. They assure long, dependable performance in FM broadcasting.

Look to Federal for the finest in FM equipment.

Federal Telephone and Radio Corporation

Newark 1, N. J.
FM Hearings

(Continued from page 48)

too much emphasis; not so serious as testimony indicates. Labor problems might loom as more important issue; thinks community station is "swell idea"; country needs more "whistle-stop" stations.

Thinks there should be a rule on ownership against concentration of control; isn't sure maximum number of stations for one owner should be 6, in view of expanded facilities.

Damm Expresses Opinion FM Will Replace AM

WALTER J. DAMM, vice-president & general manager, Milwaukee Journal Co. broadcast division, and president, FMBI (testifying as individual): FMBI filed no brief because couldn't get together on issues; is convinced FM will replace AM; believes problem of rural coverage will take care of itself long before complete abandonment of AM. American public will never be satisfied if, as result of regulation, it will be limited to home-town radio program service.

Feels minimum operating schedule of 6 hours daily should terminate one year after war and FM stations be required to operate full-time. Forced unduplicated programs would gain nothing; all AM programs should be available to FM; advocates leaving duplication to judgment of licensee. Thinks duopoly regulation might be relaxed in certain instances, although has no serious objection to it.

AM-FM ownership regulation out of place now; thinks developments will take care of it. Thinks network regulations as well as other AM rules should apply to FM, but would extend 2-year affiliation contracts to longer periods; favors common antenna sites, use of boosters where needed to overcome shadows; opposes reservation of 20 channels, thinks 10 would be sufficient; favors encouragement of facsimile but FM should come first; thinks FCC allocation plan needs revising, favors community stations, thinks rural station plan unworkable.

PAUL W. MORENCY, secretary & general manager, Travelers Broadcasting Service Corp., Hartford (WTIC-WTIC-FM): Agrees New England is a problem; no objection to 6-hour minimum daily operating schedule; objects to non-duplicated programs by regulation; hopes clarification of multiple ownership rule; opposes separate AM-FM ownership; suggests network rules be studied with FM in mind before general application to FM; no objection to boosters if serve useful purpose; reservation of 20 channels would seriously retard FM development, particularly in New England.

Allocation plan contains fundamental defects which will deprive public of some of principal benefits of FM; proposed plan imposes too many restrictions on both engineering and economic phases, puts premium on certain theoretical concepts, such as keeping broadcasters both equal and small to detriment of listeners, thus placing small stations at mercy of national networks.

LOUIS G. CALDWELL, counsel for WDAF Kansas City, WBFJ Baltimore, WJZ Detroit, WGBR Cleveland, WGN Chicago, KFI Los Angeles: Doubts feasibility of proposed allocation plan with reference to California because of mountainous terrain; stood on advance briefs [Broadcasting, July 30].

HARRISON T. SLAUGHTER, counsel for WPAD Paducah, Ky., WSON Henderson, Ky., WSNJ Bridgeport, N. J.; WHOP Hopkinsville, Ky.: Submitted statements for each, opposing allocation plan and definitions of Metropolitan, Rural and Community areas; recommends licensees not be restricted but permitted to perform public service.


E. E. (Ted) HILL, managing director, WTAG WTAG-FM Worcester, Mass.: Opposes forced unduplicated programs, contends public doesn't want more, but better reception of present AM programs; opposes limitation of 6 stations to single owner but favors ban on concentration of control; boosters can be great blessing or great evil; would require use where necessary to provide good service. Favors allocation plan overall, but opposes classification of stations; recommends FCC adopt CBS single-market plan.

MICHAEL R. HANNA, general manager, WHCU Ithaca, N. Y.: Generally in accord with FCC proposals but thinks restrictions on rural stations too great. Recons.

(Continued on page 74)
The Hooper Continuing Measurement of Radio Listening for the 1944-1945 Winter-Spring season gives WTIC's 8:00-8:15 A. M. News period a 17.0 rating. This represents 76.5% of the sets in use at that time in the Hartford area—a great tribute to the excellence of WTIC's news service.

300,000 words pour into the WTIC newsroom every day from all the distant corners of the earth. WTIC is the only radio station in New England, and one of the few in the country, subscribing to three outstanding news associations—Associated Press, International News Service and Transradio News.

In addition, a special Washington coverage is maintained by direct wire; and throughout Southern New England WTIC reporters are ever on the alert for news of special interest.

Preparing and presenting this material to the people of Southern New England in an authentic and understandable manner is WTIC's chief aim in its dozen or more newscasts each day.

One more example of that extra service which has made WTIC the dominant station in Southern New England.
He's a Winner!

When skillfully directed and stripped for action

Every ounce of him is devoted to one job—to win. He pulls no carts, carries no extra trappings.

No premiums or extras are offered by this company for its services to radio stations. We make no side line profits.

We believe that all of our resources and all of our energies should be directed toward the one job of selling radio advertising for the stations we represent—and doing that job superlatively well.
That's Public Service

EVER SINCE defense and war operations began, most stations and the networks have been using a credit line on sponsored programs which they call "public service" features—presented in cooperation with this Government agency or that. The FCC, in its evaluation of program service by stations—a function of dual public and private proprie ty it has assumed—calls all commercially-sponsored programs commercial. Only certain sustaining features are classified in the public service category. There are countless instances of sponsored public service programs.

We would like to see stations adopt a new credit line on sponsored programs which they might call in the public service category: market reports, weather, news, forums, perhaps symphonies.

Let the station say: "This program is (has been) presented as a public service by the Local Electric Co."

That's public service.

Mission to Europe

WHEN A week 10 "top level" broadcasters leave for an inspection of radio in Europe, under Army auspices. Heading the delegation will be Justice Justin Miller, President-designate of the NAB, and J. Leonard Reines, practical broadcaster and radio advisor to President Truman. On the roster also are representatives of each class of station and of each of the networks.

Both the White House and General Eisenhower's headquarters feel the inspection is desirable, particularly since no group of broadcasters represents an element of the war or other war areas. Newspaper publishers, magazine editors and motion picture executives already have made inspections. General MacArthur personally has invited a companion group of broadcasters to the Pacific following the ETO mission.

The ETO inspection can and likely will prove fruitful. There's been lots of talk, pro and con, about the efficiency of the European system of government radio as compared with our own. We have heard how Europeans—mostly Britons—listen over the shoulders of their troops to our radio fare, and how well it is liked. We have heard about plans for the building of numerous commercial stations, on the U. S. pattern, at strategic locations to bombard English speaking portions of Europe with our programs.

But all this has come second hand. Now broadcasters who are interested in all phases of radio—not merely programs or documentaries or news broadcasts—can see and learn for themselves. They will spot the good points and the bad. They will get the "feel" on the ground.

There's another aspect perhaps more important. Radio doesn't stand still in our nation. Program standards or tastes of today may not fit tomorrow. The new America will be the World War II veterans' America. The radio group will be able to canvass the radio views of a typical cross-section of our fighting men—and women. Program policies, in our Democracy, always have been shaped to conform to preponderant public will.

The upcoming mission to the Pacific will afford an equally valuable opportunity to feel the radio pulse of the GI.

Radio owes its thanks to the Army and to the NAB for arranging this first broadcast mission to Europe.

GREAT OPPORTUNITY for team-work between broadcasters and manufacturers comes with the lifting of war-time freezes and start of FM and television selling. The station creates the market for the manufacturer. The latter is the station's circulation department. What better way to sell sets than use radio itself as the medium?

Time for Union

IRRESPERATIVE of the outcome of current consideration of new rules to govern FM operations, there's one point on which there is or should be general agreement. FM has been sold to trade and public alike. It has the momentum to carry it into general public favor.

That task was performed by a determined group of men who formed FM Broadcasters Inc. into a trade association to promote the new medium. That task now has been completed. The allocations and the proposed rules, for better or for worse, were the prime goals. These have been or are about to be achieved.

Clear-cut proof that the FMBI has fulfilled its mission was reflected in the appearance of the NAB, the head of the FM ruling. It took up the cudgels in an industry-wide effort to convince the FCC that the rules for FM should encourage maximum development and growth and not hobble or hamstring through artificial regulatory barriers.

We think it's time that FMBI as such, fold into the organization and turn to the NAB the function of leading and serving those present broadcasters and FM newcomers who will participate in FM operations. There is needless overlapping and duplication with two associations. Many members of FMBI—perhaps three-quarters, have given up their membership in both organizations.

The NAB board is meeting in Washington. We think it should extend to FMBI an invitation to join forces, perhaps establishing within NAB an FM division on technical aspects. All other FMBI operations could be absorbed in the NAB framework or in its re-organized structure to be evolved by President-designate Miller.

The FMBI board meets in Chicago Aug. 14. It is cloaked with plenary powers from its membership. It can organize into a full-fledged trade group, continue as it is, merge with NAB or dissolve. It can do what it pleases.

The logical course, and one that makes good sense, is for the NAB to extend the invitation to FMBI to absorb it and for FMBI to accept. We propose precisely that.

Those men who pioneered FMBI—Walter Damm, John Shepard, Ted Streibert, Franklin Doolittle, Phil Loucks and C. M. Jansky Jr.—should be accorded a hearty "well done" for their work. Program standards or taste of today may not fit tomorrow. The new America will be the World War II veterans' America. The radio group will be able to canvass the radio views of a typical cross-section of our fighting men—and women. Program policies, in our Democracy, always have been shaped to conform to preponderant public will.

The upcoming mission to the Pacific will afford an equally valuable opportunity to feel the radio pulse of the GI.

Radio owes its thanks to the Army and to the NAB for arranging this first broadcast mission to Europe.

GEORGE D. COLEMAN is more than just general manager to WGBI, top rating CBS affiliate in Scranton, Pa. He is the man who put it on top, gradually building it up to the last two decades.

From an insignificant 10 wattter in 1925, under George's direction WGBI grew to the point that in May 1943 Hoover's "Continuing Measurement of Radio Listening" showed that 17 Half-war newscast, rated at least two or three times as high as the leading daytime national sponsored five-week programs shown by the Hoover ratings. By 1945, WGBI was credited with from 175 to 300% better than the average national rating.

George's talent is well-recognized in spheres other than his own station, too. His fellow broadcasters in the Third District recently elected him their NAB director. He is attending his first NAB board meeting today, Aug. 6. He also was elected president of the Pennsylvania Assn. of Broadcasters.

That recognition extends beyond the broadcasting industry as well. At present he is first vice-president of the Scranton Rotary Club, vice-chairman of the radio committee, American Legion, Dept. of Pennsylvania; service officer of the Joseph M. Bailey Post, American Legion in Clarks Summit, Pa.

He recently served as chairman in Lackawanna County in the special drive of the American Red Cross to recruit Army nurses and is currently acting as banquet chairman of the Northeastern Pennsylvania Assn. of Manufacturers' Representatives. He is a director of the Scranton Better Business Bureau and of the Davis-Loftus-Williams Co., wholesale grocery house.

Born in Scranton, Nov. 5, 1899, George attended local schools, graduating from Techni-

(Continued on page 80)
The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 34,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

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

The Chicago station most people listen to most

670 ON YOUR DIAL
Mast marketing experts agree that the South is now the nation’s greatest “area of opportunity.” If you feel that’s true in your industry, we suggest you consider South Carolina as a startling point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We’d welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

TO ADVERTISERS WHO ARE LOOKING

South Carolina "area of opportunity" for radio advertisers

WWW

COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC

G. Richard Shafto J. Dudley Saumeng
General Manager Sales Manager

FREE & PETERS, Inc., National Representatives

Marks Signs New Contract With BMI

New Pact Asks Nonreturnable Advances as Guarantees

CONTRACTS between Broadcast Music Inc. and Edward H. Marks Music Corp., has been renewed for five years, effective Jan. 1, 1946, according to an announcement last week by both companies. Terms were not disclosed, but were said to be “substantially similar to those previously in effect,” which gave BMI performing rights in the Marks catalogs for $1,000,000 for the five-year period.

In place of the flat-fee annual payment basis of the original contract the new pact calls for nonreturnable advances to be paid to Marks as minimum guarantees against BMI’s standard method of payment based on logs of performances. That is, if the log shows that Marks is entitled to more than the advance he will be paid the overage, but if his tunes fail to earn as much as the advance he does not rebate to BMI.

Recent decision in the court case of BMI and Marks against ASCAP makes works produced by ASCAP members in collaboration with non-ASCAP members available for licensing through BMI. Before the decision BMI and Marks had refrained from licensing any work in the Marks catalog written either solely or in part by ASCAP members. Change “makes available under the BMI performing license thousands of additional Marks copyrights, many of which are vitally important,” the announcement said. In addition, the English versions of many of the Marks Latin-American and other foreign compositions may now also be cleared by BMI.

New WNEL Studio

CONSTRUCTION was to be completed last week on new audience participation studio of WNEL San Juan, P. R. Facilities will be used for local musical and quiz shows in additions to origination for NBC domestic and international networks.

Respects

(Continued from page 48)

turned to Scranton and the Hudson Coal Co. after one year in Schenectady and served in various capacities in the electrical engineering and electrical construction departments.

In 1929, George accepted the position of manager of Frank Megargee’s radio store. Mr. Megargee at that time had a sideline, he was president of a radio station which had started operations four years before. In 1932 the sideline had developed its potentialities sufficiently to enable Mr. Megargee to close his store. He salvaged from the store, however, its manager and made him general manager of the station.

George married the former Ruth Lenore LaBar of Scranton. With their eight-year-old son, Ronald, they live in Clarks Summit.

A bridge figure, George boasts that he has a system exclusively his own. Little wonder—and little danger of its being plagiarised. He refers to it as the “Over-the-Two” system, explaining that he always bids two more than he expects to make.

WAAT Newark has been awarded a certificate of approval for its work in civil defense activities. Presentation was made July 31 by Mayor Vincent J. Murphy and Carl R. Withers, president, Newark Adv. Club, commander and chairman respectively of Newark Defense Council.

THE LITTLE STATION WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he’ll give you is WMAM... the “little station with the big wallop” serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan... Write promptly.

WMAM
Marinette Wisconsin

Branch Studios in STURGIS DAYTON CLEVELAND DULUTH

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he’ll give you is WMAM... the “little station with the big wallop” serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan... Write promptly.
This is Mr. Walker...

One of the 1797 Druggists in the WGY Community*

Mr. Walker runs the corner drug store—or one in the neighboring city—or possibly one of those large chain drug stores where you can buy everything from a cake of soap to an alarm clock. But no matter how large or how small his store may be, he is one of the 1797 druggists in central and eastern New York or western New England, served by WGY—the WGY Community.*

In this, one of America's choicest markets, Mr. Walker and his fellow druggists sell over $44,542,000 worth of products annually, to the 1,045,717 housewives and their families—products they hear about over WGY.

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

WGY’s primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000 and 40 incorporated towns and villages of over 500.

WGY Gives You the Hudson Circle

50,000 watts—NBC—23 years of service

General Electric

WGY

Schenectady, N. Y.

Represented nationally by NBC Spot Sales

Broadcasting • Broadcast Advertising

August 6, 1945 • Page 51
It's safe to Gamble on this Stock market

With better than $60,000,000 in cattle sales a year (more than half of it to Wichita's 6 big packing houses) Wichita's livestock market is a sure bet for the future of Kansas' Richest Market. Wichita is not ashamed of being one of the largest "cowtowns" in the United States because year-in and year-out those cattle sales mean solid buying power for the 250,000 people who live in that solid KFH section.

The price and quantity of beef is big news every day in the Wichita area and an important part of the up-to-the-minute livestock and farm reports on KFH. So, it's a good steer to reach Kansas' Richest Market through that selling station, KFH.
IT'S THE STATION THAT MADE ME A HOME OWNER

When it seemed to us that Uncle Sam's G. I. home loan idea needed to be put into one syllable words, we planned carefully a series of programs conducted by loan experts, coached by radio experts. It is this sort of helpful service that has made fast friends for the Friendly Station, and belief in the things we say and sell.

CLEVELAND'S
WGAR
THE FRIENDLY STATION

FREE SPEECH "MIKE" RADIO'S XXV ANNIVERSARY
WARD JACk STECK, public relations and special events director of WFIL Philadelphia for three years, has been promoted to group director. He succeeds EDWARD C. O'BRIEN, now assistant general manager of WFIL Philadelphia.

BEN FEINER, general program assistant, has been named assistant program director of WCBS New York, CBS video station.

LESTER L. FABER has been added to writing staff of CBS-Radio Los Angeles. Released from the Army, Mr. Faber is former production director of Arizona Broadcasting Co.

ROGER PATRICK, former announcer of WGN Chicago, has joined KGJ Los Angeles.

BILL FROST, announcer of KSBO San Jose, Cal., has shifted to KFY New York.

LEROY GRANDEY, producer of KOG San Francisco, has shifted to KGLO San Jose.

JERRY KOWAL, formerly with WABC, Chicago, has been program director of WABC. Mr. Kowal has also been executive producer of the "Midnight Special," a weekly variety hour.

ROBERT J. STROHMAN, program director of WABC and former program director of WOR, New York, has been named to the same position at WABC. Mr. Strohman joined WABC in 1948 as an assistant to the program director.

JOEY TURNER, formerly with WOR, has been named program director of WABC. He has been with the station since 1945, first as an announcer and later as an assistant program director.

DON SHELDON, former announcer of WBNY New York, has joined WABC as an assistant program director.

GEORGE WILSON, former program director of WABC, has been named vice president in charge of network operations for the station.

EDDIE GRINNELL, former program director of WOR, has been named vice president in charge of programming for the station.

MAXWELL SHANE, for two years writer on the CBS "Big Town" series, has been assigned writer-producer of film version to be produced by Film-Thomas Productions, Hollywood independent unit releasing through Paramount Pictures Inc.

VON URBANSKI, engineer of KFI Hollywood and former freelance music director on various network programs, has joined NBC Hollywood as producer. He succeeds JOHN ZOLLER, who resigned to join NBC Hollywood.

SIDNEY BREESE, former NBC Chicago actor, has joined WBBM Chicago production staff.

STANLEY VAUGHN, member of the program division of NBC-WTB-Cleveland, has resigned to return to Chicago to freelance.

GEORGE WILSON, chief announcer of WSB-Atlanta, has been named assistant program director.

DELLA GRINNELL, resigned from the War Dept., where she was traffic manager of the "Army Hour" (BROADCASTING, July 1), has joined Mutual as assistant to BOB NOVAK, director of talent and program development.

JOHN H. WILSON, former director of WABC's "Midnight Special," has been named assistant program director.

DON SHULTS, former announcer of WABC, has been named assistant program director at WABC.


CAPT. BOB KESTEN, former program director of CKWS-Kingston, is now in charge of an army broadcasting unit.

DON NAIRN, former announcer of KEX New York, has resigned to join the production staff of NBC Hollywood.

LARAYNE (Skippy) FOLEY, production assistant to AL KAYE, West Coast manager of Benton & Bowles, Hollywood, has resigned from the City to return to his old post with Benton & Bowles.

HELEN TURNER, former program director of WABC, has been named station production manager.

BARBARA RANSBELL, writer and hostess of "The Home Forum" program, has been appointed assistant to KATHERINE FOX, director of war activities and public service at WLW.

CLAY STANLEY, former program director of WABC, has been named production supervisor, in charge of all programming activities.

JUNE MERRILL, director of women's programming for WLW, has been named in charge of all programming activities.

FREEMAN GOEDEL and Charles CORrell (Amos 'n' Andy) have returned from six-week entertainment tour of Europe and are preparing for the season's farewell engagement in New York City.

NORFOLK AND VIRGINIA are the nation's most mercurial area. This is due to the fact that the city is located at the crossroads of several major highways and railroads. The effect of this is that the city is always a center of activity and interest.
YES, INDEED! These great stars and many others are all yours in smoothly-written, smoothly-styled radio shows. World Features bring you big names in big-time productions ... top-flight radio entertainment planned by experts. Yet World Features are priced low enough to fit even the most modest budget.

If you are an advertiser, ask your local station to audition the shows for you, or write direct to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK * CHICAGO * WBS * HOLLYWOOD * WASHINGTON

August 6, 1945 • Page 55
THE GUITAR

...it's an old Spanish custom

Although the guitar was actually a Moorish innovation, it has been popular in Spain for so many years that it is usually considered a Spanish instrument. One painting dating back to 1188 depicts an early form of the "Spanish" guitar.

By the 17th Century, the guitar had four double strings, and resembled the modern guitar except for its less pronounced "waist."

The lute's loss was the guitar's gain

The once fashionable lute was replaced in popularity by the harp-chord late in the 17th Century, creating a need for another easily-played, portable instrument—a need quickly filled by the guitar. By this time, the Spanish guitar had migrated to Italy, from whence it was introduced into England and France. The lavishly decorated and painted instrument of this period was a far cry from the guitar seen in Spain 600 years earlier.

Accompaniment for the hula

The Spanish guitar has been made in the United States for over 100 years, but the type of instrument with which we are most familiar is the Hawaiian guitar. Portuguese sailors carried the guitar to Hawaii during the last century, where the double strings were replaced by six single strings, and the custom of playing it with a pick was adopted.

During recent years, since the advent of electrical amplification, the guitar has become a popular practice to connect an electrical pick-up to the guitar and use an amplifier to supply volume rather than depend upon the natural resonance of the sound chamber. Such an arrangement is commonly called the electric guitar.

The music of the guitar, especially the sustained notes, calls for the utmost fidelity in recordings. And the most faithful recordings today are:

VERTICAL CUT RECORDINGS!

Sponsors

SOIL-OFF Mfg. Co., Glendale, Cal. (banking counse), Aug. 6 starts three-weekly quarter-hour newscast on KFWB, Los Angeles. Firm also started daily participation in "Homemaker's Treasure Chest" on WCKJ, Cincinnati and "Shopping Hi-Lights" on KPVD, Los Angeles. Contracts are for 52 weeks. Covering more than 16 major markets nationwide, Soil-Off maintains heavy spot schedule using three-hourly news on 250 network stations, including KPFA, KCMO, KTA, KDKA, KDKR, El Paso, KFPT, Spokane, KPX, Great Falls and KUTA Salt Lake City. Participation is sponsored in "Housewives Protective League" on WBBM Chicago, KMOV St. Louis and WJZ New York. Soil-Off sponsors Truman Bradly-News on 13 CBS western stations three-weekly and in addition uses announcement schedule on KOA, KDKF, KEIO, KOB. With availability others stations, will be added to list. Sponsor plans to use newscasts and participation as well as announcements.

SARDIK FOOD PRODUCTS Corp., New York, for new product, Sardik Tomato Mix, has bought 56 times weekly participation in the Mary Margaret McBride program on WEAF, New York. Effective July 30, contract is for 52 weeks. Charles W. Hoyt, Co., New York, agency for Sardik, says company is testing station breaks on WTHN Holyoke and WRHR, Pittsfield, Mass., as well as WEAF. Exposure in radio is planned in about six months.

ST. AUGUSTINE GAS Co., St. Augustine, Fla., has radio contract with WFOY, St. Augustine, for 26 weeks effective July 13. Contract for 26 weeks. Sponsor, St. Augustine News, is currently broadcasting in the Western area of the country.

R. E. TYRIVER has been appointed eastern regional sales manager of the expansion division of Lever Bros. Co., Chicago.

HUNT FOODS Inc., Hayward, Cal. (canned and frozen food products), on Sept. 10 starts five-weekly afternoon syndicated program "What's Doing Ladies?" on 14 American Pacific Coast and Rocky Mountain area stations, Mon. thru Fri. 2-2:25 p.m. (PWT). Package is owned by American and includes Perry Ward as m.c. Contract is for 52 weeks, with deal involving some $200,000. With start of daily program, Hunt Foods discontinues weekly "I Was There" on 12 CBS Pacific stations. Expanding into new fields concern recently changed name from Hunt Bros. Feeding Co., and has acquired Rocky Mountain Feeding Corp., which operates four large plants in Utah, Young, Rubicon, San Francisco, handles advertising and promotion for account.

RUSAN WOMEN'S CLOTHING, Spokane, starts sponsorship July 30 of transcribed "A Date With Music" on KNQ Spokane for 26 weeks.

CBS - 5000 WATTS - 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

KAY Preparations Inc., sponsors Musical Beauty Box Monday mornings on WOR. First of new programs featured Shirley Cook, beauty editor of "Real Story" "Movieland" and "Real Romance" magazines, as guest. Similar glamour guest is invited each week. Miss Cook is shown with Ed Pearson, platter spinner and announcer. Agency is Irving Rosen Ad

PEERLESS DENTISTS, Yakima, Wash., now sponsors weekly half-hour "The Peerless Jammers" on KTVW Yakima.

BATAVIA METAL PRODUCTS, Batavia, Ill., starts sponsorship August 6 of transcribed "Fact and Fancy" with John Harrington on WLS Chicago, 6:15-6:30 p.m. Tuesday; Thursday-Saturday and 7:15-7:30 p.m. Monday-Tuesday-Thursday. Contract for 12 weeks placed with Evans Radio Ad.

NEW SPONSORS and business for transcribed programs prepared by Frederic W. Elvy Co., Cincinnati, include: "Korn Kobbyers"—John Hauenstein Brewing Co., three weekly for 52 weeks on KTRM Mankato, Minn.; Cove Labe, St. Louis, thru Russ & Seeds Co., Chicago, three weekly for 52 weeks on KFAQ Houston, six weekly for 26 weeks effective Sept. 10 on KHOA Houston, six weekly for 26 weeks effective Sept. 10 on WJY Detroit; Streitman (Continued on page 58)

IT WON'T BE LONG NOW!

Nobody doubts the eventual defeat of Japan. The only question is WHEN.

In many an American town where war-work is now almost the only industry, PEACE will first mean reconversion.

But Roanoke's prosperity is more soundly based! After V-J Day, our three big industries—railroading, rayon manufacture, steel production—will immediately begin serving long-working CIVILIAN customers.

Shouldn't you be getting acquainted NOW with these people of Southwest Virginia, whose post-war security is assured? Only one station—WDJ—satisfactorily covers all their 118,921 daytime listening homes! We'd like to tell you more; ask Free & Peters!
When you address an inquiry or a comment to GATES, you're sure to reach a man who knows Radio Transmitting Equipment — because there's no other kind here! Our business is devoted exclusively to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective — the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES — specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

PROGRESS REPORT
Wartime 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.

The New GATES Communications Transmitter
FOR MILITARY • AERONAUTICAL • POINT TO POINT EMERGENCY • COASTAL HARBOR • RELAY BROADCAST FORESTRY • OTHER SERVICES

All of the features you are looking for are combined in this transmitter. You will find that it possesses Engineering, Reliability, Simplicity, Efficiency, and Serviceability — plus maximum compactness. The tuning is preset at the factory, but quick and easy changes of operating frequency are possible. The Transmitter has complete metering and protective circuits, and features rapid frequency changes.

WRITE TODAY FOR DETAILED BULLETIN
COMPLETION of arrangements for Chef Boy-ar-dee Quality Foods sponsorship of "Give and Take" on CBS brought together these executives. Standing (l to r) John J. Karol, CBS sales mgr.; Gordon Best, pres., McFunkin Adv. representing the sponsor; C. A. Colombe, exec.; v-p sponsor; seated, Paul Boccard, v-p sponsor; Moe Weiner, v-p in charge of sales for the sponsor, and John Reed King, m.c.

stations now used carry the program via special lines. Others will be added later. It is understood, with plan to cover New York, New Jersey, Connecticut and Pennsylvania. Contract was placed thru Agricultural Adv. & Research, Ithaca.

BILL WOOD Motor Co., Oakland, Calif., Ford dealer, with production of new cars has started extensive radio and newspaper campaign thru Ad Fried Adv. Oakland, Henlich Coast Military Stores (California chain), thru Ad Fried has signed for 22 week sponsorship on KLX Oakland of "Real Romances," Kaiser-Gordon production. Swan's Tenth St. Market, Oakland, has named Ad Fried to handle radio advertising. Paramount Pest Control Service, increasing schedule, has signed for participation in Ann Holden program on KGO San Francisco, thru Ad Fried Adv.

PROGRESSIVE OPTICAL Co., Fresno, Calif. (eye-clinics), on Aug. 6 started weekly half-hour transmitted program "Pages From Life" on seven California stations. List includes KMJ KFES KJQ KFOX KFOX. Contracts are for 50 weeks. Other stations are to be added interspersed with music by many bands, organists- pianists, and the Tailor Mads, vocal trio, programs feature Art Baker in human interest stories. H. A. W. Wilson, formerly manager of KPFO Riverside, now advertising manager of Progressive Optical Co., produces series. Account placed direct. Firm also uses daily schedule of transmitted announcements on 11 California stations.

CONSOLIDATED BISCUIT Co., Chicago, begins sponsorship Aug. 24 of "Musical Clock" program with Russ Davis, 7:45-8 p.m. three-weekly on WBBM Chicago. Contract for 52 weeks placed by Ruthrauff & Ryan, Chicago.


NATIONAL HOUSE & FARMS, New York, for proposed postwar real estate developments in New York area, is sponsoring quarter-hour portion of "Make Believe Ballroom" on WNEW New York for three-weekly. Agency is Alvin Gardner Co., New York.

CHARLES MICHELSON production "The Shadow" returns to Mutual after summer hiatus Sept. 4-Sunday 2:30-6 p.m. spot with three sponsors to date. Delaware, Lackawanna & Western Coal Co., New York, thru Ruthrauff & Ryan.

(Continued from page 66)
At Detrola Radio, the pouring forth of hundreds of thousands of salable units when the starting gun booms will not be enough. The radio receivers, automatic record changers and other fine-featured products from our plants must blend service and beauty ... express ingenuity even in details such as engineered packaging for safer transit ... all to serve America's foremost merchants.

The distinguished Detrola record changer, better than ever, will be made for selected radio manufacturers and jobbers.
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 E. PEARSON CO.

Sponsors

(Continued from page 68)


BU-TAY PRODUCTS Inc., Los Angeles (Mail Drops, detergent), as part of national campaign on Sept. 20 starts twice-weekly participation in “Marlboro Mile Hour” on 26 New England Regional Network stations: WWH WWBA WWH WYER WREACH WUNM. Contract is for 56 weeks. Agency is Glaser-Galley & Co., Los Angeles.


EDISON BROS. STORES, St. Louis (shoes), have bought station breaks two weekly on WEAM Cleveland and four weekly on WWJ Detroit. Contracts for 52 weeks placed by United Broadcasting Co., Chicago.

SERVICE FINANCE Corp., Los Angeles (loans), on Aug. 23 started five-minute participation from three to five-hour tran- scribed programs of Bing Crosby songs on KMPC Hollywood. Contract is for 30 weeks. Walter Carle Adv., Hollywood, has account.


HOLLANDERIZING Corp. of America, New York (fur cleaning), Aug. 23 thru KFAC participation in the Margaret Arlen 8:45-9 a.m. broadcast on KMPC Hollywood. Contract is for 52 weeks. Agency is Grey Adv., New York.

KROGER GROCERY & BAKING Co., Cincinnati, began sponsorship July 10 of two-hour transcribed dramatic serials Monday thru Friday on WWBQ Chicago, “Editor’s Daughter” 2:30-2:45 p.m. and “Leda’s First Love” 2:45-3 p.m. Contract for 52 weeks placed by Ralph H. Jones Co., Cincinnati.

FITZPATRICK BROS., Chicago (soap and soap products), begins sponsorship 12:30-1:30 p.m. five-weekly on WBBM Chicago. Contract for 52 weeks placed by Russell M. Seeds Co., Chicago.

T. Y. GRANT, Los Angeles (furrier), on Aug. 25 started seven-week quarter-hour transcribed musical program on KFAC Los Angeles. Firm in addition uses daily spot announcement schedule on that station. Contracts are for 26 weeks. Smith, Bull & McCrery, Hollywood, has account.


Burton C. Granicher, executive of McCann-Erickson in West Coast radio accounts, has been named head of office radio department and radio activities of San Francisco office. He will be assisted by James Campbell, manager of production department, Carl Ohricher relinquished supervision San Francisco office radio activities because of increase of other responsibilities. Gerald Norton, for a year manager of the radio department, has resigned to resume operation of his own agency.

Kenneth H. Hinks, recently of the Office of Strategic Services, on Aug. 1 rejoined W. Walter Thompson Co., New York, as vice-president and account executive. With the agency since 1942 Mr. Hinks was vice-president in San Francisco office before receiving his Navy commission in 1943. In January 1943 he was assigned to the Allied News, board of directors of the agency, succeeding Arthur L. Lynn, resigned, who now is on extended leave in California. Account executive for Lahr & Pink Products Corp., Mr. Townend is a vice-president of the agency.

Mr. Townsend on vacation: Harry Ackerman, vice-president of Young & Rubicam New York, to Manhattan for a month. Steve Mudge, who has been handling the “Coca-Cola Spot Light Band,” broadcasts for D’Arcy Ad. Co., New York, on Aug. 1 joined the Vendo Co., Kansas City, maker of vending equipment for Coca-Cola in bottle and can vending sales activities.

H. A. Mitchell, vice-president and director of Young & Rubicam, left New York Aug. 1 via Clipper to visit the agency’s London and Paris offices.

Ted Estabrook, formerly with Gevey, Cornelius, Newell, New York, has joined Tobacco Institute, New York, in the publicity department, succeeding Els Amman.

Larry Compton, former account executive of KFAC Los Angeles, by joined The Mayers Co., Los Angeles agency, in similar capacity.

Moley Brown Hobsenk has bee transferred from New York to Hollywood office of Young & Rubicam to write radio commercial copy for Hu Bros. Packing Co. account.

Richard Bergren has shifted from Garfield & Gould Ad. San Francisco to agency’s Los Angeles office as copy chief.

William Livingston, West Coast manager of Warwick & Legler, is currently in New York. He returns to Hollywood with a start of fall radio season.

Ralph G. Kahn, former advertisement manager of Rosenberg Bros. & Co., San Francisco (dried fruits), has opened his own agency at 502 Market St., San Francisco.

W. H. Horsley, president of Pacific National Agency, Seattle, has been as (Continued on page 68)

Latest Conlan Survey Proves the
250,000 People on the Mississippi
Gulf Coast ......

Tune first to WGCW

AFFILIATE AMERICAN BROADCASTING COMPANY

Biloxi—Gulfport:

WGCW

C.

B.

All

Others

Morn. 50% 15.8% 31.3% 2.9%

Aftn. 40.2% 26.1% 29.9% 3.9%

Night 35% 29.9% 32.7% 4.9%

WGCW Dominates in the Biloxi-Gulfport
Markets! TWO MARKETS for the Price of ONE

To Properly Cover these Rich Markets—

WGCW IS A MUST!


SEARS & AYER . . . . National Representatives

WILL JACkSON MISSISSIPPI

WALB

ASKEW, MISSISSIPPI

This is a fine community in Tunica County, but we ask—don’t alert advertisers want to be on the beam? If so, then they’ll concentrate on JACKSON—outlining some of the area where general business in May, 1943 showed a gain of 17 per cent over May, 1944.

WGCW—the Double-Return™ station, offers you maximum coverage of this market—at least cost.

BLUE NETWORK

WHEED & COMPANY

NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
ONLY FOUR RADIO STATIONS ARE ENTITLED TO USE THE SQUARE DEAL INSIGNIA:

WSYR
Serving the great Syracuse and Central New York market. Since 1922, the old reliable, at the crossroads of the Empire State. Basic NBC, 5000 watts on 570 kc.

WTRY
Serving Albany, Schenectady and Troy with strong clear signal. Top local and network programs. 1000 watts at 980 kc, middle of the dial.

WKNE
Serving "the heart of New England," including much of Vermont and New Hampshire. CBS and smart local programs. 5000 watts full time at 1290 kc.

WELI
New Haven's "Voice from the Blue" (basic) delivers this leading Connecticut market. 1000 watts (D), 500 watts (N), on 960 kc, middle of the dial.

WHAT THE SQUARE DEAL IN RADIO MEANS TO YOU

—More than your contract calls for; more services and at fair rates public to all.
—Interested personal attention by skilled staffs to insure success of your campaign.
—Uniform promotion and merchandising policies in vigorous support of your program.
—Absolute integrity and honest dealing in relations with listeners and advertisers.
—Maximum attention to war and community programs resulting in real public influence.
—No questionable advertising permitted, retaining full listener confidence.

NOTE: When two or more of these stations are ordered, you save money. Many more advertisers are using all, or two or three of these stations.

Look for the Square Deal when you buy

BROADCASTING • Broadcast Advertising

August 6, 1945 • Page 61
GEORGE YOUNG, Army Pacific veteran and former Arizona newspaperman, has joined KGNC Amarillo, Tex., as associate news editor and newspaper.

DINTY D. DENNIS, for nine years con- ductor of "Dinty's Sports Digest and Victory Parade" nightly on WOBX Miami, has been named sports editor of the station.

PRESS WIRELESS is preparing to move its Pacific Coast terminus from Los An- geles to San Francisco following recep- tions of FCC authorization for transfer. E. E. ELDREDGE, chief communica- tions engineer of Press Wireless, has gone to San Francisco to start the project, which involves transmitting and receiving stations and control office. Entire opera- tion is expected to take about a year.

ALEXANDER GRIFFIN, Mutual con- tributor, is author of "Out of Scare" which Howell,iosk & Co. is to pub- lish this fall.

ROBERT HULME, director of news, WON Chicago, is father of a girl.

TED GROVER, formerly of AP and UP New York and onetime news-writer at WINS New York, has joined American Hollywood news staff.


CLET ROBERTS, American network Europe correspondent, shifted from Vienna to Paris to replace HERBERT CLARE, who is to leave the French capital Aug. 15 for New York.

JAMES R. ELLIOTT, former associate news editor of WOR New York, has joined WOOP Boston as night news editor.

RED BARBER, sportscaster of WIN New York, tells his own story in an article in August issue of Redbook Magazine titled "It Isn't Work—It's Fun!"

MALCOLM BOYD, former Hollywood producer of Fox, Cone & Belling, has joined Republic Pictures Inc., as head of radio exploitation department. He replaces JOHN MORE who re- signed to become vice-president and general manager of Marshall-More Inc., newly opened Hollywood radio program packaging firm.

C & F RADIO PRODUCTIONS, Holly- wood program packaging concern, has moved to 2605 Selma Ave., Telephone is Granite 4318.

F. G. IBETT, former NBC producer-director released from the RCAF, is es- tablishing his own radio production firm at 631 Hollywood Blvd., Holly- wood.

MINNESOTA ELECTRIC SUPPLY Co., Willmar, Minn., owner of KWLM Will- mar, has been appointed by the radio division of Stewart-Warner as distribu- tor in the Willmar and Minneapolis territories of Stewart-Warner home ra- dios.

RUTGERS U. has been elected a pro- fessional member of Television Broad- casters Assn., joining Yale and The New School for Social Research in that classification.

PAUL RANDBORN, president of Televi- sion Productions, subsidiary of Para- mount Pictures, and a director of Tele- vision Broadcasters Assn., has been ap- pointed chairman of the TRA awards committee for 1945, post he also held in 1944. TRA will also distribute to TVM Republic Pictures Inc., awards as usual whether or not a con- vention is held this year.

DAVID O. ALBER Assoc., New York, formerly of 30 Rockefeller Plaza, has moved to larger quarters at 64 Madison Ave., New York.

JAMES SAUTER of Air Features, New York, is in Harkness Pavilion Medical Center, New York, recovering from a minor operation. He is expected to re- turn to his office in two weeks.

G. EDWARD PENDRAY, for nine years assistant to the president of Westing- house Electric Corp., New York, in charge of public relations and educa- tion, opened his own office in New York, Aug. 1, as adviser in public relations and education. Westinghouse will re- tain his services.

ALFRED WOOLEY, formerly of Colum- bia Pictures Corp., Hollywood, has joined NBC Hollywood Radio-Recording division as business office manager.

(Continued from page 69)

pointed to represent 13th Naval Dis- trict at first Washington, D. C., meet- ing of recently organized Coast Guard League national assembly board. Mr. Horsey is commanding officer of Seat- tle regiment, Volunteer Port Security Force.

RALPH WALLACE, copy and co-writer with WERT Sturman and former manager of WABI Bangor, Me., has been appointed by Foster & Davis, Cleveland, to head agency's new radio production depart- ment. Mr. Wallace will serve WJW Cleveland and W. B. Davis Co. and other radio clients.

WILL CARLTON, former advertising and assistant sales manager of Wyeth International Ltd., New York, is in a new agency as copy-contact on General Elec- tric germicidal lamp advertising.

McCARTY Co., Los Angeles agency, ex- panding operations and to service na- tional as well as local clients, has es- tablished branch offices at 1311 Fas- toran Ridge, Dallas, and 55 West 49 St., New York, for the national office.

PHILIP KIRBY, former director of national sales for the National Assn of Mfrs., and previously director of institu- tional promotion for NBC, has joined Grant Adv., New York, in an executive capacity.


In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.
"It is especially advantageous to have spare tube positions"

Mr. Kassner knows from actual operating experience the advantage of spare tubes in a high-powered transmitter. For a Westinghouse 50 HG transmitter has been in service at station KXEL since July, 1942. *And Westinghouse is the only manufacturer that equips its 50 kw transmitter with spare tube positions in the Power Amplifier and Modulator Units.*

The use of spare tubes in these vital positions brings the station operator a double advantage: tube-transfer can be made in a very short period of time, eliminating excessive outages where tubes must actually be replaced; and one operator can handle the entire operation, whereas two men might be needed to install a heavy, air-cooled tube.

The transfer is accomplished easily by filament switches in the power control unit and complete physical replacement of the defective tube can be made conveniently at the next regular maintenance period without loss of time on the air.

This is just another example of the sound thinking behind the design of Westinghouse transmitters that brings new advantages in operating simplicity, economy and dependability. Your nearest Westinghouse office can give you all the facts on Westinghouse transmitters...5, 10 and 50 kw AM, and 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

"I feel it is especially advantageous to have spare tube positions in the amplifier and modulator circuits, particularly in high-powered transmitters where it is difficult to install the tubes because of their weight. Because of such a feature, it is possible for one operator on duty at a time to operate a Westinghouse 50 HG transmitter. Otherwise, if the tube had to be inserted because of failure, it would take two men, plus a much greater loss of time, which in broadcasting is extremely serious."

(Signed) Don E. Kassner

Don E. Kassner, Chief Engineer
KXEL . . . Waterloo, Iowa
Jackson Leaves OWI

T. CORNWELL JACKSON, deputy chief of Domestic Radio Bureau of OWI, Hollywood, has resigned, effective Aug. 15. Prior to joining OWI, he was associated with Berg & Allenberg, Beverly Hills, Calif., talent service. Robert C. Coleson, formerly in charge of the West Coast office, N. W. Ayer & Son, and previously with Bureau of Public Relations, radio branch, War Dept., and for past six months assistant to Mr. Jackson, takes over latter post. Mr. Coleson, currently in Washington for conferences with OWI executives, returns to his new duties next week.

OWI PACKET, WEEK AUG. 27

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 27. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for these war messages.

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<thead>
<tr>
<th>WAR MESSAGE</th>
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<th>STATION ANNOUNCEMENTS</th>
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<td>Hold Prices Down</td>
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See OWI Schedule of War Message 175 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

ARTURO TOSCANINI, conductor of NBC Symphony Orchestra, will interrupt his summer vacation to return to "General Motors Symphony of the Air" on NBC for two special broadcasts Sept. 2 and 9. He returns to the program regularly Oct. 28.

A SERIES of interviews with writers of popular books, will be presented over DuMont television station WARD New York at 9 p.m. during the first Wednesday in August to replace "Wednesdays at Nine Is Lever Brothers Time" which returns in September.

Local Outlet on 1400 kc

In Florida is Requested

APPLICATION for a new local broadcasting station at Fort Pierce, Fla., filed with FCC last week by Indian River Broadcasting Co., newly formed Florida corporation. Principals are Douglas Silver, for 15 years in radio and who would own half the stock; R. N. Kohlager, motion picture exhibitor in Florida east coast cities; his brother, E. F. Kohlager, retired busi-nessman as Dr. Francis Law-son of Weston, W. Va. Latter three would hold 50% together.

Mr. Silver, as a lieutenant, senior grade, served as radio public relations officer for the 7th Naval Dist- rict in Miami until last October when he went on the inactive list. A resident of Fort Pierce since 1940, he was a radio writer in New York during preceding decade.

Proposed station, on 1400 kc with 250 w, would provide service also to neighboring towns of Vero Beach and Stuart.

Conference to KMBC

IN RECOGNITION of the accomplishments of "KMBC Service Farms", the National Hampshire Hog Type Conference will be held on the farm, 20 miles southwest of Kansas City. It is the first time the Conference has gone west of the Mississippi. Service Farms are model experimental acres run by KMBC and specializing in pure-bred cattle and hogs.

Book in Archives

ORIGINAL manuscript of Any-body Here From West Virginia? by Howard Chernoff, managing director of the West Virginia Network, has been placed in the Archives and History Library at the W. Va. State Capitol. The book is a summary of soldier interviews ob-tained while Mr. Chernoff was cov-ering England and the European battle fronts.

ADMIRAL CORP., Chicago, has ap-pointed R. U. Lynch Inc. as distributor of Admiral radion and other appliances for Rhode Island territory.

The Voice

THE WAR'S official "voice" would seem to be Marine 1st Lt. George F. Putnam, only man who has been "Voice of the War Dept." — and the "Voice of the Marine Corps". The former NBC top-rank-ing news reporter was a civi-lian when he was the War Dept.'s voice on The Army Hour from that show's inception. Then he was drafted and for three months was an Army buck private until his Marine Corps commission came through. Now liaison officer for Marine Corps Special Services, he is the "Voice of the Marine Corps" on Your Marine Corp., CBS.

A SUPER SHOW - A SUPER SALESMAN

Completely Transcribed

"HYMN TIME"

featuring

SMILIN' ED MCONNELL

78 QUARTER-HOUR TRANSCRIBED SHOWS

Over 12 years of network broadcasting; with a following numbering millions, and a record of sales that runs into the millions of dollars... facts substantiated by sponsors and stations alike.

78 QUARTER-HOUR PROGRAMS COMPLETELY TRANSCRIBED. Now available for one or more times weekly.

A natural for local advertisers with small budgets who want a big-time network star.

Audition samples of 2 programs available on request of $2.50 deposit. Refundable on return or credited in event of sale.

OTHER SPONSORS - General Foods - Pillsbury Feed - Acme Paint - Brown Shoe Co.


For details and rates, write, wire or phone

CHARLES MICHELSON RADIO TRANSCRIPTIONS

Pioneer Program Producers Since 1934

67 WEST 44th STREET, NEW YORK 18, N. Y. - Murray Hill 2-3376 - 5168

Page 64 • August 6, 1945
Let us ask you some questions

This is a call for frank expressions of opinions from broadcasters who are planning to publish news by telefax Air-Press (radio facsimile) when equipment is available:

1. Will you prefer delivery in a continuous roll like a glorified ticker-tape, or in cut sheets like a standard newspaper?

2. A 5-column tabloid-size printing recorder would cost the consumer considerably more than a 4-column recorder, and would therefore cut down the "circulation" or reading audience but increase its "buying power." Under these circumstances, will you prefer a 5-column or 4-column delivery as standard?

3. Will you prefer a speed of ¼ page per minute, ½ page per minute or a full page per minute, considering that the cost will be higher for each speed increase, thus resulting in a reduced community coverage?

A prompt, full answer will be greatly appreciated. Address, Finch Telecommunications, Inc., Passaic, N. J. N. Y. Office, 10 E. 40th St.
Stations
(Continued from page 22)
of cases where they have felt they have been subjected to high handed and arbitrary decisions on the part of radio management and continuity acceptance departments." Then he cites examples. Perhaps we may be permitted an example also.

Copy Example
Shortly after Pearl Harbor, every man, woman and child in the nation was on a tension and radio stations were cautioned carefully against any broadcast which might tend to create hysteria. At that time there was submitted to this station for broadcast from a local advertising agency a piece of copy which started out by saying: "Flash ... unidentified aircraft has been sighted in the Hudson's Bay area heading toward Cleveland!" Then we were to go as serenely with the program and explain that the unidentified aircraft was Santa Claus' sleigh, flying through the air at breakneck speed so he would be in Cleveland in time to make his annual appearance at a local department store.

Now who's responsibility was it to see that no such copy got on the air? The advertising agency? No... because it submitted the copy in the hope that it would get on the air. The responsibility rested with the continuity acceptance department of this station. We felt that our obligation to our listeners was greater than our obligation to any advertising agency, and we still do.

If the station broadcasts something that pleases the advertiser but displeases the listener, who loses? Not the advertiser, primarily. If the station loses listeners, the advertiser will merely move his account to a more popular station. The job of making a station popular and therefore in demand as an advertising medium is the job for radio, not the advertiser.

Mr. Ferguson also decries the fact that every radio station seems to have a different code of acceptance for commercial copy. To that, let us again say "bravo!" That indicates that each station is still in business for itself, and still resists the multiplicity of outside forces which seek to regiment it.

In one day's operation, every radio station probably deals with at least twenty advertising agencies. Does Mr. Ferguson mean that twenty separate program policies should be set up by each radio station to handle a day's business?

If you have enough breath for another lusty "bravo!" let's give it to Mr. Ferguson's statement: "...the professional bureaucrats will move in and take over. I hope I may never live to see that day." Mr. Ferguson puts a finger squarely on one of radio's problems. However, he seems to limit radio station management to the unhappy choice between program control ("censorship") by the government and program control by the advertiser. Certainly there must be a third alternative: control by radio management itself.

KFXJ New Studio
WPB has granted approval to KFXJ Granit Junction, Col. to construct a new studio as an annex to its present building at Hillcrest Manor. Studio is to be of modern design with "floating walls." Seating facilities are included, along with a Reuter pipe organ. Provision has been made for future expansion into FM and television.

'Digest' on WMAQ
DRAMATIC program sponsored by Reader's Digest Assn. is heard Mondays, Tuesdays, Saturdays and Sundays, 11:15-11:30 p.m., on WMAQ Chicago, starting July 28. The 52-week contract was placed by BBDO. Transcribed program features excerpts from magazine.

Flowers by Radio
PUBLIC SERVICE with a new twist is being practiced by WSB Atlanta. Station received a letter from a newspaper man in Pittsburgh who said he often hears WSB and asked, "Will you do a sick and wounded soldier on Leyte a big favor? The soldier is my son. His wife lives in Columbus, Ga., and her birthday is July 19. Enclosed is $15—order the best flowers—22 red roses—and notify me immediately if the sum is not enough." WSB staffers personally selected 22 perfect red roses and sent them ice-packed to Columbus.
EXTRA, EXTRA

Yes, WGN’s news coverage has the “extra” features that build a loyal following. WGN believes in getting the news first... and getting it correctly... thus serving the Middle West with responsible radio journalism. And there’s good reason for this extra fine newscasting. WGN’s Director of News is Robert F. Hurleigh, nationally known news ace with 13 years of reputable reporting. Hurleigh handles the news at 8:00 a.m. and 5:00 p.m. John Holbrook takes the mike at 11:30 a.m. and 6:30 p.m. John’s strong rating with listeners continues through the years. Cy Harrice, another Chicago favorite, does the 10:30 p.m. broadcasts. These five programs are supplemented by additional news coverage to bring WGN listeners complete information. We are proud to report that four out of these five news programs have been carried on WGN by the same sponsors for over six years. For that certain “extra” in news coverage the answer is WGN... leader among Chicago’s major radio stations in local and national spot business.

A Clear Channel Station

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco Calif.
SIMON SALES HEAD FOR NORTH CENTRAL
ARTHUR SIMON, former general and commercial manager of WPEN Philadelphia, has been named national sales manager of the North Central Broadcasting System, St. Paul, by John Boles, CBS president. Mr. Simon, who left WPEN when the station was sold to the Evening Bulletin in January, has been in radio, concert and theater work for 15 years. He has been an account executive, radio writer and editor and publisher of "Who's Who in Radio", as well as WPEN and WPEN-FM manager. He will headquarter in New York. North Central Broadcasting Aug. 15 starts first program on its 76-station chain, Mississippi Valley Network [Broadcasting, July 30]. Additional programs of the he North Central Broadcasting System, and will be surrounded by interested spectators at the course Trail is 25 feet long and equipped with a shortwave receiver and recorder as well as an audio amplifier. It is powered by a 1500 watt gasoline generator.

WWSN

Win 1st, 2nd, 3rd

WSGN's percentage of listening audience among all BLUE (now AMERICAN) stations in Hooper's 32-city audience survey is:

1st IN THE MORNING
2nd IN THE EVENING
3rd IN THE AFTERNOON

Yes, WSGN is

"ALABAMA'S BEST BUY FAR!"

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Company

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VARIETY, amusement trade paper, is sponsoring the 3-4 p.m. period of "Moonlight Saving Time" on WOR New York, Monday-Saturday. Wednesday broadcast features top tunes of the week as listed in that day's issue of the magazine. Other mornings, program conductor, Barry Gray, reads, analyzes and criticizes news stories from the paper in humorous vein.

Romantic Poems

WORLD'S greatest love poems, read by Persifor Waples drops his pax to make up "The Subject Is Love", quarter-hour daily program started July 30 on WNEW New York.

MORE than seven hour coverage was given the Professional Golfers Assn. Natl tournament at the Country Club, by WWHO Dayton, most of which originated in the north trailer shown here surrounded by interested spectators at the course. Trail is 25 feet long and equipped with a shortwave receiver and recorder as well as an audio amplifier. It is powered by a 1500 watt gasoline generator.

Pet Training

TRAINING of dogs by air is ventured by WIX Portland, Oregon. The new program features Calvin Pierson, president of the Capitol City Dog Training Club. Live dogs and their owners participate in weekly show. Guest speakers, judges and judges-who are experts in the field of animal world are presented on each program.

After-Dinner Forum

INFORMAL after-dinner forum, "Talking It Over", is now heard weekly on WMPR Portland. Four or five Memphis citizens are invited to participate in discussions of timely subjects on half-hour show. Series is being promoted by direct mail, newspapers and station spots.

Traffic Safety

TO STRESS traffic safety, Police Dept. of Portland, Ore., is presenting twice-weekly on KOW Portland "It Happened Like This". Program gives dramatic story behind actual police reports of traffic accidents.

Anniversary Week

Since personal report via usual anniversary dinner is not feasible because of travel restrictions, WKY Oklahoma City has scheduled "WKY Farm Re-

New Music Series

WLIL New York has started three new musical series: "March of Music", daily half-hour, featuring history of the various phases of music; "Weekend Preview", Sunday show of music suggestive of weekend activities; "Radios Rostrum", recordings of popular radio conductors.

KROW Safety

COOPERATING with National Safety Council, KROW Oakland as a public service has started weekly quarter-hour dramatic series "Man Alive". Program reviews accident story of the week and features brief guest appearance of city and county officials.

American Quiz

NEW participation quiz program for service men and women, "Mess Call" with Bill Fackham of WJAC, has been started on American Broadcasting Co. SATURDAY 12:30 p.m. from Chicago Service Men'sCenter. Listeners contribute ideas.

Sidelines

HUMAN interest material gathered by Mutual correspondents overseas will compose new network weekly series to be heard Thursday 10:15-10:30 p.m. starting Aug. 7.
ARMED FORCES overseas are now going to have a chance to hear their favorite dance bands playing their favorite dance spots back home. The NAB, working in cooperation with the Armed Forces Radio Service, the AFL and 63 stations throughout the country, has completed arrangements for discs to be cut at various localities in the U.S. and sent to AFRS stations overseas.

Programs, titled Music From Your Hometown, will feature either a popular local band, playing a hotel or night spot, or a traveling "name" band, playing a one-night or weekly stop. Production is to start on a three-months schedule, each cooperating station to furnish three sets of two 15-minute programs during this period.

Discs are supplied by AFRS Los Angeles. In reply to a request from Maj. Gen. F. H. Osborn, director, Information & Education Division, Army Service Forces (of which AFRS is a section), James C. Petrillo gave music clearance to AFM members "rendering their service gratuitously." This is the second of such series handled by NAB and AFPS, the first being Let's Go To Town, still running. Arthur Stringer is in charge for NAB, Maj. Austin Peterson for AFRS.

Signal Corps Terminations

THROUGH unique practice of the U.S. Signal Corps in holding monthly forecast meetings on contracts in various districts, and through field units, working directly with the companies, in a total of 4,516 Signal Corps contract terminations, only 275 cases are still pend ing due to contractor default. Contractors are kept informed on latest developments and are thus prepared for termination or increased production. Among companies benefited are: General Electric Co., Schenectady; Zenith Radio Corp., Chicago; Federal Telephone & Radio Corp., Newark.

Canadians to Pacific

MAJ. COLIN MACDOUGALL of the Canadian Army film and radio branch, and two other Canadian services public relations officers are on their way to the Pacific to plan news coverage of participation of Canadian forces in that area. They were invited by the U.S. Signal Corps.

Mr. Poliner was with Lennen & Mitchell some years ago, and joined Benton & Bowles before going into the Army in 1942. He was assigned to AFRS, which he helped Col. Tom Lewis organize. Promoted to major in 1945, Mr. Holiner was chief of AFRS program section.

Mr. Andrews will continue as producer of the Nero Wolfe program on the Don Lee network, Tuesday 9:30-10 p.m., sponsored by Andrew Jergens Co., Cincinnati, for which L&M is agency.

Petrillo gave grams three start overseas. It NAB 9N THE Corp., Arthur Stringer NAB and Maj. COL. "name" LT. ROY NAVAL Comdr. Col. news BROADCASTING

Discs be popular weekly stop. Canadian Army still pending S. Gen. of the first Peter 4,515 arrangements for Hometown Music F. Holiner was appointed to handle Forces chief of AFRS to assigned assigning into the Army area. Holiner was helped handle members an officer. Declaring another element in the situation, according to some quarters, is the failure of OPA to revise radio set prices. R. C. Cosgrove, vice-president and general manager of Crosley Corp., Cleveland, recently said that the agency's policies are delaying many manufacturers from getting into production and preventing some from resuming production altogether.

FIRST woman Marine to marry a Marine overseas was Sergeant Dorothy Crane Davis, former assistant program director of WINO Chicago. She records interviews for Marine Corps units in the Hawaiian Islands. The former Doro thy Crane, of Chicago, her husband, S/Sgt. Robert T. Davis, Brew ster, Me., is a combat correspondent. announcer. Sgt. Mel. Allen, CBS sportscaster and announcer, continues as sports editor of the New York office, AFRS.

Radio Alumni

AFRS station in Puerto Rico has a complete staff of ex-industry men. Lt. Walter Baziuk, formerly of KERN Bakersfield, Cal., is officer in charge, with Sgt. Fulton Rinz. and A. D. Rome of WDEV Waterbury, Vt., and Cpl. Charles Brophy of KOME Tulsa. Technician Dwayne expects to be released soon and will join the radio staff of CAA at San Juan.

Reed at San Juan

A. LOUIS REED, former commercial manager of WWL New Orleans, is now public relations officer for 10th Naval Dist., with headquarters at San Juan, P. R.

LENNEN & MITCHELL NAMES HOLINER V-P

LENNE N & MITCHELL, New York, has named Mann Holiner, independent radio producer and director as agency vice-president in charge of radio activities replacing S. James Andrews who resigned Aug. 1 to go into freelance radio producing. Mr. Holiner was with Lennen & Mitchell some years ago, and joined Benton & Bowles before going into the Army in 1942. He was assigned to AFRS, which he helped dis member organizes. Promoted to major in 1945, Mr. Holiner was chief of AFRS program section.

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Top figure in Augsburg, Germany. A letter from Lt. Neal read: "Augs burg now knows about WIBG. We painted the town as only two announcers could. And had a helluva good time doing it." • • • Navy Series

NEW NAVY SERIES Target Japs began on WBBM Chicago July 28, 3-3:30 p.m. (CWT). Program is transmitted at Great Lakes Naval Training Center and written, produced and directed by Navy personnel. • • • AFRS Staff Changes

SEVERAL additions have been made to the staff of the Armed Forces Radio Service office in New York to handle the increased volume of news being sent overseas by Army News Service. New members and their former affiliations include: S/Sgt. Bud Rice, WHN New York; Ensign Charles Edwards, Georgia stations announcer; Cpl. Edward Simmons, Wadney Agency, Chicago radio director, now GI program director; Cpl. Don Ross, free lance announcer; Cpl. Art Humphries, night news editor and commentator of WOR New York; Seaman 1st Class Tom Noone, West Coast an

S. C., used in public relations in various districts, which would be expected to rush into receiver production, are apparently hard put to it. Meanwhile, sufficient component units, particularly tubes, the civilian supply of which does not yet provide more than a bare margin over replacement needs.

Another byproduct of the situation, according to some quarters, is the failure of OPA to revise radio set prices. R. C. Cosgrove, vice-president and general manager of Crosley Corp., Cleveland, recently said that the agency's policies are delaying many manufacturers from getting into production and preventing some from resuming production altogether.

Declaring that the industry is greatly concerned over difficulties in working out with OPA a satisfactory price policy, Mr. Cosgrove said: "The OPA has insisted on allowing only a limited number of these increased costs and wants the industry to furnish a number of other costs. OPA has declared its intention of having distributors and retailers absorb any increases allowed manufacturers over their present prices.

OPA, on the other hand, counters that it is moving as fast as possible with price revisions and expects to have new ceilings on receivers ready by about September 1. One official told BROADCASTING he thought there would be "substantial increases" in prices of components, which would be reflected in prices of sets. The agency is committed to price control to protect consumers during the crucial period between reconversion and so-called "normal" production and demand.

Mr. Karns came to WPB last November from the RCA Victor Division, Camden, N. J. He was previously associated as Mfg. Corp. He succeeds Louis B. Chatten who is expected to return to the electronics industry. He was formerly vice-president and general manager of Fada Radio & Electronic Co., Long Island City, N. Y.
Brock Heads Western NBC Public Relations

HAROLD J. BOCK, since 1938 Pacific Coast press relations manager, has been appointed to newly created post of NBC Western division director of public relations. Announcement was made by Sidney N. Strotz, NBC Western Division vice-president, Aug. 1. Mr. Bock will act as liaison between network and film industry as well as industrial organizations and civic groups. He will continue to supervise activity of the network's West Coast publicity department.

He has been with NBC for more than ten years, having joined the network publicity staff in San Francisco in 1934. Prior to that he was San Francisco correspondent of Broadcasting Magazine. For a time Mr. Bock was publicity director of KFRC San Francisco and also conducted a weekly commentary on that station.

REVIEWING radio's early days in his "Science Today" columns, David Dietsch, Scripps-Howard science editor, relates how in 1921 with the aid of John Royal, NBC vice-president then manager of Keith's Hippodrome Theater in Cleveland, he put on a broadcast of Keith vaudeville performers on WIKY Cleveland. "It was the first time such a professional bill went over the air," Mr. Dietsch writes. "The next day Mr. Royal received a telegram from E. F. Albee, then head of the Keith-Albee circuit, telling him never to do it again."

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,233,000 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.

An ear of corn, wrapped with a golden-paper letter signed "A. Happy Farmer" who explained that he found much better corn in New York than he raises at home, was included in the mail of a list of stations last week. Postscript to letter revealed World Broadcasting System is about to announce a new series of music and comedy called "Golden Bantam Revue."

Candy Box Inserts

BARBICINI CANDY SHOPS, New York, sponsor of a 45-minute record musical program weekly on WHN New York, is putting 300,000 color pictorial inserts into Barbicini candy boxes to advertise the WHN program. Barbicini is Central Adv. Service, New York.

Photo Gallery

NEW interest of conducted tours through WLW Cincinnati is photo gallery of station executives and talent.

Waltz Formula

FORMULA of Waltz Chicago for Henry Walsworth, Chicago's leading orchestra leader, reads "This plan costs us a dollar a day. It may be worth that much to you!"

KYW Get-Together

FIRST roll call and annual get-together of listeners to KYW Philadelphia early morning "Musical Clock" at local amusement park was highlighted by two-hour vaudeville show of KYW talent. Evening broadcast and special awards. An estimated 10,000 persons participated.

Ad Reprints

BECAUSE of requests for reprints of station's series of trade paper "unheard is unappreciated" ads, WCBM Baltimore has published brochures of the ads. Foreword is by John Ulmer, WCBM president.

New Service

FIVE-MINUTE news summary is sent by KOGO Ft. Worth, Tex., by direct wire to luncheon meetings of five large civic groups. Service furnished each Tuesday, Wednesday, Thursday and Friday. 

Anniversary

EIGHT page supplement in local paper commemorated fifth anniversary of WHUI Cookeville, Tenn., CBS affiliate.

Made to Order

WAIR is the station, Winston-Salem...
Championing the cause of returning service men and women—and their "G. I. Bill of Rights"—Radio Station KTUL and Joe Carson Post No. 1 of the American Legion have "taken the road in an instructive campaign which should prove tremendously beneficial to the public at large. The program will be carried out in almost a score of Northeastern Oklahoma Communities on successive Saturdays, with one-hour broadcasts over KTUL. The "Cavalcade," first known traveling unit of its kind, is composed of the Joe Carson Post No. 1 band, directed by Legionnaire Eddie Gambill; Al Clauser's Oklahomans from KTUL and the station's singing stars "G. I." Bette Barber and Patti Page. The undertaking is purely a public service. There are no commercial aspects whatever attached to the programs, and at no time will the program be available for commercial sponsorship. Entire expense of the "G. I. Bill of Rights Cavalcade" tours is borne by KTUL.

Thanks to the American Legion and other public spirited citizens for their splendid co-operation.

John Esau General Manager
rural rhythm with
an all-round appeal

That’s Merl and Ralph, “The Early Birds” who entertain KGLO and WTAD listeners from 6:15 to 6:45 each week day morning.

Yes, it’s early, but you’ve got to get up early to put your sales message across to these crop producing farmers and busy industrial workers. The unbeatable combination of Merl’s guitar strumming and cowboy songs, plus Ralph’s picking of the ivories is drawing mail regularly from 317 cities and towns. 39 counties in Iowa, Illinois, Minnesota and Missouri. Thousands of loyal “Early Bird” listeners are your customers. Call Weid & Company or write KGLO for full details.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination


k glo
MASON CITY, IOWA
1300 K.C. 5,000 Watts
CBS Affiliate

A Lee STATION

D. SPENCE, for four months published the aviation section of Hoffman Radio Corp., Los Angeles, and prior to that with Frederick's Western Division for 20 years, has been appointed manager Hoffman Plant No. 3, purchased by the firm to house surplus disposal of Army electronic parts and production and reconditioning of Naval restricted spare parts.

F. G. GARDNER, former Los Angeles representative of Federal Telephone & Radio Corp., and prior to that with American Telephone & Telegraph Co. for sixteen years, field assignments.

LT. SANFORD T. TERRY Jr., former control operator of WRVA Richmond, Va., now attached to Gen. MacArthur’s Headquarters in Manila, has just returned overseas from service.

FRANCIS X. RETTENMEYER, now control engineer of BCT Victor Division of RCA Sound, has been appointed chief components engineer of Federal Telephone & Radio Corp. His work will involve the development of Selenium rectifiers, quartz crystals, transformers and coils, special purpose transmission tubes, Intelin cables and other components.

J. GRANVILLE BATES Jr., released from service, ex-fleet manager of Hoffman Radio Corp., Los Angeles, and prior to that with Frederick's Western Division for 20 years, has been appointed assistant to the vice-president in charge of the radio engineering department of Federal Telephone & Radio Corp., IT&T affiliate.

HASKELL COHEN, former war correspondent, has been named public relations director, has been added to the engineering staff of WRKO, Boston.

HERBERT BOLSHEUSER, released from the Navy as chief electrician, has been added to the engineering staff of WRIC, Richmond.

HOMER F. BILL, released from the Army, has joined the technical staff of WPIL, Pittsburgh, Pa.

ANDY BROWNING, chief engineer of WTAG Worcester, Mass., is father of a girl.

FEDERAL Telephone & Radio Corp., New York, has received the Army-Navy “E” award for accomplishment in the production of a single BBC.

COMMERCIAL Radio-Sound Corp., New York, has been awarded a star for its sales division of Federal Telephone & Radio Corp. This work will involve the development of Selenium rectifiers, quartz crystals, transformers and coils, special purpose transmission tubes, Intelin cables and other components.

COLBY H. KNAPP, with Stromberg-Carlson Co. in various capacities since 1915, has been named district sales manager for company’s telephone division, with headquarters in Chicago.

COMMERCIAL Radio-Sound Corp., New York, has received an Army-Navy “E” award for its continued contribution to the war effort. Brig. Gen. Edgar L. Coppel, assistant director of procurement and distribution service, also wrote the company a letter congratulating them for their contributions to the war effort.

PRESTO RECORDING Corp., New York, has been awarded a star for its Army-Navy “E” award for its factory’s outstanding contribution to the war effort. The company has been awarded a star for its factory’s outstanding contribution to the war effort.

COMPLETE line of dry batteries will be added this month by BCT Victor tube division. Orders will be filled on an allocation basis.

New York has been given a scroll by the National News Service for its 16-week program series, "The Town Business of Churchill," broadcast early this year. The 45-foot-long scroll on rice paper says the series helped "to create a greater understanding of China and its people".
Schechter Expands MBS News Department to 24-Hour Basis

WITH THE completion of an instantaneous transcontinental com- munication network and the opening of a high-speed teletype between New York and the Pacific Coast, A. A. Schechter, who joined Mutual June 18 as di- rector of news and special events, in Aug. 1 put his department on a 24-hour operating schedule.

Wallace West, formerly with the CBS press and the NBC news depart- ment in New York and with the Office of Censorship in Wash- ington, has been appointed New York night news editor. Bert Covit, veteran newspaperman and radio news commentator, who witnessed the Jap conquest of Manila while working there for UP, is night editor in New York.

Fern to San Francisco

Jack Fern, formerly with NBC news and special events and with KOA Denver and WTMAT Cleveland, has joined Mutual's San Francisco office as night news edi- tor. He was until recently as- sistant relations officer for the Seventh Fighter Command in the Pacific with the rank of captain.

Mr. Schechter, who took over his duties at Mutual after three years of military duty, latterly as radio officer for Gen. MacArthur with the rank of lieutenant colonel, and who headed NBC's news and spe- cial events operations before en- tering the Army, has also provided greatly increased newsroom space in both New York and San Fran- cisco.

Mr. Schechter is also realligning his overseas staff. Leslie Nichols, who left for Guarn to Europe, where he will head up Mutual operations. Bill Hillman and Arthur Mann are already in Europe for Mutual with John Mahon and Paul Manning covering the Pacific front. Other correspond- ents will probably be added in both areas in the near future.

George Greeves Is Made KPO Assistant Manager

Mr. Greeves, who will now function as assistant general manager of the station and Comdr. Curtis D. Peck, released from Navy service, turns to his KPO post as chief engineer. Both have been in radio for many years.

Mr. Greeves has been with NBC since 1928. He supervised design and construction of the Veterans Bldg. "Radio Row" to facilitate radio coverage of UNCIO. Comdr. Peck was originally engineer in charge of WLS Chicago when called in 1926 to become chief engineer of KPO, then operated by Hale Bros. Dept. Store and San Fran- cisco Chronicle.

RCA GROSS INCOME UP FOR SIX MONTHS

RCA had a gross income of $135, 300,680 in the first half of 1945, compared with $156,166,006 for the same period of 1944, according to the company's consolidated income statement, released last week by Brig. Gen. David Sarnoff, presi- dent of RCA.

After provision for Federal in- come taxes of $13,725,100 and other charges, RCA showed a net income of $5,810,056 in the six-month period of 1945, compared to $4,440,214 in 1944 when the provision for income taxes was $14,290,650. Earnings for common stock, after deduction of preferred dividends, were 29.5 cents a share, compared to 20.6 cents a share a year ago.

Second-quarter figures for 1945 were: gross income, $77,829,246; net income after taxes, $2,689,705; earnings per share, 13.7 cents. For second quarter of 1944: gross $77,098,990; earnings per share, 9 cents.

BMB to Develop Data on Radio Ownership by Counties, Cities

BROADCAST Measurement Bu- reau will develop data on radio set ownership by counties and principal cities throughout the United States for 1947. Figures were released last Wednesday following the initial meeting of the new Tech- nical Research Committee at BMB headquarters in New York.


Mr. Evans joined with Hugh Felits, BMB president, who explained the purpose of BRC as an advisory body to the BMB management; Paul Peter, BMB executive secre- tary, who reviewed the decade of discussions of coverage measure- ment methods among advertisers, networks, and broadcasters, eventually led to the formation of BMB, and John Churchill, BMB re- search director, who reviewed the development of the bureau.

Following the meeting were the BMB board committee on re- search: D. E. Robinson, Sherman K. Ellis, chairman; Robert Elder, Lever Bros.; Frank Stanton, CBS.

Three other network research execu- tives: James Gaines, NBC; Rich- ard Puff, Mutual; Harold Carr- raine, CBS, were present by invitation.

Committee unanimously agreed that the objective of the projected survey of station audiences is to assist the American advertiser in his efforts to reach the listening public. Families of all nationalities and economic groups will be included, the committee said, which means that special studies of indi- vidual foreign language groups can be handled only as an additional service separate from the main survey. Such extra surveys will be conducted by BMB for the broadcasters of any community if these broadcasters will stand the expense.

When Mr. Churchill outlined the work on sample allocation which has already been completed (Ala- bama through Illinois), the com- mittee voted unanimous approval and recommended that the procedure be followed for the rest of the country. The recommendation is to be considered by the board re- search committee and reported to the board for final adoption at its next meeting, Sept. 11. The decision will enable the bureau to award contracts to name-gathering organizations now bidding for the assignment. Contracts for the first part of the project should be placed within the next week or two.

Mr. Churchill also reported on conferences held with the Canadian Bureau of Broadcast Measurement, which in its report for Aug. 23, said that plans for an exchange of information between BMB and BMB will be submitted to the board in Septem- ber.

After a discussion of report forms, the committee recommend- ed that BMB reports should show actual circulation figures of sta- tions and percentages of radio homes reached.

Technical Research Committee will meet again in New York on Aug. 29.

Walker to Hawaii

COMMISSIONER Paul A. Walker, Chief of the FM Bureau of the FCC, accompanied by W. G. Thompson, assistant vice- president in charge of overseas telephones, AT&T, left Washington Monday for a survey of Hawaiian telephone rates and confer with communication companies. They also plan to attend a meeting of the Pacific Commis- sioner of the Territory of Hawaii.

New FM CPs Asked

LICENSEE OF WBNS Columbus, O., RadioOhio Inc., last week filed for applications for FM out-lets in Springfield, Portsmouth, Zanesville, and Marion, O. Other new FM applications filed by standard stations include WRAW Reading, Pa., KROY Sacramento, Cal., KGNC Amarillo, Tex., WJWL Johnson City, Tenn., KOMA Okla- homa City and KALX Alexandria, Minn., and were listed in Actions of the FCC, page 80.
FM Hearings
(Continued from page 44)

mends FCC avoid blanket rulings which would limit power and coverage of stations which prove their qualifications to provide service needed by citizens of small towns, villages and farms.

JOHN W. STEEN, counsel for Westinghouse Stations: Stood on advance brief [Broadcasting, July 30].

defMars Opposes Limit On Antenna Heights

LT. COMDR. PAUL A. deMARS, consulting engineer: Opposed limiting antenna heights and power (as proposed by FCC), said Commission regulations unsound; more service can be given in ultra-high frequency band by natural elevations; advantage of height is so important it must be considered in allocations; disagreed with engineering standards proposed by Commission; directional antennas as proposed by FCC unsound.

Chairman Porter interrupted frequently, asked what bearing his testimony had on issue at hand; finally told Comdr. deMars to tell his story to engineers at subsequent informal conference. Throughout interruptions Commissioner E. K. Jett (himself an engineer and allocation expert) attempted to aid Comdr. deMars. On Wednesday Chairman Porter apologized, asked Comdr. deMars to place complete statement in record.

Wednesday

G. RICHARD SHAFTO, general manager, WIS Columbia, S. C., chairman NBC Stations Planning & Advisory Committee: Appearing for SPAC, opposed rule to den licensees right to duplicate AM program on FM; under direct ques-
tion by Chairman Porter said Jamie Caesar Petrillo, AFM chief, was "minor factor" in committee's decision to duplicate programs; admitted Petrillo would demand more money for musicians if they per form on FM in unduplicated pro grams. Didn't think reluctance of networks to negotiate with Petrillo was a retarding factor in FM.

Expressed fears Commission may later rule 25% or even 50% of pro grams on FM must be unduplicated; Chairman Porter said he couldn't guarantee anything, but FCC would try not to be unreasonable. Committee opposes any ban on FM ownership by AM opera tors, contending FM is not competitive to AM; urges FCC give positive assurance dual ownership will not be disturbed.

For himself Mr. Shafto made similar protestations regarding AM-FM ownership. He feels FCC should review its proposed "prohibition against a rural station serving any metropolitan district with more than 500 microvolts"; contends under proposed allocation plan wide rural areas will have no service.

Commissioner Durr commented some people don't like American programs as offered by nets; Mr. Shafto said it's true, but those people wouldn't like anything offered by any station, said Mr. Durr was attempting to confuse demands of public with what public will take. Mr. Durr was interested in what rates FM operators propose to charge, but witness said rates couldn't be reached until FM becomes a service.

Mr. Shafto thinks FM will never completely replace AM—there will be some areas with both services and some with AM the top service, but feels FM will take over in many other spots. Predicts 10 years hence all networks will provide dual service for AM and FM. Testified NBC hadn't formally asked affiliates to go into FM, but encouraged it.

EVERETT L. DILLARD, general manager, Commercial Radio Equipment Co., radio engineering

Again Available Without Priorities

LINGO

VERTICAL TUBULAR STEEL RADIATORS

Prompt Shipment
From Materials In Stock

Your post-war plans take a decided spurt now that Lingo Radiators are priority-free! Because of the limited amount of materials on hand, production must be concentrated now on radiators not exceeding 250 ft. in height. Regardless of whether you are ready to install now or not—order your Lingo Radiator now. It will be constructed on a first-come, first-served basis and delivered when you want it.

Place Your Order NOW!

Please include in your inquiries the radiator height required and approximate site, so that complete quotations 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

RICHMOND
LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH
Had Bank Clearings for
May 1945—$342,438,-
000. An Increase of 9% over May 1944.

In this Major Market
USE WMBG
NBD IN RICHMOND, VA.
5000 WATTS

BROADCASTING • Broadcast Advertising
vision of unduplicated programs daily proposal mental of total unit values tion add each such.

reservation mon with super-power clear channel FM era- tion ance contribute or in each FM. favor multiple AM.

考える type am be New York.

considered. AFV se- sons to serve, assume the respon- sures of the war, due
to rural stations; the FCC was to recognize FM as a better service and failure of industry to push it.

will provide excellent service to rural listeners, but FCC allocation plan does its express purpose; high power and terrain must be considered. Rural stations shielding metropolitan districts as proposed by Commission actually would lose 45% of service area; suggested something could be accomplished by jamming in metropoli- tan districts, thus allowing rural stations to serve rural areas.

Urged nothing be done to interfere with multiplexing facsimile; endorsed Comdy. deMars' statement about antenna heights; agreed with Mr. Fly that New England

Washington area requires treatment different from general allocations; thinks two-band FM mandatory to give dealers something to demonstrate before new-frequency transmitters get on the air.

FM was put over by the "Alpines and Paxtons" reaching people who had no service; thinks 50 kw transmission is not in offing; 10 kw can be obtained within a reasonable time, say 6 months; receivers will be available in the fall.

Chairman Porter suggested the FCC might adopt a policy with reference to a mandatory switchover from present FM band to new one, say year hence. Maj. Armstrong said it would be better to wait six months, see how tube development comes along. He saw no objection to announcement by present FM operators that service in present frequencies is temporary, but would let broadcasters "state the facts and let the manufacturers use their own judgment" about turning out two-band receivers.

Maj. Armstrong thinks community stations are a good idea, was "startled" at 50 w power, but was informed by Commissioner Denny, FCC Engineering Dept. now thinking about 250 w.

Chairman Porter commented the new No. 6 television channel (82-84 mc) offers possibilities for FM should additional FM space be needed. Maj. Armstrong suggested

(Continued on page 76)

Armstrong Suggests Changes for Rurals

Maj. E. H. ARMSTRONG, professor of electrical engineering, Columbia U., and FM inventor: Quipped the inventor: "I suppose I shall have to assume the responsibility for most of this difficulty." He sees the trouble as conflict between public interest and economics; development of FM was held up by "damned up condition due to the war; failure of the FCC to recognize FM as a better service and failure of industry to push it.

FM will provide excellent service to rural listeners, but FCC allocation plan does its express purpose; high power and terrain must be considered. Rural stations shielding metropolitan districts as proposed by Commission actually would lose 45% of service area; suggested something could be accomplished by jamming in metropolitan districts, thus allowing rural stations to serve rural areas.

Urged nothing be done to interfere with multiplexing facsimile; endorsed Comdy. deMars' statement about antenna heights; agreed with Mr. Fly that New England radio stations will last "long time" but local and regional stations gradually will give way to FM.

IRA A. HIRSCHMANN, vice- president, Metropolitan Television Inc., WABF New York: Favors 6-hour minimum daily schedule; proposal to require two hours of unduplicated programs daily desirable but not essential; thinks duplication of AM programs will contribute much to speedy acceptance of FM. Favors multiple ownership regulation, but suggests revision of wording; favors FM operation by AM licensees; convinced FM eventually will replace AM, with super-power clear channel stations remaining in AM for rural coverage.

Favors application of network regulations for use of common antenna site, booster stations, reservation of 20 channels, fa-
FM Hearings
(Continued from page 75)
that since TV eventually would move up and likely wouldn't be ready for the No. 6 channel at an early date, the 80-88 channel band could be assigned to FM, alleviating the New England problem.

RICHARD G. EVANS, president, Scranton-Wilkes-Barre-Pittston Broadcasters Inc., applicant for FM said: FCC proposed allocation plan would deny 2-3 million people in anthracite region proper service; believes FM will surpass AM and "within 6 months AM operators will come around to the Commission valuing cop and robbers and saying we have given them the economic hotfoot". Appears FCC proposes to use retail cash register as measuring stick for FM.

No need to ban AM operators from FM field if FCC recognizes FM as competitive service, rather than complementary to AM; favors unduplicated programs; recommends Sec. 3.233(d) be made part of FM Rules & Regulations; says duplication of programs will retard, not stimulate FM.

JOHN V. L. HOGAN, president, Interstate Broadcasting Co., WQXR WQXQ New York (New York Times): Suggests FM would be accelerated if AM programs are made available, but feels broadcasters will program FM at intervals without regulation; thinks rule on unduplication requirements will be unnecessary at present.

PAUL F. GODLEY, consulting engineer: Would leave duplication to licensee; multiple ownership regulations should stress public service need rather than fear of monopoly; joint ownership of AM-FM desirable during transition period; booster stations should be used freely in public interest; opposes reservation of 20 channels; differentiation between classes and service of FM stations should be soft-pedalled; in cases of all stations maximum boundaries of service alone should be set rather than fixed boundaries or fixed powers or fixed antenna heights.

Statements were accepted on behalf of Arthur B. Church, KMBC Kansas City; J. B. Caraway, Evansville on the Air Inc., Evansville, Ind.; Guilford Jameson, Saginaw (Mich.) Broadcasting Co.; Raymond M. Wilmotz, consulting engineer.

Major John Miner
MAJOR JOHN S. MINER, 32, son of Dan B. Miner, head of Dan B. Miner Co., Los Angeles agency, was killed on Dec. 15, 1944, while en route to Japan aboard and enemy prison ship, receiving the Pacific War's third POW. Miner was reported as "missing" and "captured". Major Miner was associated with his father's agency before being called to active duty in November 1940.

FC&B 3rd Agency
For General Foods
Firm Will Handle Ads For Postum & Postum Cereal
FOOTE, CONE & BELDING, New York, becomes the third General Foods Corp. agency on January 1, when it takes over advertising for Instant Postum and Postum Cereal, accounts which spent nearly a million dollars for network radio time alone in 1944.

Young & Rubicam, former Postum agency, has been named to handle advertising of a new General Foods decaffeinated coffee which goes on the market in the near future. In announcing the Postum change, C. G. Mortimer, GF vice-president in charge of advertising, pointed out that it is a company policy to use separate advertising for similar products. He said that the addition of a third agency—GF's first new agency appointment in years—was necessary because of the growth and recent acquisitions of General Foods and the postwar prospects.

Besides the Postum account, FC&B has been chosen to handle advertising of a new cereal product to be introduced after the war, Mr. Mortimer said.

One of radio's largest advertisers, General Foods, spent about $5,000,000 in 1944 in network programs. GF advertising has previously been divided between Y&R and Benton & Bowles. In the beverage classification of GF products, Y&R continues to handle Sanka Coffee in addition to the new product, and B&B is in charge of advertising for Maxwell House Coffee.

Pratt Cable Exec
HARADEN PRATT, recently named chairman of the Radio Technical Planning Board, has been elected vice-president and chief engineer of All-American Cable and Radio Inc., New York and Commercial Cable Co. He will integrate all cable and radio engineering of these two companies and the Mackay Radio and Telegraph Co., all subsidiaries of the American Cable and Radio Corp.
CLURE OWEN LEAVES FCC FOR AMERICAN

CLURE H. OWEN resigned Aug. 1 as assistant chief, Broadcast Division, FCC, to become allocations engineer with the American Broadcasting Co. Mr. Owen was named a Government radio engineer, Mr. Owen was named assistant chief of the Broadcast Division last October, succeeding John A. Wilkoughby, who was promoted to chief (Broadcasting, Oct. 23, 1944). He had been chief of the Hearing Section, Broadcast Division since 1937.

Mr. Owen served in the Radio Division, Commerce Dept. in 1931-32, went to the Federal Radio Commission when his department was transferred to FCC in 1932. He was born in Aldrich, Mo., in 1904 and holds electrical engineering B.S. and M.S. degrees from the George School of Technology. At one time he was associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

For the time being no successor at the FCC will be named.

Relays

(Continued from page 15)

Available in the VHF bands. Moreover, by duplexing operations, services other than television and radio could be carried, it is thought. These include facsimile, teletype, business machine service activated by radio and regular common carrier telegraph and telephone operations.

One of the knottiest problems facing television development has been that of relaying programs to provide nationwide service comparable to auroral broadcasting. A. T. & T. last year estimated roughly that about $100,000,000 would be invested in a 6,000-7,000 mile transcontinental coaxial cable which presumably would serve initially only the larger markets. A half-dozen companies, including A. T. & T., are experimenting with microwave radio relays, and are applicants before the FCC for such service.

When the plan is made public in full detail, it is presumed the exact manner in which service will be supplied will come to light. The engineering feasibility of the plan remains to be determined, but cognizance must be taken of the importance and the technical standing of Westinghouse and Martin in their respective fields.

Plants Close to Each Other

Much work has been done by Westinghouse and other radio and electronics firms in microwave transmission and equipment development, for wartime purposes. Westinghouse and Martin plants are neighbor properties outside Baltimore.

Radar unquestionably would play a significant role in the evolution of the new system. By using this ingenious ranging and detecting service, planes flying the anchored routes would be forewarned of any obstructions in their paths. The phenomenal development both in radio and aviation during the war, many aspects of which remain classified, doubtless have contributed toward the possibility of the project—the most ambitious since radio's advent.

Implicit in the development, if demonstrated as practical, would be elimination of all types of existing relays for high frequency services. The cost factor, apparently would be much lower than coaxial cable. Moreover, it should be infinitely less than radio relays using high antennas or mountain-tops at regular intervals to relay the line-of-sight microwave signals which travel from horizon-to-horizon and which are detected by physical barriers in their paths. At a 30,000-foot altitude all obstructions would be scaled.

Conceivably, under such a plan, one company could supply nationwide television and FM service or several such services. But whether such an operation would be in the common carrier field (like A. T. & T. which owns no broadcast or television stations) or in the radio service operating field would be a question of public policy to be decided. Inevitably there would arise the question of tendency toward monopoly if one company operated an entire network of television or FM stations. Existing networks repeatedly have been confronted with that problem and have never been able to devise a plan to overcome ownership of a handful of stations in key markets.

Presumably the proposed service could be accomplished in allocations now provided by the FCC for television and FM relay services above 400 mc. Provision now is made for expansion of broadcast, television, facsimile and relay services in the ranges up to 900 mc.
Advertising Council Votes to Continue Cooperation for Public Service Plan

PROPOSAL that the cooperation of all advertising interests for public service which has functioned so effectively during the war period be continued into the postwar era has been approved by the board of the War Advertising Council and will now be submitted to the various sponsoring groups which support the council.

Council points out that the future welfare of business and advertising is interlocked with that of the public, that the need for public service advertising will not end with V-J Day and that many postwar problems will be as serious as those faced in wartime. Fact is stressed, however, that "as long as the war with Japan lasts, the council's supreme objective will be to help speed the day of final victory."

But, the proposal states "because from the standpoint of many grave national problems the line of cleavage between war and postwar will not be sharp but blurred, it is necessary to settle now the question of whether advertising should be fully demobilized from the national service at the war's end.

Such current council campaigns as the fight against inflation, problems of returning veterans and the need for international cooperation will be carried over into the postwar period if the sponsoring groups approve the council's extension past the end of the war.

Swan Soap Set

LEVER BROS. Co., Cambridge (Swan soap), has bought last show of the CBS summer sustainer Life of Mary Christmas, 8:30-8:55 p.m. Aug. 27, to use closing time to introduce Joan Davis and Swan soap which takes over period Sept. 3. Joan Davis series was originally scheduled to start Aug. 27. Format of last season's Joan Davis show which was located in a grocery store is owned by former sponsor, Sealtest, which is continuing that series without Miss Davis. Present tentative plans are to set Joan Davis in a teashop instead of a grocery.

LISTENERS:
Daytime audience, 1,902,591; night-time audience, 1,569,794.

COVERAGE:
Within the WLAW area of 5 mile center, you cover 181 cities and towns of industrial New England.

PROGRAMS:
Popular Blue Network and imaginative local programs have won an enthusiastic following.

SEND to Station WLAW, 278 Essex Street, Lawrence, Mass., for revealing data and coverage map.

5000 WATTS 680 KC
NATIONAL REPRESENTATIVES
WEED & CO.

Siegmann

(Continued from page 80)

leadership, people are capable of responding to it.

It can only be presumed from this commentary that Mr. Siegmann believes the American listening public is suffering under a delusion that it likes what it listens to, and that that delusion is given substance through some magic exercised by broadcasters.

Radio's "greatest need," he believes, is "a more widespread, intelligent reaction to what it offers." There is more. Woven through Mr. Siegmann's articles is a lament against daily serials. He believes that such escapism as they provide does not promote a better world. Much that he offers is constructive and thoughtful. All is written in convincing prose. What effect his probing at the FCC might have on radio in this country is not predictable now, for no one at the FCC cares to talk about his assignment.

Mr. Siegmann was born March 10, 1899. He is a graduate of Oxford University, London, and a veteran of World War I. His recreations, according to Who's Who (1945), are walking and reading. He is being assisted in his work at the FCC by Miss Eleanor Bontecou, former aide in the office of Justice Hugo Black—who is Commissioner Durr's brother-in-law.

Resuming TV

RESUMING production of television programs, WOR New York starts 13-week series on WRGB, General Electric video station in Schenectady, Aug. 1, Wed., 8:30-9 p.m. Series starts with The Better Half until Sept. 5 when the "Brownstone Theatre Presentation" takes over for 7 programs, followed by Sea Book Dramas for the last three shows. WOR had presented radio programs for the last two years on WABD, DuMont video station in New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville, Ky., announces effective Oct. 10 will replace NBC "Gay Mrs. Peabody's" Wed. 7:30-8:00 p.m. (CWT) with Sigmond Romberg's 45-piece orchestra. Agency is Russell M. Seeds Co., Chicago.
Crosley
(Continued from page 15)
was found otherwise financially, technically and legally qualified. Mr. Coursen warned that a "very
lagerous precedent" would be set if the Commission held that manu-
facturing interests (Fox facto could not own stations. He cited General
Electric and RCA among licensees who would be affected by such a
precedent. Both counsel argued that the question was one for Congress
and not the FCC to determine.

Complying with the Commission's wishes that principal officers
and directors be residents of the area served by WLW, Mr. Coursen
said Avco had made some changes to the proposed Crosley board. Five
of the nine members would be residents of Cincinnati. They include,
besides Powel Crosley Jr., R. C.
Cosgrove, vice-president and gen-
eral manager of manufacturing; James D. Shouse, vice-president in
charge of broadcasting; Robert E.
Dunville, vice-president and gen-
eral manager of WLW; John Rowe,
president of the Fifth-Third Union
Trust Co.; Avco board members
would be Mr. Emanuel, Irving B.
Babcock, president; William F.
Wise, executive vice-president; R.
S. Fruit, general counsel.

Crosley by-laws will be amended to segregate broadcasting opera-
tions from manufacturing, Mr. Coursen said. Avco is prepared, he
added, to divorce broadcast opera-
tions entirely from the parent com-
pany by setting up a separate cor-
poration, if the FCC insists. In such
event Mr. Shouse would become
president, Mr. Dunville vice-presi-
dent and all directors would be resi-
dents of Cincinnati, except Messrs
Emanuel and Babcock.

Presumably, Mr. Emanuel would
become chairman of the board.
with Mr. Babcock in second posi-
tion of authority.

Commissioner Denny questioned
Avco counsel closely as to the pro-
posed capitalization of the new com-
pany which might be set up to oper-
ate WLW, but Mr. Coursen said
that stage hadn't been reached.
Mr. Babcock in second posi-
tion of authority.

Second FM Shift
SECOND petition for shift of as-
ignment of an operating FM sta-
tion to newly allocated frequencies
was filed with FCC last week by
The Journal Co., Milwaukee Jour-
nal publisher and licensee of stan-
dard station WTMJ and FM sta-
tion WMFM. Letter station would
move from 45.5 mc, present chan-
nel, to preferred 94.1 mc channel.
Increased coverage is planned.
Temporary interim operation from
WTMJ location is proposed during
changeover of WMFM facilities.
First such application for conver-
sion had been filed by Maj. Edwin
H. Armstrong for WFMN Alpine,
N. J.

Letter to the Editor
Editor, Broadcasting:
Please correct July 30 issue re-
porting WLBF as being for the
proposed FCC allocations for FM.
We did not comment on FCC plan
in our statement to Commission.
We did state our position in support
of the single market plan. We are
on record favoring this plan when
first announced by CBS. We think
it is sound. We have not changed
our minds. Therefore, please list
us among those favoring CBS
single market plan in FM alloca-
tions.

Regards,
(s) LESLIE C. JOHNSON
Radio Station WHBF
Rock Island, Ill.
Liquor Ads Are Dropped
By WFAA, KGKO Dallas
ADVERTISING of alcoholic bever-
ages will be discontinued on all
programs by WFAA Dallas and
the Dallas division of KGKO Dal-
las-Fort Worth at expiration of
present contracts. Earlier alcoholic
beverage sponsors had been refused
time on newscasts.

Rev. Sam Morris, Texas Bapt-
ist minister and prohibitionist, in
past has complained periodically to
FCC about beer and liquor spon-
sors on Dallas and Fort Worth
stations. One of his complaints is
pending against KRLD. WFAA in
the past has accepted only a lim-
ited number of beer accounts, but
with local option management felt
subject was controversial.

WHY ALL THE FUSS?

KCMT is proud of its award for outstanding pro-
motion of Terry and the Pirates, sponsored by The
Quaker Oats Company. Sure! But why all the fuss?

Outstanding program promotion is the rule rather than
the exception at KCMO—a rule that measures promo-
tion in terms of potential customers reached. Let this
rule be your guide to time-buying that brings positive
results for your radio dollars invested in the greater
Kansas City agricultural-industrial market. For avail-
abilities, see your nearest John E. Pearson office.

5000 WATTS
Basic Station
AMERICAN Broadcasting Co.

Page 80 • August 6, 1945
NAB Report
(Continued from page 18)

Progress is reported in fields of
ational organizations contact, in-
ternational interests, the Assn. of
omen Directors; community radio
ctivity, women's and children's inter-
ts, and radio education. Aim
s to acquaint public with the im-
portance of listeners in the
ocratic system of American radio.

Engineering
Department sees a coming return
normacy. Report lists scope of
operative activities with techni-
cal radio groups, such as War
 Communications, IRE, RMA, RTBP,
ate Dept. in re Telecommunica-
ns Conference, the FCC, OWI
nd Canadian broadcasters.

Promotion
Chief activities are NAB War
nittee, with direct service to
med forces overseas; War Bond
mittee; Radio News Committee;
ouncil on Radio Journalism,
ordinating training for radio
ith expanding requirements for
ersonnel.

General Counsel-Labor Relations
Office handles Industrial Rela-
ions, compiling data on labor con-	racts for use of member stations,
nd advising them on such mat-
ers; and general legal problems,
 FCC regulations, copyrights,
censorship and allied legal prob-
ems.

Government Relations
Legislative branch acts as "liai-
son" between stations and
gress, keeping each informed on ac-
tivities and functions of the other.
Exeutive and Administrative in-
tercepts rules and regulations of
 FCC and informs broadcasters of
he rulings. Judicial Interprets
d informs members on court
ases as they apply to radio.

Secretary-Treasurer
Report lists active membership
 districts, committee meetings,
district meetings, staff changes
nd statement of income and expense
or the year.

Broadcast Advertising
Much of the work has been de-
tailed to development of retail radio
vertising. In this connection, de-
artment reports the clinical test
presentation conducted by Speakers
 Texas and the sales
angers executive committee
hich worked on the test and com-
led results among other activi-
ties, such as research on rate cards,
time selling, etc. Work with small
arket stations is told, along with
peration with NRDGA, the Dis-
t district meetings, talks between ad-
clubs, and activities with educa-
tional groups, government agen-
cies, trade groups. Report also
cusses future of broadcast adver-
tising and states the aims of the
roup—1. Keep copy clean. 2. Sell
etter advertisers.

WORDS or music—its all the same
to WJHP staff. Ted Chapeau, sta-
tion manager (with trumpet) found his announcers were hot musicians
so Club 1280 afternoon show, was born. (l to r) Al Jennings, sports; Lamer Moran, the "Nightwatchman"; Mr. Chapeau; Ray Herbert, news; Doug Oliver. Dennis McCarthy, not shown, picks a guitar.

Raymond R. Morgan
Opens N. Y. Office
Raymond R. Morgan Co.,
ollywood, and its affiliate, Good-
kind, Joice & Morgan, Chicago, ex-
panding operations on a national
ale, have established branch off-
ices at W 52 & 42nd St., New
, with Hugh Ernst Jr. vice-president
n charge. San Francisco offices
ave also been opened in the Hearst
lbdg. with Porter Anderson vice-
president in charge as resident
anager. Lester Hopper, for three
ears copy chief and account
xecutive of Buchanan Co., Chi-
ago, has joined Raymond R. Mor-
gan Co., Hollywood, in similar ca-
.

Simultaneously, it was announced
hat Planters Nut & Chocolate Co.,
uffolk, Va., account will revert
back to Raymond R. Morgan Co.
nd its affiliate, Goodkind, Joice
 Morgan as of Oct. 1. Pacific divi-
ion of that account, for past 18
ths, has been handled by Erwin,
 & Co. of the Pacific Coast
ow Honig-Cooper Co.). Prior to
hat for several years account was
erved by Raymond R. Morgan Co.
resent and anticipated appropri-
tions for Planters include ex-
tensive radio advertising.

Deutsch Back
Arnold R. Deutsch, active
head of the Deutsch & Shea Adv.
cy, New York, has returned to
the agency post after almost three
ns in military service. Mr.
 Deutsch recently returned from
overs where he was chief of
roduction and distribution of the
ublications section, psychological
ision, SHA£. Mr. Deutsch was
airman of the Army Advertising
ub Club of the United Kingdom. Ear-
ier in the war, Mr. Deutsch served
in the U. S. Maritime Service.

WMOG To MBC
WMOG Brunswick, Ga., 250 w days,
0 w nights, on 1490 k.c., joins
ual as its 274th affiliate upon
npletion of network lines.

57.7%
of all Iowa families
Listen Most (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts - Des Moines
Free & Peters, Representatives

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

FOR 24 HOUR SERVICE
ON DIRECT CUT COPIES OF YOUR RECORDINGS

Follow the Crowd
TO...

Deutsch Back
ARNOLD R. DEUTSCH, active
head of the Deutsch & Shea Adv.
cy, New York, has returned to
the agency post after almost three
ns in military service. Mr.
 Deutsch recently returned from
overs where he was chief of
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### Situations Wanted (Cont'd)

**ANNOUNCER**—experienced man, versatile, booking 2 new stations. Solid addition to your staff. Box 977, BROADCASTING.

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- **Wanted:** Experienced announcer speaking English, Spanish, and Portuguese, to be located in Latin America. Send full details and salary expected. Box 369, BROADCASTING.
- **Wanted:** An experienced announcer to work for a well-known radio station in the Southwest. Box 368, BROADCASTING.

### Situations Wanted (Cont’d)

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### RELIGIOUS TRANSCRIPTION LIBRARY


**NEWSCASTER**—KXIC, Kansas City requires a regular, evening announcer with adequate news experience—midwesterner preferred. Evolving stations, Kansas City. Box 965, BROADCASTING.

**TECHNICIAN**—experienced with ASV, Jones, and_university. Good antenna experience. Box 973, BROADCASTING.

**DIRECTOR**—experienced in the field of sound projection, capable of exercising complete control over all phases of studio. Box 973, BROADCASTING.

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**THE SCHOOLS OF RADIO TECHNIQUE**

**NEW YORK**

- America’s Oldest School Devoted Exclusively to Radio Broadcasting
- Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Pros. Most recent equipment.
- For Full Details, Request Booklet B.

**CHICAGO**

- America’s Oldest School Devoted Exclusively to Radio Broadcasting
- Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Pros. Most recent equipment.
- For Full Details, Request Booklet B.
BROADCASTING

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD WEVD—112 West 66th St., New York, N. Y.

CRYSITLS

HOLSTTE CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Kansas City, Mo.

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

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

SOUND EFFECT RECORDS
GENNFT-SPEEDLY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSOK
67 W. 44th St.
New York, N. Y.

BUY
WAR BONDS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
Munsey Bldg., District 8456
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7659

GEOIGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NATIONAL 7757

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. NATIONAL 6513
Washington 4, D. C.

FRANK H. McINTOSH
Consulting Radio Engineer
710 14th St. N.W.
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 3347

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.

LOHINES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. District 8213
Washington 4, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg., Republic 3347

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
National Press Bldg. Wash. 4, D. C.
District 9668

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pt., N.E.
Atlanta, Ga.
ATwater 3328

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71
Warfield 9089
College Park, Md.

BROADCASTING • Broadcast Advertising
August 6, 1945 • Page 83
At Deadline...

TREASURY REPORT SHOWS RADIO HIGHEST

COMPARATIVE breakdown of record Seventh War Loan support volunteered by advertisers, agencies and media released Friday by Treasury, shows that radio, up 109% over Sixth Loan effort, and far more than doubled combined effort of all other media. Total $42,655.459/25 contribution is an all-time high in advertising of any product or cause, said Ted R. Gamble, Treasury War Finance Division national director, and Thomas H. Lane, WPD director of radio, advertising and press.

Daily and weekly newspapers in the Seventh gave $12,019,189.72; controlled circulation papers $1,183,544; general magazines $2,145,145; business publications $1,150,669; farm magazines $446,601; outdoor advertising $3,351,022.52.

Radio contribution totaled $23,513,742

MORE TIME TO GODFREY

ARTHUR GODFREY's morning program on CBS will be extended from a half-hour to 45 minutes, effective Aug. 27, when it will be broadcast 9:15-10 a.m. instead of the present 9:15-9:45. Extension is being made, according to Douglas Coualter, CBS vice-president in charge of programs, "in response to numerous requests."

DuMONT CHECKS SETS

WABD New York, DuMont television station, is surveying New York to determine number of video sets and their present operating conditions. Door-to-door interviewers also are tabulating figures on available television audience and looking-listening habits.

Business Briefly

(Continued from page 4)

the Martin Block show, 3 times weekly, participation 3 times weekly of Take It Easy and 12 to 15 spot announcements. Contracts for 52 weeks were placed through Emil Mogul Co., New York.


WONDERLAND PLANS • Wonderland Studios, Inc., New York, has appointed Emil Mogul Co., New York to handle its advertising. Radio plans not set but may start sometime in October.

TRENTON FAIR • Trenton Fair, celebrating its 200th anniversary this year, announced the appointment of Bert Nevins Assoc., New York, to handle publicity for the exposition. Radio is said to be considered to promote the fair to be held in Trenton Sept. 9-13.

BULOVA ON WCBW • Bulova Watch Co., on Aug. 18 becomes first advertiser on WCBW, CBS video station in New York. Four time signals a week will be used but instead of the clockface closeup with the second hand making a circuit to the accompaniment of the minute waltz which Bulova has used for several years on WNBW, NBC television station, the WCBW announcements will show new Bulova watches on feminine wrists, while an announcer gives the time orally. Spots will be 20 seconds each, in line with CBS policy limiting video spots to the same length as network channel breaks. Bulova agency is Biow Co., New York.

TONI PLANS RADIO • Toni Inc., St. Paul (Cold Wave Kit), has appointed J. Walter Thompson, Chicago, to handle its advertising. Radio will be used.

SNAFU FOR BROADCASTERS

IMPROMPTU radio organization has been created and is spreading like wildfire. Adapting Governmental formula of alphabetical identity, particularly in light of rash of allocations, regulations and whatnot, group calls itself CAIC. It means, "Cripes, Am I Confused?"

Negotiations Revealed in Crosley Sale

INITIATION of negotiations for sale of Crosley Corp. to Aviation Corp. were handled by Management Planning Inc., Washington, D. C., it has been announced by the firm's president, Clinton Davidson.

Mr. Davidson, in revealing his organization's participation in the transaction, said Management Planning Inc. has served as financial advisors to Edward J. Noble, Chairman of the Board, American Broadcasting Co.; Powel Crosley Jr., Marshall Field, the Bingham interests (WHAS Louisville) and Westinghouse Stations Inc.

People

DAVE TAYLOR, program director of WEAU Eau Claire, Wis., moves into sales and promotion department and Jack Kelly, veteran radio and public relations man, becomes program director.

PAUL S. WILSON, formerly New York manager of William G. Rambeau Co., joins the New York sales staff of Adam J. Young Inc. Aug. 6, also becoming a member of the firm. In radio since 1929, Mr. Wilson has worked with NBC's central division, CBS Radio Sales and United Press.

SCOTT BARLOW, formerly with McCann-Erickson Adv., New York, has been appointed editor of Sylvania News and assistant to J. G. Kronenwetter, advertising production manager of Sylvania Electric Products, radio tube division.

WILLIAM S. HALSTEAD, president of Halstead Traffic Communications Corp., will become consulting engineer for Farnsworth Television & Radio Corp., and John A. Curtis, Halstead v-p and chairman of management committee, becomes manager of Farnsworth Communications Division, in Farnsworth acquisition of all assets of Halstead Co. Halstead key personnel, lab and manufacturing facilities will transfer from New York to Fort Wayne. Farnsworth is owner of WGL Port Wayne.

HOWARD K. SMITH, CBS war correspondent, is vacationing in his home town, New Orleans, after eight years abroad. He is scheduled to return to the Continent in the fall as CBS staff member.

RICHARD FEHR, formerly in the program publicity department of Benton & Bowles, New York, is now with Doherty, Clifford & Shenefield as publicity director. He replaces Robert H. King, who resigned last week because of poor health.


LT. COL. ARTHUR H. SCHROEDER, for the past 3½ years on active Army duty with Army Airways Communications System, is on terminal leave pending inactive duty Sept. 1. Col. Schroeder served for 18 months in the European theater. He is expected to return to radio law practice in Washington but has not yet announced final plans.

SYLVANIA HITS NEW HIGH

CONSOLIDATED sales of Sylvania Electric Products, a subsidiary, Colonial Radio Corp., reached a new all-time figure of $75,821,874 for the first six months of 1945. This represents an increase of 88% in sales over the corresponding period of 1944.

AMP SIGNS THREE

THREE stations have signed new music licensing agreements with Associated Music Publishers, New York, and nine others have renewed. New AMP licenses are WGY Schenectady, WCAE Pittsburgh and WJTN Jamestown. Renewing stations are: KYA KRE KOY KFOR WAAB WEAN WICC WNAOC WSYR.
KOIN, Portland, Oregon
for its showmanship in the selling of
War Bonds through the KOIN Million Dollar Club

Arthur B. Church (left), president of KMBC, accepts from his longtime friend and fellow broadcaster Charles W. Myers, president of KOIN, a certificate of membership in the KOIN MILLION DOLLAR CLUB. The membership was extended in recognition of KMBC's outstanding achievements in War Bond promotion. Since Mr. Church became the 103rd member, the Million Dollar Club's roll call has reached 254—and is still growing.

It took a war to emphasize the importance of radio in its influence on our mundane existence. There is no longer any question that in radio, human beings have their most effective medium for the mass transmission of ideas.

When the call went forth to help finance this nation's war effort, radio stations contributed sound selling ideas as distinctive and ingenious as broadcasting itself.

A standout example of this is the KOIN Million Dollar Club which week after week, since the initial broadcast on February 14, 1943, has made its business the selling of War Bonds. Those who have been responsible for the bond sale of at least one million dollars are honored in a weekly night-time live talent production—unique in itself among War Bond shows.

To arrive at the accumulative effort of American broadcasters in serving this nation at war, one has only to multiply the accomplishments of KOIN by the individual efforts of all radio stations—for each in its own way has participated. As an example of this, KMBC of Kansas City was one of the first to install a full-time war activities department to assure maximum effectiveness for backing up over here those over there.

Yes, a word of acclaim from nation's leaders is sweet music to the ears, but it is the grass root appreciation of the people themselves—their sons and daughters on the firing line—in which broadcasting finds its real satisfaction of a job being well done!

KMBC
OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
“KLZ gets results,” is Consensus of Denver Merchants Who Know It Best!

KLZ NEWS SPONSORS GET RESULTS!

SAYS FRED DAVIS: “It is somewhat of a record for a newscast to be sponsored seven mornings a week for ten whole years. Naturally we are sold on the results or we wouldn’t have continued our sponsorship since September 1, 1935.”

KLZ PROGRAM SPONSORS GET RESULTS!

SAYS JOE ALPERT: “We sold over 1100 units of the item advertised. The store was crowded with people and they were here because they listen to my "Barn Dance" program (over KLZ). I know this is true because we had the customers checked.”

KLZ SPOT ANNOUNCEMENTS GET RESULTS!

SAYS JACK LOPATA: “On Tuesday I had one announcement in the form of a test as to the pulling power of KLZ. The response was very gratifying. We clocked about 150 women coming into the store asking for this particular item, all due to KLZ.”

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION.

Represented nationally by THE RATZ AGENCY.