JULY tornadoes leveled homes, threatened crop calamity in Bureau County, Illinois. WLS queried at once through Prairie Farmer editors on the scene and learned of the sharp need for men to clear debris and restore damaged acres.

First WLS broadcasts described this need; told men where and when to meet. 650 men, a hundred tractors came to help. Later broadcasts brought more hundreds. In a week, most wreckage was cleared, crops and livestock back under control.

Paul V. Dean, Bureau County Farm Adviser, counts WLS directly responsible for more than half the volunteer workers.

This is how WLS works for the people of Midwest America, and has for twenty-one years. This is why Midwest people, on farm, in city, and town, have such deep-rooted confidence in “their” radio station.

When wind or war, depression or disaster make a need, WLS responds. And so “our people” respond when we ask them to buy, to help each other or the nation, or to write a million letters a year. A John Blair man can give you more details about the half-time station that works full-time for the people.
News and Commentaries have moved steadily upward in popularity nationally. "News and Commentaries" now rank second in daytime and third in evening time—in the latter time moving up from sixth place in 1938-1939 among major program classifications including drama, news and commentaries, variety, audience participation, popular music, familiar music and children's programs.

And in St. Louis—

Listening Habits Have Changed...

A right sense of timing in meeting new audience interests is one of the key reasons why KXOK gained 29.7% in daytime audience in 1944 versus 1943, as revealed by C. E. Hooper. All other network stations in St. Louis registered an average daytime loss. Gains in listeners and gains in advertisers are the order of the day at KXOK!

KXOK
Saint Louis 1, Missouri
Owned & Operated by the St. Louis Star-Times
630 KC. • 5000 Watts • Full Time • American-Blue Network

Topflight News Features:
- Walter Winchell
- Drew Pearson
- Raymond Gram Swing
- Dr. Bertram L. Hughes
- John B. Kennedy
- Leland Stowe
- Gil Martyn

Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco
It is not always the costliest lure that gets the best results! It's just a matter of giving listeners what they want. And that's what WSIX does. Best proof of it is that 81.5% increase in WSIX's all-day average Hooper for the two years ending in January! Here is what WSIX offers: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at very low unit cost... In the thriving middle Tennessee area covered by WSIX, more than a million potential buyers await your "plug".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

5000 WATTS
980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE
WESTINGHOUSE airborne relay plan may become international in scope, with really no limit to its possibilities. Later developments may overpower complete transoceanic communications, including television relay. Shortage in international broadcast frequencies also would be eliminated, since frequencies which are plentiful would be used instead of waves below 25 mc, which are tight.

BY THE TIME this appears, FCC Chairman Paul A. Porter and Commissioner E. K. Jett will have made a flying trip to Montreal to discuss with Canadian radio authorities co-ordination of allocations for all services (CLOSED CIRCUIT, July 30). They left by Army plane Aug. 10 and were to have returned today (Aug. 13).

DISCOUNT those rumors about Owen D. Young, GE board chairman and one of prime movers of network radio through original organization of RCA-NBC, as new stockholder in or head of American Broadcasting Co.

NOTE TO second-guessers who believe Marshall Field may have interest in newly-formed Associated Broadcasting Corp.—Clem J. Randau, vice-president of Field Enterprises and business manager of the Chicago Sun, has told BROADCASTING: "This organization has no present or future intention of becoming financially interested in the Associated Broadcasting Corp." He acknowledged that an "attempt was made to interest us".

COL. WILLIAM S. PALEY, CBS president on leave as radio Psychological Warfare chief in ETO, won't be back Sept. 1 as expected but probably will arrive later in month. He has been asked to stay in Europe to greet broadcasters' mission and explain radio in war theater.

SECOND postponement in the sale of WINS New York by Hearst to Crosley Corp. (now owned by Aviation Corp.) wouldn't be surprising. Now set for Aug. 20, hearing entails additional work by FCC staff after Crosley sale to Avco was approved and legal department is tied up on FM Rules & Regulations plus Crosley-Avco opinions for majority and minority.

BRIG. GEN. ELLIOTT ROOSEVELT may return to the air as a commentator, when he is discharged officially from the Army on Aug. 15. Wm. Morris Agency will handle the show.

REPORTS persist in political circles that President Truman will recommend to Congress this fall complete reorganization of the Government, entailing wholesale slashing of agencies and commissions, including the FCC. Latest speculation is that economy-minded Senators and Representatives will recommend that he should abolish the FCC and appoint an Administrator of Communications, to function under Commerce Dept. or new Com-

(Continued on page 78)
What's more fun than reading other people's mail?

(Here's a sample of Miss 580's)

More than 40,000 women are members of the Women's 580 club

Heard daily over WCHS at 4:30 p.m.

Hi, Miss 580:

I wrote you not so long ago and gave my brother's address and asked if some of the club members would write to him. Miss 580, we have received a letter from him saying he has been getting about 15 letters a day from girls everywhere and has been answering all he has time to.

He is awfully busy now, he writes, so tell all the girls who write him to take things easy for he'll write as soon as he can; and we, Mother and I, wish we could thank each and everyone of them personally. But since we don't know their names and addresses I am writing to the club and asking you to read this letter over the air so the girls who took time to write will know we thank each and everyone of them. He now has five Bronze stars.

Well, I have been busy raising a garden. It is pretty now and I plan to can lots of fruit and vegetables this year. I visited some of the stores that sponsor our program while I was in Charleston, but unfortunately didn't have time to come up and see the program broadcast.

My sister has a baby now. He is only two and a half months old and his name is David Eugene. Mother has him spoiled already. Well, I'll not send a household hint or recipe now but will soon. I had better close for now but will write more the next time.

A Faithful Member,
(signed) Miss Lola Mae Holcomb

June 13, 1945
Route No. 1
Spencer, W. Va.
Seattle is the hub of the rich Pacific Northwest market. In size it is important, being the 17th city in the United States. But its consumer income is astonishing, amounting to over $2,280 a year per person—the third highest in the country. Where the average American has $1.00 to spend, your prospect in Seattle has over $1.95.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.
Once again WFIL leads the way in progressive radio station operation. Believing that radio entertainment is largely show business, WFIL appoints as its Program Director, Jack Steck—a master showman.

Jack Steck has been a vaudevillian, a stock company juvenile, author and producer of two successful plays, and master of ceremonies at famous night clubs. Steck started in radio in the "crystal set" era. Since that time he has produced and directed many "big time" radio programs and stage presentations.

Looking to the future—when television brightens every radio home, Steck's vast experience in producing shows of wide visual appeal will be turned toward the presentation of outstanding video programs.

Jack Steck currently produces, directs and emcees "Hayloft Hoedown" coast-to-coast American Broadcasting Company program Saturdays at 10:30 PM E.W.T.

IN PHILADELPHIA

WFIL
MEANS PROGRESS
and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
THE FRANK SINATRA SHOW

so does
originates at KNX...

Ozie Waters & His Guitar

- When Sinatra sings, dream castles sprout all over the continent, from Fort Kent, Me., to Calexico, Calif., and Blaine, Wash., The Voice is America's No. 1 wholesaler of what Shakespeare called "such stuff as dreams are made on." Frank is also No. 1 wholesaler of Max Factor's romantic products for embellishing the exteriors of gals and interiors of dream castles.

And when Sinatra sings, it takes the nicest, smoothest, most professional technical skill to transmit the exquisite shadings of his voice to the air. Technical skill is where CBS and KNX live; superlative technical skill is what The Voice gets.

But this skill — famous from c. to c. — is not confined to network programs. Local KNX productions get the same flawless treatment.

Prove it by listening, for instance, to Ozie Waters. Ozie sings Western. He specializes in large, wide rumpled plains, and in skies spattered with stars. Ozie merchandises his own brand of dream material in the early morning, and it has a lot to do with the fast sales of Musterole in these parts.

There's quite a gap between Frank and Ozie in the nature of their products, sponsors, audiences, and selling-appeals. But each audience gets its own favorite at his best — because Columbia-in-Hollywood offers studio technique that has never been beaten.

KNX can build a successful program idea for you. KNX producers will handle it as top-priority in skill. KNX engineers will deliver it to the whole of Southern California bright as new. To start this profitable operation, call us — or Radio Sales — or both.
Feature of the Week

SURPLUS material expected to be had practically for the asking as soon as fighting off of war requirements floods the market may, through necessity, entirely revolutionize broadcasting and allied arts if there is a repetition of the historical first World War.

"The beginning of radio as we know it was not an accident," according to Francis Conrad, American west ern division station relations manager and a faculty member of the recent McCleatchy Broadcasting Co. Summer Radio School at KFBK Sacramento. Mr. Conrad is the son of the late Dr. Frank Conrad, general engineer and oldest Westinghouse employee.

Westinghouse had a large stock of surplus war material which it wanted to put to use, he related. "My father provided the outlet through developing his theory that radio was not only for point to point communication but for mass communication.

"We set up our broadcasting station in our garage in Pittsburgh in 1919. I was the program director— that is, went to the music store to get the records and carried them to the garage. We broadcast on Mondays, Wednesdays and Fridays. I was studio manager and property man.

In 1922, Francis accompanied his father, who is credited with great discoveries in shortwave, to London where Dr. Conrad demonstrated that shortwave transmission was not limited to the horizon.

"Once we thought a shortwave was 16 feet, now we measure it in centimeters," says Mr. Conrad. "We will have learned more about radio when this war ends than we did in World War 1. Then we learned a new use for an existing communication medium. That new use was broadcasting. Now we are in learning of microwaves and television.

"We may even be as naive in our knowledge of television as we were at one time in shortwave. The better we know and understand a thing, the more uses we find for it.

"It is logical for radio to be part of the educational program. Radio is as free as the press of the nation, having all the privileges of the press except editorial comment. Added assurance that this freedom will be maintained is seen in President Truman's insistence, expressed in a letter just made public."

Sellers of Sales

HAL Winter, new media director of Grant Adv.'s New York office, says that four networks are enough for this country... and he feels that new broadcasting chains are doomed to financial failure.

"The costs on a full-fledged network, like any of the four major ones we now have, would be prohibitive to the advertiser," Hal said. "Some time and space buyers seem to think that there is need for new networks because of the scarcity of time on the four existing ones. I don't think a new network could make a go of it."

Hal, who's been with Grant since last May, has been in the radio business since he finished Fishburne Military Academy in Virginia in 1931. Hal was with the Katz agency, national station representatives, for about 2½ years and then went with WHN New York as a station time salesman.

For more than two years before he joined Grant, Hal was media director of Raymond Spertor Co., New York.

In his present job, Hal handles all media buying of the New York office, which includes the supervision of all buying for Grant's foreign accounts. He has four assistants. In 1935, Hall married Miss Florence Maher. They have two daughters, Pat and Pam, and spend their winters in Kew Gardens, their summers at Point Lookout.
When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to “highball” a train of contracts into the hands of Weed-represented stations.

Complete understanding of station problems, as well as time buying problems, makes Weed men able dispatchers of radio advertising business for sales-able stations. When you are represented by Weed & Company you know that “time will sell.”

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Studio of FM Station WLOU, Detroit, Michigan. RCA 77-B Microphones are used in this studio and RCA 88-A Microphones in the announce booth.

The RCA 76-B Console in the control room of WLOU. Also shown in the picture are the RCA 70-B Transcription Turntables.
WLOU, the FM Station of John L. Booth, Inc., Detroit, Michigan, uses RCA equipment throughout. In the studios are RCA 77-C Microphones; in the control room are a 76-B Console and 70-B Turntables; in the transmitter room are an RCA FM-10-B Transmitter and RCA frequency and modulation monitors. The antenna is an RCA Type MI-7823-A assembly.

WLOU is a sister station of WJLB, the AM station operated by John L. Booth, Inc. It is interesting to note that WJLB, like hundreds of other AM stations, is also completely RCA equipped. Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

The transmitter of WLOU is an RCA Type FM-10-B (10 kw) Transmitter.

Other RCA equipment includes frequency and modulation monitors.
"You can't say nobody loves you!
WE love you; F&P loves you!"

If anybody in your Media Department is rapidly (or even slowly) going nuts with over-work, over-pressure, over-detail—why not remind him about Free & Peters?

Yes, we make our living by selling time on the good stations at the right. But the best way we’ve ever found to sell time is to learn the advertiser’s problems, and then to turn in and do whatever research, study, and head-or-footwork is indicated to help that advertiser over his hurdles. How about letting us earn your confidence—that way?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since Mar, 1932
Radio Brings Jap Surrender Offer First

World Hears News Before Formal Proposal

"We surrender!"

The Japs turned to radio to tell the United Nations that they would meet the Potsdam demands if their Emperor's person and position were held inviolate.

That was 7:36 a.m. Friday, Aug. 10, a day that became V-J Day for many peace-anxious people from Iwo Jima to Picadilly.

But the Big Four did not receive formal proposals of peace from the Japanese until later in the day—though the world knew of the Pipsyone broadcast. And while celebrations heralded the end of the war, newscasters and commentators hovered anxiously over telephones, news machines and monitoring receivers, high Government officials met—and kept mum.

Radio at Fore

Radio helped convince the German people their military might could not withstand the onslaught of the Allied armies. Radio played an important part in telling the Japanese people continued fighting was futile. And it was radio—American commercial radio—that carried rapidly moving developments to the people of the United States last week.

First the atomic bomb. Russia's declaration of war against Japan. President Truman's personal report on the Potsdam Conference on the eve of the Japanese surrender acceptance. President Truman made his report to the people and to the world—by radio.

CBS First

First network to flash the first brief bulletin on Japan's acceptance of the Potsdam declaration was CBS, which opened early Aug. 10 to broadcast the news at 7:42:30.

Allan Jackson, CBS news announcer, first read the flash on WABC, New York CBS station. Jackson broke into Arthur Godfrey's local program, airing the bulletin at 7:36:30, just a few seconds after it came in on the United Press Radio wire.

CBS, which usually opens at 8 a.m., started its broadcasting day with the flash and then began calling in foreign and domestic correspondents.

Other networks broadcast the flash at 8 a.m., normal opening hour for American and NBC but an hour early for Mutual. By opening early, CBS scored a 17½ minute network beat.

Among network stations in New York, however, WOR—Mutual apparently was first with the news. John Gambling, WOR m.c., read the bulletin on his own program at 7:56 even.

WABC's 7:36:30 flash was second in New York, with America's WJZ coming in third. Stan Shaw, m.c. on Breakfast in Bedlam, broke into a recording of "You're a Lucky Fellow, Mr. Smith" to read the flash at 7:36:32 a.m.

WEAF's Don Goddard was on the air with the news at 7:37 a.m. NBC's New York office got the story from its San Francisco office which monitored Tokio radio.

White House Watch

Meantime, however, the news wire services had carried the flash into virtually every radio station in the country and early-morning listeners heard the news through their local stations.

Network correspondents were dispatched to the White House in Washington to augment skeleton staffs already on duty. Arrival of Secretary of State Byrnes, other Cabinet members and high Government officials was reported. Regular schedules were tossed out both by networks and local stations.
Broadcasting Role in Pacific Is Big One

Used Against Foe
At Home and on
War Front

RADIO—the sound behind the fury that licked Japan—can look over its war ledger now with assurance that it measured up.

Radio’s many facets were employed against the enemy. In the field, convoys moved and men marched at commands voiced by radio. At home, radio helped to build purpose, among the people, recruited armies of fighting men and working men, sold war bonds, solicited blood donors, performed its myriad tasks with determination.

Radio’s dollar sacrifice doubtless did its part in saving lives, too. In the seven war loan drives, it contributed these amounts in time and talent: 1; $3,500,000; 2, $7,095,000; 3, $12,000,000; 4, $12,000,000; 5, $11,000,000; 6, $11,250,000; 7, $29,513,740. That totals $81,158,742.

The total war effort contribution of American broadcasting has been $453,500,500.

Civilians who knew nothing of war, but something of the radio art, were recruited by thousands at the outset of hostilities. Many of them contributed their skills to Radar, and to other military conveyances of the art which were destined to hasten the day of victory.

Radio Kept Secret of Atom Bomb

America Heard First Of Its Success On
Air Waves

By JACK LEVY

Radio suppressed and radio revealed.

The biggest story of all time—the harnessing of atomic energy—was as notable for the success with which secrecy was maintained for two long years as for the astonishment with which hundreds of millions of listeners throughout the Pacific—manned by former radio men, feeding entertainment and information to fighting men in the Pacific even now over scores of stations.

Some With OWI

There are the untold scores of former broadcasters who turned their talents to the Office of War Information for the psychological warfare campaign against the Japanese enemy. They broadcast over myriad transmitters leased to them by private owners, built other installations to strengthen their hands.

The war began with a radio voice—with Bert Stiles, then of KZRH Manila and others like him telling America that Jap planes were attacking, Stiles who, when liberated, returned with his partner with this casual "As I was saying when so rudely interrupted, ..."

And the war appeared to be ending with a radio voice—this one for a Japanese accent, coming from Nippon and offering surrender.

American Expeditionary Station Nozouma was the first AFBS station to be opened in the South Pacific. This was established on Feb. 1, 1944, followed shortly after by KEBS, KLZ, Munda on April 3 and Bourgainville on April 15.

In August 1944 new studios were completed at Pearl Harbor and Guam to expedite transmission of news from the Central Pacific. Other studios are being built now at Manila. At Palau in September 1944 was the first attempt to handle radio from the scene of operations.

Pioneer correspondents would "hitch-hike" to the front on whatever transportation was available, spend a few days getting a story, then spend three days getting back to a place from which they could send their dispatches. It was not as in Europe where distances were short and facilities available.

 Armed Services Help

Cooperating to the utmost, the armed services granted use of their stations as soon as established, rigged up broadcasting apparatus aboard battleships and special ships.

Much in the way of new equipment was devised and methods for (Continued on page 72)

Washington, and New Mexico practiced admirable restraint in keeping mum on the enormous plants in their states in which thousands of workers had signed "for the duration" and to which trainloads of materials had entered but from which nothing tangible seemed to emerge. In fact, the stations even recruited manpower for the plants, contributing spot announcements calling for men for "a very important project, vital to the war effort."

When the lid was finally taken off by President Truman’s announcement Monday that the first atomic bomb had been dropped on Hiroshima, radio too let out a blast, releasing the pent-up emotions of more than two years of silence. Of course, the networks broke into all commercial programs to break the news. Special programs were quickly arranged to explain the phenomena of atomic power to the listeners. Prominent scientists and science authorities were interviewed by commentators. Picks from Oak Ridge and other points were made to bring the listeners close to the centers of production of the atomic bombs. Programs made prior to the "freeze" of the atom story were resurrected and rebroadcast.

Following its initial bulletin at 11:15 a.m. on Aug. 6, CBS repeated the news with additional material throughout the day. At 4:30 p.m. on Feature Story, Harry Marble
Airborne Relays for FM, TV Confirmed

Sky Transmitters Would Blanket Nation

By ROBERT K. RICHARDS

STRATOVISION!

That's the proposed "atomic bomb" of broadcasting.

Westinghouse Electric Corp., in cooperation with the Glenn L. Martin Co., has announced the new science. Airborne transmitters, if tests to be conducted are successful, will blanket the nation with FM and television signals.

BROADCASTING exclusively reported the development Aug. 6. At a press conference in New York's Waldorf-Astoria Thursday, Walter Evans, Westinghouse's vice-president in charge of radio, confirmed the report and enlarged upon it. Also attending the New York conference, at which were gathered several hundred writers, were Glenn L. Martin, president of the company bearing his name, and A. W. Robertson, chairman of the board of Westinghouse, both of whom expressed confidence in the possibilities of Stratovision.

Coast to Coast TV, FM

"If as successful as all our specific information and ultra-shortwave experience indicates it will be," Mr. Evans said, "Stratovision would make coast-to-coast television and FM broadcasting possible at a reasonable cost and would permit these services to be broadcast to even isolated farm homes many years ahead of any previously suggested system."

Mr. Evans revealed that Westinghouse has filed application with the FCC for permission to make actual flight tests. It is understood that applications are for one FM and four television channels.

Stratovision, discovered by a 27-year-old scientist and developed by the pioneer manufacturing company, envisages the simultaneous service of four television programs and five FM programs to 78% of the U.S. population. Relay transmitters would be flown in specially-designed Martin monoplanes on prescribed circle courses at an 'over-weather' elevation of 30,000 feet.

Signals would be spread over 211-mile ground radials from each plane. Each plane would be accompanied on its eight-hour flight by a sister-ship, for use only in case of emergency.

Each flying transmitter house would accommodate a flight crew of three plus six radio technicians. Eating quarters, a galley and a lounge would be included in the plane equipment. Four planes would be assigned to each small-circle area, the latter identified by Mr. Evans as: New York, Pittsburgh, Chicago, Kansas City, Cur- tis, Neb., Leadville, Col., Salt Lake City, Los Angeles, Durham, N.C., Atlanta, Memphis, Dallas, Sacramento, and Portland, Ore. The first sight of these would be sufficient to provide a coast-to-coast network service, he said.

Data on Stratovision was placed before the FCC during its deliberations on allocations. Commissioners, it was understood, accepted it as a feasible venture scientifically, but expressed grave doubts as to its social implications.

Commissioners foresaw, among other things, the possible dissolution of ground-bound networks. They foresaw numerous changes in regulatory procedures. Some question was raised as to the advisability of putting so much power in the hands of one organization. No doubt was expressed by any Commissioner, it was said, that experimental licenses would be forthcoming.

In New York, officials said that a Stratovision plane probably would cost about $500,000, equipped for service. Westinghouse spokesmen would make no predictions as to the part the company would take in the consummation of the plan. That depended, they said, on the decision of the FCC—whether the system should be operated by individual broadcasters, by networks or as a common carrier.

As a manufacturer of video receivers, however, and an owner of television stations, Westinghouse doubtless would profit from increased receiver sales, more rapid development of television and fees on transmission rights.

The first test airborne operations probably will be conducted over Baltimore, where Martin and Westinghouse plants are located.

The young man who projected the Westinghouse-Martin plan is Charles E. Nobles, Texas-born radio expert. Of it, he said Thursday: "Programs would be originated in conventional ground studios connected with plane transmitters by special beam-type ultra-shortwave radio link, much like those used in radar. Similarly beamed plane-to-plane connections would be employed to form the nationwide high-altitude relay network."

Choice of Programs

"The only advance in mounting several transmitters in the same plane is to provide greater choice of programs and for economy of operation, since each transmitter would function as a separate station."

Mr. Nobles, taking Pittsburgh as an example, said that it would take 1150 kw ground transmitters to perform the coverage job of a single Stratovision plane. And since each plane would serve four television and five FM programs, it would take, he estimated, 44 television transmitters and 55 FM transmitters, plus approximately 35 relay stations. The operating cost for one Stratovision station is estimated at $1000 per hour. Equiv-alent ground coverage, it was said, would cost $13,000 per hour.

Mr. Nobles foresees a national economy for Stratovision by virtue of the decrease in required power for transmission as the antenna height is increased. "One kilowatt of power will be sufficient," he noted, "to provide a useful signal throughout the 422-mile range of an antenna located 30,000 feet in the air. Thus power to operate all nine transmitters and all monitoring and relaying equipment can be provided by each plane's engines."

Remarkably the best reception requires that the antenna of each receiver have directional characteristics and be pointed directly toward the transmitter antenna.

(Continued on page 78)
New Radio Construction Begins October 7

FCC Gives 60-Day Notice Prior To Thaw

Radio’s GREATEST construction boom, entailing hundreds of new stations and vast improvements to present facilities at a cost of millions of dollars, will start on its way last week when the FCC disclosed it would begin acting on applications in the pending files on Oct. 7.

In a Statement of Policy issued Tuesday, the Commission announced the 60-day period, prior to full-force construction activities as promised last January, began with issuance of the statement on Aug. 7. More than 800 applications for new facilities in the pending files will be processed. The 60-day period for filing and processing of new applications began Monday and is expected to be well under way by October 1946.

May File Amendments

Under the new Statement of Policy, applicants will not be required to show they have the necessary equipment on order in the case of a freeze order. Applications for new stations in communities without primary service, non-commercial educational, experimental and developmental services, and changes in equipment required by the Commission are not affected by the 60-day order. The FCC will continue to act on such applications without delay as in the past.

Procedure outlined in the Commission’s new policy provides that applicants whose requests were filed prior to Aug. 7 may file such amendments as may be necessary to reflect new or changed conditions from those stated in applications. At the termination of the 60-day period all applications will be processed. The Commission also will give consideration to conflicting applications filed with the same day period.

On applications which have been designated for hearing, but have not yet been heard, the FCC will not announce hearing dates until after Oct. 7. Applicants may file amendments prior to that time.

With reference to applications which have been heard and the records closed, applicants are asked to advise the FCC before Oct. 7 of “any changes which may have occurred reflecting upon matters of evidence introduced into the record.” Such changes also must be served on other parties to the proceedings.

No FM or television applications can be processed until the Commission adopts new Rules & Regulations and Standards of Good Engineering Practice, both of which are pending [Broadcasting, Aug. 6]. Last week Commissioners met daily with members of the engineering departments on FM Rules & Regulations.

Because of the widespread interest in the proposed regulations and the unanimous opposition of broadcasters to certain proposals, the Commissioners were understood to be studying the three-day hearing report which served as final decision. Best indications Friday were that the FM Rules & Regulations won’t be ready for another week or 10 days—possibly a fortnight.

Engineering standards for both FM and television already have been approved by Joint FCC-industry engineering committees. A subcommittee on proposed facsimile standards is expected to adopt the FM and TV standards with few, if any, amendments.

Pending adoption of the FM and television Rules & Regulations, the Commission legal and engineering staffs are already working on the 180 applications for standard stations in the pending files, but on what question remains unanswered. Will the FCC be able to process expeditiously the 816 applications in the pending files plus another 1,000 anticipated during the next 60 days?

So far no additional engineering or legal help has been added. Before the Commission can act to open

(Continued on page 62)
Now, with the addition of two new AP wires to our existing three from UP and three from INS, Station WHO has more news-service wires than any other outlet (newspaper OR radio station) in Iowa!

And more! WHO uses journalistic brains instead of paste-pots. Every news item on the air is completely rewritten by a staff of ten experienced news men and women, from the thousands of items that pour in from our eight teletypes, 24 hours a day. WHO reports the news straight, but puts it into syntax and idiom that Iowans prefer.

And still more! All WHO newscasting is done by news specialists—never by announcers.

Unnecessary care and expense, you think? Well, the 1944 Iowa Radio Audience Survey showed that far more Iowa people prefer WHO newscasts than prefer all other newscasts heard in the state, combined! (Incidentally, even among urban audiences who have newspapers easily available, 62.0% of all men and 67.8% of all women interviewed “depended most” on radio for their news.

In other words, Better Newscasting is another reason why Iowa prefers WHO!

WHO for Iowa PLUS
Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
ELECTION of A. D. (Jess) Willard Jr. as executive vice-president and amendment of the NAB Code held attention of the NAB board, meeting last Monday and Tuesday in Washington. Lower row (1 to r): Dr. Frank Staiton, CBS; G. Richard Shafto, WIS; John J. Gillin Jr., WOW; C. E. Arney Jr., NAB secretary-treasurer; J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; Matthew Bonebrake, KOCT; John E. Petzer, WZKO; Leslie C. Johnson, WHBP. Upper row (1 to r): T. A. M. Craven, WOL; Hoyt W. Wooten, WREC; W. B. Smullin, KIEM; G. D. Coleman, WGBI; Paul W. Morency, WTIC; Harry R. Spence, XXRO; Clair E. McCollough, WGL; William B. Ryan, KFI; Hugh B. Terry, KLZ; F. W. Borton, WQAM; Campbell Arnoz WTAE; F. M. (Scoop) Russell, NBC. Absent were Kolin Hager, WGY; William B. Way, KVBO; James D. Shouse, WLV; E. L. Hayek, KATE; latter two because of illness. Mr. Way couldn’t get transportation and Mr. Hager had previous commitments. Attending, but absent for picture, were J. Leonard Reinsch, WSB, and Martin B. Campbell, WAFA.

NAB Revises Code, Expands Labor Relations

Names Willard to Aid Miller; Asks FMIBI Merger

NAB Standards of Practice text on page 68

THE NAB, under pressure from within its ranks and from the FCC, has abolished its Code and substituted for it streamlined Standards of Practice.

The new Standards leave determination of vital “public question” broadcasting to individual management. The NAB sets forth guidelines. It gives no advice. The Standards do not distinguish between commercial and sustaining time for discussion of public issues, as did the old Code.

In fact, the phrase “controversial public issues” is no more. The new Standards refer to programs in this category as “public questions” and suggest that broadcasters make up their own minds about acceptance of such fare. And the proviso that they take such programs on sustaining basis only, frowned upon by the FCC, is deleted.

FMIBI Merger Sought

Action was taken at a two-day NAB board meeting in Washington last week. At the same time, provision was made for expansion of the association’s Labor Relations Dept. A. D. (Jess) Willard Jr. was named executive vice-president of NAB and an invitation was issued to FMIBI to consolidate with NAB.

Reactions to the new Standards was varied. Some broadcasters thought they were weak. At least one highly placed FCC official said they added up to the same old Code in masquerade. Most believed, however, that they were well advised, because they placed responsibility on the licensee.

The Rev. Sam Morris of San Antonio, Tex. (“The Voice of Temperance”) and Henry M. Johnson, attorney, of Louisville, Ky., who have fought for equal time on a commercial basis with beer and wine advertisers, hailed the revision as a victory for prohibitionists.

The board adopted recommendations of the Presidential Selection Committee that J. Harold Ryan be retained as president until Oct. 1 when Justice Justin Miller begins his five-year term [Broadcasting, July 23]. Mr. Ryan agreed to remain main head of NAB but will spend some time in Toledo, looking after his own interests as vice-president and treasurer of the Fort Industry Co. after more than three years in Washington.

C. E. (Jess) Arney Jr., secretary-treasurer, will guide the NAB until Oct. 1 in Mr. Ryan’s absence, consulting with the president, however, on policy matters. Justice Miller attended last week’s two-day session to acquaint himself with the board and its functions.

The board approved “appropriate inaugural ceremonies” for Justice Miller in early October.

Expansion of the Labor Relations Dept. was on recommendation of the Labor Executive Committee. The board authorized expenditure of $60,000 and employment of a fulltime labor relations director and staff. Since Lt. Joe L. Miller, former labor relations (Continued on page 70)

Willard Learned Radio From Mike Up

A. D. (Jess) WILLARD Jr., general manager of WBT Charlotte, CBS-owned 50-kw outlet, on Oct. 1 becomes executive vice-president of the NAB, following his election last Tuesday by the NAB board, meeting in Washington. The newly-created post reportedly will pay him $25,000 annually.

Mr. Willard, widely-known, successful broadcaster who learned the business from the microphone up, takes office when Justice Justin Miller assumes the NAB presidency. Although Justice Miller’s term is for five years, Mr. Willard’s election was for an indefinite period.

Board action followed unanimous recommendation of the NAB Presidential Selection Committee, headed by Comdr. T. A. M. Craven. Only one dissenting board vote was cast and that by a director whose station is a CBS affiliate. His reason—he didn’t know Jess Willard and he wouldn’t vote for any man he didn’t know.

Mr. Willard’s radio career began in 1926 as announcer on WCAO Baltimore, while he was with the Baer Publicity Co., also of Baltimore. His father’s efforts to make a lawyer of Jess were fruitless and after a brief term at the U. of Baltimore young Willard decided on a business career.

In 1928 he joined WFBR Balti- more as announcer and two years later became its sales manager. In October 1932 Jess went to WJSV Washington (now WTOP), CBS-owned, as chief announcer. The following January he was named sales manager and in 1936 was appointed assistant to General Manager Harry Butcher (now Capt. Butcher, USNR). When Capt. Butcher was elected CBS Washington vice-president in 1937, Jess Willard was named WJSV general manager. Jess was transferred to Charlotte in the fall of 1942 as general manager of WBT. Sale of the station, brought about by the FCC network regulations, is pending.

Mr. Willard is married and has two sons. He’s a golf enthusiast and when Washington was his home he was active in civic affairs.

In his new capacity he will relieve Justice Miller of considerable detail at NAB. A report of the selection committee, adopted by the board, provides that the executive vice-president will substitute for the president at district meetings, have supervision of headquarters and the NAB staff.

RADIO’S BRIGHT FUTURE is discussed by this NAB executive trio, (1 to r): J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; A. D. (Jess) Willard Jr., executive vice-president.
Oil Slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture above.

But we've made it pretty easy for you to spot how to reach more people for the lowest radio cost in one of the country's great markets... Baltimore. As a matter of fact, it's the country's sixth largest city.

To tell the story of your product by radio in the city of Baltimore... you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in this five-station town. What good is the soundest sales copy... if you don't make sales at the lowest cost? Stick to W-I-T-H in Baltimore and customers will stick with you.

WITH
Baltimore, MD.

Tom Tinsley, President    Represented Nationally by Headley-Reed

August 13, 1945 * Page 21
Y&R PLANS HEAVY SCHEDULE ON COAST

WITH STARTING of fall radio season and heaviest schedule of any advertising agency on the West Coast, Young & Rubicam Inc. has realigned its production staff personnel to handle programs emanating from Hollywood, according to Glenhall Taylor, Hollywood radio director. In addition to a five times per week Pacific Coast strip, agency will originate 12 half-hour transcontinental network shows weekly from Hollywood.

Ted Bias has been assigned to the weekly CBS Fanny Brice show, with Ned Tollinger taking over that assignment on CBS Ginny Simms show starting in late September under sponsorship of The Borden Co. Dave Titus has made producer of CBS Joan Davis show, sponsored by Lever Bros. and starting Sept. 3. He will also probably double on Network's Doing Ladies? sponsored by Hunt Foods Inc., starting Sept. 10 on American Pacific stations.

Teller Bunker will produce the NBC Dinah Shore show. Dave Elton resumes as producer on CBS Ozzi & Harriet. Edna Best continues as producer of Sherlock Holmes on MBS, with Mary Harris having a similar assignment on NBC General Electric House Party. Carl Moritz handles West Coast cut-ins on CBS We THE People. No producer has been set as yet on NBC Eddie Cantor show resuming in late Sept.

Jack Roche having returned to New York on assignment, agency will shift one of its home office producers to Hollywood to handle NBC Duffy's Tavern, resuming Sept. 21.

New Ontario Station
CFOR ORILLIA, ONT., goes on the air on August 22 from new studios and transmitter located in the Loblaw Bldg., Orillia. CFOR is the former CHPS Parry Sound, Ont., a 250 w station, which has moved from the war-boom town of Parry Sound [BROADCASTING, May 21] to the summer resort and manufacturing town of Orillia. Station has authority to increase power to 1 kw as soon as equipment and new frequency are available. CFOR will operate on 1450 kc.

NBC Adds Affiliates
WGRM Greenwood, Miss., 250 w on 1240 kc, and WMIS Natchez, Miss., 250 w on 1490 kc, will join NBC as members of the South Central group, bringing the total of NBC stations to 155. Both stations are owned by P. K. Ewing who is also manager of WJBW New Orleans.

Tobacco Net Election
ELECTION of board of directors and officers of the Tobacco Network Inc. will be held Saturday (Aug. 18) at the annual meeting of those officials in the group's central office in Raleigh, N. C.

BURMA FIREBALL

Man on First Is Also
Man on Mike

OUR CANDIDATE for the hottest thing in Burma is Sgt. Gene Kelly, who used to announce sports for the West Virginia network. As manager of the Armed Forces Radio Service station near 10th Air Force headquarters in Burma, he arranges to put the boys' local baseball games on the air.

Then he goes on the air with a play-by-play description—while playing first base himself. No, it's not done with mirrors; he uses a chest mike.

Harold Lloyd Tozier

HAROLD LLOYD TOZIER, announcer at WJR Detroit for the past four years, died August 3 in Art Center Hospital, Detroit, after an appendectomy. Mr. Tozier was the voice talents of the West Virginia network. As manager of the Armed Forces Radio Service station near 10th Air Force headquarters in Burma, he arranges to put the boys' local baseball games on the air.

Then he goes on the air with a play-by-play description—while playing first base himself. No, it's not done with mirrors; he uses a chest mike.

Ship Named for Treanor
AIRPLANE cargo carrier named in memory of the late Tom Treanor, war correspondent of NBC and Los Angeles Times, will be launched at South Portland, Me., on Aug. 23. Mr. Treanor died Aug. 21, 1944, of injuries received in a tank accident while covering the advance of Gen. Patton's Third Army near Dreuix, France. His widow is expected to come east for the ship launching.

Address KXEL Group
MERRITT R. SCHOFIELD, assistant general manager; Robert White, director of public service; Gene Rouse, program director, and Chris Ford, continuity director, all of American Broadcasting Co. central division, are to address a group of educators and parents Aug. 20-22 at radio forum sponsored by KXEL Waterloo, Ia.
How to win a
Triple Parlay in Boston

This is no tout's tip! These races have already been
won. WCOP parleys your sales bet three ways —
on three sure things, because the results are already in.

The market is your first bet.
Metropolitan Boston contains 2,350,514 people
in 83 close-packed cities and towns.
Here is the third largest financial center, with a
per capita purchasing power far above the nation's
average. Home radio installations are
97% — highest in the land.

The programs match the market.
WCOP is the basic Boston outlet of the
American Broadcasting Company (formerly the
Blue Network). You know the top calibre of the
network programs — and they go to Greater Bostonians
exclusively over WCOP. They're in company, too,
with Boston's favorite local shows:
Hum and Strum, Mildred Bailey, Virginia Dwyer,
Chet Gaylord, Mario Mantini, Girl About Town,
Musi-Kids Quiz, The Children's Songbag,
George Graves and many other leading local lights.

The promotion behind these shows is the
busiest in the business. Newspapers, magazines,
radio, outdoor, transit ads, direct mail and every other
existing medium are luring listeners. And we don't
stop with listeners. Dealers, clients and agencies
get a continuous story about
WCOP's doings in the Boston market.

This triple play is zipping WCOP into the big time
of Boston radio. There are still some excellent
availabilities left, for both programs and spots.
Any Katz office will give full information.
Rep. Celler Demands that FCC ‘Crack Down’ on Broadcasters

REP. EMANUEL CELLER (D-N. Y.) last week climbed on Commissioner C. J. Durr’s anti-commercial bandwagon, blasted broadcasters in general, the networks and advertisers in particular, and called upon the FCC to “crack down.”

In a letter dated Aug. 7 and released by his office Aug. 8, Rep. Celler demanded of FCC Chairman Paul A. Porter that the Commission:

1. Weigh commercial vs. sustaining time in granting license renewals.
2. Take a license from a broadcaster and give it to a newcomer if the newcomer can show ability to operate the station “to a greater degree of public interest” than the original licensee.
3. Permit anybody with a complaint to be heard when renewals come up.
4. Crack down on “rapid transfers” of stations.
5. Adopt regulations permitting anybody to buy time.
6. Designate definite segments of time daily (preferably evening hours) for sustaining programs of “educational, cultural and forensic nature.”

Periodic Statements

7. Require stations to file periodically detailed statements of operations showing profits and losses.
8. Pass on station sale prices.
10. Draw the line on “other lines of business” such as newspapers, manufacturers and department stores entering the radio field.

In a 17-page statement accompanying his letter, Rep. Celler said the “basic act is sufficiently broad and liberal to provide the Commission with power to carry out my suggestions without any further legislation.” Moreover, the FCC “has failed to utilize completely its immense powers” in regulating radio, he charged.

FM and television offer the FCC a splendid opportunity to take the “bugs out of radio,” said Mr. Celler. With the advent of these new services “it becomes necessary to revalue radio as we know it today.”

He joined Commissioner Durr in demanding that each renewal “be subjected to rigid investigation.” Any citizen who wishes “should be allowed to raise his voice in opposition or register his complaint” and “furthermore, any person or entity desiring to function on the wave length involved should have the right to appear and present their case.”

In evaluating applications for renewals, the “income derived from the station’s operations must not be the sole motivating consideration,” according to Rep. Celler, but he believes “the radio may and should be used, in part, for publicizing goods and services.”

Rep. Celler wouldn’t “endow the Government with power to instruct the broadcasters as to what the public may or may not hear.” Neither would broadcasters “have the untrammeled right to monopolize the air with what they decide the public is qualified to hear.”

Critizes Sales

Mr. Celler criticized the purchase by General Tire & Rubber Co. of the Yankee Network, and the recent purchase of Crosley Corp. by Aviation Corp. and said the “Commission must crack down hard on these rapid transfers for increasingly higher amounts.”

The issue of “other lines of business” entering the broadcast field “is the problem which has given Commissioner Durr so much concern,” said Rep. Celler. “I, too, incline to the view that some limitation must be imposed, otherwise manufacturing companies, department stores, newspapers may be enabled to embark upon a program of this type of expansion, forcing their competitors to seek the same sort of advantage.”

He criticized programs, said there is too much “unadulterated corn and commercials” on the air; “soap operas” are “sugar-coated pills”; some of the “boogie-woogie programs are ear-splitting catarwaulings”.

FM with its multiple frequencies may partially solve the problem by providing more competition, according to Rep. Celler, but he thinks the Commission must do most of the “cleaning up”.

“Suggestions made herein will undoubtedly drive the doves.” wrote the Congressman who frequently appears on the air sustaining. “Once in a while, such a disturbance is needed, inasmuch as it usually presses an airing and a housecleaning.”

“I wish to emphasize that my personal relations with the various chains and stations have been of the most pleasant date and I have never been refused a request for time,” said Rep. Celler, who said his criticisms were not because of a “personal axe to grind” but “entirely in the public interest.”

Stromberg Pays $1.62 1/2

STROMBERG - CARLSON Co., Rochester, on Sept. 1 will pay its regular quarterly preferred stock dividend to stockholders of record at close of business Aug. 11. Dividend will be $1.62 1/2 per share.
As WKY early began weaving itself into the fabric of community interest, and looked about for ways to serve its community constructively, it was inescapable that it should offer the spiritual ministry of radio to local church groups.

For 18 years, the hour between 11:00 and 12:00 each Sunday morning has originated from one of Oklahoma City's churches, rotating frequently from one faith to another, without charge or cost. This is an important hour to thousands of persons in WKY's broad service area. It is "going to church" for the ill, and the infirm, and the isolated. No one will ever know for how many this one hour a week has brought light, truth, comfort, peace and happiness through the message of the church.

Early every weekday morning, uncoun
ted thousands of listeners start their days with the 5-minute devotion service conducted by a local minister from WKY's studios. And from time to time, church and religious events of significance are carried.

WKY has always been eager to share its facilities, to place in the hands of the church, of education, of culture, yes and of business, the instrumentality which is being used to minister to the spirit of America; to broaden man's horizon and heart; and to make this a better, happier world in which to live.

**WKY • OKLAHOMA CITY**

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

SUNDAY MORNING WORSHIP SERVICES have been carried by WKY for 18 years. The Reverend J. Clyde Wheeler, above, is shown in the pulpit of Crown Heights Christian Church from which Sunday morning services are currently being broadcast.

The Reverend Don F. Harrel, minister of the Linwood Methodist Church, conducts a 5-minute devotion service at 6:05 a.m. every morning from WKY's studios.
On The War Front

Distribution of Radio Sets To Troops Needs Expanding

ARMY distribution of radios to troops should be increased by about five times its present rate, according to Maj. Harry Salter, former NBC conductor who recently returned to the States for discharge after a six-months European survey.

"Manufacturers should make many more radios for shipment to the Pacific, since out there radio is about the only form of entertainment available to troops on remote little islands," Major Salter said. "As it is, the Army has given out one radio to every 100 soldiers. They need more.

"Radio to a soldier overseas is a personalized thing in which he takes pride of ownership," Major Salter continued. Small groups of soldiers can share one radio easily enough say one radio to 10 men. But they need and want more radios than they have."

When the troops come home, Major Salter said, they will demand of the broadcasting industry the same high standards which have been maintained during war time. He cited the programs of the Army's network, which he said gives the soldiers a choice of the very highest type entertainment available.

"Tastes of the soldiers have changed," Major Salter said. "They have become much more critical listeners than they were before. They have come to expect the best from radio. Radio having led them to expect such high standards, must live up to that expectation in the postwar."

Major Salter has been chief of the musical production section of the Special Service Forces. He pointed out that other forms of entertainment are made available to troops such as V-discs, "Hit-Kita" and musical instruments. Radio, however, is the greatest and most important educator and entertainer of overseas troops, he said.

Major Salter is to be retired from active duty within the next few days. His immediate plans, he said, are not yet definite, but he will return to radio.

New AFN Station

ANOTHER link in the ever-growing American Forces Network was added last month when the Le Havre station in France, AFN Normandy, went into operation. Composed of two studios in Le Havre with transmitting equip-

BUILD with Kansas Farmers!

Here are up-to-the-minute figures on post-war building plans for Kansas farmers. They are the result of a statewide person-to-person survey. Look 'em over! It's a market well worth going after.

New Homes 10.7%
Remodeled Homes 39.3%
New Barns 12.1%
New Sheds 28.2%

Paint Buildings 30.6%
Water Systems 23.0%
Install Furnaces 14.3%
Lighting Systems 19.7%

These are just a few of the purchase plans revealed in WIBW's 1945 Survey of Kansas Post-War Buying Plans of which a few copies are still available. To get your share of this huge market, turn the job over to the dominating sales force in this area—WIBW.
THE ROOT OF ALL GOOD

We are in the process of stamping out a group of men whose crime against the world is basically that they have flagrantly ignored the integrity of the fundamental human emotion of sentiment. Sentiment is the root of all good. It is the cornerstone of the powerful urge which travels out to a population of five million people over the clear 650 kilocycle frequency of which WSM has been custodian for twenty years.

WSM—THE STATION THAT CHERISHES SENTIMENT AS THE WORLD'S MOST POWERFUL FORCE

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

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

August 13, 1945 • Page 27
WOR promised you a few weeks ago...

a WOR announcement of importance

TO SPONSORS, ADVERTISING AGENTS, AND ALL OTHER BUYERS OF TIME ON ANY STATION OR NETWORK ANYWHERE

A NEW DEPARTMENT, Commercial Program Sales—a division of WOR Program Service, Inc., has just been established by WOR to create, develop and sell sales-producing radio shows.

The program packages produced by Commercial Program Sales will be new, but the experience and ability that will go into their creation will be the result of more than two decades of uniquely successful commercial show building by WOR, one of America's greatest program-originating outlets.

The shows will be of all types, from fast-paced drama to rippling musicals and carefully-clocked comedy. They will be priced to fit every budget, either large or small, and can be aired by an agency or client over any station or network in the United States!

Commercial Program Sales will be under the direction of Edmund B. "Tiny" Ruffner, veteran radio showman.

write, write or phone now, today, for all the facts.

COMMERCIAL PROGRAM SALES

a division of WOR Program Service, at 1440 Broadway, in New York

PE 6-8600
today COMMERCIAL PROGRAM SALES
a division of WOR PROGRAM SERVICE, Inc.
keeps that promise with...

THREE THRILL-PACKED, SALES DIRECTED
RADIO DRAMAS PRICED LOW FOR IMMEDIATE SPONSORSHIP
ON ANY NETWORK OR STATION ANYWHERE

"MINSTREL TRAIN"
A new twist on a formula that never fails. The kind of music, humor, suspense and drama that made "Showboat" a national classic. The plot? A minstrel troupe railroading its way across America, playing the big time and the one night stands. The cast includes some of the country's most famous comics, straights and singers.

"DETECT-A-TUNE"
The musical brain teaser that makes them listen for an action-packed half-hour. Starring Vincent Lopez, his orchestra, his piano and his singers. The game? A gay, comment-causing formula that has to be heard to be appreciated. Payoff is in War Bonds for lucky contestants.

"RAFFLES"
A top-drawer, slick mystery thriller in the finest whodunit manner. Based on the adventures of one of the most beloved detectives of fiction. Tense situations and suave acting, plus Raffles' irresistible flair for the dramatic gives this show all the polish needed in a click.

write, wire, or phone
COMMERCIAL PROGRAM SALES
a division of WOR Program Service, Inc.
at 1440 Broadway, in New York
War Front
(Continued from page 26)

and assistant sales manager of WMFG Hibbing, Minn., before entering the Army, is now AFN supervisor of operations in France.
Lt. Hendrik Boeraem Jr., USNR, has been made operations chief. He was supervisor and producer for Young & Rubicam, Hollywood, in prewar days. Sgt. John C. Gillis, with the WLS Chicago promotion and publicity staff before induction, has been named APN operations sergeant.

Mobile Beachhead Units

The Navy is now using mobile units on the beaches, it was announced last week. The Navy added that it may be possible to employ these facilities for broadcasting directly from beaches in the Japanese homeland when the invasion takes place. Experiments are also in progress for radio photo transmission direct from shipboard at the scene of a landing. Navy now is using four type 4 circuits from Guam for the press, two voice-casting circuits and a radio photo circuit.

Lt. Plumb Returns

KENNETH W. PLUMB, v-p and director of Federal Advertising Agency, New York, has been released from active Navy duty with the rank of lieutenant. Mr. Plumb, who was in charge of the advertising section of the 3rd Naval District's Office of Public Information, has returned to the agency.

Navy Research Divisions

FOUR new radio-electronics scientific divisions have been added to the Naval Research Laboratory, according to Rear Adm. Harold G. Bowen, Chief of Navy Research and Invention. Named coordinator is Dr. A. Hoyt Taylor, former head of laboratory electronics study and credited with military development of radar. Divisions and heads: Fire Control, Dr. Robert M. Page, radar pioneer; Special Electronics Research and Development, Dr. John M. Miller, radio inventor; Ship-Board Radio, L. A. Gebhard, research specialist; Airborne Electronics, R. A. Gordon named assistant superintendent.

Fonger Transferred

FLT. - LIEUT. DICK FONGER, former producer of Ral Purdy Productions, Toronto, has been transferred from the RCAF to the Canadian Army with the rank of Major, and assigned to the Canadian Army Broadcasting Unit in Germany, to supply entertainment for Canadian occupation troops.

Col. Harding to Pettinger

LT. COL. JACK HARDING, who has been attached to the staff of Gen. H. H. Arnold, is returning to inactive duty and will become v.p. of the Charles J. Pettinger Co., sales and advertising counsel, Indianapolis. Col. Harding formerly headed his own agency in Indianapolis. He was associated with Pettinger prior to his military service.

Transcription Firm

NEW TRANSCRIPTION firm, Dial Programs Co., jointly owned and operated by J. P. Williams, general manager of WING Dayton, and Lawrence Golden, New York producer and agent, has been organized. Company will have the exclusive rights to a transcription series called "Reminiscin' With Singin' Sam," which will be available Sept. 1. Series of 260 programs will be sold locally in each individual market and produced by a new organization, "Singin' Sam" productions. Programs will be directed by Joe Brattain of the Erwin Wasser New York office. Dial Programs Co. have offices at 745 Fifth Ave., New York City, and 121 N. Main St., Dayton.

Spaulding Buys

A. G. SPALDING & Bros., Chicago, Mass., will sponsor two broadcasts of the National Tennis Tournament at Forest Hills, N. Y., Sept. 2-3, 3:30-5:30 p.m. on WQXR, New York WHOM, all New York, and on a network composed of approximately 40 independent stations across the country, plus short wave to armed forces overseas. Harry Wismer, sports director of American, will be sportscaster. Agency is Stanley G. Boynton, Detroit, thru Ferry-Irwin, New York.

Chicago Music Festival

HEADED by Gladys Swarthout and Lawrence Tibbett, 6,000 singers and musicians join in Soldier's Field Saturday (Aug. 18) for the 16th annual Chicago Music Festival on WGN and Mutual, 9-10 p.m. (CWT). Broadcast will replace The Chicago Theater of the Air Summer Concert for this date.

Voiceless Radio

WORD of the "radio mystery of Changking" has reached BROADCASTING from Reggie Martin, with the WOI in China. He tells of a station "operating on approximately 1450 kc and using all American recorded music" 24 hours a day—"without any announcements whatsoever." There is scarcely any repetition in the music, Mr. Martin reports, so the library must be tremendous. Americans in China have "figured that perhaps the operator has everything but a microphone!"

Did you know that...

NORTH DAKOTA boasts a $10,000,000 industry in hunting, fishing and trapping?

NORTH DAKOTA produces approximately 2,500,000 tons of lignite coal annually?

NORTH DAKOTA topped the Nation in the per capita purchase of E Bonds in the First, Second, Third, Fourth and Sixth War Bond drives?

Reports from 151 State and National Banks of NORTH DAKOTA indicate total deposits of $377,411,806, plus $17,274,443 savings in building and loan associations?

67 principal business centers of NORTH DAKOTA are developing plans for post-war employment for returning servicemen and war plant workers?

Don't Pass Up This Prosperous Market!

Write Us Direct or Ask Any John Blair Man
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

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

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

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

BUY MORE WAR BONDS

5. THE SYNCHRONIZING GENERATOR

The first requisite to all-electronic television was the development of pickup tubes (Iconoscopes) capable of efficiently producing electrical impulses proportionate to the varying light intensities in the area scanned.

The second step was the development of picture tubes (Kinescopes) capable of reconverting this electrical energy into light energy, thus producing on a suitable luminous screen a faithful and brilliant image of the scene televised.

The scanning beams in the camera Iconoscope, and the receiver Kinescope, must be rigidly synchronized. This is accomplished by transmitting "synchronizing" pulses along with the picture signal. These pulses are generated in a Synchronizing Generator. They are supplied to both the Iconoscope and the Kinescope, thus keying together the scanning in these two units, and ensuring a perfectly synchronized picture.

The type of synchronizing now almost universally used was developed by RCA engineers. RCA synchronizing generators such as that shown above are used in a number of the best-equipped television stations.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
FOLLOWING is text of the FCC order (Docket 756) embodying Rules & Regulations concerning filing of financial ownership and other reports:

AT A MEETING of the FCC held at its office in Washington, D.C., on the 2nd day of August, 1945.

WHEREAS, the Commission on April 17, 1945 submitted to the President of the United States a proposal for the deletion of Section 1.301 of the Rules of Practice and Procedure, and Section 43.1 of the Rules & Regulations and the substitution therefor of proposed sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure with related Forms 323 and 323a.

WHEREAS, time for filing of briefs was provided, and oral argument held upon applications on May 21, 1945 by all interested parties.

WHEREAS, after consideration of said briefs and oral argument, it is the opinion of the Commission that the proposals of April 17, 1945, as hereinafter revised, shall be adopted.

NOW, THEREFORE, IT IS ORDERED, that Section 1.301 of the Rules of Practice and Procedure and Section 43.1 of the Rules and Regulations, BE AND THEY ARE HEREBY, REPEALED, and the following sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure, SHALL AND FORMS 322 AND 323 AND THEY ARE HEREBY ADOPTED:

FINANCIAL OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSERS.

Section 1.301 - Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission on or before April 1 of each year (on Form 324) or at any other time (such form may prescribe, together with supporting schedules), a balance sheet showing and describing financial condition as of Dec. 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be submitted in accordance with the regulations of the Commission.

Section 1.302 FILING OF CONTRACTS - Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, including contracts, agreements, and amendments, supplements, and changes thereto and cancellations thereof. Such changes in ownership, management, or control of licensees of stations, or of any of their licensees, shall be recorded in the Commission's regulations and in the records of the FCC, and such changes shall be reported to the Commission on or before April 1 of each year (on Form 324) or at any other time (such form may prescribe, together with supporting schedules), a balance sheet showing and describing financial condition as of Dec. 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be submitted in accordance with the regulations of the Commission.

Section 1.303 OWNERSHIP REPORTS - Any change in the ownership or the control of any broadcasting station licensed to a corporation shall be reported to the Commission. Any change in the ownership or control of an individual or group shall be reported to the Commission. Any change in the ownership or control of an individual or group shall be reported to the Commission.

Section 1.304 OWNERSHIP REPORTS - Any change in the ownership or the control of any broadcasting station licensed to a corporation shall be reported to the Commission. Any change in the ownership or control of an individual or group shall be reported to the Commission.

Section 1.305 OWNERSHIP REPORTS - Any change in the ownership or the control of any broadcasting station licensed to a corporation shall be reported to the Commission. Any change in the ownership or control of an individual or group shall be reported to the Commission.

Section 1.306 OWNERSHIP REPORTS - Any change in the ownership or the control of any broadcasting station licensed to a corporation shall be reported to the Commission. Any change in the ownership or control of an individual or group shall be reported to the Commission.
On the diamond it’s a well placed ball that counts . . .

On the air it’s well placed advertising for sales results.

Advertising is always well placed when it’s aired over WSPD, the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area’s one and one-half million prosperous prospects.

JUST ASK KATZ . . .

WSPD
TOLEDO, OHIO
IF IT’S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
Financial
(Continued from page 32)
rectors or stockholders of a corpora-
tion other than the licensee such as X, Y or Z corporation described in the example above, such change need not be re-
ported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.8
(c) EXCEPTIONS—Where information is required under paragraphs (a) or (b) of this section with respect to a cor-
poration having more than 50 stock-
holders, such information need be filed only with respect to stockholders hav-
ing 1% or more of the stock of the cor-
poration.
$1.204 DEFINITIONS—As used in Sections 1.201-1.205:
(a) "Stock" shall include any inter-
est, legal or beneficial in, or right or privilege in connection with stock;
(b) "Officer" and "director" shall include the comparable officials in unincorporated associations;
(c) "Contract" shall include any agreement (including, without limitation, an option, trust or pledge) or any modification thereof, express or implied, oral or written.
TEXT of an order adopted Aug. 2
regarding Order 118 (Docket 6572)
proposing to amend Section 1.5 of its Rules of Practice & Procedure relating to the
inspection of records, follows:
AT A MEETING of the FCC held at its of-
ices in Washington, D. C., on the 2nd
day of August 1945,
WHEREAS, The Commission on Jan.
18, 1944 proposed the adoption of an
amendment of Section 1.5 of its Rules of Practice & Procedure relating to the
inspection of records, and,
WHEREAS, Time for the filing of
briefs was provided and oral argument
upon said proposal had March 1, 1944
by all interested parties, and,
WHEREAS, After consideration of said
briefs and oral argument, the Commis-
sion is of the opinion that public in-
terest, convenience and necessity will be
served by the adoption of the proposals
of Jan. 18, 1944, as hereinafter revised.
NOW, THEREFORE, IT IS ORDERED,
effective 30 days from date hereto, That
Section 1.5 of the Rules of Practice &
Procedure BE, AND IT IS HEREBY
AMENDED, as follows:
"Section 1.5. INSTRUCTION OF REC-
ORDS—Subject to the provisions of
Section 1.3 of the Act, copies of all
files of the Commission filed under Section 1.301 and network and transcription contracts
pursuant to Section 1.302 shall not be
open to public inspection except such
information as the Commission may,
however, either on its own mo-
tion, after a written request or by an
applicant, permittee or licensee, for
good cause shown, designate as mat-
ter in this subsection as confidential.
(b) In the discretion of the Commis-
sion, other files, including those ex-
cepted in subsections (a), (b) and (c)
hereof, upon written request describing in
detail the documents to be inspected and the reasons therefor."

SHECKLEN CHOSEN
RADIOMARINE V-P
CAPT. GEORGE F. SHECKLEN, USNR, has been elected vice-presi-
dent and general manager of Ra-
diomerine Corp. of America and
also a director of that company. He
was commercial manager of RCA
Communications Inc. before enter-
ing the Navy on active duty in
December 1941.

Capt. Sheeklen graduated from
the Philadelphia School of Wireless
Telegraphy in 1912. Capt. Sheeklen
enlisted in the Naval Reserve and
served as chief radio electrician at
West Coast naval stations during
World War I. After he joined Marconi
Wireless Telegraph Co. as super-
visor-operator, transferring to RCA
when it took over the Marconi
stations. Advancing in five years
to manager of the RCA sales
office in Los Angeles, he was later
assigned to China to work on im-
proving direct radiotelegraph be-
tween that country and the United
States.

While in the Orient, Capt. Sheek-
len was appointed honorary ad-
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Communications and the National
Committee for Reconstruction. Made
China representative of RCA
in 1926, he was elected a vice-
president of RCA Communications in
1935. He returned to New York
from China in 1939 as commercial
manager of RCA.

presiding officers, exceptions, briefs,
proposed reports, or findings of fact
and conclusions; all minutes and orders
the Commission; all information and
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GOOD NEWS
FROM INDIANA

Every survey of post war business prospects in Indiana, yet to reach print, agrees with all others.

There will be no slackening of industrial or agricultural activity, and little, if any loss of employment in this state after V-J Day . . . The Indianapolis News, "The Great Hoosier Daily," with which this station is affiliated, is now conducting a state-wide survey. Nothing but the highest optimism is reported. With a primary coverage in practically all of 64 counties in Indiana, and 9 counties in Illinois and Ohio, WIBC penetrates deeply into this—the East North Central’s richest market. It is the widest coverage offered by any Indianapolis station. Complete information will be furnished on request.

JOHN BLAIR & CO. * National Representatives

Owned and Operated by the Indianapolis News

WIBC
MUTUAL'S OUTLET IN INDIANAPOLIS
Radio Time Seen as Scarcely After War

Sponsors Are Advised To Get Franchise Now, Not Later

By BLAYNE BUTCHER
Radio Director, Newell-Emmett Co.

YOU—Mr. Advertiser—have you a little radio franchise in your shop? It is likely to be a very rare commodity within a few months after V-J Day!

Some radio "war babies", spending their tax dollars, will relinquish time and space, but there is every indication that when full scale reversion arrives, there will be bidding for advertising mediums like you've never seen in the annals of industry.

The primary bidding will be for radio time since there is a limit to the number of broadcast hours. More newspaper and space availability will only make publications bulkier, and highways more crowded with signs. There will probably be some place for your advertising in those media, but where do you get it on the air?

Nets Saturated

Even now, at least two of the major networks are virtually saturated with commercial programs and the other two have less and less choice periods available.

Think what the demand is going to be as soon as full scale manufacture for civilian consumption resumes. Merchandise will move. The American public, starved for many commodities, and with money in their pockets, will likely be willing to buy almost anything.

Fortunately, it is likely they will not be as brand-conscious, in their eagerness to obtain commodities. Advertising should lead, then, a way to the right brands, especially in the field where the turnover is less frequent. You don't buy a car, a radio, an electric refrigerator or any of this type of merchandise every day, and first impressions made by the manufacturer who makes the first sale in the postwar period might stick. Let us assume then that you want to keep the public conscious of your brand name, and you are convinced radio should be a part of this postwar advertising plan. It would hardly be advisable to wait and try to secure radio time when actually faced with reversion, because the wiser advertiser will have most network and spot time sewed up.

Now is the time to get your radio franchise, and to keep hammering home product names, and in cases where reversion is a slow process, convince the public to wait until your product is available. Whatever the field, we are likely to find the manufacture and distribution of products of inferior quality hastily put on the market in advance of more skillfully produced products.

Choice Limited

Let us say then that you've decided to get and keep some radio time. The choice at this point is pretty well limited. So you have to take "X" network, whose average ratings on all their programs are relatively low. You look over CAB and Hooper and eye enviably the top fifteen, hoping against hope that you can get into these brackets. With very few exceptions, that top fifteen represents advertisers who have held radio franchises for years. But if you want to know what audience there is in a 2.0 or 3.0 rating, have some of your statisticians and research men break down the potential in this amount of rating and you may be surprised. This is a big country brother! And there are more listeners then those polled in the usual telephone surveys. When you use "X" network at its lower price, you then can use the balance of the budget to supplement or add to the radio promotion. A great deal of good advertising has been attained without necessarily using the tops in many media.

Don't place undue emphasis on a specific program before deciding on air time. When radio is sold only on the basis of a particular program it produces the in and out type of itinerant radio advertiser,

(Continued on page 38)
"For all Humanity"

This most appropriate of titles is the name of the Red Cross program which has been broadcast regularly by KEX, Portland, Ore., for the past four years. It is a live-talent show, and features the activities of the local Red Cross, one of the finest chapters in the United States.

No small part of the excellent record of the Portland Chapter in soliciting blood-donors, contributions, and the like... may be attributed to these regular KEX broadcasts. It is a service, not only to the local community, but to the world... one of which the station is justly proud.

KEX also takes a justifiable pride in the well-rounded roster of other programs, locally originated and network, with which it serves the radio-needs of the busy Portland area. Programs which reflect the American way of life... which also help disseminate the products which make up the American way of life.
Time Searce
(Continued from page 36)
who, even when he finds an outstanding program, may be in no position to take advantage of it due to lack of available time. Get the time franchise and keep a weather eye on the better quality of shows.

Now comes your program planning. Have your radio men think it out as well as they can-plan a type of show aimed at the kind of audience you want to reach—and, as you go along, make improvements according to the better judgment of your radio advisers. But, above all, don’t try to budget below the average for the network you’re on. The pressure of competitive dollars on other networks bidding for the listener’s ear is bound to be keen, and barring an occasional ‘freak’ program, you’ll have to keep in step. And just one more thing which has been said over and over again but needs repeating—don’t hamstring your radio men by burdening them with your likes and dislikes. And cultivate the sound radio philosophy of many advertisers. Relate radio costs to an average rating expected for the network—put as much promotion behind the show as is feasible—make the program as good as possible with the money available—and expect to reach that segment of the total audience which the network and your show can deliver. Any ratings above the average for the network is a plus for you.

Here’s another little factor that will play into your hands as you go along. Comes V-J Day, you’re going to see an expansion in coverage by weaker stations, because for the first time in some years they will be in a position to improve their physical facilities. Fact of the matter is, the time may come when, from a facility standpoint, all networks may be about on a par. If and when that time arises, program quality will take on further importance.

And a radio advertiser should have little fear of losing his equity in the media because of television. There has been considerable ‘hoopla’ about commercial television being just around the corner. That corner is quite a long way off. It is not as feasible for television to click as did the radio industry. And heaven knows—radio went through dire straits for some years prior to becoming a commercial advertising medium.

Radio’s early stimulus came from thousands of rank amateurs—who made their own sets and managed to hear something, thereby providing the incentive to purchase and use manufactured sets of expert workmanship. Television receivers are a product of the laboratory and probably always will be because of their extremely complex nature. Currently, ownership of a television set means a considerable initial outlay as compared with radio sets. Only when mass production of television sets can be accomplished and a large percentage of homes throughout the country be equipped for television reception, will the medium favorably compare and compete with other forms of advertising. Meanwhile, the radio sponsor will go right along cashing in on his time franchise.

Zenith Honored

AWARD of Merit was presented jointly by the Disabled War Veterans of America and the National Assn. of Personnel Directors to Zenith Radio Corp. Award was made at a luncheon in Chicago July 31. The honor, which acknowledges Zenith’s outstanding work in the placement and rehabilitation of returning servicemen, both former employees and others, was awarded by Mary Columbo of NAPD.

OWI PACKET, WEEK SEPT. 3

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 3. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chains breaks on each side of disc. Tell your clients about them. Plan schedules for these war messages.

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See OWI Schedule of War Message 176 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

DUBBLE-U BEE EYE GEE

They are the Magic Words that open the door to the Magic Circle -- an area of fifty miles that ranks as the Southland’s Number One Market. Rich in population - rich in industry, rich in agriculture - and dominated by this rich and powerful station with a national reputation for progressiveness and showmanship.

EDEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.

MUTUAL NETWORK
Now On
WMOH!
Over 160,000
Radio Homes In
.5 MV/M Area!
WMOH
Hamilton, Ohio

Page 38 * August 13, 1945 BROADCASTING * Broadcast Advertising
Samuel Johnson, lexicographer and literary giant of 18th century England, was known to his associates for his strange habits. "He would set his heart on touching every post in the streets through which he walked. If, by any chance he missed a post, he would go back a hundred yards and repair the omission."

If you are considering Baltimore as a market, you will be interested to learn of another habit. Baltimoreans know that the best in radio entertainment and news comes in at "1400 on the dial." Therefore, "listening to WCBM is a Baltimore habit."

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM
THE NAKED FACTS are these:

Chicagoland* has 3,234,059 radio homes ... 10,025,582 people ... $12,117,000,000 a year to spend. In the year since Marshall Field management took over WJJD, more and more of these millions — homes, people and dollars — have been tuning in at the pay-off end of the WJJD signal. It's the result of the new showmanship that's been pumped into this favorite old Chicago station ... new personnel, new programs, new life! New results, too — bigger results-per-dollar than ever! Ask any Paul H. Raymer man for the facts. The New WJJD, with 20,000 watts of SELLING POWER, delivers its signal into a larger coverage area than any other Chicago station ... regardless of power.
Use the New WJJD

*Measured by WJJD's daytime Primary Intense Coverage Area

The New

WJJID

1160 On Your Dial

Chicago

Presented Nationally by Paul H. Raymer
Canadian Broadcasting Corp. station relations and other operating methods. That's hardly another phase, but a passing incident worth noting.

Comes now the FCC and tosses on another bale of hay by adopting new rules governing executive and program personnel of stations requiring reports to be submitted regularly. It also broadens the scope of its financial report requirements from stations, another move of dubious legality. Therein it adds a couple of strokes on what seems to be a blueprint toward public utility type of broadcast regulation.

All this, too, in the face of the clear-cut Congressional mandate against program censorship or regulation of broadcasting as a common carrier. Admitted this point was belied by the now famous Foerster opinion of July 10, 1943, which gave lip service to the "composition of that [program] traffic". Certainly that whole line of thinking was more than vitiated by the clear, straight-from-the-shoulder expression little more than a month ago by President Truman. He called for radio "as free as the press" and for regulation "by natural forces of competition."

But back to the FCC's line of attack.

To what does all this lead? Here we can only conjecture and leave it to the judgment of the reader (and others responsible for radio's welfare and enforcement of the statute establishing a competitive American system).

The Dept. of Agriculture survey surely will show that American radio falls short of supplying an adequate rural program service.

The FCC survey, to be brought into the open by methods we can't now fathom, doubtless will show that radio is over-commercialized and that commercial programs, whatever their nature, can't be adjudged as public service.

The clear channel study conceivably could reveal that vast areas of the country are not receiving even an acceptable signal from clear channel AM stations, because the commercial broadcasters look for economic return and don't give a hoot about remote or rural areas.

It already is an accepted technical fact that FM can't do an effective rural coverage job, but will provide an intensive urban service (where dollars can be made).

So, high-powered AM stations of a million watts or more should be up. But percent AM broadcasters don't know how to provide that service acceptable to farmers. That will be proved beyond doubt by the DOA survey.

All listeners are entitled to equitable service, and it is economically unfeasible for commercial operators to deliver. Besides 1,000,000-watt stations would be too powerful an instrument to place in the hands of private business.

So—

There should be established a Government network of high-powered stations on AM channels which will be relinquished by standard broadcasters who go to FM operation.

Certainly, we will be accused of having hallucinations, softening of the brain and falling hair.

But that's the way it's rigged, as we see it.

— The Great Program Hoax —
Portland's "Citizen of the Week"

Johnny Carpenter of KOIN
DIRECTOR OF SPECIAL EVENTS

KOIN is proud of the honor extended to one of its staff when the likeness of Johnny Carpenter appeared the week of July 29-August 4, on 550 car cards in busses and street cars of the Portland Traction Company. The reason: Johnny was selected CITIZEN OF THE WEEK. His fellow citizens were reminded of something they already knew in a message which read ......

JOHNNY CARPENTER, War Activities Showman
"Originator of many war activities programs; Radio and Star Emcee; Special Events and Sports Announcer; Broadcaster of radio War Bond shows that have received national recognition; Generously donating his time and talent to entertain servicemen, and at civic benefits."

A measure of a station's service to its community is the regard the community holds for those who serve!

KOIN
PORTLAND, OREGON
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
Siesel Leaves Partners To Form Own Agency

A FORMER three-way New York advertising agency, Kaplan, Siesel & Bruck, has split into two agencies, with Kaplan and Bruck staying in one firm and Harold J. Siesel forming his own agency. Both firms are still in the same building, 424 Madison Ave., New York.

Mr. Siesel, it was reported, took with him to his own agency several accounts but none of them radio advertisers.

Kaplan and Bruck, meanwhile, have bought a 10-minute morning news commentary on WJZ, New York for Newspaper Institute of America, New York, a home study course. The newspaper institute also will use two participations weekly in another morning WJZ program starting about the end of this month, the agency said.


AT ANNUAL General Mills news gathering in New York last month, Bruce Barton (l), BBDO president, draws approval from James F. Bell (center), GM board chairman, and Ben Duffy, BBDO v-p.

His major sport these days is squash and he belongs to the Indian Hill, the Chicago, the University, the Saddle and Cycle and the Tavern Clubs.

Advertising runs in the family. His sister's husband, A. M. Kennedy is Sunday editor of the Tribune; one brother, Ray is in the advertising department of the New York News and Bryon, another brother, is an advertising man. He wanted to complete his studies.

Respects
(Continued from page 42)
and from there went to retail display and general display. In 1927 he was sent to New York as manager of the eastern office for two years. When Ches returned once again to Chicago it was as classified manager. In 1932 he became assistant advertising manager of the Tribune and in 1935 was made advertising manager, and still is. Although holding three executive positions he is not daunted by the amount of work these responsibilities pile upon him and spends much of his free time studying the future of radio and television.

Ches in 1927 married Hallie Callahan. They have two children, a daughter, Judith Ann, 16, and a son, Byron Chesser, 11. Ches originally had no intention of getting into the newspaper and radio business—he went to school for the purpose of becoming a lawyer. He changed his mind after the war, however.

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

LISTENING HABITS
in Philadelphia

Nearly everybody listens to WDAS BROADCASTS OF NEWS...

ON THE HOUR • EVERY HOUR

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

Avery to Speak

LEW H. AVERY, NAB Director of Broadcast Advertising, leaves Washington Aug. 18 for San Antonio for a checkup on the test radio campaign being run by Joske's of Texas under NAB guidance. On Aug. 28 he will address the Oklahoma City Junior Chamber of Commerce on "Freedom of Speech" at the chamber's observance of Jaycee Radio Week. Both radio and the Junior Chamber of Commerce of the United States celebrate their 25th anniversaries this year.

Kronen to S. A.

HUBERT H. KRONEN, sales manager of RCA radio and appliances department, has been appointed vice-president and general manager of RCA Victor, S.A., Brazilian subsidiary of RCA, with headquarters in Rio de Janeiro. C. J. Chisholm, formerly manager of RCA Victor sub-contract department, takes over Mr. Kronen's former position as sales manager of the radio, appliances department.
Wonderful "spots" for any advertiser are spot programs. For these powerful, sales-producing programs are more than spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

And there are many such programs available. Already well established on the air, they are headed by well-known local personalities who have demonstrated their selling ability.

A John Blair Man can tell you about the best of them, in markets that interest you. Call him today—he's a fine fellow to know.
As a representative of a group whose average income from the rich Iowa soil was $7,672 even 'way back in 1943—and which had at least a 20% increase last year—he's a present and potential purchaser of almost everything. The best way to get to know him is through KMA—the No. 1 Farm Station in the No. 1 Farm Market. KMA operates on the policy that farmers are different. They don't go for jazz, jive or night-club wisecracks. They prefer their own variety of music and entertainment. They aren't impressed by the suave accents of Boston-bred announcers. What they want and need in radio is a basically-honest, full-time farm station.

Does KMA fill that demand? The fact that we receive twice as much listener-mail as any nearby broadcasting outfit would seem to indicate "yes!"

Let us tell you more about KMA's different story. Or for information call Free & Peters!
It is one of the many farms in North Dakota. Even if its size is only 463 acres (some North Dakota farms run to 10,000 acres) it is still three times larger than the average U.S. farm.

This particular farm, owned by the Williams Brothers, is near Jamestown. The Williams Brothers raise wheat, rye and flax on it. Together with 333,021 neighbors in 29 counties surrounding Jamestown, they help make North Dakota first in rye and flax—second in wheat production for the nation.

A state that produces large quantities of marketable produce is a rich state. Rich states have rich communities. The people in the 29-county community surrounding Jamestown are rich both with and from farm produce. And radio is one of the most effective ways to sell these people: in Jamestown as everywhere else.

KSJB Jamestown is the focal point for these rich, regular-listening 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

*1940 U.S. Census, projected by NAB Research Bureau
WASHINGTON AGENCIES!

When local advertisers place one minute announcements in Bill Herson's program, 6:00 to 9:00 A.M. every weekday, it leads the second station (and price) by better than two to one.

Local preference makes Herson your No.1 spot buy.

FRANCES QUINN, former traffic manager of KPHY Fresno, Calif., has been promoted to program manager, succeeding EUGENE CHENDS, now in service and who will return to station in another executive capacity.

FRANCES KIERAN, announcer, has joined WRQK Memphis as successor to MRS. CLIFFY ERKRIKE.

ROBERT BODDEN, former WTMJ Milwaukee, is now program manager of WCLO Janesville, Wis. He will also be sports announcer and in charge of promotion and publicity. RAY GRANDE, new to radio, has joined WCLO announcing staff.

RAY MacINTOSH, formerly with WJR Buffalo, has joined announcing staff of WEAU Eau Claire, Wis. LORAINE REGARD is now WEAU continuity writer.

RAL MOORE, WNEW New York announcer, has one of his short stories, "Legends of the Tuscarora," accepted for publication in Blue Book Magazine Oct. issue.

MERWIN M. ELSWELL, stage manager, scene designer and former professor of drama, is now assistant art director in charge of costume designing and wardrobe in NBC television department.

NANCY JO OTWELL has joined continuity staff of WCBS Springfield, Ill., MYRON WILSON, new to radio, has joined WCBS announcing staff.

TED WESTCOTT, released from AAP after two years service, has joined production staff of KMOX St. Louis. GERALD H. RONDELL, shifts from WFB Chicago to KMOX as producer.

BILL FRANCe, former farm director of WSB Atlanta, is now in Army of Occupation in Germany. His recent letter to WSB covered German agricultural situation and was based on farm program.

JERRY BURNS, formerly with KXOK St. Louis and now in charge of public relations section, ASP Reception Station No. 1, Fort Douglas, Utah, has been promoted to corporal. He is currently conducting series for KDFI Salt Lake City.

ROBERT STOKK and MARVIN SMITH, both new to radio, have been added to announcing staff of WPTC Kinston, N. C.

MARY HAUSER is new addition to continuity staff of WTVI New Orleans.

DOUGLAS G. BILLMEYER, writer and announcer at KFFY Spokane, shifts to KEX Portland, Ore., as continuity writer.

CLARK ALLEN, South Pacific veteran, has joined announcing staff of KPOM Beaverton, Ore., HOWARD DOWDY shifts to KPOM Portland, Ore., as continuity writer.

FRANCES JEFFERSON, former assistant editor in continuity acceptance department of American, has been named assistant to DOROTHY ANN KEMBLE, director of recently created continuity acceptance department of Mutual.

GEORGE STOKK, producer for American network, is father of a boy born in New York last week.

ADELE HUNT, conductor of women's feature program on WPAT Paterson, has been asked by two New Jersey women's groups to help organize clubs in their communities. Clubs would carry same

FOR helping sell Kentucky to America with his "Kentucky Calls America" program of AMERICAN BROADCASTING. Bud Abbott (l) is commissioned a Kentucky Colonel by Gov. Simeon S. Willis. Ralph A. Kramme (r), secretary to the governor, observed. Program is heard six-weekly, midnight to 1 a.m.

NAME as program, "Hunt for Happiness" and would be based on the same theme.

JACK K. SIMPSON, released from Southeast, has rejoined announcing staff of WWX Nashville.

WARREN FRY, formerly with WPTC Kansas and WSSV Petersburg, has joined announcing and production staff of WBVA Richmond, Va.

VERNON LUNDQUIST, announcer at WSKS Nashville, is father of a boy.

CLARK POLLOCK, formerly with WBAA West Lafayette, has joined continuity staff of WBLE Fort Wayne, Ind.

Bill Weaver, released from AAP after six years service and former sports editor of KOVB Valley City, N. D., has returned to the station.

LEONARD LEONARD has joined KEEK Portland, Ore., and special events and staff of KEEK Portland.

WILFRED DUBBLE, author, foreign correspondent and expert on Far East affairs, will start a Tuesday series of talks Aug. 14, 9:30-11:30 p.m. on American Mutual. Dubble was formerly special writer for New York Herald Tribune and Time Magazine and has been a foreign correspondent for 30 years.

DON YOUNG, released from the Army after 1 1/2 years service, has joined KFRE Fresno, Calif., in new position of news editor. He formerly had been with AP New York.

WWJ Detroit has added Reuters to its other press services.

KFHB Hollywood has contracted forLos Angeles City News Service. Station also subscribes to UP AP INS and Reuters dispatches.

FALL semester of Northwestern U. School of Commerce and Journalism begins September 28, including an evening division.

ENTERED STAFF of WPIL Philadelphia has joined the United Nations Council, an educational group dedicated to world organization and understanding, while the first station to become a member.

GET IN ON THE IDAHOALESALES HARVEST
JUST LOOK AT THE CLIFF EDWARDS SUCCESS STORY

+ Cliff has appeared in 103 Hollywood motion pictures.
+ He was the voice of "Jiminy Cricket" in Walt Disney's "Pinochio."
+ He was the voice of the "Black Crow" in Disney's "Dumbo."
+ His phonograph record sales (new pressings no longer available) set an all-time high: $1,000,000 in less than three years!
+ He appeared in 14 Broadway shows.
+ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
+ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.
+ Featured in a morning quarter-hour-strip on the Blue Network, with a 3.6 Hooverating.

TOWER TRANSCRIPTIONS, INC.
Phone Plaza 3-9327
247 PARK AVENUE, NEW YORK 17, N. Y.
RUSS JOHNSTON, associated with McCann-Erickson, New York, for two years, has been named vice-president in charge of radio production for the agency. Prior to joining McCann-Erickson, he was Hollywood program director for CBS.

VINCENT MORGAN RYAN, executive vice-president of Grant Adv., Chicago, and Arline Judge, film actress, were married in Las Vegas, Nev., on Aug. 3.

ABBOTT KIMBALL, head of Abbott Kimball Co., New York, is on West Coast for three weeks making a survey and also conferring with BLAIRDELL GATES, vice-president and Los Angeles manager.


JANE MITCHELL has been appointed media buyer of Glaser-Galley & Co., Los Angeles.

ROGER VERRAN of the copy staff in Minneapolis office of BBDO, has been appointed copy chief of the firm's San Francisco office, succeeding THOMAS DILLON, transferred to Los Angeles office in similar capacity.

JACK W. RUNYON, for 2½ years Hollywood manager and radio director of the Office of Inter-American Affairs, has resigned to return to commercial radio after brief vacation. Mr. Runyon is former radio director of Ted Bates Inc., New York. He will continue to act as consultant for all QIA Hollywood radio activities under direction of New York and Washington offices.

RICK CHRISTENSEN, formerly with the sales and service staff of WKY Oklahoma City, has been named radio director of Erwin, Wasy & Co., Oklahoma City.

KENN MAGERS, for 20 years advertising and publicity manager of The Cincinnati Gas & Electric Co., major local radio account, is now with Forest & Davies, Cleveland.


ROBERT IRWIN, former account executive of Deinle & Dorsett, New York, has joined Moss & Arnold as account executive.

ARTHUR PINE has joined Moss & Arnold Co., New York, as director in charge of radio publicity and exploitation. He will also maintain his own public relations office at 67 W. 44th Street, New York.

PAUL THOMAS, formerly with John A. Clements Assoc., New York public relations firm, is now account executive and member of the public relations plans board at Abbott Kimball Co., New York.

ELLIS TRAVES, manager of Chicago office of Roy B. Durstine Inc., is now a vice-president of the agency. Mr. Travas was a vice-president and Detroit office manager of Ruthmuff & Brown before taking over management of the Durstine office in March 1944.

BILLY B. LEE, formerly with New Orleans and WWL New Or- leans, is now in charge of radio department of Dan B. Miner Co., Los Angeles.

JEAN SHIMP, publicity writer at Compass- ton Adv., New York, is to be married to Robert L. Dunn 3rd, who is returning from Europe.

FRED W. MEYER, former national advertising manager of Honolulu Star-Bulletin, has joined Leon Livingston Agency, San Francisco, as marketing and research director.

EILEEN SILVA, copywriter and account contact, has been shifted from Abbott Kimball Co., New York office to Los Angeles.

ANNE PILLOW, copywriter of McCann-Erickson, Chicago, has been shifted to agency's Los Angeles staff.

CHARLES S. STAHL, head of Los Angeles office, has resigned and is in a merchant marine ship.

Mr. Christensen has joined the technical department of Benton & Bowles, New York.
ANNOUNCING THE PUBLICATION OF THE FIRST

PACIFIC COAST

RADIO HANDBOOK

A complete reference source on all important
Pacific Coast radio and market facts

Advertising and agency executives have hailed the Pacific Coast Radio Handbook as one of the most useful radio reference books ever compiled, for it supplies information constantly referred to but never before found without consulting several reference volumes.

In addition to latest market data, the Pacific Coast Radio Handbook contains in compact form: listings of all Pacific Coast network stations with call letters, power and frequency; rates and discounts for all Pacific Coast networks; network offices, executives, addresses and telephone numbers; individual station offices, addresses and executives; Pacific Coast station representatives; charts and tables.

Market facts are the most recent and authoritative and include population, radio families and retail sales breakdowns by counties for California, Oregon and Washington.

It is hoped that the Pacific Coast Radio Handbook will be a working tool for everyone interested in the Pacific Coast market and Pacific Coast radio. Your comments and suggestions will be appreciated for use in planning future editions.

* Copies of the Pacific Coast Radio Handbook are available to all advertisers and advertising agency executives. Please address your requests to: Sydney Gaynor, General Sales Manager, Don Lee Broadcasting System, 5515 Melrose Avenue, Hollywood 38, California.
Livestock feeding is big business—$150,000,000 worth—in the KATE primary coverage area. Yes, $150,000,000 in cash is what the Hormel, Decker and Wilson packing plants paid farmers hereabouts for livestock they fattened last year. One of the nation’s prosperous packing centers, tops in dairying and poultry raising, it’s a matter of agricultural record that this richest of farm territories has known a crop failure! In this area, too, is the town of Albert Lea, home of the famous “Albert Lea Post War Plan.” And the KATE-way is the only way to sell this market. We, or our national representatives, will be glad to tell you the whole KATE story. Ask us for it when making up your next radio schedule.

**KATE STUDIOS IN ALBERT LEA AND AUSTIN, MINNESOTA MUTUAL * ABC * SOUTHERN MINNESOTA NETWORKS**

**The KATEway to Southern Minnesota’s Millions!**

Livestock feeding is big business—$150,000,000 worth—in the KATE primary coverage area. Yes, $150,000,000 in cash is what the Hormel, Decker and Wilson packing plants paid farmers hereabouts for livestock they fattened last year. One of the nation’s prosperous packing centers, tops in dairying and poultry raising, it’s a matter of agricultural record that this richest of farm territories has known a crop failure! In this area, too, is the town of Albert Lea, home of the famous “Albert Lea Post War Plan.” And the KATE-way is the only way to sell this market. We, or our national representatives, will be glad to tell you the whole KATE story. Ask us for it when making up your next radio schedule.

**Network Accounts**

**New Business**

INTERNATIONAL Silver Co., Meriden, Conn., Aug. 12 started Adventures of Ozma and Harriet on 146 CBS stations. Sun., 6-6.30 p.m. Agency: Young & Rubicam, N. Y.

UNION OIL Co., Los Angeles (petroleum products), Aug. 27 starts for 32 weeks America’s Favorite News on 10 CBS Dominion stations, Mon. thru Fri. 7:45-6 a.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.


**Renewal Accounts**

AMERICAN HOME PRODUCTS, New York, Sept. 17 for 52 weeks renewing Home, Theirs, and Ours, on NBC All Cities Sunday, 12:30-1 p.m. Mon. thru Fri. on 146 CBS stations. Agency: Dancer-Fitzgerald-Sample, Chicago.


BROWN SHOE Co., St. Louis (Buster Brown Shoes), Sept. 1 renewes Smilin’ Ed McConnel and His Buster Brown Gang on 22 NBC Stations, Sat. 10-11 a.m. Agency: Leo Burnett Co., Chicago.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal, Sept. 7 renews Champion Fighters on 26 CBC Dominion network stations, Fri. 10 p.m. to end. Agency: Maxon Inc., N. Y.

ROBIN HOOD FLOUR MILLS, Toronto (cereals and flour), Aug 29 renews Claire Wallace on 25 CBC Toronto stations, Mon.-Wed.-Fri. 12:15-2 p.m. Agency: Young & Rubicam, Toronto.

AMERICAN HOME PRODUCTS, New York (Cereal, Old English Scratch Remover), Diamond Tints and Dyes, Aeroswax, Epoxy Towel Paste and Powder and Heel), Sept. 19 for 52 weeks renewing Just Plain Bill, Mon. thru Fri. 4:30-4:45 p.m. and Front Page Parrings, Mon. thru Fri. 4:30-4:45 p.m. on 52 NBC stations. Agency: Dancer-Fitzgerald & Sample, Chicago.

MAPLE LEAF MILLING Co., Toronto (Red River cereal), Oct. 10 renews Maple Leaf with 33 CBC Toronto stations Wed. 8-8.30 p.m. Agency: Cockfield Brown & Co., Toronto.
still in the lead!

As recently announced, REL is prepared to furnish to the FM stations now on the air, power converting devices applicable to transmitters of any manufacture, which will furnish one or three kilowatts output power at any frequency in the new band (88-108 megacycles).

THE REL CONVERTER

1. Enables the station to transmit simultaneously, in addition to its old frequency, the new frequency during the important interim period of operation.

2. Requires no additional monitoring of the audio program as one monitor controlling point takes care of both frequencies.

Consult us immediately for prompt delivery of your order, pending lifting of present restriction.

3. Furnishes you with a relatively inexpensive method of operation during the transition period.

4. Does not have to be discarded—it will become the future amplifier portion of the new transmitter. An Armstrong phase shift modulator can then be supplied by us, which, when added to the power amplifier section of the converter will constitute a complete new one or three KW transmitter.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

PACIFIC COAST
N. B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

Sales Representatives

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
Meet WHB's Jetta Carleton

Who says: "If you can't be a Cover Girl—be a back-cover girl!"

In three and a half years at WHB, Jetta has written copy for butchers, garages, grocery stores, maternity shops, theatres, and refineries... came in as a continuity writer, became continuity chief, the original "Mary Jane on Pericoat Lane", the girl in Aisle 3, and finally, managing editor of SWING....

Jetta lists as one of her high points in radio an interview with Errol Flynn at the Darby Corporation where hers was (unofficially) "the face that launched a thousand tank-landing craft"... or the time she ad libbed the same interview twice with Dick Powell because somebody set down on the program they had just transcribed on a glass record.

She graduated a few times from the University of Missouri, headed a drama department in a Junior College for 2 years... hangs notes to herself from a Phi Beta key... she's a dancer, too; intends to be discovered by Agnes de Mille any minute now... and write a prize short story next Sunday morning... used to win poetry prizes in college, and that's how she became a writer of copy for butchers, garages, grocery stores, maternity shops, theatres and refineries...

"SWING", which is published monthly, is a 68-page pocket-size magazine featuring articles by Mutual commentators, "Ports of Call" in New York, Chicago, Kansas City (where to go—what to see)... and occasional pictures. The picture section this month is a photographic record of Pres. Truman's June visit to Independence and Kansas City. If you'd like a free copy of SWING just write Don Davis on your business letterhead at the nearest address shown below.
A WORLD SUBSCRIBER SAYS:

“Thank you for making this fine continuity service available”

Join the family of 335 leading radio stations which enjoy the unusual advantages of World Library Service.

World gives you big name talent—brilliantly recorded on World's famous Vertical-Cut, Wide-Range transcriptions.

World gives you variety—a large basic Library, with semi-monthly releases of new selections—50 or more units per month. World gives you smart programming—84 skillfully written, smoothly-styled continuities every week. Why not put World Library to work now building better programs for your station? Send today for complete presentation and price. World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD LIBRARY

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

NEW YORK CHICAGO WBS HOLLYWOOD WASHINGTON
rural rhythm with an all-round appeal
That's Merle and Ralph, "The Early Birds" who entertain WTAD and KGLO 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 Merle's guitar strumming and cowboy songs, plus Ralph's tickling of the ivories is drawing mail regularly from 517 cities and towns . . . 97 counties in Illinois, Iowa, Missouri and Minnesota. Thousands of loyal "Early Bird" listeners can be your customers. Call your nearest Katz office for WTAD for details.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
Quincy, Illinois
930 K.C. 1,000 Watts
CBS Affiliate

850 on your Radio Dial

5000 WATTS
DAY AND NIGHT
NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

Promotion
Promotion Personnel
LAMBERT B. BEEFUKES, former promotion manager of WXYZ Detroit and previously in that position at KYW Philadelphia, on Aug. 14 joins Mutual promotion department in New York as presentation writer.

HOWARD A. DONAHUE, program director of WCOL Columbus, Ohio, has also taken over duties of head of promotion, publicity and merchandising department of the station. AL ALBINGER, production director and chief announcer, will assume some duties of program department.

JAMES E. CARSON, formerly with the public relations department of Consolidated-Vulcan, San Diego, Calif., has been named network service manager of CBS Churden in Los Angeles, succeeding FRANK KIZIS.

JOHN FORBES, member of the American publicity staff, July 30 married Sgt. Marguerite P. Girman, USSNC.

JILL GIRARD, promotion manager and director of War Bond promotions for WBOW Terre Haute, Ind., has enlisted in the WAVE. Her WBOW successor is ALICE ARNOLD, formerly with WAOV Vincennes and WISH Indianapolis.

JUDITH WALTER, NBC central division public service director, last week visited local interlochets, Miami, National Music Camp, of which she is trustee.

WENDELL NEELY, former head of his own Long Beach, Calif., agency, has been appointed sales promotion manager of KGRR Long Beach.

RICHARD EISINGER, former managing editor of Bakersfield Californian and for three years in public relations department of U. S. Marine Corps recruiting office, has joined NBC Hollywood press division as news editor. He replaces GEORGE TURNER who resigned to freelance.

LESLIE RADDATZ, assistant manager of NBC Hollywood press department, is father of a girl born Aug. 2.

Teen-Time Party
MORE than 10,000 youths will be guests Aug. 16 at free party at Palaizades Amusement Park, Palmades, N. J., given by Teen-Timers Inc and Princess Jr., New York. Companies are sponsors of "Teen-Timers Carnival" which starts Aug. 23 on NBC and party will introduce program principals to their future listeners. Tickets of admission will be available at Teen-Time departments of New York and New Jersey department stores.

Customer Ballot
TEXTRON Inc., New York, sponsor of Helen Hayes on CBS starting Sept. 5, is making plans with department stores to poll customers with charge accounts by postcard ballot requesting votes on favorite plays for Miss Hayes to dramatize. Stores cooperating in ballot will be entitled to 20-second cut-in announcements on the various CBS stations carrying the programs. Mention of Tectron will be placed at beginning and end of half-hour. Walter Thompson Co., New York, is agency.

WE Export Booklet
FOUR-COLOR booklet "At Your Service," describes organization of Western Electric Export Corp., its services to the motion picture industry abroad. Main portion of book indicates experience

WITH California one of states using single license tag to conserve metal, KPO San Francisco is finding promotion opportunity in space for duplicate tag. Plate is regulation size and made of lacquered beaverboard.

Store Video
ROA VICTOR home instrument division is presenting an illustrated brochure which describes the role of television as an advertising and merchandising medium for department stores. The RCA booklet, which is being sent to store executives, cites four department stores using television, including store operation of a commercial television station to increase firm's prestige.

WKY Retrospect
LARGEST illustrated folder issued by WKY Oklahoma City presents service rendered by station during past year to local farmers. Theme is manner in which station fulfilled pledge of service in 1944. Photos of prominent agriculturists heard over WKY during year are included.

Preview Plus
USUAL newspaper and announcement preview promotion for Wildroot, Co., the weekly "Slim Byrant Show" on WGL, Fort Wayne, Ind., was supplemented by personal survey contact of drugstore customers. Letters also were used as follow-up.

Shoe Polish
BOX of shoe polish is promotion item used by WEAF New York to boost Ed Herlihy Sunday newscast sponsored on station by Enquirer Shoe Polish, New York. Box is attached to card which states "Sample my way".

WMRD Folder
ASKING "Who's slogan is this?" folder has been issued by WMDR Peoria, Ill., using P. A. Bove Co., WMRD sponsor for 13 years. Radio success story of firm is presented plus reprint of trade paper ad.
This is IOWA

and so is THIS

...and you get BOTH on WMT

Once upon a time Iowa was known by the crops it raised. Today, it ranks 16th among the country's manufacturing states. A remarkable balance between agriculture and industry that provides a stable, balanced market with a spendable, dependable income. This is the audience you reach through WMT, covering the largest daytime primary area in the state inside its 2.5 mv. line (1,131,780 * diversified people). WMT is the only station in the Cedar Rapids area that brings these people those good, good CBS programs... at Iowa's best frequency—600 KC with 5000 watts!

Let WMT head your list and you'll lead in the right direction.

*(Way back in 1940)*
Jewelers aren't in the habit of buying brass for gold! So when we tell you that the Wimmer Jewelry Co., Fargo, has broadcast to the Red River Valley over WDAY seven times a week, every week for nineteen years, you might conclude that we add up quite satisfactory with that organization. You wouldn't be wrong—about Wimmer's, or about the seventeen other-round local advertisers who have been on WDAY, steadily, from 10 to 23 years!

When local advertisers who know all the facts approve so markedly of a station, what better recommendation could you ask?

**WDAY, INC.**

**N. B. C.**

**FARGO, N. D.**

970 KILOCYCLES . . . 5000 WATTS

**FREE & PETERS, INC., NATIONAL REPRESENTATIVES**
SCRIPT on MBS “The Amazing Nero Wolfe” is observed by Andrew Jergens (r), president of Andrew Jergens Co., Cincinnati, sponsor of series, with comment offered by Ed J. Holmes, actor who portrays Nero Wolfe’s assistant, and Frances F. W. P. E. W., who portrays role of Nero Wolfe.

toona, Pa.; Isaly Dairy Co., five-weekly for 52 weeks on WADD, Columbus, and WKBW Youngstown, O. Colonial Furniture Co., Indianapolis, thru Singer Adv., five-weekly for 52 weeks on WPIM Indianapolis; Petersen Harned Von Maur, Davenport, la., thru Edward I. Franklin & Assoc., five-weekly for 52 weeks on WTKY Des Moines, Lathibe Inc., New Orleans, thru Mel Washburn Radio Agency, five-weekly for 52 weeks on WWIN New Orleans; Katz Drugs, Kansas City, five-weekly for 52 weeks on WDAF Kansas City; Breeding’s Economy Drug Stores, Miami, five-weekly for 52 weeks on WIOD Miami; Washburn Wilson Seed Co., Moca, Fla., thru H. B. LeQuette Agency, New York, five-weekly for 52 weeks on KIMK Seattle; David G. Evans Coffee Co., St. Louis, thru Ruthrauff & Ryan, St. Louis, five-weekly for 52 weeks on KLCN Kansas City.”

D-KALB AGRICULTURAL Assn., DeKalb, II. (Hybrid seed corn), Sept. 17 starts five-weekly five-minute programs on CHLI, Hamilton, Ont. Agency is Western Adv., Racine, Wis.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Face tissue), on Sept. 3 starts Sunday afternoon to- ronto Conservatory of Music programs on number of Ontario stations. Agency is Ferris Adv. Service, Hamilton.


STUDIO GIRL SHAMPOO Mfrs., Los Angeles, Aug. 13 starts three-weekly five-minute transcribed “Life in Holly- wood” on WLW Cincinnati. Contract is for 52 weeks. Concern also uses a spot announcement schedule on Los Angeles area stations KKMZ KPVD KIEV KGJF and is including list in that territory. Other markets are being considered. Agency is Robert F. Dennis Inc., Los Angeles.


GENERAL ELECTRIC Co., Schenectady, N. Y. (Mazda Lamps), on Aug. 13 starts five station-break announcements weekly on KFY Los Angeles with similar schedule on KKNZ Hollywood. Contracts are for 52 weeks, thru BBD, New York.

NATIONAL SCHOOLS, Los Angeles (technical school), adding to schedule on local stations, Aug. 1 started 18 spots weekly on KFAC Los Angeles. Agency is Adolph Wenland Adv., Los Angeles.


SANTE FE RAILWAY, Chicago (help wanted), Aug. 13 starts for 13 weeks daily participation in combined “Sur- prise Salute” and “Housewives Protec-

(Continued on page 60)
This month — read

WHAT'S BEHIND THE AM VS. FM FIGHT?

In one of the most interesting and informative articles ever written on the subject of radio broadcasting, Milton B. Sleeper, editor of FM and Television Magazine, explains the terrific battle being waged behind the scenes by AM broadcast interests against FM.

Whether or not you agree with the author's conclusions as to the outcome, you will agree that this article merits the careful consideration by every broadcast executive and engineer, for it presents the opinions of an authority whose views are respected by broadcasters and manufacturers alike.

Read "What's Behind the AM vs. FM Fight?" in the August issue of FM and Television Magazine.

Now in its 5th year of publication, FM and Television Magazine covers both the engineering and the business aspects of these two fields. Its contributors, the leading engineers and executives of the industry, are the men who are setting the pattern of postwar radio progress. If you are not a subscriber, take advantage of the special offer below.

**FM AND TELEVISION**

"The complete and authoritative source of information on frequency modulation & television"

**SPECIAL OFFER TO RADIO EXECUTIVES**

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The Milky Way
COMMERCIALS become productions on the County Fair Show, sponsored by the Borden Co., on American, Tuesday 7:30-8 p.m. To put over the sales messages for Hemo, six persons are employed: Elsie, the Borden Cow; Beulah, Elsie's daughter; a trombonist impersonating Elmer, Elsie's husband; a drummer and a pianist, and Larry Keating to read the commercial.

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WPTZ TO TELEVISION
U. OF PENN. GAMES

PHILCO Corp.'s television station, WPTZ Philadelphia, plans to use live programs in the fall, leading off with telecasts of the home games of the U. of Pennsylvania. Games will be sponsored by Atlantic Refining Co.

"We are throwing the doors open to agencies," said Paul Knight, Philco station manager. "We were on the air for 20 to 25 hours before the war and we plan to resume regular telecasting this fall." Philco will relay football game telecasts to WNBT New York, NBC outlet, Mr. Knight said, if the necessary equipment can be obtained. WPTZ equipment will gradually be replaced, he said. The station expects a full personnel increase of from 15 to 20 persons, he explained. WPTZ is currently relaying films programs from 8 to 10 p.m. on Wednesdays and Fridays through facilities of WNBT, Mr. Knight said.

Free Time for Railroad Recruiting Is Refused

REFUSING request of Los Angeles Citizen's Manpower Committee for gratis spot announcements in campaign to recruit railroad workers, local independent station managers headed by Calvin J. Smith of KFAC were almost unanimous in their refusal following meeting of program managers with LACMC. With stations called upon to do their "patriotic duty", Mr. Smith in reply pointed out that railroad companies spend considerable money in newspapers for help wanted advertising and therefore a similar appropriation should be allotted to radio.

Stations did agree to use publicity hand-outs and newspapers, but refused straight commercial announcements on free basis. Consensus, following meeting, was that LACMC request of stations to attempt to take advantage of broadcast medium. Despite turn-down, spot announcements will be made available to stations through OWI packet channels.
Postwar Broadcasting Features
11th Western Canadian Meet

By JAMES MONTAGNES

MORE PUBLIC service broadcasting and use of technically trained war veterans and satellite equipment by independent broadcasters in FM and television, featured keynote addresses by Michael Barkway, recently appointed Canadian representative of the CBC, with headquarters at Toronto. He emphasized that the BBC and the CBC do not have in mind linking relations, that the BBC had no interest in Canadian broadcasting problems. But he pointed out that following the war of private Canadian broadcasters in supplying special programs to the BBC for Canadian troop broadcasts, there should be continued special broadcast presentations after the war.

Continuing closer relations with the CBC was stressed by Jack Radford, CBC station relations supervisor, who reviewed how independent broadcasters over the years found they could solve their problems with the CBC at roundtable sessions to their mutual advantage and to the benefit of the listener.

President Truman Letter

President Truman's letter on public service broadcasting recently published in BROADCASTING was quoted at length by Glen Bannerman, CAB president in his discussion of improving their broadcasting and on closer co-operation with the CBC, else legislation might place private broadcasters in a worse position at present.

"By cooperative effort and in spite of the present handicap of all networks being CBC," he stated "the private stations can provide programs of public service and entertainment which can outshine anything as yet originated in Canada by the networks... Better programming, better public understanding, and freedom to grow and develop with the changing art are vital to the industry."

A study of program trends was recommended, with British Columbia stations picking to run a pilot program session, and if successful the same procedure will be operational elsewhere. Specialization, he pointed out, that public opinion trends in programming can be anticipated.

To sell broadcasting as a medium to advertisers not now using radio or using it sparcey, a recommendation is to be made by the WAB that the Canadian Association of Broadcasters hire a sales manager to do the job for the industry.

G. R. Rice, CFRN Edmonton, was re-elected president for a fourth term, with F. H. Elphicke, CKWX Vancouver; A. M. Cairns, CFAC Calgary; and Lloyd Moffat, CKBI Prince Albert, as directors.

The WAB set definite dates for their annual meetings, to be held on the first Monday and Tuesday of August each year, unless emergency interferes.

Following a report by Horace Stovin, Toronto, on the co-operative Radio Bureau which has recently been set up by independent broadcasters at Ottawa, to give recorded feature service on government developments, the WAB decided to seek the bureau with full membership. The Radio Bureau is operated on a non-profit basis, at a flat fee for each broadcast station according to power and coverage, plus charge per recording.

Horace Stovin also reported on the work of the Bureau of Broadcast Measurement, of which he is a member of the board of directors.

Delayed network broadcasts for western Canadian network stations loom possible following a talk given by W. Murdoch, president of the Canadian Federation of Musicians, who traced the history of the union's development. He pointed out that if Canadian stations would put aside 5% of their gross for local musical talent and development of new talent, delayed broadcasts would likely be allowed by the union to western Canadian stations.

Mrs. John G. Edison of the wartime Information Board, Ottawa, discussed women's program features which the WIB provides.

Stations were advised to solve their own rate classifications locally in cases where national advertisers were trying to obtain programs on local or regional rates.

Postwar Fresno Conference

ANA Responsibility

PAUL B. WEST, president of the Association of National Advertisers, on Aug. 9 said that it is the responsibility of manufacturers to explain in their advertising what the present production situation is and when their products will again be available. Mr. West's statement, which followed a series of conferences between ANA and WPB officials, pointed out that there should be a positive attitude in advertising rather than the negative one too often used.

Tele Luncheon

AMERICAN Television Society on Aug. 15 will hold first panel discussion luncheon for members and guests at Hotel Sheraton, New York, Noo to 2 p.m. “Advertising Agencies and Television” is discussion topic. Agency executives are scheduled to lead discussion. Richard Marville, market research specialist, is chairman.

MENENN SPONSORS MORNING PROGRAM

MENENN Co., Newark, on Aug. 13 starts a new kind of recorded five-minute early morning program on 100 stations in major national markets.

Using the largest radio advertising budget in its 66 years, Men- nen will promote its shave creams and shave preparations. The recorded programs, to feature nighttime network stars, will be broadcast five days weekly, three times each morning between 7 and 8 a.m., on all 100 stations. The same broadcast with the same radio-star will be heard three times each morning. Featured artists will change daily, however, according to the agency, Duane Jones Co., New York.

Among the stars already booked for the 52-week series are: Tom Howard, George Shelton, Harry McNaughton, Ralph Dunke and The Jesters. Ford Bond has been assigned as me.

American Rate Card

AMERICAN rate card number 1, dated Aug. 1, 1945, has been issued by the network, succeeding Blue Network rate card number 35, which was dated Jan. 1, 1945. New card shows 18 stations which have increased their rates in the interim; also shows six additional affiliates, five deletions, seven replacements and seven regroupings. Main change is a revision of the discount structure enabling an advertiser to ear maximum discounts without using the full network but by using the basic network plus six regional and supplementary groups of stations.

Radio Parts Co-op

NON-profit organization, Radio Parts and Electronic Equipment Shows, Chicago, has been formed to sponsor and conduct trade shows for the radio parts and equipment industry. H. W. Clough, vice-president of Belden Mfg. Co., will be president of the new organization.

COL. WALKER JOINS PIERSON AND BALL

LT. COL. RALPH L. WALKER, former assistant chief, Broadcast Division, FCC Law Dept. and veteran Commission attorney, last week joined the Washington law firm of Pierson & Ball as a partner, following Army retirement.

Col. Walker was appointed to the old Federal Radio Commission Dec. 1, 1928, and served with the FRC and FCC until Sept. 30, 1942, when he was granted leave for active military duty with rank of major. He was attorney-examiner with both the FRC and its successor until May 11, 1947, when he was named chief of the newly-created Hearing Section of the Law Dept. He later became assistant chief of the Broadcast Section.

When called to service, Col. Walker was made secretary of the Combined Communications Board, Combined Chiefs of Staff and of the Joint Communications Board, U. S. Joint Chiefs of Staff. He was promoted to lieutenant colonel April 3, 1948, served as secretary of the Combined Signal Board at Allied Force Headquarters, North Africa, from July 1943 to March 1944. Returning to Washington, Col. Walker was named executive officer of the Joint Communications Board of the Joint Chiefs of Staff. His military service began in 1927 with the D. C. National Guard.

Texaco Buys Met

STARTING its sixth consecutive season, the Metropolitan Opera will be broadcast again under the sponsorship of the Texas Co., New York, on about Dec. 1, Saturdays on American. Eighteen performances direct from the stage of Metropolitan Opera House will be aired during the season. Agency is Buchanan & Co., New York.
Associated Broadcasting Corporation

expands to full time COAST-TO-COAST operations September 16

40 million potential customers in the metropolitan areas are available through ABC basic outlets*

Streamlined Major Market Coverage

- New York
- Boston
- Philadelphia
- Washington
- Baltimore
- Richmond
- Buffalo
- Cincinnati
- Pittsburgh
- Detroit
- Chicago
- Minneapolis
- St. Paul
- St. Louis
- Denver
- Salt Lake
- Los Angeles
- Long Beach
- Oakland
- San Francisco
- Portland
- Seattle

* A total of 3,970 ABC commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN
NABET to Stay Independent, Council Decides; Move to N.Y.

NABET is going to remain NABET for a while longer, according to a decision unanimously reached last week by the national council of this independent radio engineers union.

After a week-long meeting at the Hotel Pennsylvania, New York, Aug. 1-7, during which proposals were received from the IBEW (AFL electricians union), IATSE (AFI stagehands and movie projectionists union) and ACA (CIO union of telephone, telegraph and radio workers), the council adopted this resolution:

"Be it resolved that, after listening to national representatives of unions interested in our affiliation, it is the unanimous opinion of the national council that NABET should remain independent. Be it further resolved that it is the opinion of the national council that the benefits to be derived through affiliation are of insignificant value and are outweighed by the disadvantages. Therefore, the national council recommends independence."

Bad News for Jimmy

Immediate significance of this decision is that David C. Petrito and his musicians will have to continue their fight against NABET if they want to maintain their status as the nation's radio studio. IBEW, which excludes all technicians of CBS and its owned and operated stations among its members, had agreed to turn this function, now performed by technicians except in Chicago, over to AFM. NABET, whose membership includes the technical employees of NBC and American, has resisted the attempts of AFM to secure this further control of broadcasts and has won a National Labor Relations Board order upholding its position and a decision of the Federal Circuit Court of Appeals upholding that order. [BROADCASTING, July 30, Aug. 6].

As soon as the court order backing up its decision is issued, and it is expected momentarily, NABET will request NBC and American to begin negotiations for a new contract, including platter turning. Mr. Petrito's only apparent means of halting such activity now is by an appeal to the Supreme Court of the United States, for which the way may have been paved by the disqualification of one of the three circuit court judges, who held that the AFM should have had the opportunity to present new evidence in support of its claim that NABET is company dominated.

Hiller Heads Committee

NABET council named Harry E. Hiller, chairman of the New York chapter who becomes national secretary-treasurer Sept. 1 when the union's headquarters will be moved from Washington to New York, as head of the committee to negotiate with American and NBC. Other members of the committee include R. Davis of the New York engineering chapter and Frank Schnepper of Chicago. NABET President Allen Powley will participate in the negotiations with the committee.

Clarence Allen, former secretary-treasurer, has been appointed to the new post of national representative, in charge of NABET's national organizing activities. He will continue to head the union's Washington operations, including contract work in that city.

Thorus E. Lacroix, chairman of the Hollywood chapter, was elected vice-president to succeed Beverly Fredendall of Chicago, who is retiring from the broadcast field and hence from NABET. Mr. Fredendall was voted an honorary membership in the union and awarded a gold membership card, an unprecedented honor.

Council members attending the seven-day meeting were: Mr. Hiller, Mr. Davis, Mr. Allen, Mr. Lacroix, Mr. Fredendall, Charles H. Thropp, Hudson chapter; Mr. Hiller, Mr. Fredendall, Charles H. Thropp, Hudson chapter; Mr. Hiller, Mr. Fredendall, Charles H. Thropp, Hudson chapter; Mr. Hiller, Mr. Fredendall, Charles H. Thropp, Hudson chapter; Mr. Hiller, Mr. Fredendall, Charles H. Thropp, Hudson chapter; Mr. Hiller, Mr. Fredendall, Charles H. Thropp, Hudson chapter.

Radio Makers See Bright Prospects for Industry

THREE spokesmen for radio manufacturers last week came out with opinions on the postwar business prospects for radio and electric products.

In New York, Leonard C. Truesdell, general sales manager for the radio division of Bendix Aviation Corp., painted a rosier picture: "New York City retail dealers will sell approximately 1,000,000 radio and radio-phonograph combinations during the first year of unrestricted civilian production."

Nate Hast, merchandise manager for Lear Home Radios, said: "Unbounded enthusiasm for the postwar sales era may prove a boomerang for many of the companies—especially the newer ones—who are building greater sales organizations than their productive capacity can supply."

On the West Coast, Allan R. Royle, sales manager of the sound equipment division of Stromberg-Carlson Co., told his listeners: "The sound equipment industry is slated for an extremely rich market in the postwar growth of the Pacific Coast."

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Construction

(Continued from page 18)

any number of personnel, additional
appropriations will be needed, yet Congress will be in recess until October, unless called back by President Truman. The Commission has informally requested the Army and Navy to release its former technical and legal personnel now in the armed services.

Following release Tuesday of the FCC's new facilities green light, dozens of applications were filed late last week.

STATEMENT OF POLICY

By the Commission:

1. On Jan. 26, 1945, the Commission issued a public notice and procedure to be followed in handling standard broadcasting applications under the Jan. 16, 1945 Supplemental Statement of Policy, concerning availability for permits to construct new radio stations or to make changes in existing radio facilities, that such applications would be treated as in effect, in the public interest, as soon as filed, in the normal period of a construction permit without unnecessary difficulty.

2. The War Production Board has indicated that manufacturing of VLF, VLF and intermediate frequency equipment will be made available to the Army and Navy for use in the production of VLF equipment in all categories (standard, FM, television and others). It is expected that FM and television construction started during the latter part of this year can be completed within the normal period of a construction permit without unnecessary difficulty.

3. The FCC accordingly gives notice that the 60-day period provided for in Sec. 5.100 of the Commission's rules shall be extended for filing of new applications without prejudice to any regulations adopted in the meantime by the Commission.

4. In the meantime the Commission will continue to act on applications which have not theretofore been filed, or which have not theretofore been actioned by the "freeze" provision, e.g., new stations in communities without primary service, noncommercial education, experimental, educational, and developmental activities, and changes in equipment required by the Commission.

5. The following procedure will be observed in processing applications:

a. PENDING APPLICATIONS—UPON WHICH NO COMMISSION ACTION HAS BEEN TAKEN— They will not be acted on for a period of at least 60 days from the date they are filed, or new or changed conditions from those stated in the application. Such amendments shall be made in accordance with section 1,121 of the Rules and Procedures of Practice and shall be made in accordance with section 1,121 of the Rules and Procedures of Practice and shall be made in accordance with section 1,121 of the Rules and Procedures of Practice and shall be made in accordance with section 1,121 of the Rules and Procedures of Practice and shall be made in accordance with section 1,121 of the Rules and Procedures of Practice which have not theretofore been actioned by the "freeze" provision, e.g., new stations in communities without primary service, noncommercial education, experimental, educational, and developmental activities, and changes in equipment required by the Commission.

b. APPLICATIONS WHICH HAVE BEEN DISCONNECTED BUT NOT YET HEARD—The Commission has not announce hearing dates for applications in this category, until the expiration of the 60-day period.

c. APPLICANTS—UPON WHICH HAVE BEEN HEARD AND THE RECORDS CLOSED—Applicants whose cases have been heard and upon which the record has been closed are requested to advise the Commission within the next 60 days of any changes or corrections, if any, which may have occurred reflecting upon matters of evidence or the introduction of additional evidence or copies of any notification shall also be served upon other parties to the proceeding. The application is closed for the introduction of this additional evidence.

* * *

Babcock's Election as Crosley President Is Announced From Cincinnati Offices

ELECTION of Irving B. Babcock, president of Aviation Corp., as chairman of the board of Consolidated Vultee and American Central 'M' Aircraft Corp., was announced last week in Cincinnati, Crosley headquarters.

Formal transfer of the Crosley Corp., including WLW Cincinnati and related radio properties, was effected last Tuesday in the transaction involving a payment of more than $21,000,000 to Powell Crosley Jr. and his immediate family.

It is expected he will become chairman of the board.

James D. Shouse, vice-president in charge of the Crosley Broadcasting Division, and Raymond C. Cosgrove, vice-president and general manager of the Manufacturing Division, are also members of the board.

Mr. Babcock, in addition to his position as chairman of Avco, is chairman of the board of Consolidated Vultee and American Central 'M' Aircraft Corp., Avco subsidiaries. Victor Emanuel, chairman of Avco, was elected a director of Crosley.

With the acquisition of Crosley, Avco enters the field of household appliances, electronics and broadcasting. In handing the checks to Mr. Crosley, Babcock observed that of 54,000 shares involved, up to 400,000 had been submitted for sale at the agreed price of $9 a share.

Net Sales

CROSLEY Corp. (including WLW) net sales, first half of 1945, were $55,900,287, compared with $49,084,806 in corresponding period last year, according to financial statement for Jan. 1-30, 1945. Net profit, however, was $1,318,816 as compared to $2,655,898 for first half of 1944. Company set aside $4,805,154 for Federal income and excess profits taxes and reserved $612,000 for contingencies as result of renegotiation of war contracts. Total current assets of Crosley as of June 30 were $31,283,801; in same period 1944, $37,218,575. Crosley paid stockholders $277,000 in dividends, and earned surplus of $10,109,071, as against $8,387,009 in 1944.

PAGE ENGINEERING HEAD FOR MUTUAL

ESTERLY CHASE PAGE, a pioneer in radio engineering and until recently a lieutenant colonel in the Army Signal Corps, is now engineering director of Mutual network.

Mr. Page's appointment to the new position was announced last week by Robert S. Swezey, vice-president and manager and Mr. Page Mutual general manager.

A comprehensive study of Mutual's facilities, its coverage and its future FM requirements is to begin immediately. An integrated plan of development and expansion will be presented to the network's board of directors and member stations in the near future, Mr. Swezey said. Mr. Page is to head up a new Mutual technical and engineering department. He will be responsible for future FM and television activities, as well as for the improvement of present Mutual facilities.

Own Business

Mr. Page, a native of Chicago, was the 39th person in this country to be granted a license to operate his own radio station in Evanston, Ill. Mr. Page became a radio operator on KFAT Denver. A 22, he is the chief engineer of WTAS Elgin, forerunner of WGN, and the next year Mr. Page designed and constructed WBBM Chicago, where he remained as chief engineer. He has built several stations, among them WJBT Chicago, KFEG St. Joseph, WJJD Mooseheart, Ill. (now Chicago), and others.

In 1934, Mr. Page organized his own consulting business in Chicago and installed one of the first directional antennas, increasing coverage for KKND Gary, Ind. After that, he went into partnership with George C. Davis, former assistant chief engineer, broadcast division, FTC. Among other clients of the firm was WOR New York. Shortly after Pearl Harbor, Mr. Page resigned from the firm and went into the Signal Corps. After the war he was a notable one, including among other things, his appointment as personal signal officer for General Eisenhower.

Decca Profit Down

DECCA RECORDS Inc., New York, reports consolidated net profit for six months ended June 30 of $450,284 (unaudited) after provision of $382,349 for all estimated income and expense taxes. Profit reported is equal to $1.16 per share on 388,226 shares of capital stock outstanding. This year's profit report compares with a net profit of $460,610, or $1.20 per share on same number of shares outstanding in period last year.
Delegation Headed
By Reinsch, Miller

FIRST TOUR of broadcast executives to a war theater got under way last week with the departure of a delegation of 15 by plane for London. In the group were 10 broadcasters, four representatives of trade and amusement papers and Col. E. M. Kirby, escorting officer.

The group left by plane (C-54) from La Guardia Field last Friday. The previous day had been spent in Washington for briefing by Maj. Gen. Alexander D. Surles, director of Army public relations, with additional advice of a semi-official or unofficial character supplied by Paul A. Porter, FCC chairman, who recently returned from an ETO inspection, and Capt. Harry C. Butcher, USNR, who served three years as Naval aide to Gen. Dwight D. Eisenhower. They were the guests at a farewell dinner to the group in Washington Friday night.

Pacific Trip Likely

In the group are Justin Miller, president-designate of NAB; J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman; Mark Woods, president, American Broadcasting Co.; Robert D. Sweetzey, vice-president, Mutual Broadcasting System; Joseph Ream, vice-president, CBS; William S. Hedges, vice-president, NBC; Col. Harry C. Wilder, WSYR, Syracuse; Clair McCollough, Mason-Dixon Radio Group; Martin B. Campbell, WFBA Dallas; John E. Fetzer, WKZO Kalamazoo and assistant director of censorship for radio; J. Leonard Reinsch, managing director Cox Radio Stations and radio adviser to President Truman; Capt. Harry C. Butcher, USNR, naval aide to Gen. Dwight D. Eisenhower.

OVERSEAS CONTINGENT of U. S. broadcasters, studying broadcasting in Europe as guests of the War Dept., attended a dinner given by Sol Taishoff, editor and publisher of Broadcasting, at the Hotel Statler, Washington, Thursday night, on eve of take-off. Standing (1 to r): Maj. Al Wharfell, executive officer, Radio Branch, Bureau of Public Relations, War Dept.; John Alicote, publisher, Radio Daily; Abel Green, editor, Variety; Robert D. Sweetzey, vice-president and general manager, Mutual Broadcasting System; Morris Novik, WNYC New York; Walter Brown, assistant to Secretary of State James F. Byrnes; John E. Fetzer, WKZO Kalamazoo and assistant director of censorship for radio; J. Leonard Reinsch, managing director Cox Radio Stations and radio adviser to President Truman; Capt. Harry C. Butcher, USNR, naval aide to Gen. Dwight D. Eisenhower.

Radio as Peace Medium

Radio as Peace Medium Must Reach All—Kobak

BEFORE radio can carry out its task of promoting world peace it must have certain characteristics, according to Edgar Kobak, president of Mutual. "If radio is to be effective it must reach all peoples everywhere, so that messages of tolerance and understanding may be heard even in the farthest corners of the world," he stated in a special broadcast on Aug. 4, which was beamed to five transmitters of OWI's Voice of America.

Virgil Pinkley, vice-president and general European manager of UP, who shared the broadcast, agreed with Mr. Kobak that free exchange of news, unfiltered by censorship or national prejudices is one of the best guarantees for a lasting peace. Statements will be rebroadcast over OWI's 16 West Coast transmitters to the Pacific and Asia.
approval on height of towers

All hearings held

ALLDRICH FAMILY

COAST FAVORITE

ALLDRICH FAMILY, with a rating of 14.6, was top program with Pacific Coast listeners during July, according to Pacific national Hooper report which placed Vox top second, 13.2, and Walter Winchell top, 13.2.

Remainder of first 15 and ratings were: The Whistler, 12.2; Adventures of Bill Lange, 11.9; Police chief, 11.6; Victor Borge, 11.4; Take It or Leave It, 11.2; Crime Doctor, 11.3; Blondie, 11.1; Adventures of the Thin Man, 11.0; Can You Top This, 10.6; Man Called X, 10.6; Screen Guild Players, 10.9.

Average evening audience rating on West Coast was 6.4, drop of 0.8 from last report and 0.7 than year ago. Average evening sets-in-use were 25.0, down 3.3 from last report, down 3.7 from year ago. Average evening available audience was 92.1, decrease of 1.9 since last report, drop of 1.0 from year ago.

Average daytime audience rating was 3.5, down from last report, down 0.4 from year ago. Average daytime sets-in-use were 12.5, loss of 1.2 from last report, loss of 1.4 from year ago. Average daytime audience was 65.1, down 0.9 from last report, down 0.8 from year ago.

Majestic Earnings

MAJESTIC Radio & Television Corp., Chicago, has announced in its annual report for fiscal year ended May 31, 1944, that their consolidated net earnings after all charges and provisions for renegotiation and taxes, totalled $238,463.09. This compares with previous year net profits, after renegotiation, of $171,606.88. E. A. Tracey, Majestic's president, stated that the relatively few FM stations now in operation have proved the public's approval of the station-clear reception achieved by this new development and that many Majestic models will be equipped for FM as well as AM. Additionally he reported the company would market a line of receiving sets, offering television as soon as market develops.

Sun in radio

INTENTION of the New York City to enter the broadcasting field was disclosed when New York Sun Broadcasting Co. Inc. received a corporate charter from the New York Secretary of State to conduct a broadcasting business. Thomas W. Dewart, president of the Sun, William T. Dewart Jr., publisher, and Edwin S. Friendly, vice-president and general manager, are directors of the corporation. Authorized capital stock is $750,000, with 5,000 shares of $100 par value preferred and 250,000 shares of $1 par value common stock. No application has as yet been filed with the FCC and Sun officials last week declined to discuss their broadcasting plans.
FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The NAB formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

PUBLIC QUESTIONS

STATION LICENSEES should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts—Broadcasts designed for the presentation of political, economic, social or philosophical questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statements appealing to intelligence and reason.

NEWS

NEWS should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news assure this result. News should not be selected for the purpose of furthering or hindering either side of any public question to be colored by the opinions or desires of the station management; the editor or others engaged in its preparation or the person actually delivering it over the air or in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news disemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

CHILDREN'S PROGRAMS

PROGRAMS designed specifically for children reach responsible minds and influence social attitudes, aptitudes and appreciations and, in law require the closest supervision of broadcasters in the selection and control of material, characterization and plot. This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior.

Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the NAB will continuously engage in studies and consultation with parents and child study groups. The results of these studies will be made available for application to all children's programs.

EDUCATION

WHILE ALL radio programs possess some educational values, broadcasters should take special care in their specific educational efforts. In cooperation with educators and other outside agencies, broadcasters should search for improving applications of education.

RELIGION

BROADCASTING, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather, it should be the purpose of the religious broadcast to promote the spiritual, harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

COMMERCIAL PROGRAMS

LENGTH OF COMMERCIAL PORTION

ACCEPTANCE of programs and announcements should be limited to products and services offered by individuals and firms engaged in commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Moreover, broadcasters should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:
- 5-minute programs — 1:15
- 6-minute programs — 1:30
- 10-minute programs — 2:15
- 15-minute programs — 3:15
- 30-minute programs — 6:00

EXCEPTIONS

The above limitations do not apply to participation programs, announcement programs, "mystery clocks," shoppers' guides and other local programs falling within these general classifications.

STANDARDS OF GOOD TASTE

The following, it is deemed, is generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Controversial which describes repel- lently any functions or symptomatic advertising...
4. Cures and products claiming to cure the common cold.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy of other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any product that is "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading by handwriting, numerology, palm-reading, or astrology, or any similar art.
9. Schools that offer questionable or unsatisfactory grades.
10. "Home work" except by firms and industries.
11. Offers of "hose work" except by firms and industries.
12. Any "dopeester," tip-sheet or race track publications.

All forms of speculative finance. Broadcasters should accept only those forms of advertising which the public can readily identify with a reputable, independent, sound business organization and within the bounds of government licensing agreements.

NAB STANDARDS OF PRACTICE
Mr. Dumm

Mr. Dumm heads KSFO San Francisco and recently acquired financial interest in and is president of KPAS Pasadena, another sale forced under the duopoly rules.

KXA operates on 770 kc with 1 kw power, shares time with WJZ New York, and is an applicant for 10 kw power on the same frequency. Early this year the FCC denied application of KXA to operate after local sunset even with permission of WJZ on grounds that such operations would violate Sec. 325(b) of the Commission's Rules & Regulations [Broadcasting, Feb. 19].

Upon approval of the sale by the FCC, KXA will become part of the newly-organized Universal Broadcasting Co., thus linking the Seattle station with KSFO and KPAS as a regional Pacific network. Formal application for the transfer is expected to be filed with the FCC shortly.

Hillman Prediction

FIRST RADIO reporter to broadcast after returning from the Potsdam conference was William Hillman, Mutual correspondent who, at 7:15 p.m. Aug. 5, said that there was little doubt of Russia's entry into the war against Japan. He said the next Big Three meeting would take place after the Russian declaration of war and most probably would be a meeting of the Big Four—including China, along with the U.S., Britain and Russia. Russia declared war on Japan five days later.
NAB Expands
(Continued from page 20)

Director, entered the Navy three years ago, the NAB has been without a full-time labor chief. John Morgan Davis, general counsel, has been serving as labor relations consultant.

Election of Mr. Willard as executive vice-president, at $25,000 per year, resulted from unanimous recommendation of the Presidential Selection Committee (see Willard story on page 20). Whether the by-laws will be amended to redefine the duties of the secretary-treasurer is something for future consideration. Some of the duties set forth by the Board for the new executive vice-president are similar to those assigned to the secretary-treasurer under the by-laws.

With broadcasting about to expand many-fold because of FM, the Board adopted a resolution inviting the officers and members of the FMBI to join the NAB Board in working out a plan under which the FMBI may be absorbed by the NAB, as suggested editorially by Broadcasting July 30. The FMBI Board meets Tuesday (Aug. 14) in Chicago to consider the NAB invitation, among other things.

Continued support for a minimum of one year, if needed, of the War Advertising Council was also approved.

Mr. Arney reported that since 1945 the NAB has added five new active members, bringing the total membership to 669 active and 39 associate members. New ones are: WKBV Richmond, Ind.; WKMV Des Moines, Iowa; KXOA Sacramento, Cal.; WFGM Schenectady, General Electric Co.'s FM outlet; WRGB Schenectady, GE television outlet.

Following authorization by a recently enacted by-law, the Board formally made associate memberships available to attorneys practicing before the FCC and consulting engineers, with annual dues of $75. Dues for applications for new stations were fixed at $50 and for construction permit holders at $60 annually.

A amended plan for an Academy of Radio Arts & Sciences, entailing a $50,000 expenditure and proposed by the Public Relations Executive Committee, was rejected.

Abolish Old Code

The board actually abolished the NAB Code prior and established a Standards of Practice, following recommendations of the Code Committee. Whole sections of the Code were wiped out in some instances and amendments adopted in others. That portion of the Code governing solicitation of memberships was abolished. For years it has been the bane of organized labor. Its enforcement led to charges before the FCC against WHKC Columbus, 0., by the UAW-CIO. Proceedings were later disallowed, joint motion of WHKC and the CIO, but the FCC in announcing the dismissal, severely took the NAB to task because of that proviso in the Code.

To enforce to some extent, the Code, the section prohibiting members from selling time for the discussion of controversial public issues, also was abolished. In its place the Board adopted this brief standard under the title "Public Questions":

Public Questions

"Station licensees should provide time for the presentation of public questions. Such time should be allowed with due regard to the value and interest of the subject to the public."

Determination of what shall be broadcast "rests entirely with the station licensees and this responsibility may not be delegated," ac-
Atom

(Continued from page 16) gave a factual rundown on the bomb developments. On the following morning, the network's world news round-up brought in a broadcast from Richland, Wash., giving reactions of workers to announce-ment of the new weapon. In the afternoon, the network scheduled an interview with a special broadcast Tuesday, part of which went on the network.

At WROL, NBC affiliate in Knoxville, the news of the bomb test was regarded as of equal if not greater importance than D-Day or V-E Day for only 18 miles away was a city of 76,000 which had been cloaked in absolute secrecy since it had been built just a few years ago to harness atomic power.

WROL contributed in many ways to the morale of the Oak Ridge workers, making "Stay on the Job" recordings for use on the project's p.a. systems, broadcasting special announcements at the request of the Army, and providing entertainers for personal appearances at recreation centers. But through the long period of security, says the station, "the principal and best cooperation was complete and voluntary from any unnecessary references to the project".

Washington Story

In central Washington, location of the Hanford Engineering Project, radio played its part in telling the story as it had in recruiting workers and maintaining secrecy. Immediately upon the first reports, James A. Murphy, manager of KIT Yakima, dispatched John Roberts, news editor, Ben Murphy, chief engineer, and Clarence Lemminger, announcer, to Richland with orders to "get everything you can".

The station men worked fast to tell the Richland story and on that same Monday evening the first remote from the town was broadcast to KIT and the Mutual-Don Lee stations of the northwest. An interview with Col. F. T. Matthias, commanding officer of the project, was arranged, followed the next day by on-the-spot reports by Mr. Lam-
Chronology
(Continued from page 15)

respondents—George Hicks of Blue and Bill Downs of CBS—as well as H. R. Buehkgre of Blue, win Headliners Club Medal awards.

June 15—New 200,000 w international shortwave transmitter operated by CBS for OWI at Delano, Cal., beaming messages to Japan, goes into operation.

June 17—Radio goes all-out in mass reception for returning Gen. Dwight D. Eisenhower, Supreme Command- er, accompanied by Capt. Harry C. Butcher, USNR, former CBS Washington vice-president, and his naval aide throughout the war in Europe. July 8—Nine weeks' coverage of UNCIO was among biggest public service jobs in history of radio, demonstrating industry's capacity to meet heavy responsibilities in handling momentous world affairs. July 9—President Truman, in letter to Broadcasting's editor and publisher, says that American radio has written own Magna Charta since Pearl Harbor, that American radio is in good hands and solicits continued aid of medium in fight against Japanese.

Aug. 3—NAB's retiring president, J. Harold Ryan, in annual report lauds news job done by broadcasters in war, sees need for improving news organizations to hold audience.

Aug. 6—Wartime research by Westinghouse Electric Corp. and Glenn L. Martin Co. leads to announcement of new science for relaying television and FM broadcasts from flying transmitters.

Aug. 10—Radio Tokyo announces that Japan will surrender according to terms set at Potsdam if her Emperor's person and position remain inviolate.

Surrender
(Continued from page 15)

Edna Gilmore, AP correspondent in Moscow.

BBC sent wires to some 85 stations across the country for telegraphed statements of reactions which the British network planned to broadcast to England.

Special transcontinental circuits between NBC New York newsroom and San Francisco, giving New York control of all programs from the West Coast or through there from the Pacific, were first used to carry to New York text of the Jap surrender announcement, as monitored by WHLC San Francisco. Setup which includes Class A and Class E circuits, is similar to one NBC installed early in the war between New York and Washington.

Last week Frank McCall, NBC news chief, ordered the coast-to-coast circuits installed in preparation for V-J Day. Work was completed only Thursday night under supervision of Ferdinand Wankel of the network's engineering department. A few hours after the last wire was connected the setup made its debut with the surrender flash.

Although not scheduled to be on

the air on Fridays, WCBW, CBS video station in New York, planned to do a special program on the Japanese war from Pearl Harbor to the present at 8-9 p.m. Friday and to stay on indefinitely if V-J Day were proclaimed. Station had done a similar unscheduled tele- cast on Aug. 8 following the Russian declaration of war against Japan.

New York stations covered the Japanese surrender offer by increasing their news coverage, interrupting programs with bulletins, and carrying special commentaries.

Following official announcement of V-J Day, WOR planned to broadcast man-in-the-street programs from New York's Chinatown, Harlem and Fifth Ave.

WHOM planned rooves from New York's Officers Club, Journal Square City, and the East Side. A special victory speech paying tribute to mothers, wives and sweethearts of servicemen was to be broadcast in Polish, Italian, Jewish and German by WHOM. Another program was to carry statements from six mayors of New Jersey communities paying tribute to their fighting men. Station also has offered New York fire and police depart-

ments its facilities for any messages of caution.

WLIB planned to use special documentary recordings made in advance by men in the Pacific Theater, giving a review of the war.

WOX cancelled its regular morning program schedule after the first bulletin on Japanese surrender offer was read by John Gambling during Gambling's Musical Clock, to bring its listeners latest news reports until 11:30 a.m. when the

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station resumed normal operations. WQXII doubled its news periods and planned to pick up remotes from New York's USO centers and a special broadcast in tribute to the fallen. WNEW had special commentary by Bruno Shaw and John Goette, both veteran correspondents in Asia, on Martin Block's Make Believe Ballroom. Following the V-J announcement, station planned to have pick-ups from Stage Door Canteen, a series of documentary programs and a broadcast of High Mass from the Paulist Fathers' Church. WNET also had prepared a dramatic fantasy, Hirohito's Horse and the Army Mule.

Developments in the war the past week came fast. Radio was on the job to give the public first news of each event.

First came the release of the atom bomb story on Monday, Aug. 7. (See page 16) Networks and stations were still devoting news and feature broadcasts to that subject when on Aug. 8, three months after V-E Day, the Soviet Union declared war on Japan. First on the air with President Truman's announcement was NBC, which got the story over the network at 3:02 p.m., one minute after the President's statement in Washington. The three other major networks followed very closely behind NBC.

Order in which the broadcasting chains aired the Russian war bulletin was as follows: American, 3:02:30, Mutual, 3:02:40, and CBS, 3:04:15.

Ralph Howard Peterson, NBC Washington reporter, phoned the bulletin from the White House newsmen to the network newsroom in New York. Burroughs Prince, night news editor, took the call and passed the information on to Herb Shebdon, announcer on duty in the flash news studio, who immediately cut into the network. At American, Jane Craven, a copygirl, was the first to spot the incoming bulletin on the INS wire. She rushed it to Paul Scheffels, newsmen staff writer. Taylor Grant, announcer and editor on American's 'Headline Edition,' broke into a sustaining program to broadcast the bulletin.

In Philadelphia, Mutual's cooperatively-sponsored newscaster, Alexander Griffin, was just starting his regular 3 p.m. broadcast on WIP when the news came in. He broke into his own copy immediately to read the bulletin.

Harry Marble, CBS newscaster in the New York headquarters, broke into a sustaining program with the news at 3:04:18 p.m. At 3:07:10 CBS had Quincy Howe on the air describing how Truman gave out the announcement and what it meant to the world.

For the remainder of the broadcast day, networks kept up a running news bulletin on developments. Correspondents were called in for interpretations of commentary and local reaction from almost all points on the globe. Special discussion forums were hurriedly scheduled. A number of regularly-scheduled programs, such as Time View the News on American, were hastily rewritten to play up the Russian-Japanese angle.

The atom bomb took second place in a quick shift of pace, only to come back with a bang when news of a second atom-bombing of Japan came in shortly after 12:30 Aug. 9. CBS television station in New York, meanwhile, although the station was not scheduled for telecasting Wednesday night, had put on a special full-hour program. From 8 to 9 p.m. WCBW telecast films about Russia, presented Maj. George Fieling Elliott with his analysis of the military aspects of the Russian move and also in an interview with Capt. Sergei Korniloff, Russian author.

It was the first time since Pearl Harbor that WCBW has telecast on an unscheduled night.

'Triumph' Distributed

APPROXIMATELY 300 copies of Norman Corwin's dramatic narrative, "On a Note of Triumph," first broadcast May 8 on CBS and repeated on Monday, Aug. 13, have been purchased by Delvecchio King, board chairman of Granite Trust Co, Quincy, Mass., for personal distribution to service men in his hometown, to civic officials and to all members of the U. S. Senate. Mr. King distributed the copies published in book form by Simon & Schuster, because he said he felt the work expresses the problems of the day in striking, forceful fashion.

Happy Day!

FRIDAY, Aug. 10 will go down as a happy day for four network newsmen. Royal Arch Gunnison and Bert Covi in New York, got extra enjoyment out of covering the Jap offer to quit. So did Bob Bell in the Philippines. All three had been prisoners of the Japs at Santo Tomas. A. A. Schechter, Mutual news chief, former radio officer on Gen. MacArthur's staff, also was happy—the surrender offer coming on his birthday.

Chinese Angle

WOL WASHINGTON, Mutual outlet, had a different and exclusive angle on the Russian entry into the war. The station's special events department took a recording of film recorder to the home of the Chinese ambassador in Washington, recorded an interview in which he discussed the Chinese reaction to the declaration of war, and then fed the interview to the full CBS network at 10:30 p.m. Aug. 8.

Pacific

(Continued from page 16) its proper use. The wire recorder, among other things, brought back some of the war's biggest stories. It was taken wherever a man could go and used under the most trying circumstances.

Radio's part in winning the Pacific war was cited by two commanders in that area, Admirals Nimitz and King, in a transcription played before the NAB Executives War Conference in Chicago in 1944. On psychological warfare Adm. Nimitz promised, "The program to bring Japan unconditional surrender will be heard with ever-increasing volume in Japan itself."

Casualties during the entire war were high. Radio men, both commercial and armed service, were exposed to every risk of battle injury and diseases faced by the combat soldiers and frequently more in their zeal to do the job. With considerably less training, they accompanied the troops everywhere, even on parachute jumps behind the lines.

Among the network correspondents, Mutual casualties were Frank J. Cuhel, killed in Lisbon air crash in 1942; Raymond Clapper, killed in Pacific plane crash, 1944; Larry Meier, injured at Dieppe; John Thompson, injured on D-Day; Ed Franke, engineer, injured on D-Day on PT boat.

American casualties were Tom Frandin, injured in Europe in 1944; Clete Roberts, injured on Leyte, 1944. CBS men on the casualty list include Leigh White, injured in Pacific, 1943; Bert Franke, killed in Lisbon, 1942; John MacAulay, injured on D-Day; Robert St. John, injured during capture of Greece.

Radios Soon in Canada

NEW CANADIAN radio receivers are expected now to be on the market sometime in November, but will resemble 1942 models. From manufacturers it is learned that most will be mantle models with wood or plastic cases, and will be equipped for FM reception, although there are no commercial FM stations yet operating in Canada. Sets along lines of post-war sets advertised in recent years are not expected to be available for at least another two years.

Distributors Set

BENDIX Aviation Corp., radio division, Baltimore, has completed organization of interstate distributors who will handle marketing of firm's new AM and FM sets in 62 major markets.

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ACTIONS OF THE FCC

AUGUST 3 TO AUGUST 10 INCLUSIVE

Decisions ...

ACTIONS ON MOTIONS

Martinsburg Broadcasting Co., Martinsburg, W. Va.—Granted motion for construction hearing to be continued consolidated hearing with application for new FM station, to begin August 6, 1945.

Petersburg, Va.—Granted motion for continuation hearing set for September 19-25.

Administrative Board Actions

August 6

WBNS, Columbus, Ohio—Granted a modification of license changing corporate name to RadioOhio Inc., covering Wbios, WDBX, WMGM, WJTV, WKBW, WDXY, WWSY, KOAM, WAXW, WISE, WMBF, WJEB, WMFB, WCDO, WDDN, WMPC, WDDU, WAPC, WISN, WJNR, WISY, WJHD, WCIK, WOFX, WDOE, WERI, WMBR, WERH, WRKU, WQFL, WMTS, Wenburg, Minn. Supply Co., Mankato, Minn.—Granted motion changing license DA-DN to DA-N.

Applications ...

August 6

KOWH Omaha—Granted license renewal for period ending 8-1-47.

WBIR Knoxville—Granted license renewal for period ending 5-5-48.

LICENSING OF SITES ALLOWED FOR TWO-CHARTER BUILDING PERIOD AT PETERSBURG.

Applications ...

August 7

WBNS Inc., Columbus, Ohio—Granted mod. license change corporate name to RadioOhio Inc., covering WBNS, WDBX, WMGM, WJTV, WKBW, WDXY, WWSY, KOAM, WAXW, WISE, WMBF, WJEB, WMFB, WCDO, WDDN, WMPC, WDDU, WAPC, WISN, WJNR, WISY, WJHD, WCIK, WOFX, WDOE, WERI, WMBR, WERH, WRKU, WQFL, WMTS, Wenburg, Minn. Supply Co., Mankato, Minn.—Granted motion changing license DA-DN to DA-N.

Applications ...

August 3

KOWH Omaha—Granted license renewal for special service authorization 600 kc 100 w, 5,000 w D U.L., for period 11-1-46.

WBNX Boston, Mass.—Granted mod. license changing DA-DN to DA-N.

LICENSING OF SITES ALLOWED FOR TWO-CHARTER BUILDING PERIOD AT PETERSBURG.

Applications ...

August 8

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted application for new FM station, amended to change requested power from 250 w to 100 w.

NEW-465-1 kc James A. Noe, Shreveport, La.—Granted license for new FM station, 7,150 sq. mi., est. cost $50,000.

NEW-KFBC Cheyenne, Wyo.—New FM station, 1,710 sq. mi., est. cost $206,500, to commence operation 11-13-45.

August 9

1420 kc WFCI Pawtucket, R. I.—Granted license renewal for period ending 8-1-47.

NEW-92-108 kc WSAM Saginaw, Mich.—Granted license renewal for new FM station, amended to permit operation at 5,000 kw.

NEW-KWXI Altoona, Pa.—Granted license renewal for period ending 8-1-47.

NEW-1495 kc WENS, Long Branch, N. J.—Granted license renewal for period ending 8-1-47.

Applications ...

August 10

NEW-91-92 kc Providence Bible Institute, Providence, R. I.—Granted license renewal for period ending 8-1-47.

NEW-991 wcbs Long Branch, N. J.—Granted license renewal for period ending 8-1-47.

Applications ...

August 11

WBNS Inc., Columbus, Ohio—Granted motion changing corporate name to RadioOhio Inc., covering Wbios, WDBX, WMGM, WJTV, WKBW, WDXY, WWSY, KOAM, WAXW, WISE, WMBF, WJEB, WMFB, WCDO, WDDN, WMPC, WDDU, WAPC, WISN, WJNR, WISY, WJHD, WCIK, WOFX, WDOE, WERI, WMBR, WERH, WRKU, WQFL, WMTS, Wenburg, Minn. Supply Co., Mankato, Minn.—Granted motion changing license DA-DN to DA-N.

Applications ...

August 12

NEW-1495 kc Retained license for new FM station, 3,340 sq. mi., est. cost $36,000.

NEW-450-the 1 kc WKKF, Miami, Fla.—Granted license renewal for period ending 8-1-47.

NEW-1450 kc Boulder City Broadcasting Co., Boulder City, Nev.—Granted license renewal for period ending 8-1-47.

Applications ...

August 13

NEW-966-LRZ NBC World Wide, Inc.—Granted license renewal for new FM station, 1,070 sq. mi., est. cost $24,000.

Applications ...

August 14

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 15

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 16

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 17

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 18

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 19

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 20

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 21

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 22

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 23

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 24

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 25

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 26

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 27

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 28

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 29

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 30

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.

Applications ...

August 31

NEW-1495 kc Pottsville Radio Co., Pottsville, Pa.—Granted license renewal for new FM station, 11,000 sq. mi., est. cost $106,630.
Stratovision  
(Continued from page 17) he said: “This means that, for best results, the antenna for each ground receiver must be movable, and each receiver equipped with a mechanism of 5 for bringing its antenna to bear exactly on the transmitter of each new station from which a program is desired. “Stratovision eliminates this need since one fixed antenna installation at the receiver can be beamed so as to cover the entire small-circle course of one plane flying at 30,000 feet, keeping it constantly in ‘view’. Such an installation will insure access at all times to all programs of every station operating a transmitter in the plane.”

Huge Inverted Cone

Mr. Evans portrayed the system as a huge inverted ice cream cone, with the apex the “small circle” course described by the slow-flying Martin planes, and the base the large circle circumscribing a signal range the size of New York, Pennsylvania and New Jersey combined.

“Reception of Stratovision broadcasts will be practically free from interference and distortion, caused, normally, by reflected ground waves and the numerous amplifications or relaying stages required by any previously proposed system to carry television and FM broadcasts over a comparable area.”

To provide a usable signal by Stratovision, he maintained, would require only one fifth as much power as is needed by a 60 kw transmitter on the ground covering an area only 100 miles in diameter (as against the projected 211-mile radius).

Mr. Evans estimated that to provide, by ground installation, service comparable to that predicted for Stratovision would require 100 costly relay towers and hundreds of transmitters; or a coast-to-coast cable network which would cost at least $100,000,000.

Stratovision would employ, it was explained, a low-powered ground transmitter to send television and FM broadcasts to the high-flying transmitter for re-broadcast to surface outlets. Mr. Evans claimed for the plan a solution to the problem of providing the new services to rural areas and small communities. He believes it will place network transmission of such programs on a sound economical basis immediately.

Additional Claims

“Early experiments show that the system is completely workable in any of the several television and FM frequency allocations which were recently announced by the FCC,” he stated. “Operation improves, however, in the high frequencies and this means that the system will hasten the day of practical color television.”

The youthful inventor, Mr. Nobles, made these additional claims for Stratovision:

1. That it will reduce the possibility of ‘ghosting’ on television screens.

   “‘Ghosting’ is the annoying out-of-register viewing which occurs when receivers pick up programs by two different waves—one arriving by the most direct path between the transmitter and the receiver, the other by a reflected path. Stratovision reduces the possibility of such reflection because its high-altitude operation will enable receiver owners to point antennas into the air—above mountains and other ordinary sources of ground reflection. In addition, movement of the plane will make any reflection which might occur of only very brief duration—so brief, perhaps, as to be undetected by the eye.”

2. That Stratovision will drastically reduce distortion resulting from repeated amplification.

No “Radical Problems”

“Each repeater station adds its quota of distortion to a television or FM program and any ground system, because of its many relays and necessary build up of a great amount of accumulated distortion. Stratovision, requiring only eight relay points to serve 78% of the population, would all but eliminate this problem.”

William K. Ebel, vice-president in charge of engineering for The Glenn L. Martin Co., told reporters in New York that his firm doubted whether Stratovision, despite its Jules Verne aspects, presented any “radical problems of aircraft design or operation”.

“One of the most unusual features” he added, “is that after years of striving progressively for greater speed in all our design and construction, it is required to be asked to build a huge heavy-load plane to fly only fast enough to remain safely aloft at very high altitudes.

“Present plans call for conventional all-metal, low-wing monoplanes—almost as large as the famed B-29, but with gross weight only a third of the Surface Press. They would have automatic pilots, turbo-superchargers and supercharged cabins. Each plane would have a wing spread of 161 feet and weigh about 20 tons fully loaded.

“They would be powered with two 1450-horsepower engines, cruise at less than 150 miles per hour, have a top speed of 286 miles per hour and be equipped with retractable landing gears.”

He said it would require 25 minutes for a fully loaded plane to attain the six-mile broadcasting altitude. All planes will carry modern blind flying and anti-icing equipment, he observed, for safe ascent and descent through bad weather at lower altitudes.

30,000-Foot Level

Planes, he said, would be designed to operate at the 30,000-foot level for slightly under 11 hours on one fueling. Reserve endurance at that altitude, he added, would be provided for approximately two more hours. With a maximum flying capacity of fuel for 13 hours, and eight hour cruising shifts proposed, each plane would have more than a 50% reserve against emergency, according to Mr. Ebel.

This additional fuel supply will permit planes, said Mr. Ebel, to take off from and land at distant events in the event weather conditions require circumnavigation of storm areas. He explained that relief planes would be sent aloft sufficiently in advance of changes in direction to prevent interruption of service.

He revealed, also, that each four-plane unit would have an auxiliary plane—a smaller craft—equipped to cover any special event or emergency within the location’s 103,000 square mile area.

Following is a statement by Paul W. Kesten, CBS executive vice-president, on Stratovision:

“Television stations in the sky covering a 400-mile circular area will not take the place of local stations, each serving its own community, but the Stratovision proposal offers a magnificent opportunity for nationwide programs aimed at Coast-to-Coast audiences and will provide wider coverage of small towns and rural areas than any network of television stations on the ground. Many of the electronic projects which CBS television engineers have worked during the war point to the feasibility of airborne transmitters.”

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Help Wanted

Salesman. Outstanding independent station in midwest seeks commission salesman with good voice and personality. Right man can earn $10,000-$12,000 a year easily. Address in confidence, to Box 429, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for new CBS station in Southeast. No educational experience necessary. Permanent position. Fidosts please do not apply. Reply in full. Salary and benefits reasonable. Send details first letter. Box 911, BROADCASTING.

Announcer wanted by southern kW station. Salary and talent. Immediate opportunity for good man. Box 925, BROADCASTING.

WANTED:—Executive engineer for position as chief engineer for growing southern CBS affiliate. Must name and have knowledge of radio transmission, and be willing and being to assume responsibility and work men. Excellent opportunity for right man. Apply in full. Ed. details first letter. Box 865, BROADCASTING.

Announcer—Basic network station in midwest major market has opening for experienced radio newscaster. Must be married, lives in town and have ability to handle any department other than technical. Age 33, single. good appearance. Apply in full. Box 1, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network station. Unusual opportunity for aggressive, experienced radio man to become partner in organization with an experienced management group of six. Excellent salary and benefits. Apply in full letter. Box 981, BROADCASTING.

Wanted—account executive. Out of town. Must speak and write perfectly Spanish. Excellent salary and full benefits. For full details experience, background, and offers. Box 982, BROADCASTING.

Unusual opportunity—The man we are looking for will be the only radio man with good program background for a midwest market. New Pennsylvania station, to take over virtual management of independent network station, midtown of 30,000 population. Good proposition for right man. Apply, care of Box 985, BROADCASTING.

Wanted—Licensed engineer for 250 watt CBS outlet in midwest. Write Box 986, BROADCASTING.

Indiana local needs experienced announcer-engineer. Send qualifications exactly to Box 987, BROADCASTING.

Announcer—Capable becoming program director. Suber, capable, cooperative. New York work available. Write, care of Box 989, BROADCASTING.

New England announcer—Permanent position doing new, record and show work. Prefer College trained experienced and stay for one year. Prefer a veteran who is interested in becoming a part of the staff of a big city network. Also must be successful in present work. Write Box 992, BROADCASTING.

Exceptional opportunities available for three experienced announcers. New Pennsylvania station needs program director, continuity writer and news writer. Political position. Network affiliation. Box 994, BROADCASTING.

Situation Wanted

Help Wanted (Cont'd)

Salary $9,600 watt, clear channel CBS affili- ated station, looking for experienced announcer in variety type programs, and small program director. Send full details to Box 998, BROADCASTING.

WANTED—First class engineer capable of handling all phases of station operations, including studio and transmitter. Must be willing to work all shifts. Good opportunity. Box 2, BROADCASTING.

WANTED—Broadcasting supervisor for Wisconsin network station. No announcements. This is not a duration job. Experience unnecessary. Box 9, BROADCASTING.

Engineer—Network station in Michigan needs a good engineer, capable of operating transmitter, maintenance, and studio equipment. Excellent opportunity. Salary and benefits. Apply in full. Box 966, BROADCASTING.

WANTED:—Network station in Michigan needs a good engineer, capable of operating transmitter, maintenance, and studio equipment. Excellent opportunity. Salary and benefits. Apply in full. Box 966, BROADCASTING.

Producer—Network station in Michigan needs an experienced announcer to work with program director. Prefer long time experience, good personality. Box 967, BROADCASTING.

WANTED:— Program director, permanent. Must be a good all-around announcer, able to handle any department other than technical. Age 33, single, good appearance. Apply in full. Box 1, BROADCASTING.

WANTED:—Broadcasting supervi- sor for Wisconsin network station. No announcements. This is not a duration job. Experience unnecessary. Box 9, BROADCASTING.


Situation Wanted

Engineer—Five years in broadcasting, studio, recording, transmitter; fifty kilo- watt network station. Has been with firm from eighteen months in Denver on CBS network and previous station. Excellent phone license, 4F, married. Send full details in confidence, to Box 995, BROADCASTING.

Program director—Now employed as an- nouncer-cum-producer for large network. Desires or small or medium powered station to make own decisions. Single, thirtyfive years, no children. Apply in full. Box 1, BROADCASTING.

Announced—experienced man, watching for a job with a future. Solid reputation for local, regional, network work. Replies confidential. Box 10, BROADCASTING.

BROADCASTING.

EXECUTIVE familiar with operations from ground up desires management position in any- thing other than technical. Age 33, single, three years in broadcasting with a CBS station. Must have full details available. Box 1, BROADCASTING.

Director newscaster. Replies confidential. Box 1, BROADCASTING.

Radio commercial writer—Wanted for CBS network affiliation. Excellent opportunity. Must have a minimum of five years experience in network. Replies to Box 1, BROADCASTING.

Wireless engineer—Excellent opportunity to work with a major network. Replies to Box 1, BROADCASTING.

Producer—Five years experience, excellent opportunity with CBS network. Replies to relatives Box 1, BROADCASTING.

Network management position. Replies confidential. Box 1, BROADCASTING.

Announced—smallest, now employed 5 kw station. Excellent reputation. Replies confidential. Box 1, BROADCASTING.

WANTED:—Broadcasting engineer for postwar job. Excellent opportunity for experienced, well trained, steady, sober, and aggressive. Box 16, BROADCASTING.

WANTED:—Broadcasting engineer for postwar job. Excellent opportunity for experienced, well trained, steady, sober, and aggressive. Box 16, BROADCASTING.

Situation Wanted (Cont’d)

Announcer—Chief engineer for new Mutual Station, interested in quality wide-awake newscaster. Replies confidential. Box 1, BROADCASTING.

Network management position. Replies confidential. Box 1, BROADCASTING.

ONE of the South's greatest 50,000 watt stations wants a reliable, intelligent, above-average man—opportunities unlimited. Basic salary and talent fees. Write Box 975, BROADCASTING.

Announcer—Chief engineer. Well trained, now employed 5 kw station. Excellent reputation. Replies confidential. Box 1, BROADCASTING.
CREWS TO SET UP USAF RADIO DEPT.

ALBERT CREWS, production director of NBC in Chicago and author of Radio Production Directing textbook, has been granted a seven-month leave of absence to establish a radio department at the new U.S. Armed Forces Institute, Biarritz, France. Crews will be commissioned a major and is to leave New York August 15. In addition to establishing a curriculum of radio courses for the new GI university, he will help programming of Armed Forces Radio Service station at Biarritz. He resigned as head of the Department of Radio, School of Speech at Northwestern U. in 1943 to join NBC. In addition to his duties as production director he was co-director of NBC-Northwestern U. Summer Radio Institute.

WHOM Eye-Witness

CHARLES BALTIN, program director of WHOM New York, interviewed survivors and eye-witnesses of the bomber crash into the Empire State Bldg., using a record-graph film recorder to preserve the interviews for broadcast later in the day.

KYA Transfer Filed

PALO ALTO Radio Station Inc., licensee of KYA San Francisco, last week formally filed with FCC application for transfer of control to Dorothy S. Thackrey, publisher of the New York Post and principal owner of WLIR Brooklyn (Broadcasting, May 21). Application for companion deal, sale of KMTV Hollywood to Mrs. Thackrey, has not yet been received by Commission. Total amount involved is about $1,000,000.

SUCCESSFUL STATION MANAGER AVAILABLE

Former station owner and operator in metropolitan market, with a most successful background, available immediately for going station or one that is being built. He has an excellent record of sound, constructive and profit-making management. In addition to radio he has 15 years of executive experience in advertising with major newspapers. He can furnish the finest references as to ability and character. All correspondence held in strict confidence.

BOX 990, BROADCASTING

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 & Glashcer Products, Inc.
611 Bororne 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 2992

BUY WAR BONDS

WARREN TRANSPORTATION CO.
CONTINUES OVER WRRN FOR 26 WEEKS

THE SHADOW

Available locally on transcription—see C. MICHelson, 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF.Broadcasting
National Press Bldg., Wash., D.C.

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M02-7689

GEOBGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8434
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
R & C. A. COMMUNICATIONS, INC.
61 Broadway 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
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Washington 4, D.C.

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

Tel. Bridgeport 7-2465

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

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
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NATIONAL 7161

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PAUL A. DEMARS
ASSOCIATE
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District 1324

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
571 Press Bldg. Wash. 4, D.C.
District 7362 Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG.
WASH. D. C.
District 1437

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.
ATwood 3320

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.
At Deadline...

41,500,000 HEAR TRUMAN POTS DAM TALK

PRESIDENT TRUMAN'S Thursday night broadcast report of the atomic bomb and the Potsdam conference was heard by an audience of 41,500,000 adults, according to a survey made for CBS by C. E. Hooper Inc., which gave the President a rating of 54.1.

The President's first address to a joint session of Congress after assuming office following the death of President Roosevelt, had a 32 rating. His V-E Day broadcast set a new day-time high with a rating of 64.1. On April 17, his address to the armed forces rated 53.6. Opening the San Francisco conference, his speech rated 43.2; his conference closing session address rated 27.3; his May 21 address in presenting the Congressional Medal of Honor to T/Sgt. J. W. Lindsey rated 20.6.

Closed Circuit

(Continued from page 4)

ommunications & Transportation Dept. Comdr. T. A. M. Craven, Col march's vice-president and former Commissioner, has been mentioned often on Capitol Hill as the likely administrator should such a plan evolve.

NETWORKS still are not happy about the pool plan for Presidential journeys. Most believe each network should have a man on the assignment, rather than being represented by a competitor. News services each have own men. Most outspoken is A. A. (Abe) Schechter of MBS whose man, William Hillman, won the toss for Potsdam trip as well as the President's journey to San Francisco.

WORD AROUND WASHINGTON: That White House, in arranging President Truman's radio talk last Thursday, cleared time with only one network without consulting others directly. The three blind mice had to skip quickly to adjust their schedules.

UNLESS CONGRESS gives the nod, Charles A. Siepmann and Eleanor Bontecou, plus couple of statisticians, may have difficulty collecting salaries from FCC. After Commission hired the former BBC program executive and erstwhile employee of Justice Hugo Black [Broadcasting, July 30, Aug. 6], it developed that in the 1946 fiscal year budget there was no provision under which the "experts" could be paid.

ADD to worries of FCC: Private industry is angling for several top attorneys and engineers, now on Commission staff. Salary offers reported tempting and while Government employees feel honor-bound to stick until released, a general exodus of top-flight sides may come. That's why Chairman Porter has efficiency experts quietly surveying legal and engineering departments with view to reclassifying some jobs Civil Service-wise to get more money for his people.

LOOK for Byron Price, competent Director of Censorship, to be first War Agency head to hand President Truman his resignation come V-J Day. Mr. Price has indicated that the moment the war ends officially his work is done and his office will be closed.

CREUTZ NAMED ASSISTANT DIRECTOR OF PRODUCTION

JOHN CREUTZ, chief of the Domestic and Foreign Branch, WPB Radio and Radar Division, since June 1944, was last week named assistant director of the division in charge of production. He has been with WPB since December 1942 and previously served the industry as a radio engineer and consultant.

Henry B. Esterly, former assistant chief of the Domestic and Foreign Branch, succeeds Mr. Creutz as chief of the branch. Mr. Esterly was in the distribution end of the radio industry previously to joining the division in September 1943.

Both appointments are part of a streamlining of the division designed to aid the industry "in an orderly reconversion to civilian production when military requirements have been met", according to Melvin E. Korns, recently named director of the division.

SPOT AUTHORIZATIONS MAINLY FOR HOME SETS

FIRST SPOT authorizations for civilian electronic equipment, issued Friday by the WPB Radio & Radar Division, totaled approximately $400,000. All but about $60,000 was for home radio sets. Authorizations went to General Television & Radio Corp., Chicago; Electronics Corp. of America, New York; Kemp Equipment Co., Rochester, N. Y.; and Templeton Radio Mfr. Corp., New London, Conn. Remaining authorizations were for amplifiers and test equipment.

John Creutz, new Assistant Director for Production, explained that authorizations are granted on basis of component production capacity in excess of that required for military orders and after manpower clearance. Authorizations may be cancelled if it is found that civilian production interferes with military deliveries.

NEWSPAPERS SEEK FM

COPELY PRESS Inc., publishers of Elgin Courier-News, Aurora Beacon-News and Joliet Herald-News (Illinois) last week filed applications with FCC for FM stations in each of three newspaper cities. (For details see Actions of FCC, page 74).

CBS HONORS REPORTERS

THREE CBS war correspondents lately back from fighting fronts, William J. Dunn from Pacific Theater, Larry LeSueur and Charles Shaw from ETO, will be guests of honor at a news luncheon to be given by CBS Tuesday Aug. 14 at the Waldorf-Astoria, New York.

SAW ATOM BOMBING

NBC's Robert Shaplen came in short-wave from Okinawa with what is thought to be the first eyewitness story of damage done to Nagasaki by the atom bomb ing on Aug. 9. He said, "It looked like a volcano in the process of eruption."

People

JAMES J. FINN, former president of his own publishing firm, has joined Shappe-Wiles Inc., New York, as vice-president and will supervise merchandising and public relations for all industrial accounts of the agency.

ELLIS TRAVERS, manager of Chicago office of Roy S. Durstine Inc., has been elected vice-president of the agency. He was formerly vice-president and Detroit manager of Ruthrauff & Ryan.

HENRY A. STAMBAUGH, formerly of WSPD WTLQ WLOK and WXYZ now with announcing staff of WAGA Atlanta.

HOWARD VAN JEPMOND, previously associated with the engineering staff of WJJD Chicago, has rejoined the station.

CPL WILLARD BUTLER, former NBC spot salesman in New York and McCann-Erickson (N. Y.) timebuyer, is now stationed near Rheims, France, with the 99th Signal Service Co.

JOHN H. FERN, for three years newswriter with NBC, night news editor of WMAQ WBZN Chicago and on the news staff of WATM Cleveland and KOA Denver, recently released as public relations officer for the 7th Fighter Command, has been appointed assistant editor of Mutual's newsroom in San Francisco.

JOHN HOPKINSON, formerly associated with Bob Conn Assoc. WJJD and WIND Chicago, has joined Associated Broadcasting Corp. in charge of Chicago sales. Present plans call for headquarters in the Carbon and Card bide Bldg.

MARGARET THOMAS, former continuity chief of WSRR Stamford, Conn., on Aug. 13 was to take over Women's Radio Banner on WTIC Hartford.

M. L. MUHLEMAN, former editor and publisher of Radio, engineering magazine, has joined the editorial staff of trade and technical division, J. Walter Thompson Co., New York.

ROBERT MccORMICK, NBC's news chief at Gunn where he was attached to Fleet Admiral Nimitz's headquarters, was in San Francisco last week en route East for news assignment with the network's Washington bureau.

LUELLA HOSKINS, acting chief of the OWI Radio Section, has left for New York last week.

HELEN MEKEUS, for nine years head of KNT Des Moines transcription department, is now traffic manager, succeeding Jean Gragg, who resigned after 17 years with Cowles organization to be married.

F. K. HALSEY DIES

FREDERICK KEMPSSHALL HALSEY, associated with the Wendell P. Colton Adv. Agency, New York, died Thursday in Hills side, N. J. He was 48. A descendant of Thomas Halsey who settled on Long Island in 1657, he was a reporter on the Elizabeth Daily Journal, later heading his own advertising agency in Elizabeth. During the first World War he served in the naval air service. He leaves his widow and daughter.
Arrow ads made men "Style Conscious!"

Advertisements like this 1907 Cluett-Peabody poster did more than just sell Arrow Collars. They made American men style-conscious, and set the stage for today's vast male fashion industry.

In The DISTRIBUTION DECADE

Advertising Must Again Accelerate Sales By Selling Style!

It has always been one of advertising's important functions to raise the "bare necessities" of life above the levels of mere utility, and to create accelerated turnover and volume by creating increased desirability for variety through style.

In the Distribution Decade ahead, to develop the augmented sales volume that must materialize in order to achieve full employment, not only of manpower, but also of production and capital, advertising must again perform this function. It will take the combined planning, ingenuity and genius of the best minds in marketing, merchandising and advertising to do the job.

Alert advertising men are working on these plans, now! Here at WLW, we are giving serious thought to the best ways and means of stepping up Distribution in the four-state market that is WLW-land.

WLW
DIVISION OF THE CROSLEY CORPORATION

"...to WLW for outstanding reporting of the news"

THE NATION'S MOST MERCHANDISE-ABLE STATION
A two-way radiophone—for lifeboats!

Here's when a telephone comes in rather handy... when you can "get your party" and hear "We'll pick you up in a couple of hours!"

With the new RCA compact lifeboat radio, that's exactly what happens. A kite, or a balloon, takes the antenna up as high as 300 feet.

Turn the crank and out goes an SOS—along with a direction-finder beam so shore stations can figure your exact location.

But even more amazing, shipwrecked mariners can actually talk with the men on their way to the rescue. Moreover, they can get in touch with ships, airplanes, and that wonderful place called "land"—even if they're 1000 miles away!

Endless research, such as went into developing this lifeboat radio, goes into everything that is made by RCA.

And when you buy an RCA Victor radio, or television set or Victrola, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.


Listen to The RCA Show, Sundays, 4:30 P. M.; E. W. T., over the NBC Network.

Joseph McDonald and Donald Kolb (holding balloon) are the Radiomarine engineers who developed and perfected this lifeboat radio. Here is the balloon that is inflated with helium—sending up the antenna. At left is the "miniature broadcasting station" and "telephone."