5,000 Baltimore Listeners per Dollar

That's what W-I-T-H delivers in Baltimore on a Sunday afternoon show. Latest figures, using coverage, cost and number of listeners, give you a common denominator that proves why W-I-T-H, day in and day out, produces at the lowest-cost-per-dollar-spent in Baltimore.

W-I-T-H
The Independent Station in
BALTIMORE

TOM TINSLEY, President
Represented Nationally by HEADLEY-REED
IN TOWN AND COUNTRY... There's a Common Background

FOLKS in Midwest America, whether from city or country, think and react pretty much alike. It's probably because so many of the city folks either came from the farm themselves, or have relatives who are farming. Consider the G. E. Bausmans, farming near Dayton, Indiana, and Mrs. Bausman's nephew, J. F. Robeson, a railroad clerk in Niles, Michigan (pop. 11,328). Both the Bausmans and Robesons regularly buy WLS-advertised products! Checking last year's purchases in classes of goods advertised on the station, we found that 46% of the Bausmans' selections and 45% of the Robesons' selections were brands advertised on WLS! Here's definite evidence that, both in town and country, WLS Gets Results!

DAYTON, Ind.—Mr. and Mrs. G. E. Bausman (she is Mr. Robeson's aunt) own a beautiful home on a 165-acre farm near Dayton. The house, a sturdy and spacious brick structure, was built in 1843, has been completely modernized with running water, electric stove and refrigerator, central heating. They have a car, truck and two tractors. Mr. Bausman is one of the principle cattle feeders in Tippecanoe county; his wife has long been one of the state leaders in farm women's organizations and activities. Pictures show Mrs. Bausman looking over her extensive collection of valuable milk glass (she has another cabinet of Majolica); the couple before one of two marble fireplaces in their living room; and Mr. Bausman relaxing in his easy chair — near the radio, of course.

IN TOWN...

NILES, Mich.—Mr. and Mrs. J. F. Robeson own their own home at 1615 Ferry street, Niles. Mr. Robeson was born on a farm. His father's sister, Mrs. G. E. Bausman, still lives on a farm near Dayton, Indiana. Pictures show Mr. Robeson in his well-equipped basement work shop, which shares his hobby time with his lawn and garden; Mrs. Robeson at her sewing machine, and the Robesons interrupted at their reading.
Cultivate a Victory Garden in New England

New England is fertile ground. It isn't a question of sales richness, it's a question of covering all the productive acreage with effective selling.

The more you sow, the more you'll reap in the 21 key market areas which comprise 2,055,010 radio homes.

The Yankee Network hometown station in each of these markets is the cultivator. It gives you the direct contact necessary to reap the bumper crop you are after.

Planting the sales seed directly in each field is obviously the sensible procedure. There is only one effective way to do it by radio. Use The Yankee Network's 21 stations, reaching a potential audience of 8,377,543 out of the total New England population of 8,437,290.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omaha has its Ak-Sar-Ben

Omahans Work Hard
But They Like Fun, too

While, of course, Omahans have laid aside some of their earthly pleasures (the Annual Ak-Sar-Ben Ball is one of them) for the duration... they still retain their knack for gracious living.

The point is... "enjoying life" is an inherent characteristic of Omahans. What's more, they have a "way-above-average" income with which to do it.

To sell this TOP market most directly and at lowest cost... the TOP buy is Station KOIL. Write for availabilities.

A RICH MARKET
During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power.

- Sales Management.
Representative of KWKH—land's growth in population is Shreveport, hub of the rich East Texas-North Louisiana-South Arkansas area. In the past decade Shreveport's population has increased more than 25 per cent. This is not a wartime increase, but a steady rise resulting from greater demands for the market's resources such as oil and gas, lumber, minerals and diversified agricultural and livestock products. In addition, wartime expenditures have brought about a steady increase of industrial growth destined to become an important factor in post-war prosperity.

All these things make for a healthy, growing market...one in which your advertising dollars will sell now and build greater sales in the future. There is only one medium powerful enough to cover it completely, effectively — KWKH, the Shreveport Times station! For details and availabilities, contact KWKH directly or ... ask a Branham Man!

KW KH
50,000 WATTS
CBS

A Shreveport Times Station Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising
You are the Hope of the World

Nor in the Halls of Congresses and Parliaments—
Not in the Staff Rooms of Generals and Admirals—
Not in the meeting halls of societies and organizations—
It is in none of these places that a great new world will be fashioned and grow to new greatness.
It is in your home... your living room—in your mind and in your heart. Yours is the strength that must set the world aright.
Yes, you are the hope of the world.
A wiser, broader-visioned, more understanding you.
A you of vision and the capacity for greatness...
A you who knows the ways of human beings... people of this land and other lands...
Who hears the news... the music and the drama of the world.
Who hears its laughter and its sobs—who understands the work and the games of everywhere.
A you who knows the aspirations and ambitions and strivings of others like yourself—folks who speak a common language of dreams and longings... and have the will and the wit to make dreams into realities.
Yes, it is you who are the hope of the world.
For no home, no village, no nation and no world can be more great or noble than the individuals who people it...

* * *

No American can look to the future without a deep and sober regard for the children of America... his children... citizens of the future.

The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse... the entertaining and instructive Quiz Kids... the pure adventure that is part and parcel of every child's ambitions... Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, Storyland Theatre, The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse... the entertaining and instructive Quiz Kids... the pure adventure that is part and parcel of every child's ambitions... Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus. It's radio for all people of all ages... on "The Blue"—great music, complete, accurate news, great ringing forum, pure drama, adventure, variety, comedy! Listen, America!

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING SYSTEM, INC.
... and still it's

"YOU"

And here's advertisement number three in the BLUE Network-BLUE stations national campaign.

As you read the copy you will realize again that we are continuing to tell the story of broadcasting—not from our point of view, but from the listeners' angle—always the "you" angle.

A very important portion of that "you" is the youth of America.

The Blue is serving them with more shows for children than ever before. At the same time there are still several "kid shows" available and good periods in which to run them.

... and the purpose of the Campaign is still

TO MAKE THE Blue A BETTER BUY FOR YOU
WHAT'S YOUR "ATTENTION-GETTER"?

In printed advertisements the function of an illustration is to catch the reader's eye. In radio, the function of "entertainment" is to catch the listener's ear. But don't forget that, regardless how attractive the illustration or the program, the whole idea is frustrated unless the consumer gets the sales message.

Sonovox does for the sales message what "entertainment" is supposed to do for a program. Sonovox puts interest-value, curiosity-appeal, interruptive-quality into the commercial itself. And that's why the sponsor-identification rating of programs using Sonovox goes up quickly, and stays up, while most others rise slowly through the sheer weight of repetition.

Sonovox is a new art—but not for art's sake. Sonovox is offered as a means of increasing the effectiveness of radio commercials.

Sonovox is sold essentially like talent. Under each license for use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articularator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Brewing & Hersey, Inc.
American Industries Salvage Committee
Steel Scrap Drive
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Company, Inc.
Colgate-Palmolive Peet Company
Vels, Palmolive
WARD Wheelock Co. and
Wm. Esty & Co., Inc.
Delaware, Lackawanna & Western
Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenbaum Brewing Company
(Miller, Veltone, Pabst)
E. T. Howard Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Peet-Cahinen & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc.
(E. P. Co., Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co.
(Shampoos, Products)
Lennox & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon & Storage Co.
Barnes, Taiwan, Division & Osborn, Inc.
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers Service Corp.
(Taystee Bread, Granman Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company
J. Walter Thompson Co.
Stanke, Inc. (Mistletoe)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
William Chocolates Co.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.
Ryan Seeks Broadcaster-FCC Cooperation

Says Two Groups Have Common Objectives

J. HAROLD RYAN last Saturday formally assumed the presidency of the National Association of Broadcasters with a plea to broadcasters to stick together in fulfilling their public obligations and an invitation to the FCC to work with the organization in achieving maximum radio performance by "understanding cooperation."

Brushing aside past grievances of the NAB with the FCC Mr. Ryan, in a statement to BROADCASTING [see text herewith], said he believed both radio and the FCC were here to stay. "Both have a common objective and should be able to attain it by understanding cooperation," he said.

Interim Service

In taking over the office occupied by Neville Miller for six years, Mr. Ryan becomes the second paid president of the NAB. A practical broadcaster who had served since December 1941 in Washington as Assistant Director of Censorship, Mr. Ryan was elected to the NAB post last Feb. 3 by the NAB board meeting in extraordinary session in Chicago. He then agreed to serve as the interim executive until July 1, 1945.

Mr. Ryan assumed his new post on April 15—precisely on schedule. Last Thursday he headed over to John E. Petzer, owner of WKZO Kalamazoo, the functions of Assistant Director of Censorship in charge of radio, and then moved up to NAB Washington headquarters at 1790 N St., N.W., Mr. Petzer, a member of the NAB board and an active figure in Association affairs, was named Mr. Ryan's successor by Byron Price, Director of Censorship, following Mr. Ryan's acceptance of the NAB post.

In his maiden statement as leader and spokesman for American radio, Mr. Ryan expressed his "utter faith" in American broadcasters. If they work together toward the common goal of good radio, he declared, they will "meet any test to which they are put by those they serve."

Expressing no preconceived notions about immediate radio problems, the 59-year-old Toledoan had been in touch with NAB headquarters since his appointment last February, functioning through C.

New NAB President Caught at His Desk by Harris & Ewing Cameraman

J. HAROLD RYAN'S DECLARATION OF POLICY

WE HAVE plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which free men are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government.

To the people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence towards technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering pre-sentiment that the Federal Communications Commission is also.

Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their merits. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clear-cut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve.

Statler Hotel in Washington, at which time he will outline his plans and possibly the question of headquarters' staff reorganization. Under NAB's by-laws, the president has virtual plenary powers.

Legislative Session

Mr. Ryan was to confer this week with Don S. Elías, executive director of WWCN Asheville, chairman of the Legislative Committee, in connection with the White-Wheeler bill (S-814) now pending before the Senate Interstate Commerce Committee following hearings before the Committee. It is expected the Legislative Committee will meet with Mr. Ryan during the week of April 24 to appraise the legislative situation. Members of this Committee, in addition to Chairman Elías, are: Clair R. McCullough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. House, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafts, WIS Co.

(Continued on page 68)
**RTPB Panel Proposes Wider FM Band**

**Modulation, VHF Band Position, Channel Size Studied**

FORMAL resolutions proposing a widening of the present FM band from its existing 40-channel limit to 80 or 100 channels, retention of the 200 kc channel width, and continued occupancy of the existing portion of the spectrum for FM were adopted by Panel 5 of the RTPB Federated Planning Board on an all-day session at the Palmer House in Chicago April 11. C. M. Jansky, Jr., senior partner of Jansky & Bailey, consulting engineers of Washington, presided at the meeting attended by some 30 members and observers.

The part of the RTPB structure created to develop proposed allocations and standards for various radio services for FCC consideration, concluded that there are no systems of modulation which show indication of being either as good or better than FM. Moreover, it held that despite contentions of interference in the present FM range (40-50 mc) the present position should not be changed.

The Panel advocated a minimum of 80 to 100 channels for FM, both commercial and non-commercial, in a continuing band. Television Channel No. 1 occupies the range from 50 to 56 mc and the amateurs have the range from 56 to 60 mc—the additional bands sought.

The proposal for expansion of the band, to cover 80 to 100 mc in lieu of the present 40-channel range was advanced by W. D. Damm, WMJ-WMFM Milwaukee, as president of FM Broadcasters Inc., on his board's instructions.

It was also recommended that the name of Panel 5 should be changed from VHF Broadcasting, since the panel had decided it shall be used for broadcasting in very high frequencies. The formal resolutions, as adopted at the all-day session, were:

(1) Type of Modulation: The Panel at its first meeting had referred to its "Committee of the State of the Art," composed of men having access to classified radio information, the question whether the FCC had seen any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good or better than the FM system now in use.

(II) Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Dellenberger, Radiotron National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now been shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that any astatic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that there would be any other advantages accruing through the use of other locations of the spectrum, the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum:

The Panel decided that it is the consensus of this Committee that the present position of FM Broadcasting is the correct one.

(Continued on page 54)
Agencies Ready for Post-War Television

Checkup in Major Markets Reveals 55 Laying Plans for Visual Art

Premiere of FCC Movie Is Telecast; Fly Appears on Three-Station Hookup

By SOL TAITSHOFF

Unlike standard broadcasting, which got off to a wobbly start following World War I and had to be sold the hard way, television will boast advertising on its way as soon as facilities are available in the wake of World War II. That advertising agencies and their accounts will not be caught napping on visual radio is brought home convincingly in a survey by Broadcasting of leading agencies responsible for the bulk of network and spot radio business. Only larger agencies in major markets were covered, because television's post-war commercial debut will be confined mainly to the larger centers of population, graduates measuring out from those points through affiliated or satellite video transmitters as coaxial cables and radio relay links for networks become available.

Warm-Up Activities

Great impetus has been given television in recent months through test programming, lecturing and other war-related exploitation sponsored largely by television manufacturers, and by networks' statements of policy regarding national television service.

The Broadcasting survey brought replies from 55 leading agencies in the major time placement and programming centers. Of the aggregate, 27 already have video programming departments and the balance said plans are being made. Experimental telecasting already has been undertaken on five of the operating transmitters by 17 agencies in New York, Philadelphia, Schenectady and Chicago. Commercial television campaigns are being planned by 21 agencies for upwards of 50 clients. The new title of "television director" has sprouted in 30 of the responding agencies.

Agencies responding to the simple questionnaire reported an aggregate of 23 accounts now using television experimentally. Practically all of the agencies predicted a solid advertising future for the video art.

Thus far, experimental telecasting has been confined to special event features such as ball games, beauty contests and puppet and fashion shows on live pickups, along with variety shows and quiz type programs. Short subjects by film have been used to fill in regular program schedules maintained by the existing roster of stations transmitting regularly in New York, Philadelphia, Chicago, Los Angeles and Schenectady.

The majority of agencies were cautious in predicting television's arrival and in setting forth the manner or speed of its commercial development. There are many unknown quantities, agency spokesmen pointed out, with the very first problem that of "circulation" and the distribution of television receivers. Consequently, precise information was sketchy, but deep interest was apparent in the returns.

BBDO, New York, which has used WRGB Schenectady experimental, enumerated 10 clients that have tested television as an advertising medium. The lineup included Royal Crown Cola, Hamilton Watch, Vimms, Goodrich, Blackstone Cigars, Wildroot, Remington Arms, Easy Washer Machine, GE Mazda Lamps, and General Electric Co. (operator of WRGB). The programming ran the gamut from variety and plays through educational and straight commercials.

Blow Co., Bulova Watch Co., agency, reported use of WNBT, NBC's New York video station, on one-minute time signals—claiming the distinction of being the pioneer television commercial.

Cecil & Presbrey, New York, which uses the DuMont station W2XWV New York, listed Boots Aircraft Nut Corp. use of television. Thomas G. Sabin, television director, reported that despite the governmental restrictions on materials and the number of sets in use, plus studio limitations, "television can be matched by no other medium for advertising."

Compton Adv., New York, is transmitting experimentally for Procter & Gamble (Ivy Soap, Duz) and Socony Vacuum Oil Co. (Mobile Oil). It has picked up the Brooklyn Dodgers baseball games, Toots, or Consequences, and puppet shows.

Marschal & Pratt, New York, Standard Oil Co. of New Jersey agency, has been using WNBT for Esso Reporter video presentations. It has used a combination method of presentation, employing film as well as studio shots of news items teletyped less than 24 hours earlier. The agency shortly will name a television director.

Newell-Rummel Co., New York, has been telecasting over W2XWW and is preparing one show a month for Proctor Electric Co. The agency has two television directors—Edwin Franklin and Ransom P. Dunnell, who are working on ideas and programs.

Charles M. Storm, which has pioneered in commercial television presentations over W2XWW, reported it is planning television programs for a number of accounts. Among its television clients are Park & Tilford, Hillman Publications, Triangle Publications and (Continued on page 58)

Premiere of FCC Movie Is Telecast; Fly Appears on Three-Station Hookup

A MOVIE premiere via television occurred last Monday when "Patrolling the Ether," a short of the M-G-M series, "Crime Does Not Pay," was telecast by WNBT New York, WRGB Schenectady, WPTZ Philadelphia, W7ZR Chicago and KTSX Hollywood, six weeks before the film will be presented to the public through the regular motion picture theatres.

James Lawrence Fly, FCC chairman, introduced the picture to audiences of the first three stations, speaking from the studios of WNBT. His picture and voice were relayed to WRGB and WPTZ for simultaneous telecasting. It was the first time WNBT had broadcast a live studio program in almost two years, marking resumption of stations on a schedule which will be expanded as rapidly as men and material are available, according to NBC.

Activities Curtailed

Film is a dramatic presentation of fictional incidents based on actual records of the FCC Radio Intelligence Division, through whose cooperation the picture was made. In his introduction Mr. Fly discussed the role of radio by enemy espionage agents and reported that the science of radio detection as developed by the RID staff "has made it possible for the FCC to hold enemy transmissions in this nation almost to zero."

With the RID facing a million-dollar cut in its budget for the 1945 fiscal year (Broadcasting, Jan. 31-March 27), much of the FCC's radio intelligence work outside the continental U.S. will be curtailed, according to George E. Sterling, RID chief. Monitoring in this country also will be somewhat curtailed, due to the necessity of cutting personnel, he added.

The RID has been in conference with military officials as to future policy, under the restricted operations made necessary by an expected reduction of $2,165,857 in the Commission's 1945 budget. The Independent Offices Appropriations Bill (HR-4070) is scheduled for conference next month. The House has reduced the FCC appropriation by $1,654,857 and the Senate, passing the bill March 20, added another $509,000 cut.
AFM 'Make Work' Strike Hits WJD

Chicago Local Demands
Station Music Staff
Be Doubled

DEMANDS by the AFM of WJJD Chicago that it double to 20 the number of union musicians it now employs, and at the same rate of $75 weekly for the maximum five-day week, caused a "walkout" strike at the station at 9 p.m. last Thursday. Meanwhile, the work of the 10 musicians, directed to strike by James C. Petrello, AFM president, was being carried on Friday under police protection by five girl clerical employees, who also attended to their regular duties.

WJJD has been sold to Marshall Field, Chicago publisher and department store owner, for $700,000, subject to FCC approval [BROADCASTING, March 6]. Ralph L. Atlass, president of WJJD, issued the following statement April 14:

On Tuesday, April 11, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13. There was no dispute over pay or working conditions; this was a "strike" vote by our members. There is now no dispute over pay or working conditions, but there is a minimum of $75 per week per man. The union scale is $75 per week for a maximum five-hour five-day week. They now work, exclusive of turning record- ing an average of less than 7 1/2 hours per week per man. The union is now directing its members not to do the same work that is now being done by 10, Chicago is a critical manpower area. We consider this strike an unproductive waste of manpower. It is economically impossible.

Conciliators Asked.

We regret that the Chicago Federation of Musicians has seen fit to call a strike that was not voted by their members in our employ, a strike called when no dispute over wages or working conditions exists, a "make-work" strike aimed to force the employment of twice as many men to do the same work now being done by the present staff that is now working less than 20 hour a week. The strike has been made by other Chicago stations whose contracts have expired. The station requested conciliation with this mental authority. The union has refused the services of the U. S. conciliator.

The following telegram was sent April 13 by Mr. Atlass to Petrello:

In accordance with your testimony before the Senate subcommittee that any broadcaster has the right to appeal to you from the unjust demands made by the union, and that strikers have the right to receive help from this privilege. Your local in Chicago has not been advised and the unpatriotic demands upon us to have twice the number of employees to accomplish the same work now being done by musicians actually working less than seven hours per week. This is not justified from a patriotic point of view because of the critical shortage of labor.

This is impossible from an economic point of view. There is no dispute over wages or working conditions. Although our contract expired Feb. 15, our union members voted to continue working until March 31. Without notice to us and without being paid a vote of the union members working at this station, the musicians were directed not to report for work on April 14. No sincere effort was made to negotiate with us. We vainly tried to reach Mr. Petrello by telephone April 13, the first date they would set which was today, but all to no avail.

Accordingly we are appealing to you. We tried to call you by long distance telephone today. We are advised by your counsel that you would not talk on long distance. We are appealing to the strike by a patriotic spirit and sense of fair play. We ask the union to do the same thing for us and effect an agreement giving our musicians every right and wage they now receive and at the same time provide an economic and effective union.

No statement was issued by the Chicago local office of the AFM. "We are the guinea pigs in this situation," Mr. Atlass said with a sanguine look.

Mr. Lee

1. According to the Blue, WHAM may continue to take all Blue programs "provided they can be accommodated." With WHEC a CBS outlet and W SAXAY a Mutual station, the Blue is the only network without a fulltime Rochester outlet. Several applications for new standard stations in Rochester either are pending or are in progress. In honor of the occasion, Mirth and Madness, and possibly several other NBC programs are in酝酿 in Rochester.

One of the country's pioneer stations, WHAM was founded in 1920 by the Rochester Times Union with the call WHQ. It was acquired in 1927 by Stromberg-Carlson. William J. Storstrom was the President of Stromberg-Carlson in charge of broadcasting, joined the WHAM staff in 1928 and a year later became general manager. Present general manager of the station is Jack Lee, who joined the staff in 1930. He was named general manager in September, 1942, and reports to Mr. Fay.

Mr. Fay

Interest in Radio Legislation
Revives; Wheeler Optimistic

Reverses Views, Predicts Action This Session; House Probe of FCC Resumes This Week

Mr. Fay

INTEREST in radio legislation was revived in the Senate last week as Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee and co-author of the Wheeler-McCarran Act, was on the floor and introduced the so-called "make-work" hearing, which was deferred to some unknown date.

THE House Select Committee to investigate the FCC has scheduled hearings for 10 a.m. Monday (April 17). Wheeler had no strike threat, nor any pending in his committee, reversed himself and predicted new legislation this session. On the other hand, Sen. Robert A. Taft (R-Me.), also the bill's co-author and acting Minority Leader, had expressed pessimism as he left Washington just before Easter.

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Easter holidays and were to have continued their conferences during the recess but when Sen. Wheeler delayed his return to Washington, Sen. White left the city for his home in Maine after (5-11-41) a now pending in his Committee, reversed himself and predicted new legislation this session. On the other hand, Sen. Robert A. Taft (R-Me.), also the bill's co-author and acting Minority Leader, had expressed pessimism as he left Washington just before Easter.

Meantime the House Select Committee to investigate the FCC has scheduled hearings for 10 a.m. Monday (April 17). Wheeler had no strike threat, nor any pending in his committee, reversed himself and predicted new legislation this session. On the other hand, Sen. Robert A. Taft (R-Me.), also the bill's co-author and acting Minority Leader, had expressed pessimism as he left Washington just before Easter.

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Several members of the Interstate Commerce Committee have expressed doubts that a revision of the Communications Act of 1934 could be passed this session, with summer recess coming up and elections this fall. Terms of nine Committee members expire with this session. They are Sen. Barkley, Ky., Majority Leader; Bone, Wash.; D. Worth Clark, Idaho; Ellison D. (Cotton Ed) Smith, S. C.; Monroney, N. Y.; Taft, R-Me.; Atwood, Gurney, S. D.; Reed, Kan., and Tobey, N. H., Republicans. Sen. Bone will not be a candidate, having been named to a Federal judicial seat. Sen. Barkley, Ky., Majority Leader; Bone, Wash.; D. Worth Clark, Idaho; Ellison D. (Cotton Ed) Smith, S. C.; Monroney, N. Y.; Taft, R-Me.; Atwood, Gurney, S. D.; Reed, Kan., and Tobey, N. H., Republicans. Sen. Bone will not be a candidate, having been named to a Federal judicial seat. Sen. Barkley, Ky., Majority Leader; Bone, Wash.; D. Worth Clark, Idaho; Ellison D. (Cotton Ed) Smith, S. C.; Monroney, N. Y.; Taft, R-Me.; Atwood, Gurney, S. D.; Reed, Kan., and Tobey, N. H., Republicans.
Buying Power?
Yours for the Asking When
You’re on the Spot!

in the Sales Curve in the Inland income, including Stock Raising, Truck and Fruit Farming, give Buying Power in the nation—Spokane County in Second Place—not only Spokane and Spokane Empire—the only single medium market.

Out Where the Vest Begins

KHQ—Spokane, Washington 5000 WATTS—590 Kilocycles
Owned and Operated by LOUIS WASMER, INC.
Radio Central Bldg., Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.

April 17, 1944 • Page 13
Role of Broadcasting in War
To Mark Ohio State Session

Freedom of Air, FM Among Topical
Series for Meetings At Columbus May 5-8

because of its desire to aid radio
in performing its "significant
job in total war" the 15th Insti-
tute for Education by Radio will
be held May 5-8 at the Deshler-
Wallick Hotel, Columbus, despite
wartime difficulties. Along with
the Institute sessions will be held
the American Exhibition of Edu-
cational Radio Programs. The
events are sponsored by Ohio State
U. Dr. I. Keith Tyler is director of
the Institute.

Opening the sessions will be pre-
conference meetings at 2 p.m. May
5, with George V. Denny Jr., mod-
erator of America's Town Meet-
ing of the Air, in charge. Among
participants will be Gordon Haw-
kins, program supervisor of West-
house Radio and James Leonard, program director of WSAI Cincinnati.

Radio War Activity

A session on "How Free Is Ra-
dio?" will be held at 8 p.m. May
5, with H. V. Kaltenborn, NBC com-
mentator, presiding. Participants
will include James Lawrence Fly,
FCC chairman, who has tentatively
accepted; Paul Kesten, CBS ex-
ecutive vice-president; Edgar Ko-
hak, Blue executive vice-president;
J. Harold Ryan, NAB president;
Niles Trammell, NBC president;
Sen. Burton K. Wheeler (D-Mont.),
chairman of the Interstate Com-
merce Committee and co-author of
the White-Wheeler Bill (S-814), who
has tentatively accepted. Cita-
tions will be announced for radio
education programs following the
symposium on radio freedom.

"Radio in the War" will be the
topic of a general session at 9:30
a.m. Saturday. H. B. McCarty, di-
rector of WHA Madison, Wis., will
preside. A symposium on wartime
reporting will include Paul W.
White, CBS director of public, as-
airs and news broadcasts, as
chairman; D. C. McArthur, Can-
nadian Broadcasting Corp. chief
editor; Stephen Fry, British
Broadcasting Corp.; John Daly,
CBS war correspondent.

A series of work-study group
meetings will be held at 2 p.m.
Saturday. A session on agricultur-
al and homemaking broadcasts
will be directed by Wallace L. Rad-
derly, chief of radio service, U. S.
Dept. of Agriculture [see separate
story on page 62].

Broadcasting by national organi-
zations will be discussed, with
Jesse Butcher, radio director,
United Service Organizations and
National War Fund, as chairman.
Among scheduled participants will
be Lyman Bryson, CBS director of
education; Max Kazi, educa-
tional director of WCCO Minne-
polis; Edythe Meserand, assistant
director of special events, WOR
New York; Jane Tiffany Wagner,
NBC director of war activities for
women.

Sessions on children's programs

(Continued on page 65)
More than 25% of WWJ's present advertisers have been consistent users of time on this station for 5 years or more!

WWJ
America's Pioneer Broadcasting Station—First in Detroit Owned and Operated by The Detroit News National Representatives THE GEORGE P. HOLLINGBERY COMPANY
WAR NEWS POLICY ANNOUNCED BY OWI
MILITARY security will strictly govern the release of forthcoming news on military operations and whenever information is withheld by theatre commanders the facts are to be submitted promptly to Washington for review, the OWI announced Friday in making public the government policy on war news. The policy was stated as follows:

1. The OWI and the War and Navy Departments are in agreement that news of military and naval action is to be released by commanders in theatres of operations. Their first concern is victory and they carry the heavy burden of responsibility for the lives of many men and the success of operations. Their decisions, including those on publication of news, are influenced accordingly. The local conditions and the particular demands of security on which these actions are largely not immediately obvious to the public at home or even to the local war correspondent on the ground, nor can an explanation always be given without serious detriment to our cause. However, theatre commanders may not always be in a position to balance the relative importance of local problems against the necessity of telling the American people a full and accurate picture of the war situation as a whole, insofar as this can be done without giving the enemy useful information which he could not otherwise obtain.

2. While broad responsibility for military information rests with the government in Washington, most of the news of military and naval action is released by commanders in theatres of operations. Their first concern is victory and they carry the heavy burden of responsibility for the lives of many men and the success of operations. Their decisions, including those on publication of news, are influenced accordingly. The local conditions and the particular demands of security on which these actions are largely not immediately obvious to the public at home or even to the local war correspondent on the ground, nor can an explanation always be given without serious detriment to our cause. However, theatre commanders may not always be in a position to balance the relative importance of local problems against the necessity of telling the American people a full and accurate picture of the war situation as a whole, insofar as this can be done without giving the enemy useful information which he could not otherwise obtain.

3. In an effort to produce the fullest possible flow of information without distorting the news or news, theatre commanders have been instructed to give full action to such news of action in their theatre as is news of action in their theatre. Wherever possible, full action to cover the theatre commander resolves a doubt as to the usefulness of news. The facts will be submitted promptly to Washington for review and decision as to release, by officials of the War or Navy Department and OWI.

4. In areas of allied operations, especially where the theatre commanders are not American and incidents occur involving troops of other nations, the news of that of our allies must be correlated.

CBS Sports Series
CBS will spring April 29 a spring and summer series of Saturday afternoon sports broadcasts, in line with the wishes of CBS stations managers. Pat Husting will handle this series, necessitated by the network's increasing "Saturday Afternoon" series which starts April 29.

Swiftie on Three
SWIFT & CO., Chicago (Swiftie beef extract powder), on April 24 will begin sponsorship of participation on home economies program on KOIL Omaha, WBEM Indianapolis and WARI Providence. Newspapers also are being used. Contract is for 15 weeks. Agency is McCann-Erickson, Chicago.

WOMI to MBS
WOMI Owensboro, Ky., will become affiliated with Mutual as the line facilities are available. Station is operated by Owensboro Broadcasting Co. on 1490 kv with 250 w.

Mullen Stresses Ethics
FRANK E. MULLEN, NBC vice-president and general manager, in a memorandum last Friday to NBC division and department heads, urged the maintenance of "ethical standards of program content and commercial copy in order to retain now and in the future the goodwill and confidence of the listening audience".

"It is imperative," Mr. Mullen said, "that NBC's standards be maintained and strengthened not only in respect to network programs, but likewise national spot and local announcements."

Original deadline for filing news correspondents was Feb. 15, but because several stations have indicated a desire to send news and women in the last few weeks, it was agreed to extend the deadline to May 1.

Gamble Is Elected AAAA President
Benson Retires; Billingsley Renamed Board Chairman
FREDERIC R. GAMBLE, for the last four years managing director of the American Assn. of Advertising Agencies, was elected president of the organization by the board of directors Tuesday following the AAAA annual membership meeting at the Waldorf-Astoria, New York. He joined the AAAA in 1929, coming from Curtis Publishing Co., and served as executive secretary for 11 years before becoming managing director.

Mr. Gamble succeeds John Benson, who has retired after more than 16 years as AAAA president, who has preceded by 20 years in the agency business in Chicago. Recently elected chairman of the Committee on Consumer Relations in a vice-president, Mr. Benson will continue in that capacity. In 1940 he was awarded the gold medal for distinguished service to advertising.

Billingsley Renamed
Allan L. Billingsley, president, Fuller & Smith, Cleveland, was reelected chairman of the board for his third term. He served in 1939-40, was reelected in 1943 and again this year. He is president of the Cleveland Better Business Bureau.

Other officers include: Richard Compton, president, Compton Adv., New York, vice-chairman; John L. Anderson, secretary-treasurer, McCann-Erickson, New York, reelected secretary-treasurer, and Mr. Gamble.


Radio Personnel Must Register By May 1 for GOP Convention
RADIO correspondents and special events personnel who will cover the Republican National Convention in Chicago June 26 must be registered no later than May 1, Ted Church, radio director of the GOP National Committee, and Earl Godwin, president of the Radio Correspondents Assn., announced last Friday following a meeting.

Radio personnel will be broken down into two categories, according to Mr. Church, news correspondents who will cover the Convention strictly from a news standpoint, and special events, which will include program, special events and engineering personnel. News correspondents must be registered with D. Harold McGrath, superintendent of the Senate Radio Gallery, Washington, while special events personnel must be registered with Mr. Church at Republican National Committee headquarters, Washington.

Transportation a Factor
The Office of Defense Transportation has advised chairman of the Democratic and Republican National Committees that special train facilities will be provided for necessary personnel to travel to and from the Chicago conventions. Each party is asked to furnish the ODT with lists of accredited representatives of radio, newspapers and newsmen. Radio personnel must have certificates from the ODT to acquire space on the special convention trains and coaches.

Representatives of the Republican National Committee and NBC, who met in Chicago to discuss radio plans for coverage of the coming convention, are (1 to r); Ann Gillis, NBC news and special events department, New York; Ted Church, radio director, Republican National Committee; George McInrath (standing), operating engineer, NBC; James F. Selvage, publicity director, Republican National Committee; Bill Ray (standing), manager, news and special events, NBC central division; Howard C. Luttenas, chief engineer, NBC central division; F. I. Stebbins, assistant chairman of Housing Committee, Republican National Committee. Facilities—working space, booths, lines, etc.—to be used in broadcasting both conventions, were discussed, as the Democrats will take over installations made by the Republicans. Outside of the convention hall, all four networks are setting up headquarters in the Stevens Hotel, where most of the party delegates will stay.

Mullens Stress Ethics
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MR. GAMBLE
Cleveland gets the big news
SOON
CLEVELAND'S FRIENDLY STATION
WGAR
MOVES TO
1220
A BETTER SPOT ON THE DIAL
A BIGGER AUDIENCE
A BETTER BUY THAN EVER

* BASIC STATION...COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., National Representative
MAJORITY of housewives, who incidentally are spending more time in their homes during wartime, claim radio is in the medium through which they receive war news. It was revealed in the second annual survey conducted by the committee on Consumer Problems of Central New York, results of which were published and released by WSYR Syracuse.

Asked where they obtained most of their news about the war, from radio stations or newspapers, 64%, or 69% answered radio, 290, or 31% newspapers, with 9% checking both sources and 50 failing to answer. In the area surrounding the city, by 85% or 73.5% stated radio, 308 or 25.5% newspapers, with 7% checking both answers and 36 failing to answer.

Effects of wartime conditions on shopping habits, brand preferences and amount of time spent in the home are some of the results secured in a report which was directed by Prof. Hepner of Syracuse U. Rural consumers are buying fewer groceries in the cities but more clothing and household equipment, it was shown. Buying habits of consumers have shifted slightly from chain stores to independents, and the housewife is spending more time at home than she did before the war, according to the survey, which classifies her as a potential radio listener. In Syracuse 41% stated they were in their homes more since the war, 9.5% answered less, and 46.1% claimed they spent the same amount as before the war. Outside the city, they spent more time at home while 61.1% spent less and 45.1% apparently spent the same.

Trained interviewers arranged with the offices of women’s clubs to direct filling-in of the questionnaires by representative housewives, and of the 2,555 families studied in this report, a cross-sectional survey of the families of every 50 “in Syracuse, families was represented and one family of every 25 families of the geographical 5-25 mile belt “outside Syracuse”.

Richard Connor Joins ABC Net As V-P: Grand Rapids Net To Extend Services

RICHARD F. CONNOR, former station relations director of MBS, has joined the recently formed Associated Broadcasting Corp. as vice-president and will be headquartered in Grand Rapids, it was announced last week by Leonard A. Versluis, president of ABC and owner of WLAV Grand Rapids.

With the appointment of Mr. Connor, Versluis presumes that ABC, which heretofore has specialized in commercial religious programming, has extended its services and facilities. “Our clients are not confined to any one classification of advertiser,” he said, “and we are currently offering adequate outlets to meet the demands of many accounts desiring national, specialized, or specific market coverage.”

Mr. Versluis added the “same careful scrutiny of commercial copy and programming” is being exerted by ABC employed by other networks “in order that all ethics of good broadcasting might be observed and maintained.”

Mr. Connor, who left Mutual in February, had served as station relations director of the Radio Bureau of OWI in 1943. He said he had known Mr. Versluis favorably long before and that it would be “both a pleasure and a privilege to carry out the principles and policies of service to both the stations and advertisers” outlined by the ABC head. He alluded to the “whole-hearted response and reaction” of stations to the formation of the network.

Clayton W. Kuning, ABC general manager, said the network at present is using more than 100 outlets in addition to several regional networks and its specialized hookups. Roy C. Kelley, executive vice-president, and William G. Henderson, station relations manager, are now on a tour negotiating station contracts.

Van C. Newkirk, for many years director of program activities for Don Lee-Mutual, has assumed his duties as West Coast manager, with offices in Los Angeles. He reported that 26 stations on the Pacific slope have signed affiliation agreements with ABC.

ECA Sponsors Steel

LABOR-MANAGEMENT will keynote announcements preceding and following a newcast of Johannes Steel, 7:30-7:45 p.m., sponsored by Electronic Corp. of America, New York over WMCA New York starting April 17. Ten tentative plans for “Steel” of a special small network to carry the program live from WMCA to 50 stations, were presented. In addition to discussion of labor-management relations, ECA will consider contracts and ties of cooperation within its own organization, workers’ war contributions. Program is scheduled to run weekly for 12 weeks. Agency is Shapelle-Wilkes, New York.

MONKEYING with the manpower situation, Robert Fleming (left), program director of WCKY Cincin- nati, decides to make an announcer out of a monkey. Sir Toby (right), is a four-year-old chimpanzee from the Cincinnati Zoo, draft exempt.

GE Names Peine

APPOINTMENT of Louis Peine as district representative of the General Electric company’s special division, electronic department, at 840 South Canal St., Chicago, was announced by H. W. Bergert, manager of the division. In 1934 Peine was employed by G-E as a radio field engineer. In 1937 he worked for KXYZ, the Harris County Broadcasting Co., in Houston and at the outbreak of war became civilian instructor in electronics at the University of West Texas, S. S. Navy, at the U. of Houston. Rejoining G-E in November, 1943, he has been with the company’s specialty division in Chicago since that time.

American Net Sessions

BOARD of directors of American Network Inc., projected as a nationwide network of FM stations, will meet April 20-21 at ANI headquarters in New York to discuss current progress and future plans. William B. Lewis, executive vice-president and general manager, has become active in this post following the completion of a survey he had contracted to conduct for CBS, where he was formerly vice-president in charge of programs.

W-E Reelects Stohl

ANNUAL meeting of stockholders April 11 of Western Electric Co., reelected Clarence G. Stoll presi- dent. All members of the board of directors, and all other officers also were reelected. Officers include: William Hosford, T. Kennedy Stevenson, Walter L. Brown, Stanley Bourker; Frederick W. Bing- worth, David Levinger, Frederick R. Lack, vice-presidents; Norman R. Frame, secretary; George B. Proul, treasurer; and S. Wallace Murckland, comptroller.

Sharpe to NBC

C. W. SHARPE, former comptroller of Columbia Pictures Corp. and appointed assistant to John H. Mac- donald, NBC vice-president in charge of finance.

Miami Beach Cancels

ARMY OBJECTIONS have resulted in the cancellation of Miami Beach Time scheduled to have made its initial broadcast last Sunday, April 16 on 50 MBS sta- tions [BROADCASTING, April 10]. The broadcast was to be an audience participation program involving men and women of the armed forces from Miami Beach rehabilitation centers who have served overseas, and it was also intended to be an office program. Originally to be broadcast over the University of Miami station, it was objected to the lack of seriousness in the proposed program and that the Army’s Special Services Division itself would be the sponsor. Originally to be sponsored by the Miami Beach Hotel Assn.

Owner, Manager Liability Defined

Circuit Court of Appeals Decides in Favor of AMP

DOCTRINE that a station manager is equally liable with the station owner for the programming of a station is contained in a decision handed down April 7 by the United States Court of Appeals for the Second Circuit, upholding the decision of the U. S. District Court for the Southern District of New York that an unauthorized commercial musical composition constitutes copyright infringement, even though the performance is on a sustaining program.

Suit, brought by Associated Music Publishers against Debs Memorial Radio Fund, operator of WEVD New York, and Henry Greenblatt, manager of the station, alleged that WEVD had broadcast a portion of an AMP-licensed composition “Petite Suite Espagnole” without permission from AMP. Although the suit was sustained, providing no direct revenue to WEVD, the courts held that it was "unimportant whether the profit went to ASAC or its employees or to advertisers. The purpose was for profit and the owner has a statutory right to preclude each and all from reaping where they have not sowed.

Manager Status

According to Arthur E. Gar- naze, AMP attorney and counsel, the opinion is sweeping in that it may be the first opinion holding that the manager of the station, even in broadcasting a sustaining program, is held liable. The Circuit Court decision states "there can be no question that the individual defendant Henry Greenblatt, who was personally paid for his services in managing the station and exercised his judgment in choosing the music he broadcast, as responsible as an infringer or contributing infringer as the corporate defendant. Our ordered defendants to pay damages and costs of $378.23 to AMP.

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BROADCASTING • Broadcast Advertising
Conceiving their franchises as a trust, the stations of Westinghouse place service in the common weal above all other considerations. Altruism, yes... but also a recognition of the fact that bread cast upon the waters returns manyfold... that the community spontaneously rewards those who deserve well of it. Among the Westinghouse public-service activities which have proved themselves through public acceptance are KYW’s “Radio Workshop,” a Summer course for school-teachers, to foster a greater interest in, and appreciation for, broadcasting. “Adventures in Research”: Science simplified to the common understanding. Started locally by KDKA two years ago, it is now broadcast by more than 100 stations, coast to coast and, translated into Spanish, reaches South American listeners. Sale of millions of dollars’ worth of Bonds by mail, in more than thirty states. “By-Products of Broadcasting,” these may be called, yet they are an essential part of the broad base of popular acceptance and confidence upon which you build, when the stations of Westinghouse are integrated into your sales-plans.
Dr. Frigon Claims Employees’ Fixed Rate Is Higher Than That Paid by Private Broadcasters

FOR THE FIRST time salaries paid employees of the Canadian Broadcasting Corp. were revealed at a recent sitting of the Parliamentary Committee on Broadcasting at Ottawa. In giving evidence Dr. Augustin Frigon, CBC acting general manager, stated that "outside of broadcast engineering, in a few cases, make more money with private stations than ours do, I believe our fixed salary classification is decidedly higher than that of almost all private stations in Canada. . . . In the broadcasting industry big revenues are often made on a commission basis on costly commercial programs.

He explained that most salary problems came up in the program department, and outlined the CBC’s latest scheme for paying producers and announcers either a straight salary as sustaining personnel, or as commercial personnel whereby they receive 80% of their basic salary from the CBC for a minimum period of service and 85% of fees the CBC charges commercial sponsors for their services.

Aside from the salaries paid the CBC general manager, assistant general manager, which are over $10,000 each, other salaries are lower. Thus the CBC chief executive assistant, secretary and treasurer and representatives are each listed at a starting salary of $4,500 with no top limit. To list a few in the engineering department, the chief engineer receives a starting salary of $5,000, his assistant $4,600, the senior broadcasting engineer ranging from $3,960 to $4,680; broadcast operators, $2,310 to $2,640.

In the program division, the general supervisor of programs is listed at a starting salary of $5,000, his assistant at $4,500, program supervisors receive salaries ranging from $2,200 to $5,000, producers receive from $2,040 to $4,000; announcers from $2,040 to $3,500; sound effects operators from $1,080 to $2,040, newscasters from $1,070 to $2,500 with chief news editor starting at $4,000.

The commercial manager, one for English and French, start at $4,500, with the assistant commercial manager’s salary ranging from $3,780 to $5,040. The station relations supervisors, one each for English and French receive from $2,940 to $5,040, representatives range up from $4,450. Station managers have salary schedules from $2,600 to $4,440.

SOLDIER STATION IN SIOUX FALLS
Radio Students at Army Air Base Broadcast
News, Entertainment 11 Hours Daily

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Parliamentary Body Reveals CBC Salaries for First Time

Alaskan Remote

A 1440-MILE remote hookup from Fairbanks to Edmonton, Alberta, was presented when KFAR up in Fairbanks, Alaska piped a play-by-play account of the first All-Alaska-Canadian Army Basketball Tournament being played in Fairbanks, with Army teams entered from Attu Island, Nome, Anchorage, Sitka, Fairbanks and Edmonton. The games were also carried to KFQD Anchorage as well as Bud Foster, KFQD manager handling the play-by-play account of the five game tournament aided by Al Bramstedt doing half-time interviews.

Vitamin Introduced
CHRISALTY LABS, New York, is introducing Blends, a new B-complex vitamin product through Parke, Davis & Company, in Newark last January. Product is promoted via tie-in advertising of department and grocery stores through which it is sold.

SPORTS SHORTWAVE TO TROOPS ABROAD

MAJOR LEAGUE baseball games will be re-broadcast overseas over shortwave by the armed forces radio service of Army Service forces, the War Dept. has announced. Synchronized so that play-by-play will be heard at conventional hours the last hour of a major league baseball game will go over an East Coast station, 3:30-4:30 p.m. (EWT) to England and North Africa. The last 45 minutes of a game will be shortwaveed five times weekly, Saturday, 3:30-4:15 p.m. (EWT), over the same station and into the same theatres. The World Series game will go to the Trans-Pacific Coast game to reach South and Central America, the Antilles, Caribbean, Alaska and Aleutian areas, from 2:30-3:30 p.m., PWT. A half-hour of a major league game over five West Coast stations to the same locations five days a week and to the South Pacific, Southwest Pacific and China-Burma-India theatres, will be heard as well.

WCAU Staff Changes

STAFF CHANGES at WCAU Philadelphia have been announced. Three new announcers are: John R. Egan, formerly of WBRY Waterbury, Conn.; Owen McFarlane, from WATT Newark, N. J.; and Frank Carlyle, who was heard as Edmon Astor on WIBG Philadelphia. They replace Craig Stewart, who joins WOR New York as a Mutual guest, and Peter Daigle, who left WCAU to enter the Merchant Marine. In the realignment of announcers, Glenn Adams becomes newscaster. New additions in the newsroom are: Violet Shuman, new to radio; and William Windle, formerly of the local Evening Bulletin.

WMC Names Curtin
D. THOMAS CURTIN, former newspaper writer and radio producer, has been retained to direct radio activities for the War Manpower Commission. Mr. Curtin has been news director for McCann-Erickson, New York, prior to entering the information service of the U. S. Maritime Commission in 1942. During the early 30’s he wrote and produced network shows.

MBS 84% Increase

GROSS billings of Mutual for March, 1944 amounted to $1,607,030, an increase of 84% over the same month last year, when the figure was $941,833. Accumulated billings for the three months of this year stand at $5,173,169, as compared to $2,729,722 for a similar period in 1943. This represents an increase of 91.6%.

Mennen Considers

MENNEN Co., New York, will supplement its regular space advertising with foot-power posters and studio radio in metropolitan areas, with intensive insertions in 50 national magazines May through September. Agency for Quinnsa, a remedy for athlete’s foot, is H. M. Kieselwetter Adv., New York.
THE WORLD'S GREAT OPERETTAS
CREATED BY WGN
FOR A NATION-WIDE AUDIENCE

In all the country—only WGN is making radio history so magnificently in terms of musical entertainment.

Every Saturday night before more than 4,000 spectators, WGN presents The Chicago Theater of the Air operettas featuring the best loved music of the opera and operetta stage. Outstanding vocal artists and the WGN symphony orchestra combine their talents to make this program one of the finest on the air.

These broadcasts are emblematic of the outstanding entertainment WGN furnishes the community of Chicago, the mid-west and the nation.

A CLEAR CHANNEL STATION

Chicago 11,
Illinois
50,000 WATTS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
OWI PACKET, WEEK MAY 8

Check the list below to find the war message announcements you will broadcast during the week beginning May 8. All stations announcements are 50 seconds and available for downward. Tell your dealers about them. Plan schedules for best timing of those important war messages. Each X stands for three announcements per day or $1 per week.

| WAR MESSAGE       | NETWORK PLAN | ROCK | AF | Ind. AF | NAT. SPOT PLAN
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See OWI Schedule of War Messages 107 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WAC, Ceiling Price Lists, and Rubber Conservation Campaigns on OWI Packet

THREE SUBJECTS return to the OWI Domestic Radio Bureau packet for the week beginning May 8 while three others are continued from the previous week.

The campaign to recruit women for the WAC is scheduled on both the Network and Station Announcement allocation plans, with messages emphasizing advantages offered in this branch of the women's services and the urgent need for candidates to replace Army men in non-combat jobs.

Messages on Ceiling Price Lists, a phase of the Home Front Pledge campaign, will be carried through the Station Announcement plan. The appeals urge shoppers to make certain that they are paying no more than ceiling prices by consulting ceiling lists displayed in stores or obtaining the lists from ration boards.

Scheduled on Network allocation, messages on Rubber Conservation urge careful driving, proper care of tires, car sharing whenever possible and use of car only when necessary. Heavy military demands for rubber products and shortage of manpower in tire factories are given as causes for the tire shortage.

Stations may find sponsors for WAC spots among firms supplying uniforms and personal services and institutional advertisers. Ceiling Price messages are suitable for sponsorship by supermarkets, department stores and other large mercantile establishments.

War Bond appeals, continued on Network and Station Announcement plans, Hold Prices Down, assigned to transcribed National Spot allocation, and Victory Gardens, listed for live messages on National Spot, complete the week's packet of war campaigns.

WARNER AIR FUND TOTALS $250,000

WARNER BROS., New York, with a $250,000 radio appropriation, has prepared a "radio-trail-er" series of five quarter-hour transcribed dramatic programs based on the life of Mark Twain as a promotion campaign for a new film, "The Adventures of Mark Twain," to be released throughout the country May 6.

Scripted by Arch Oboler, radio playwright, the series will be aired on more than 200 stations twice weekly for a month, starting April 17. Each week's shows will carry, for a week's period, 30 specially prepared spot announcements and chain breaks as further promotion for the film. Publicity kits have been mailed to radio stations for use in local promotion.

Radio pages of newspapers and periodicals throughout the country will carry a series of promotional ads for the movie during the campaign. On April 21, the MBC Double or Nothing broadcast will also aid in promotional activities by devoting the entire program to questions based on the life of Mark Twain. Agency handling the account is Blaine-Thompson Co., New York.

Colonial Biscuit Discs

COLONIAL BISCUIT CO., Des Moines, will sponsor Modern Romances twice-weekly on 12 stations in Pennsylvania, West Virginia and Maryland, according to NBC Radio-Recording Division, which produces the transcribed dramatic series. Station schedule includes WWSW, WJEJ, WBLK, WJHB, WMBS, WISR, WKPA, WJPX, WPIC, WCED, WJAC, WFBG. In Youngstown, where the series is not available, Colonial is using two Time Out shows produced by NBC Radio-Recording. Agency is Walker-Downing Co., Pittsburgh.

Radio Training Test

RAO TRAINING Assn. of America, Beverly Hills, Cal., on April 10 started a six-week test spot campaign on six West Coast stations on behalf of its correspondence courses and training school in electronics and other similar technical aspects of radio. School has signed for news programs, participations and spot announcements on KSAN, KYA, KGJO, KSTR KTMX KLX. Business placed through Sound Adv., New York.
"From the top of America's Tallest Radio Tower, 927 feet up, you can see way to hell and gone... and broadcast even further"

...from *The NEW YORKER*, CBS "Listen" Ad

"... the guy in overalls serves too, and WNAX yells loud as hell to let the city-slickers know about him"

...from *VARIETY*, 1943 Showmanagement Award

America's TALLEST Radio Tower

570 on the dial WNAX

The Billion Dollar Market

SIOUX CITY • YANKTON

A Cowles Station • Affiliated with Columbia • Represented by the Katz Agency
and this — all the way from Vermont — 650 miles from our transmitter!

Radio Station WWVA
Wheeling, W. Va.

Dear Sirs:

The other day I heard your announcer say that you served a population of five million. I think you were too conservative in your claim. You may know all this, but I should like to tell you that Raymond Gram Swing’s talk at ten o’clock in the evening comes through for me, clearer and with more volume than any other station I can get here in Vermont.

May we add that Vermont is many, many miles outside our established 123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia (Pop. 7,534,006)?

— ASK A JOHN BLAIR MAN —

Merchandising & Promotion
WJR Program Brochure—KSO-KRNT Food Fair
MBS Contest—Blue Ads—WWL Whittlings

WALTER W. CRIBBINS, who heads his own radio, advertising and public relations agency in San Francisco, has released a brochure on his packed show, The Home-Town Philosopher, prepared especially for small stations and for the small community advertiser of limited budget. The brochure explains that the program is not a transcribed feature, but through specially prepared scripts, makes it possible in the small community for some individual, such as the local optician or paint store proprietor, to become a radio celebrity in his own locality as “home-town philosopher” by sponsoring and appearing on the program. The brochure is in the form of an old fashioned scrapbook, with simulated stamped ivory cover bearing a leather-like embossed initial, heavy glossy stock, and bound with a blue ribbon. Illustrations complete the step-by-step story of the program and its application.

Program Promotion
BROCHURE on promotion of the program Victory F.O.B. Saturdays 3 p.m., has been distributed by WJR Detroit. Edited by Mark Hansen, WJR advertising director, the 36 page booklet contains 121 speaking parts, script experts and other material including a preface by station president, G. A. Richards. Speeches in the brochure are by Eric A. Johnston, editor of National’s Business; Naval Commander Warren H. Atherton of the American Legion; Frederick C. Crawford, president of Thompson Products of Cleveland; Beardsley Ruml, treasurer of R. H. Macy Co.; and Howard W. Jackson, former mayor of Baltimore, and president of the Riall Jackson Co.

Food Fair
A FOOD FOR FREEDOM FAIR, to be held in Des Moines in August, will be sponsored by KRNT-KSO Des Moines, according to manager Craig Lawrence. A boost to the Iowa victory gardening and home canning campaigns, the fair will award prizes to total five-hundred and thirty dollars for vegetables, canned goods and some flowers. Fair will be publicized on KRNT programs; farm editor Joe Ryan’s Farm Family Circle and the afternoon Victory Varieties, live-talent show.

KTSA Album
KTSA San Antonio has issued its 1944 Radio Album and Program Schedule which serves as the listener’s “guide to a full year of radio enjoyment”. Brochure contains pictures of the entire KTSA staff as well as those CBS personalities heard regularly on the station.

MBS Contest
MUTUAL has brought to a conclusion a fashion contest conducted through Imogene Wolcott’s What’s Your Idea program with a total of 2,200 entries from listeners suggesting accessories for a “basic” suit from Franklin Simon, New York specialty shop. First prize winner offering the best suggestions received the suit itself in color of her choice. Store has turned over four of its windows to the contest. Mannikins clothed in the Easter suit, and wearing the accessories suggested by radio listeners, are set against giant-size versions of the winning letters addressed to Miss Wolcott at Mutual. Program is aired in behalf of Duffy-Mott food products.

Blue Ads
A TOTAL of 96 affiliates are cooperating in the Blue Network’s national advertising campaign by running the network ads in their local newspapers, according to a reports of the radio station presidents. Most of the cooperating stations are merchandising the newspaper copy, mailing reprints to schools and to prospective advertisers. Drive started last January as a year-round promotion effort. The three initial ads already released by the Blue Network, have outlined the basic purpose of the drive.

NBC Via WLW
WLW Cincinnati has condensed into a special brochure various compiled by NBC in its 1942 nationwide survey of radio listening habits “which shows the dominance of NBC via WLW in the listening preference of radio families” in the WLW mid-western day and night areas. Maps showing the day and night coverage of the “Nation’s Station” are included along with samples of current WLW ads and excerpts from C. E. Hooper’s Mid-Winter 1943 Report, “The Listening Finger Points”.

KSTP Album
PROMOTION BOOKLET titled “Family Album” has been released by KSTP St. Paul, containing a picture array of both local and NBC network stars. The cover includes a picture of radio city St. Paul, home of KSTP, and the first few pages contain a picture of Stanley E. Hubbard, president and general manager of the station, and various members of the station staff. The rest of the brochure is devoted to the stars featured on the station.

WWL Whittlings
SHAVING KIT sent out by WWL New Orleans labeled “Two ways to whittle down costs—gives savings—the other savings,” contains a miniature pen-knife, wood shaving, and a card stating “The way to whittle down sales costs in the deep South is WWL New Orleans.”

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BROADCASTING • Broadcast Advertising
WBAL promotion is building more and more listeners for your advertising.

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.
Film Engineers to Meet For Video Discussions

HIGHLIGHTING its 55th semi-annual technical conference with a special Army-Navy Day, the Society of Motion Picture Engineers will conduct a symposium on television during its meeting at the Hotel Pennsylvania, New York, April 17-19.

At the television forum, which will mark the opening session, Thomas T. Goldsmith Jr., director of research, Allen B. Dumont Laboratories, will discuss "Recent Technical Advances in Television" and Sherman Price of Filmedia Corp., New York, will speak on the "Scientific Approach to Television Program Production."

Army-Navy Day will be observed April 18 when officers of the armed forces will lead discussions on training films and photographic science as applied to war needs. Thirty-six papers will be presented during the convention.

Leadership of CBC Hit By Graydon at Air Club

THAT THE Canadian Broadcasting Act should be changed to speed development of broadcasting in Canada was the opinion of Gordon Graydon, leader of the official opposition in the House of Commons at Ottawa. He expressed this thought at the inaugural luncheon of the Toronto radio executive club April 6.

Mr. Graydon spoke on "Radio—Today and Tomorrow". The official stand of the Progressive-Conservative party, as stated by Mr. Graydon, was to the effect that there must be no monopoly of broadcasting in the Dominion, either under public or private ownership, that the party felt that a change from the present set-up was necessary for the benefit of both the private broadcasters and the CBC, and that somebody other than the CBC should be the referee for regulating the CBC Act. He added that CBC leadership has to date been aimless, and that CBC board members lacked the confidence of the public and industry.

Facsimile Plans

A PLAN to broadcast "facsimile news" has been decided by Morris and Julius Goldman, who operate the M. & J. Radio Co., retail radio stores, in Philadelphia. The Goldmans have devised an electric eye arrangement which can be attached to an ordinary radio set for the reception of facsimile news. The inventors have applied to the FCC for permission to broadcast their facsimile news. The attachment will cost less than $40 and they have also entered a bid with the War Production Board for materials to put their plan in operation.

DOLLAR billing of Stromberg-Carlson Co., ran 25% over last year and actual equipment shipped during the first quarter of this year ran considerably over 55% more than for the first quarter of last year, it was announced by Dr. Ray H. Mansu, vice-president and general manager.
Youth pays for war. Not only in lost lives but in lost opportunities, lost dreams. A generation engrossed with war might easily forget its struggling talented young people who may be the musical great of tomorrow’s peaceful world.

KFI’s interpretation of Public Service as an “obligation, a privilege and a promotional opportunity” includes a vision of tomorrow as well as the reality of today.

Such Public Service programming builds radio listener loyalty... and this is one of the reasons for KFI’s undisputed leadership in Los Angeles.

KFI LOS ANGELES
N.B.C. AFFILIATE • 50,000 WATTS • 640 Kilocycles • CLEAR CHANNEL

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
Brush Creek Follies is not only recognized as the "Heart of America's" greatest radio-stage show, but thousands of radio listeners have come to know KMBC intimately through personalities appearing both at the Follies and over the air. Completing its seventh consecutive season in Kansas City, the Follies has been attracting S. R. O. crowds. This talent is infiltrated into KMBC's broadcasting schedule.
"Food Scout" is Nancy Goode's claim to friendship with KMBC's tuners-in. She tells homemakers daily of best buys in produce direct from the food terminal.

Knowing how to win friends and influence listeners has a great deal to do with the operation of a successful radio station. KMBC of Kansas City credits its microphone personalities for the prominence it has attained in the "Heart of America." These personalities, through their abilities as specialists in various phases of microphone technique, have established for KMBC a loyal following of deep-rooted listeners. These listeners welcome KMBC personalities into their homes as they would friends from next door. Consider, too, the extent of this closely knit following, for "the company KMBC keeps" is more such personalities by far than any other radio station in its service area. Add to this the fact that KMBC has been basic affiliate of the Columbia Broadcasting System since 1928, and you can well understand why KMBC stands head-and-shoulders above every one else in the "Heart of America."

Great Farm Audience turns to KMBC as Phil Evans, director of farm service, broadcasts findings three times daily from radio station's own livestock farm.

Livestock Interests have given KMBC exclusive right for marketcaster Bob Riley to broadcast official market reports direct from Kansas City's livestock building.

RADIO STATIONS ARE RECOGNIZED BY THE COMPANY THEY KEEP

World News importance demands the "know how" attention of a news editor such as Erle Smith. He directs KMBC's department of three full-time radio newsmen.
THIS IS WHAT television studios for postwar broadcasting of major network programs, will look like according to the designer, J. K. Gannett, New York, vice-president and director of engineering of the Austin Co. A “working” model of the above Studio plan was presented at a press luncheon, Waldorf-Astoria, New York, where Dr. Walter R. G. Baker, vice-president of General Electric Co., and other G-E officials discussed “television postwar” and company’s plans in the field.

The isometric view above gives a glimpse of some of the ideas which have been worked out by the engineers, with the purpose in mind of an overall plan to provide continuous video presentations with a minimum of expensive equipment. A revolving stage faces two large audience-seating areas located on alternate sides of a central control booth. Each section seating the audience is equipped with a sound-proof curtain, making it possible to alternate or use both areas.

Cantilevered cameras located in various positions around the stage quadrant from which the program is being presented, make it possible for one man to control the travel of each. Offices and dressing rooms, and other auxiliary facilities are located below the control room and seating areas. Added flexibility is also incumbent in the illumination system which will include water-cooled mercury vapor lamps remotely controlled. Austin engineers have developed special insulated wall and roof construction permitting controlled noise and atmospheric conditions.

Council Offer

WELFARE COUNCIL of New York City, a federation of 700 health and welfare agencies, has offered its services to the broadcasters in handling listeners’ appeals for help on personal problems. Stations will be invited to make use of the Council’s information service by mailing or telephoning inquiries on health and welfare subjects. Commentators, program directors, women editors, and other radio personalities, have received copies of an “Information Guide”, containing a list of social agencies for reference in directing listeners to the proper source of help.

Hope Replacement

PEPSODENT Co., Chicago (toothpaste) on June 13 replaces Bob Hope Show with Life With Charlotte for 13 weeks on 135 NBC stations, Tuesday, 10:10-10:30 p.m. (EWT). Summer replacement will feature Charlotte Greenwood, comedienne, with talent-line including Shirley Mitchell, Arthur Q. Bryan, Bea Benaderet, Sara Berner and Pat McGeehan. Show is packaged by Martin Brones and John Gedeo, producing stage production. Foote, Cone & Belding, Los Angeles, services the account.

North Central Expands; Forms Iowa State Net

THREE STATIONS in Iowa, KJFB Marshalltown, KDTH Dubuque, and KROS Clinton, have been added to North Central Broadcasting System. Through their affiliation with NCB the stations will join MBS, though this has been a Mutual affiliate for some time.

Other North Central affiliates in Iowa are KVFD Fort Dodge, KICD Spencer and KTRI Sioux City. According to North Central these stations in Iowa are to be sold as an Iowa State network as well as part of the regional network.

Farris to Own WLYA

ACQUISITION of all the stock of WLYA Sheffield-Muscle Shoals, Ala., to supplement his present one-third interest, is proposed by Farris last week from Frank Mitchell Farris Jr., a director of the Smith Pack- ing Co., Nashville meat packers. He would acquire the one-third interest of Joseph W. Hart and Joseph C. Russell, and will pay $8,000 each. WLYA operates on 1450 kc with 250 w and is an MBS outlet. The request for his license Farris was filed through the offices of Dow, Lohnes & Albertson.

Sponsor Video Test

ANOTHER SPONSOR ventured into the television field Mar 28, when Proctor & Gamble, a subsidiary of the Cincinnati Company, created by delphi, presented the first in a monthly series of one-act plays which were telecast over DuMont Station KGW. The play selected was based on George S. Kaufman’s, If Men Played Cards as Women Do, to highlight the Proctor “never lift” in their part of the play. Agency is Newell Emmett Co.

Sale and Transfer Split KLRA-KGHI

FCC Order 84-A Stated Reason for Separation

IN COMPLIANCE with FCC Order 84-A banning dual ownership of standard broadcast stations in the same or overlapping areas, Arkansas Broadcasting Co., licensee of KLRA-KGHI Little Rock, Ark., last week filed with the Commission applications to effect separations of the two stations through transfer of control of KLRA from A. L. Chilton to the Gazette Publishing Co. for $275,000 and the sale of KGHI to A. L. Chilton and his wife, Leore F. Chilton, a partnership doing business as KGHI Broadcasting Service.

Mr. Chilton is president of Arkansas Broadcasting and holds 2300 of the total 3720 shares common stock issued and outstanding. Of the remainder, the Gazette Publishing Co. holds 600 shares of the Ark-ansas Gazette, holds 599 shares; Mrs. Chilton, vice-president, 182 shares; S. C. Vinsolhaler, secretary-treasurer, 180 shares; W. C. Vinsolhaler, treasurer; and E. Steuber, 372 shares. Mr. Chilton is also major stock holder in Chilton Radio Corp., licensee of KBSS Daisy. His wife own a part of the remaining minor portion.

In acquiring control of KLRA, subject to FCC approval, the Gazette Co. has purchased an additional 2400 shares in the licenese corporation from Mr. Chilton (2206 sh.), Mrs. Chilton (8 sh.) and Mr. Vinsolhaler (186 sh.) for a total consideration of $275,000.

The remaining 174 shares each held by Mr. and Mrs. Chilton are to be exchanged with Arkansas Broadcasting for the control and license of KGHI, under the relaited proposed transactions. As a partnership, KGHI Broadcasting Service, each will hold half interest in it.

A CBS affiliate, KLRA operates on 1010 kc with power of 10 kw to local sunset and 5 kw night. KGHI is a 250 w local outlet operating on 1320 kc as a Blue and Mutual affiliate.

Dutton on WXQR

E. F. DUTTON Co., New York, on April 27 starts a weekly quarter-hour evening program, Browsing Through Books, on WXQR New York, believed to be one of the few fulltime programs to be used by book publishers. The author and critic, Boris Tordin, will read excerpts from Dutton books to create interest in a particular publisher. Authors and authors are to be introduced. Dutton does not sell books outright and will play up any books with forthcoming commercial or copy and program content. Booksellers may be invited to participate, with tales of humorous happenings in book stores. Contract for 82 weeks was placed through Louis M. Cottin, New York.
IOWA IS famous for her prodigious agricultural accomplishments, but brother don’t let those tall corn stalks fool you. Iowa’s 1½ billion dollar farm income for 1943 was solidly bulwarked by tremendous industrial payrolls in the meat and food processing industries. Add a crushing overlay of war production dollars and you get a still truer picture of the buying power now on the loose in the tall corn state.

Within WMT’s roughly circular ½ millivolt line of 320 miles in diameter lies 22 million acres of the nation’s richest farm land. That’s 22½% of all the Grade “A” Farm land in the U. S. A. and the largest primary area of any station in the State of Iowa!

Nearly 3½ million people (1940 Census) live and work and spend in the prosperous WMT Primary Area. Get your share of them as customers! Give your Corn Country advertising 7-League Boots by taking advantage of WMT’s superior wave length (600 kc.), splendid soil conductivity and a transmitter located in an area of low absorption.

WMT is the dominant station in Eastern Iowa, reaches the people in this area as no other medium can . . . . does the job thoroughly and economically. May we send more complete details today?
WING Dayton, Ohio, presented exclusive coverage of the arrival of the famous B-17 "Hells Angels" at Wright Field. Special interviews with members of the original crew and talks by Air Force officers were featured.

ASSOCIATED Music Publishers, New York, has completed four licensing agreements with WHLS WTMJ, KRTN WJKI, and has extensions of contract from 20 outlets—KBST KOMC KFDM KGSJ KGKL KLEM KMBC KSIO KOME KFPL KRCB KRIH KRCG KMWC KVEC KVOC KVOB KXWS KXST KXOS WDSM WDEL WHPN WFLP WIND WLOH WOR WQDN WRTY WTIC WXYZ.

TWENTY-FIVE Future Farmers of America, recognized by the Prairie Farmer-WSLS Chicago Rural Youth Award program instituted this year to honor outstanding members of farm youth groups of Illinois, Indiana, Michigan, and Wisconsin, will be guests May 15 of WLS on an all-expense-paid trip to Chicago. Choice of awards was made by individual groups. The FFA winners scheduled to receive the Rural Youth Award will participate in a WLS broadcast; join in an informal round-table discussion with industrial leaders and become acquainted with Prairie Farmer-WSLS personnel at a studio party and WLS National Barn Dance.

KRNT Des Moines originated the half-hour Victory Party broadcast of the Iowa Farm Bureau Federation on April 12. WMT Ceder Rapids, KSBN WNAX KXAT, and KGLO Mason City, Ia., carried the program.

CKCH Hall, Que., has appointed Radio Representatives as exclusive representatives in Toronto.

AS AN AID to the Government rationing program, WHIS Bluefield, W.Va., is presenting a series of programs titled For the Housewife, dealing with the problems and various phases of rationing and wartime housekeeping.

WNIE New York has increased from 3 to 11 the number of newscasts presented by the New York News from 6:30 to 9 p.m. Schedule now includes three-minute news summaries every quarter-hour in addition to the five-minute news periods every hour and half hour during that period.

WIP Philadelphia has appointed the George P. Hollingburg Organization as national representative.

KSTP Minneapolis has released new rate card, No. 35, which became effective April 15 and is to supersede all former ratings. The cover contains a sectional drawing of KSTP coverage.

WOR New York last week started using 30-second spot announcements on its sustaining news periods to promote special and regular WOR programs.

KATN Watertown, N.Y., has appointed Spot Sales, New York, as national sales representative.

WNBC, New York municipal station, has started a series of broadcasts of ballet music alternating from the Metropolitan Opera House and from the New York City Center of Music and Drama, where two different ballet companies are opening simultaneously.

KIRO Seattle on March 25 presented a special Salute to Labor program in cooperation with the Navy. Half-hour show officially commended organized labor in the Puget Sound area and the Northwest on their war production record.

TRANSMITTER on the grounds of KWFT Wichita apparently is running competition with a 125-ft. steel derrick of an oil well. The well is now producing 350 barrels a day. Captain W. P. Beardslee will be removed so as not to interfere with radio propagation. The self-supporting antenna is 400 ft. high.

Correction

NAMES of H. L. Kirke, head of the research department for BBC, London, and A. E. Barrett, BBC engineering representative in Washington, were transposed in the caption provided by WLW Cincinnati for a photo published in the April 10 BROADCASTING.

WVP Assignment

CRAMER-KRASSELL Co., Milwaukee, has been selected as War Manpower Commission area volunteer task force agency, by Carleton Healy, War Advertising Council coordinator. Agency activities will be directed by Walter Seller, president of Cramer-Krassell, and also publicity chairman of the Wisconsin State War Finance Committee.

KLYL Salt Lake City, in cooperation with the Salt Lake Council of Women, is presenting on-the-spot descriptions of the various children's day care centers located in the city.

KSL Salt Lake City is now utilizing hourly and dramatic programs as public relations broadcasts. Instead of giving time to organizations seeking publicity, the KSL program department has developed the low cost programs for these groups, using staff writers and actors. Dramas have a maximum of four actors and one sound technician, and use musical instruments.

CKLW Windsor-Detroit has acquired Press News radio service.

CJCR Chicago has subscribed to British United Press radio service.

CFNB Frederickton, N.B., has installed new Ajax antenna towers to replace those wrecked in a heavy windstorm in mid-February.

KFO San Francisco staff members, outside of the program department, competed for a $25 War Bond in a contest which called for an original war bond idea. Price was split three ways. First idea to be sold to a sponsor means another War Bond for its owner.

SIX STATIONS have acquired the special AP wire radio of Press Assn.: KBETM Jonesboro, Ariz.; WOW Omaha; KODY North Platte, Neb.; WJOB Tuscaloosa, Ala.; WWNC Asheville, N. C.; WBEZ Chicago FM station.

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BROADCASTING • Broadcast Advertising
50,000
Measurements

On March 31 we made our Fifty Thousandth Frequency Measurement in our K.C. Lab.* The station measured was the new KWBU, 50 KW, Corpus Christi.

*Total does not include any Hollywood measurements.

THIS IS AN EXCELLENT RECORD, BUT HERE IS ANOTHER OF WHICH WE ARE PROUD:

KMMJ, Clay Center, Nebraska, Commercial Radio's First Account is STILL with us. March 31st they received our Measurement No. 50,007!

THIS IS CONVINCING PROOF OF DEPENDABLE, ACCURATE SERVICE

Commercial Radio Equipment Co.
Radio Engineers

321 East Gregory Blvd.  315 Evening Star Bldg.  1584 Cross Roads of the World,
Kansas City 5, Mo.  Washington 4, D. C.  Hollywood 28, California

(Monitoring Services Available from KC and Hollywood)
You have just stepped into the news room of Milwaukee's Ultra-Modern Radio City. You are watching a news broadcast being put together for WMFM, The Milwaukee Journal FM Station.

That clicking noise is the battery of teletypewriters bringing in last minute international, domestic and war news. Those telephones jingling on the news editor's desk carry late state and local flashes from The Milwaukee Journal and its tremendous state-wide staff.

Now the editing. First the news is weighed and sifted to the wants and interests of the WMFM audience. Second, it is edited to the announcer's rate of delivery.

And so, in a few short minutes, a clear, concise news report will be enjoyed in thousands of WMFM homes. Smooth, efficient, interesting, it will be typical of the distinctive, well-planned programs that have won a loyal following.

Today, tomorrow . . . whenever you make plans for FM radio, remember, the call letters WMFM . . . Milwaukee, one of America's outstanding FM Stations.
Our Respects to (Continued from page 36) 

A. D. WILLARD Jr., general manager of WABC, has been re-appointed chairman of the Charlotte YMCA membership drive committee.

PAT TAYLOR, commercial manager of WAPI High Point, N.C., married Alice Yow, of High Point, April 7.

W. S. NEWHOUSE Jr., account executive of WOR New York, is the father of a boy.

ED NORTON, chairman of the board of WAPI, CBS affiliate in Birmingham, Ala., has been appointed to membership in the General Education Board. Rockefeller endowed organization set up to promote “education within the United States of America without distinction of race, sex, or creed.” In addition to his WAPI connection, Mr. Norton has an interest in WBBR Jacksonville and WFOY St. Augustine, Fla.

HUGH B. TERRY, for the second consecutive time, has been named chairman of the Denver Boy Scout’s annual circus.

FRANK A. SEITZ, managing director of WFAA White Plains, N.Y., is the father of a boy.

PAUL MCLUCHE, sales manager of the NBC central division, has been appointed chairman of the public information committee of the Chicago U.S.O. Council.

JOHN EVANS has left the sales department of KIRO Seattle to join the public relations department of the C. & H. Sugar Refining Co.

RALPH S. HATCHER, formerly with the commercial department of WTAR Norfolk, has returned to the United States following a four-month tenure with OWI in Algiers on special radio assignment. He has not announced future plans.

ERNEST H. MARTIN, of CBS national sales service, Hollywood, and Nancy Frank, were married in Los Angeles April 6.

FRED MUELLER, sales manager of KLZ Denver, has been appointed entertainment chairman of the Denver Kiwanis Club.

LOU RIKLIN, account executive for WOAI San Antonio, has been elected director of the San Antonio Junior Chamber of Commerce.

GEORGE GILBERT has been named assistant general manager for the NBC Central Division.


demonstrates use of data

As a research scientist, Allen is proud of the compilation of such information. And in his appeal of assistant director of promotion of WOR, he has frequently had the opportunity to demonstrate the goal application of these qualitative data to more efficient advertising and station programming, as he presented them to hard-nosed business men interested only in the accuracy with which the radio impulses they buy register in the will-to-purchase of the listening audience.

The CAB has already announced the addition of age and sex listener breakdown, for the first time together with an expansion of its reports to cover 81 cities, representing a cross-section of a city of 50,000 population or over, in place of the 33 cities of equal network opportunity to which its reports were formerly limited. Enthusiastic over this collection of qualitative data, Allen is even more enthused with the CAB’s declaration that this is only the first step toward the goal application of national program rating service, covering both telephone and non-telephone homes, in small towns and on farms as well as the great urban centers.

Camera Addict

In 1940 George Allen married Virginia Russell. They have one son, Douglas Winslow, aged 11 months, and reside in Hollis, L. I. Barred from more strenuous activities by injuries acquired in collegiate athletics, George ranks photography as his current hobby, but admits that many of his out-of-office hours are spent on his major interest, the development of more accurate, more extensive, radio audience research.

As a director of the American Marketing Assn., he has conducted a series of wartime radio lunch-meets which have served to keep radio buyers, a major field for market research. George views his new job with the CAB as an opportunity to make radio research continually more valuable to broadcasters and advertisers as a compass for charting the future path of broadcasting as well as a measuring rod of its past achievements.

Percy S. Straus

PERCY S. STRAUS, 67, former director of WOR New York, and chairman of the board of R. H. Macy & Co., New York department store controlling the station, died April 6 of a heart ailment at his home in New York. Mr. Strauss was director of WOR from January 1930 to October 1933. At the time of his death he was a director of L. Bamberger & Co., Newark store, and the N. Y. Life Insurance Co. He leaves his widow and three sons. WOR closed its offices until 8 o’clock on April 10, when Macy’s closed for the entire day in respect to Mr. Strauss.

Westinghouse Changes

JOHN W. WHITE has been named president and general manager of the Westinghouse Electric International Co., subsidiary of Westinghouse Electric & Mfg. Co., as it was announced last week. He succeeds George H. Bucher, who becomes chairman of the board of the International Company. At the same time, the former assistant general manager, was elected vice-president. Both men have long service records with their company.
Habit is contributing to victory in a dozen different ways.
For instance, the dexterity of this worker on an assembly line is the result of doing the same thing, in the same way, thousands of times.

The manner in which the people of Southern New England listen to WTIC is an example of another powerful habit. For more than 19 years, WTIC has brought to these people the best radio programs available. As a result, WTIC enjoys an audience loyalty unsurpassed by any station in the area.

Because more people in Southern New England rely upon WTIC, and because these people possess a buying income at least 60% in excess of the national average, WTIC is the logical medium for creating sales response in the Southern New England market.

You'll find it profitable to put part of your appropriation to work on WTIC.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC
GEORGE C. FURNES, AIR PIONEER, DIES

GEORGE C. FURNES, 69, chemical engineer and pioneer broadcaster, who originated and handled the Eveready Program on NBC's first regular network commercial program, died April 10 in a New York hospital after a brief illness. He was in charge of new products of National Carbon Co., a division of Union Carbide & Carbon Corp. He had been associated in various capacities with Union Carbide since his graduation from Massachusetts Institute of Technology in 1919.

In July 1932 Mr. Furness started the forerunner of all sponsored network advertising—a program promoting the dry batteries produced for the old-time radio sets by the Eveready Division of National Carbon Co. The series started on WEAF and made the first network commercial broadcast in radio history on Lincoln's Birthday, Feb. 12, 1924, with a program titled He Knew Lincoln. By 1927 the series was aired on nine stations.

Mr. Furness introduced many techniques and personalities, later to become firmly established in radio. He had complete charge of the program from 1923 until it went off the air in 1930, selecting the artists, producing the shows, and for a year or so in the late 20s actually taking part in the program as one of the first network men.

Laux WKNY President

ELECTION OF John J. Laux, of Steubenville, O., as president of the Kingston Broadcasting Corp., licensees of WKNY, Mutual affiliate in Kingston, N. Y., was announced after completion of a plan of corporate reorganization for Mutual's outlet in the Hudson River Valley, which has already been announced by the PRC. WKNY management is now affiliated with WSTV, MBS outlet in Steubenville, and WJPA Washington, Pa., independent, both of which Mr. Laux manages. Local management of WKNY will remain in the hands of Mr. Laux's brother, who has been acting manager and program director.

Lt. Vern Cox Missing

LT. VERN COX, formerly of the sales promotion department of KOX-KWYO Des Moines, now in the Army Air Corps, has been listed as "missing in action" over Austria. Lt. Cox is the stations' first casualty.

Carroll Ragan

CARROLL RAGAN, specialist in industry publicity, until last December on the public relations staff of Gray's and Industry Advertising, New York, died at his home in Yonkers, N. Y., April 10. Mr. Ragan was manager of the advertising department of the program presented on WMCA New York under the auspices of the advertising agency. The show is now handled by Walter B. Shackleton, CIA director of public relations.

RINGLING BROS., Barneum & Bailey Circus was telecast from Madison Square Garden in New York April 15 on NBC's video station, WNBX.

CBS Names Dan Russell

Dan Russell has been named assistant in charge of program planning in the CBS shortwave department. He succeeds Ben Feiner Jr., who transferred to the network's television operation. Mr. Russell will act as general supervisor of shortwave production as well as handling his program planning duties.

Mr. Russell was CBS shortwave production supervisor during 1941 and 1942, and later became a field representative of CBS Latin American network. He took a leave of absence in August 1942 to program production for the Office of the Coordinator of Inter-American Affairs. Last fall he went to Uruguay to supervise organization of production and program department for Radio Carve, CBS affiliate in Montevideo.

Mr. Feiner was to take up his new duties as general programming assistant and director-writer in the network's television department. April 17, joining CBS in August 1942, Mr. Feiner served successively as manager of the shortwave script division and head of the script division and supervisor of broadcasters beamed to American forces overseas. Before joining CBS, he was president and general manager of the Kingston (N. Y.) Broadcasting Corp., and previously had been a partner in Furman, Feiner & Co., radio advertising agency.

Hanson to OWI

MAURICE F. HANSON, on leave from J. Walter Thompson Co., has been named deputy director of OWI in charge of information programs for War Food Administration and Office of Price Administration. He replaces Whitman, vice-president of Benton & Bowles, who has become director of OPA's Food Information Bureau. Samuel Dalisher, vice-president of Cecil & Presbrey, continues as OWI program manager for OPA, while John Grantner Jr., former assistant advertising manager for Carstairs Brothers Distilling Co., remains as OWI program manager for WFA.

Joe H. Tobin, on the announcing staff of WEXX, Salem, Mass., has been appointed chief announcer of WINS New York. Samuel F. T. Ledes, former freelance script writer, has been named director of the Community department.

Bill Martin, formerly on the announcing staff of CKFW Detroit-Windsor, has joined the announcing staff of WBTN Brooklyn.

Jim Pennock, formerly with WLAF Lexington, is a new member of the announcing staff of WCKY Cincinnati.

Janet Fraser, of public relations department of CKY Winnipeg, has been married to Signaller J. W. Stiver, Royal Canadian Navy.

D. R. COATES, has returned to CKY Winnipeg after two and a half years in the Royal Canadian Air Force as a publicity and recruiting officer with the rank of flight lieutenant.

Maurice Burchell and Tom Benson, formerly announcers of CKY Winnipeg, now in the Royal Canadian Navy, have been promoted from sub-lieutenants to lieutenants.

Howard M. Paul, former con

BEHIND THE MIKE

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HOWARD M. PAUL, former con

WILFORD N. (Bill) Shultz, Canadian homœopathic philosopher, enters his 17th year of broadcasting on CHAB Foam Haven, Saskatchewan. His five hour Sunday afternoon promotion program, Golden Memories, has been sponsored since 1931 by the Army and Navy Department Stores. Daily half-hour pleasant memories program now supplements the Sunday broadcasts.

George ONE, formerly with WOOD Grand Rapids, Mich., has been added to the announcing staff of WFO. Chicago. He replaces Dick Noble, now serving with the Navy.

ROBERT VENABLES, former freelance announcer in New York and the staff of WHN New York, has joined the WBBM Chicago announcing staff.

W. THOMAS L. MOORE, former announcer of WIBG Philadelphia, has been awarded a second Oak Leaf Cluster to his Air Medal, for heroism in bombing missions over Europe.

G. T. (Midge) Majer has been appointed news editor of WIBG Philadelphia.

"WFDF Flint said the admiral is in town."
Time is Our Business

We like this symbol. To us it means just one thing ... that this organization devotes itself exclusively to the sale of time. We have no diverting occupations with other advertising media, or with transcriptions or talent. We leave accounting and engineering to the stations we represent.

Our stations profit by this exclusive attention, and by far the largest part of the time we sell is program time of five minutes and longer.
The Ryan Credo

J. HAROLD RYAN, drafted for the presidency of the NAB as a broadcaster's broadcaster, formally has taken over that post.

In his first utterance as the spokesman of American radio, he calls upon broadcasters to work together in the interest of good radio. He calls upon the FCC to forget bygones and achieve the common objective through "understanding cooperation.

No man ever had a clearer concept or understanding of his task. Harold Ryan has a rich background as a business man, practical broadcaster, Government official, and a student of the arts. He came to the Office of Censorship as radio chief following Pearl Harbor and after having directed an important broadcasting organization for 15 years. He leaves the Government at the call of his colleagues to lead radio in its most critical period.

Mr. Ryan's maiden statement is a credo for American broadcasters. In simple, direct language he cites the obligations and functions of Radio by the American Plan. He tells Ryan, as head of the NAB presidency, it sought him. He is entitled to the support of every broadcaster, to enable radio to attain the status, integrity and dignity it deserves.

Agency Foresight

For years television has been the most talked about and glamorized of the radio arts. It captured the public's fancy even before aural broadcasting came of age. Almost everything conceivable that could have happened to frustrate a budding art befell visual radio. It was stopped dead by the FCC in 1940. Then, when it got back on the air, the war's outbreak put it back on the shelf.

Now television is being talked up again as radio's post-war contribution to mankind. It can be that. There are still many problems ahead. The most important immediately discernible is that of allocations, so manufacturers can gear production of receivers engineered to respond to frequencies assigned to television, FM and the other broadcast bands, domestic and international. Preparatory work is in the hands of the Radio Technical Planning Board.

Commercial television on a sufficiently broad base to warrant public acceptance can't be undertaken until the allocations task is completed, and transmitters and receivers are available in adequate numbers. Thus, television's debut must be a planned development and not the haphazard, or somewhat accidental onset that marked sound broadcasting, which grew like Topsy in the early 20's.

It is clear now that those who will ultimately foot the bill for home television (as distinguished from large-screen theatre exhibition) are aware of television's potential as an advertising medium. In this issue we publish the results of a survey of advertising agencies identified with radio. It is significant that every top agency in the country either has or plans a television department and that all are interested on behalf of their clients to the extent of either experimenting with video or of working out paper plans.

There was no sound planning when sound broadcasting got its start following World War I. Most agencies and advertisers alike looked upon radio as a passing fad that wouldn't stick and couldn't sell. Published media were ugly about this upstart, except for the handful that got in early and stayed in.

So television, given half a chance, can get off to a good start with the cessation of war. That all presupposes, of course, that the bureaucratic will keep hands off, and that radio's overall existence as a free, competitive enterprise, will be unfettered.

As We Like It

Few, if any, agencies of wartime Government have been subjected to the kind of cutting about handed the OWI by politicians and other chronic objectors. But so far as radio is concerned, that agency has performed meritoriously despite several changes in the top direction of the OWI bureau.

Latest evidence of fair play by OWI's Radio Bureau was the directive sent to branch offices designed to protect stations against demands for free time for Government messages from commercial industries which pay for advertising in other media [Broadcasting, April 10].

John Belding of the assigns, who left the radio department of Foteo, Cone & Belding to assume the Government post, enunciated the new policy coincident with the campaign to recruit workers for food processing plants under OWI auspices.

If the food processors have advertising budgets for recruiting emergency workers, Mr. Belding advises they be handled on a fair basis, "an appropriate amount should be used for radio in proportion to other media if radio coverage is desired." If no advertising funds are available for any media, then the OWI regional chief is to do his utmost to secure time on a free basis on local stations.

This, Mr. Belding said, underlines the fact that broadcasters, is a fair, honest and equitable approach. It's a far cry from what has happened in the past, when space in the printed media has been purchased for all sorts of campaigns, while radio has been asked to give away its time. We hope the OWI precedent, established in this instance, will permeate all Government establishments identified with the encouragement of war advertising and recruiting campaigns.

Incidentally, the whole matter of OWI appropriations for the next fiscal year comes up this week before the House Appropriations Committee. Whatever emerges from the smoke of battle, it is to be hoped the Domestic Radio Bureau is not allowed to wither and die.

The Bureau asks Congress for $488,000—sufficient only to continue operations on a sharply curtailed basis. The Bureau has done an excellent job, one that would entitle possibly 900 extra people in stations and networks if there were no Government agency to prepare, clear, coordinate and schedule messages through its various allocation plans.

The cost of the operation seems a small price to pay for $105,000,000 contributed in time and talent by stations, networks and advertisers in selling War Bonds and conducting more than a hundred other campaigns. From where we sit it's a mighty good war investment.

Our Respect To—

GEORGE HOWARD ALLEN

Radio Research has been too much concerned with statistics and not enough with people, too much with the statistical abstraction of 'radio homes' which never laughed or cried over the words used, nor bought a sponsor's product; not concerned enough with counting all the men and women, boys and girls, who respond to radio's offerings with intelligence and emotion—and purchases at the corner store. In fact radio is the most intimate, the most personal, of all mass media of communication" says George Howard Allen, who has just been appointed manager and secretary of the Cooperative Analysis of Broadcasting, "and it needs the same kind of research." He succeeds A. W. Lehman who was elected president of CAB after ten years as manager and secretary.

Born June 1, 1914, in Boston, he spent most of his young life in Westborough, a suburb of Worcester chiefly noted as the birthplace of Eli Whitney. An all-around youth, in high school, George was president of his class, business manager of the school paper, captain of the baseball team and an honor student, winning at graduation the Women's Club scholarship as well as the American Legion medal for character, athletics and scholarship.

At Massachusetts State College, George played on a successful football team, managed the hockey, won his stripes in the ROTC cavalry unit, held various positions with the college newspaper and annual, sat on the student intercollegiate Athletic Board and the Academic Activities Board, and maintained a regular position on the scholastic honor roll—while paying all of his own expenses by working at jobs that ranged from real ditch-digging to superintending the college dining facilities. He was a member of the national Lambda Chi Alpha fraternity and chosen for the college's highest elective award, The Adelphia, his senior year.

Topping his B.S. degree from Massachusetts with an M.B.A. from the Harvard Graduate School of Business Administration, he went to work in 1938 as assistant to the president of National Theatre Supply Co., now National Simplex-Bludworth, one of the principal stockholders in Soophony Corp. of America, developers of television equipment, particularly in the field of large-screen theatre reproduction.

In 1940 he joined the research and promotion department of WOR New York and for the past three years has supervised that station's continuing study of radio listening, one of the first attempts by any member of the broadcasting industry to add a sheath of quali-

(Continued on page 38)
THE TWO who gave Peoria its 28,000,000 population

NEVER MIND what the census says...since Johnson's Wax gave America our Fibber McGee and Molly in April, 1935 this pair has made part-time Peoria citizens of darn near everyone who listens to the radio.

Now as James and Marian Jordan enter into their tenth year of broadcasting over an NBC network in the same character parts...with the same writer, the same sponsor...they "come in" even more secure in the affection of the public than ever before. NBC feels that not only this network but the entire world of entertainment owes a salaam in the general direction of Fibber and Molly and Don Quinn, the writer whose exceptional talent has contributed so much to the success of this program.

The McGees and their neighbors and friends portray the warmheartedness, the ready wit, the human frailties that Americans understand and appreciate. But there must be more to their popularity than that.

Maybe it's because the public senses that the friendliness they project over the air is as real in real life as the characters of Fibber and Molly are to their millions of listeners.

Whatever it is, NBC proudly numbers this show in its top-notch list and points out that it is programs of this caliber...plus the finest facilities in radio...which make NBC "The Network Most People Listen to Most."

They all tune to the National Broadcasting Company

It's a National Habit

America's No. 1 Network
MARKET COVERAGE THAT PAYS A PROFIT

- A booming market of over 1,250,000 people—
- Ample power (5,000 watts) and a favorable frequency (980 kc) to cover it—
- At extremely low cost per 1,000 families.

Check up on Nashville and WSIX for any pending schedule — wire this station or

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

GORDON VAN DOVER, former member of the network "Tom, Dick and Harry" team, has joined the WBMB Chicago production department.

ED ROGERS, announcer of WFIL Philadelphia, has joined the staff of WTOP Washington, D. C.

FRED HALL, formerly of WFLA Tampa, Fla., has joined the staff of WSMB New Orleans, replacing Gay Newton, who has been inducted into the armed service.

WAYNE OSBORNE, professional baseball player for 13 years on the Pacific Coast, has joined WJJD Chicago for the 1944 baseball season to handle Dagost Intermezzi and Sports Review.

C. M. WARD Jr., continuity editor of WWNC Asheville, N. C., married Frances Godwin on Easter Sunday.

DAVID PORTMAN, announcer of WFAS White Plains, N. Y., has been inducted into the Navy. Robert Perry, relief announcer, joins the regular staff as replacement.

JOEL STOVALL has been appointed program director of WKRC Cincinnati, replacing James Mattnow at Great Lakes Naval Training Station. Mr. Stovall was formerly with KEXY St. Louis.

LAUREL McCUTTRICK is now with the WBMB Peoria continuity department.

CONSTANCE DEVER, traffic manager of WORL has announced her engagement to Charles Reynolds, medically discharged pilot in the Army Air Corps.

WILLIAM J. TAYLOR has transferred from the Montreal office to the Toronto head-office of Radio Representatives.

NED FRENCH and Dick Coughlin have joined the staff of WTOP Boston.

OLIVE KACKLEY, women's commentator of WCKY Cincinnati, has been awarded a national honorary membership in Pi Omicron, national sorority.

CORP. NORMAN SHANDELMAN, former announcer of WMFR Lewis-town, Pa., and Mona Schneider, have been married.

THOMAS DEREN, announcer of WQXT Columbia, is confined to Frankford Hospital with a broken knee-cap.

RALPH H. MINTON, former program manager of the Philadelphia Evening Ledger and more recently handling public relations for Philadelphia's Fourth War Loan Drive, has been appointed promotion director of WIP Philadelphia.

TOM NOONE, announcer-newscaster of KFI-KECA Los Angeles, has resigned to prepare for Army induction on May 1.

PRESENTATION of the Kiwanis International Victory Farm plaque is made by Milton S. Eisenhowe (1), president of Kansas State College of Agriculture, to farmer Leo Rexing (r) of Evansville, Ind., in a ceremony heard on the Blue network National Farm and Home Hour, m.e. of which is Curley Bradley (c). Farmer Rexing was crowned "wheat king of southern Indiana" last year when he produced 45.2 bushels of wheat per acre on his 350 acre farm. Milt Eisenhowe, brother of Gen. Dwight D. Eisenhower, was former deputy director of OWI and is also ex-director of public relations for the Dept. of Agriculture.

JOHN RICHBOURG, announcer of WLAB Nashville, has been inducted into the Navy. New WLAC announcer is Alan Jasper, formerly of WMEX Boston. Additions to the WLAC writing staff include Irene Dale, formerly of the continuity department of KSD St. Louis, and Marion Benford, now to radio.

HARRY RENFRO, public relations director of KXOK St. Louis, who has been with the station since it went on the air in 1938, has been inducted into the Navy. He is replaced by Neil Norman, program director of WIL St. Louis. KXOK announcer John Corrigan has been inducted into the Army and is replaced by Jack Bennett, formerly of KARK Little Rock, Ark.

BOB BERRY, formerly in the Merchant Marines and now to radio, has joined the announcing staff of KIRO Seattle. Helen Stryker Kinball has rejoined KIRO as writer and producer.

CORP. HARRY C. LYTLE Jr., former program director of WMAN Mansfield, Ohio, for more than a year with the 391st Engineers Regiment in England, has been transferred to the American Forces Network in London.
Year after year Presto has supplied more discs to broadcasting stations than any other single manufacturer.

There's a Reason! Broadcast Engineers are the most critical of all listeners. It is their business to spot the slightest trace of noise or distortion in musical reproduction. The clean, crisp, "surface free" wide range response of Presto Recordings is music to their ears ... and yours, too.

It's no wonder that year after year they choose—

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
Cage Caller

ANNOUNCING 33 basketball games in seven days is the claim to fame of Pat O'Halloran, general manager of KPOW Powell, Wyo., when he single-handedly aired 33 games during the Big Horn Basin tournament held in Cody, March 2-4, starting at 12 a.m. with time off for meals. He then continued with the broadcast of the State tournament at Laramie, bringing his total for the period to 33 games.

MARVIN ELLIS, formerly announcer of WIBW-AM, Kansas City, who has been inducted into the Army, has joined WANN Los Angeles, Calif. Ellis, formerly with WIBW-AM, Kansas City, has been appointed to the position of network director.

FAIR TAYLOR, public relations director of Don Lee Broadcasting System, Hollywood, has been named network promotion director of the company. Taylor, formerly with NBC's Chicago division, has been named network public relations director.

GEORGINA FULLER, formerly with CBS's International Division, has been appointed network public relations director.

WINSTON SHOFFNER, formerly with WABC New York, has been named network public relations director.

SING A SONG for station breaks, explains Lee Little (left) general manager of KTUC Tucson, to Wayne Sanders, station program manager, as the pair discuss merits of recorded song-jingle announcements for broadcasting.

RICHARD HAZARD, announcer for WOR, Boston, has left the station to join the American Field Service overseas.

Sylvia BENNETT, scriptwriter at WNEC Boston, has been named manager for engagement to Earl James W. Winston.

ELINOR MIRELL, announcer at WICA Ashland, Ohio, has been named to the staff of Robert Lowther of Pittsburgh.

CHARLES NUZMAN, announcer of WWVA Wheeling, W. Va., has been inducted into the Army. His brother, Bill Nuzman, a sophomore in a Bridgeport, Ohio, high school, has joined the station as part-time announcer.

DORIS ALCOCK, of the Blue's program information division, has been named to the staff of WBGW New Orleans.

R. J. TATE, chief engineer of CPFR Piqua, Ohio, has been named to the staff of WGBS Philadelphia.

BOB KENT, former announcer for WWVA Martinsville, W. Va., has joined the staff of WIBW-AM, Kansas City.

TED MALONE, who has conducted the Book-Ends on the Blue Network since 1956, has been named to the staff of WJZ New York.

Paul KENNEDY, former publicity assistant between radio and press in the New York office of the Coordinator of Inter-American Affairs, joins the W. Va. Times Monday, April 11, as a movie critic. John P. Lee, who heads the CIAA New York press division, has taken over press radio contacts until a replacement is made.
WIBG

"Plays Ball"

TOMORROW—WHEN THE UMPIRE SHOUTS "PLAY BALL" AT SHIBE PARK—
WIBG BEGINS ITS THIRD SUCCESSIVE YEAR OF BROADCASTING ALL HOME
GAMES OF THE ATHLETICS AND THE PHILLIES UNDER THE SPONSORSHIP
OF THE ATLANTIC REFINING COMPANY.

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's
"sports-minded" station, WIBG broadcasts not only big-league baseball, but also play-by-play
collegiate and professional football, collegiate, professional and scholastic basketball and top-
flight sports news every day of the year.

WIBG plays ball with advertisers, too—
giving them the kind of cooperation and program
service that spells successful campaigns. That's
why Philadelphia's Most Powerful Independent
Station is also Philadelphia's Best
Radio Buy!

Philadelphia's Baseball Station
WIBG
10,000 WATTS - 990 KILOCYCLES

SPOT SALES, INC.
NATIONAL REPRESENTATIVES
...and a Housewife in Green Bay, Wisconsin, Served a Better Supper That Night!

Five days a week Beulah Karney speaks to the women listeners of WENR and helps them plan their meals in these crucial times when women want to learn how to set a good table with the least expenditure of points and dollars.

She is a Home Economist in the true sense of the word—and true to the instincts of America's housewives they listen to her.

That is important.

But still more important is the distance her voice travels when she steps to the WENR microphone, sometimes erroneously considered only a "Chicago station."

Beulah Karney’s voice comes clearly to women from the top of Wisconsin to Terre Haute, Indiana, and beyond. She’s heard in most of Illinois and Wisconsin and at least half of Indiana and Michigan.

Or, if you want it another way—13,000,000 Americans are within the range of her voice—and that’s one-tenth of a nation. It’s the second richest market in the world and what’s more, probably the most susceptible to change of any market.

BEULAH KARNEY TELLS THE WIVES OF...

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

BELATED ANSWER

Radio Should Determine Who's Attacked, Says Wheeler

WHEN Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), appeared April 6 on George V. Denny's Town Meeting of the Air from Cincinnati, he left one question unanswered.

During the question portion of the broadcast, after Sen. Wheeler had advocated legislation providing for "equal time" on the air for persons whom commentators had "attacked" or "lied about", a spectator asked: "Who would determine whether a person should be entitled to equal time?". Sen. Wheeler started an explanation but before he answered the question the forum was on another subject.

Back in Washington last week the Montanan said: "I'd like to answer that question. I intended to say the broadcasters—that is the radio stations themselves—should have the responsibility. Of course if they didn't see fit to give time to a person who had been attacked by a commentator, then the FCC should have the authority, but I'd rather leave it up to the broadcasters. I don't want Government control of radio or any other business."

WCOV Wins Appeal

THE POSITION of Capital Broadcasting Co., owners of WCOV Montgomery, Ala., that it should not be required to employ technicians for the operation of its studio control boards was upheld in a recent arbitration award. The ruling concerned a petition of the IBEW local to have technicians perform all work boards or to require announcers in connection with studio control and control board operators (not being technicians within the meaning of the contract) to become members of the union.

New Radio Log Rate

SPECIAL LINE rate for advertising listing in its daily radio log time table has been set up by the Philadelphia Evening Bulletin effective May 1. Acceptance of radio listings as advertisements was tried with success the past month and the new rate is in accord with the newspaper's new general display advertising rate, increasing charges from 75 cents to 85 cents per agate line. The new rate includes radio display advertising.

Crane Joins Avia

MANUFACTURERS of radio and aircraft equipment, Lear Avia Inc., Piqua, O. and Grand Rapids, Mich., has appointed Elmer R. Crane, Washington, as general manager of the company's radio division in Grand Rapids, according to William P. Lear, company president. Mr. Crane was 18 years with General Electric and two years in Washington with the Radio & Radar Division of the WPA.

LICENSE has been issued by the Dept. of Transport, Radio Branch, Ottawa, to the Standard Free Holder, Cornwall, Ont., to operate a 250 w station on 1230 kc.
Key to the excellence of Federal Crystals is intensive, step-by-step inspection, geared to strict production tolerances.

And behind this painstaking process are world famous engineers, skilled technicians, highly developed precision machinery.

As a result, Federal has earned a reputation for crystals of the highest standard — crystals which are today filling a vital role in wartime radio.

Remember, Federal's comprehensive facilities can fill any crystal need... from the lowest frequency bar to the highest oscillator plate.

And with every crystal goes the Federal stamp of approval, an assurance of uniform performance under the most difficult operational conditions.

When it's crystals you want—call Federal.

Federal Telephone and Radio Corporation

Newark 1, N. J.
Agencies

IRVING ABRAMSON has joined the creative staff of Henry J. Kaufman Ad., Washington, D. C. He formerly was with the Hecht Co., Washington department store, as divisional advertising manager and assistant merchandise manager of men's wear.

WILSON SHERIDAN, formerly of BBDO, Minneapolis and the Blow Co., New York; Harry Dodsworth, formerly of Rothschild & Ryan, New York; and William Tyler, formerly of Foote, Cone & Belding, New York, have joined the New York office of Kenyon & Eckhardt.

DONALD STAUFFER, vice-president and director of radio for Rothschild & Ryan, New York, left April 11 for a three-week business trip to the west coast.

PIANK BROMBERG, formerly radio director and timebuyer of Dieser & Dorkind, New York, has joined Hal A. Salzman Associates, New York as an account executive.


DEAN PICKERING, who heads his own talent management and production firm in New York, has been named New York representative of Henri, Hurst & McDonald, Inc., Chicago. He will continue his own management operations as a separate activity.


C. JAMES FLEMING, assistant account executive of Pedlar, Ryan & Lusk, New York, has resigned.

CAROL IRWIN, former account executive of Young & Rubicam, New York, has resumed directorship of daytime radio for the agency. She held the position before becoming account executive. Miss Irwin replaces Woody Klose, resigned.

Underwood Named V-P

CECIL P. UNDERWOOD, who continues as West Coast manager of Needham, Louis & Brophy, has been named vice-president of the advertising agency, it was announced last week. Mr. Underwood, who has been in radio for the past 19 years, is radio producer of the agency's Mr. Underwood Fifer McGee & Molly and The Great Gildersleeve. He joined the agency in 1937 after serving many years as announcer, station manager and program director for NBC.

MAXINE ANDERSON has been promoted to Hollywood office manager of The Bow Co., and also assistant to Carl Kuhl, executive producer. She assumes duties formerly handled by John Ruder, now in armed forces radio service.

HARRY N. BLAIR has opened a branch of his New York publicity office at 1350 W. Vine St., Hollywood, and is specializing in radio accounts.

HAAN J. TYLER, for approximately two years account executive of KFI-KECA Los Angeles, has resigned to join Smith & Bull Adv. as general manager.

C. H. CODDINGTON, radio director of E. W. Bow Co., has returned to New York following Los Angeles conferences with H. A. Stebbins, Pacific Coast executive vice-president.

ANTON (Tony) HART, assistant producer of Young & Rubicam Inc. on NBC Time To Smile, currently is in Chicago making advance arrangements for special broadcast of that program from Great Lakes Training Station on April 19. He will confer with New York home office executives before returning to Hollywood in late May.

CRAIG MAICKEL, former general manager of WAPI, Chicago, will become manager of the West Coast office of Dancer-Fitzgerald-Sample with the present Los Angeles D-F-S manager, James West, transferring to the advertising company's Chicago office May 15.

GEORGE C. DOHERTY has joined the staff of Baldwin & Stratman, Buffalo, as account executive and public relations counselor.

HARRY WOODWORTH, formerly in the radio research department of BBDO Minneapolis, has joined the New York office of the agency in the same capacity. He replaces Joseph Stone, resigned. Richard Diggs, former freelance sales writer, has joined the New York office.

ROSS POTTER, formerly account executive of Young & Rubicam, New York, has joined Sherman K. Ellis & Co., New York, as account executive.

LEON W. GILLERUP, formerly in the copywriting department of William Esty & Co., New York, has joined the copywriting staff of Ivey & Ellington, New York.

H. E. LEHMAN, media director of Perry-Hardy Co., New York, has been elected to the board of directors. He also is secretary and treasurer.

ROBERT HIXSON, president of Hixson-Donnell Adv. Inc., has been appointed a Los Angeles civil service commissioner by Mayor Fletcher Bowron.

KARL A. REMBE, formerly a member of the WIND Chicago sales staff, has been appointed account executive with Campbell-Ewald Co., Chicago.

Recently 280 members of the American Society of Metals came to see the marvels of modern scientific steel treating at the Massachusetts Steel Treating Corporation of Worcester. Mr. Joseph Boory, President, and his sons welcomed the scientists. Had such a group come to Worcester 35 years ago, they would have found Mr. Boory at the same location, but at the anvil in his blacksmith shop.

This plant is only one among the 400 different types of industries which are packed into the WTAG area, one of the 1200 factories where work is stable — now, and assuredly in the postwar period — whose employees are skilled and whose payrolls are high.

PAUL H. RAYMER CO. National Sales Representatives

WTAG

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

Page 48 • April 17, 1944

Broadcast Advertising

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliates

Not All Reps. • The Katz Agency Inc.
Recent announcements that the army is to make San Antonio the nation's largest air center means increased aviation activities, personnel, and facilities for a city that is already more than air-minded.

Already, San Antonio is at work developing to the fullest extent its tremendous potentialities as "Air Center of the Hemisphere" in the post-war air world.

It's strategic location and ideal flying weather give San Antonio a commanding position as the Air Gateway to Latin America.

To reach this great air-minded, aware-of-tomorrow market use the radio station that is tuned to its tastes and needs. KTSA is a FULL SCHEDULE CBS station that has won its spurs corralling record audiences in the Great Southwest... and is now ready to pilot your program to new successes in the air-world of tomorrow that is taking shape in San Antonio, today.
COMMERCIALS FIGHT CHILD DELINQUENCY

IN COMMERCIAL as well as sustaining radio, there is a growing tendency to bring juvenile delinquency to the fore. Nehi Corp., Columbus, Ohio, has placed a full schedule for Royal Crown Cola is offering teen-age children and their parents a booklet "How to Organize and Operate a Teen-Age Night Club," First, the ad goes through suggestions for maintaining the "nightclubs" after the booklet offer is withdrawn May 6. Nehi's schedule consists of 2,000 transmitted change breaks and spots announcements weekly on 300 stations.

Allied Liquor Industries, New York, last month started a campaign to raise money for social agencies through the Greater New York Fund, some 20 New York and New Jersey stations will receive quantities of broadcast material representing the efforts of outstanding talent in radio, music and other fields. The copy will be supplied on a cost basis by WOR recording studios. NBC Radio-Recording division and Columbia Recording Corp. All radio activities are under the direction of Bob Novak, with Young & Rubicam, New York.

The fund hopes to have several major variety one-time shows and a series of 15-minute talks on "NBC New York" in addition to tie-ins on regular programs throughout the drive April 16-June 7.

Ring Firm Records

MANUFACTURERS of Keepsake Diamond Rings, have initiated a series of 25 five-minute musical programs and 25 60-minute spot announcements, made by WSYR Syracuse. The first disc of the series contains a five-minute presentation talk, three musical shows, and four of the announcements. The audition disc is available to stations located in cities there are authorized Keepsake Jewelers, by writing to A. H. Pond Co., 214 S. Warren St., Syracuse, 2, N. Y.

N. Y. Relief Fund

TIED IN with the annual campaign to raise money for social agencies through the Greater New York Fund, some 20 New York and New Jersey stations will receive quantities of broadcast material representing the efforts of outstanding talent in radio, music and other fields. The copy will be supplied on a cost basis by WOR recording studios. NBC Radio-Recording division and Columbia Recording Corp. All radio activities are under the direction of Bob Novak, with Young & Rubicam, New York. The fund hopes to have several major variety one-time shows and a series of 15-minute talks on "NBC New York" in addition to tie-ins on regular programs throughout the drive April 16-June 7.

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WJW delivers
daytime
preference
Radio Advertisers

S. A. SCHONBRUNN Co., New York, has replaced its singing commercials on WQXR New York with live copy for Savarin coffee. Under a new station rating, all singing commercials are to be banned at the expiration of contracts. Schonbrunn cut out the transmitted jingles almost immediately, without waiting for the deadline. Agency is Roy S. Durntine Inc., New York.

HY-TEOUS Co. of California, Los Angeles (liquor fertilizer), in an eight-week campaign which started April 10 is using from two to four live spots announcements weekly on KOL KOA. Other stations will be added. Agency is Elwood J. Robinson Adv., Los Angeles.

NATIONAL NEEDLECRAFT Bureau, New York, has placed its account with Kenyon & Eckhardt, New York, Plans are said to include radio.

CLINTON WATCH Co., Chicago (Clinton Watches), early in March, began sponsorship of a series of chain breaks and spot announcements on WCFL and WGN Chicago. Contract is for 26 weeks. Agency is Malcolm Howard Adv., Chicago.

WARD BAKING Co., Chicago, beginning April 15 will sponsor a quarter-hour morning news program with John Holbrook as commentator on WGN Chicago, Tuesdays, Thursdays and Saturdays. Contract is for 26 weeks. Agency is J. Walter Thompson, Chicago.

TWIN CITY SHELLAC Co., New York, will expand promotion in radio and other media as soon as packaging and other materials can be obtained in sufficient quantity.

YOU hit it -- Joe

WINNING LAYOUT — Judges awarded the first prize for this layout in "Eye Catchers" competition, announced in Advertising Age. Award was made to Joe Gunther of the Branham Company, Chicago.

BE SURE YOU GET COVERAGE WHERE IT'S NEEDED MOST

THE IMPORTANT PART OF ANY MARKET IS THE PRIMARY AREA. CINCINNATI IS NO EXCEPTION.

COVER CINCINNATI FIRST BY USING THE STATION THAT REACHES LARGEST AUDIENCE AT LOWEST COST.

WCPO, CINCINNATI'S NEWS STATION

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

Radio's to Blame

SAWYER BISCUIT Co., Chicago, sponsors of Rhymester Time, WLS Chicago, five-week quarter-hour program for three years, has canceled the program featuring Eddie and Fanny Cawagma because the manufacturer was unable to meet the public demand for the product. Format called for listeners to send in box-top and rhyming letters which won prizes when they stumped the talent. Agency is George H. Hartman Co., Chicago.

ACME BREWING Co., and Young's Market Co., Los Angeles (Dr. Pepper), on April 8 started co-sponsoring daily two-hour description of home baseball games of Los Angeles and Hollywood Stars on KMPC Hollywood. Contract is for 26 weeks. Agency is Van Norden & Staff, Los Angeles, services the beer account.

SUPERIOR OPTICAL Co., Los Angeles (Zenith hearing aids), placing direct on April 15 started sponsoring a weekly 30-minute recorded musical program on KMPC Hollywood. Contract is for 52 weeks.

HUDSON SALES Corp., Los Angeles (new cars), in a 30-day campaign which started April 1 is using a total of 150 spot announcements per week on eight stations in that area. List includes KRKD, KFAC, KGFI, KFIV, KJME, KFBI. Agency is The Meyers Co., Los Angeles.

GRiffin MFG. Co., Brooklyn (polish), has renewed quarter-hour news program with Holland Engle on WGN Chicago, Tuesdays, Thursdays and Saturdays, for 26 weeks. Effective April 15. Agency is Berman, Castellain & Pierce, New York.

SCHULZE & BURCH BISCUIT Co., Chicago, effective April 1 began sponsorship of Funny Paper Party, a half-hour reading of Chicago Tribune comics, Sundays on WGN Chicago, with Harold Livel as m.c. Contract is for 13 weeks. Agency is Leo Burnett Co., Chicago.

NORTHERN TRUST Co., Chicago, has renewed The Northerners for 26 weeks on WGN Chicago. Half-hour program heard Wednesday nights has been a feature of Chicago radio for 13 years, and presents Lois Wallner, soprano, an all-male quartet and orchestra directed by Harry S. Walsh. Agency is J. Walter Thompson, Chicago.
PLEASING WITH PREMIER of Palmolive Party, NBC, Saturday, April 1, were (l to r) Thomas Butcher, advertising manager on Palmolive Soap, Colgate-Palmolive-Peet Co., Ted Bates, president, Ted Bates Inc., Barry Wood, singer; Robert E. Healy, general advertising manager, Colgate-Palmolive-Peet Co. The celebration took place in the Rainbow Room, Radio City, New York, following the initial broadcast of the new program, on which Barry Wood is a featured vocalist.

BLUM'S CONFECTIONERY, San Francisco (candy and pastry), on April 3, switched Red Laker and Old Jade, half-hour recorded music and travelogue from KSFQ to KFRC Sunday 6:30 p.m. (PST). Contract is for 13 weeks. Account was placed by Julian Zekerman, Agency, San Francisco.

GREAT STAR COFFEE Corp., New York, has named Al Paul Leffton Co., New York, to handle advertising on Rel Cafe, and Great Star, new soluble coffees. Space and radio advertising campaign is now in preparation, but no definite plans have been made.

HOUSE OF DIAMONDS, New York, new to radio, has signed for a 52-week institutional series of seven week-quarter recorded music programs on WLIB Brooklyn. Agency is Blackstone Co., New York.

PIEF Bros., New York, is using a total of 150 transcribed spot announcements and chain breaks weekly on five New York stations: WWIN WWM WIN WNY WMCA. Campaign which started Jan. 5 is expanded April 1 on WHN with participations during the period preceding broadcasts of the Brooklyn Dodgers' baseball games. Agency is William Pief Bros., New York.

SHELL OIL Co., New England, has removed its early evening ten-minute sports and news program, Thursdays, Fridays and Saturdays over the Yankee stations WNAC WEAN WCC WCC WAE BWD WBB WBB WBB WBB WBB.
ALLAN T. PREYER, executive vice-president, Vick Chemical Co., has been nominated to serve as president of the Advertising Club of New York, which will hold its annual meeting and election May 9. Other officers are: vice-president—Clarence L. Law, vice-president, Consolidated Edison Co.; Lee J. Eastman, president, East Coast Aviation Co.; Stanley Rossen, president, J. Walter Thompson Co.; and treasurer—James A. Brewer, president, Brewer-Cantelmo Inc.

SEEMAN BROS., New York, has signed a 52-week contract for seven-five-minute programs weekly on WLIB Brooklyn as part of a local campaign for Pique Kitchen Magic. Schedule now includes participation on news programs on WOR New York and WAAT Newark. Agency is J. D. Tarcher & Co., New York.

THREE additional sponsors have signed for Martin Agronsky's locally sponsored news program on the Blue Monday through Friday 8:30 to 10 a.m. They include J. S. Hall & Sons, men's clothing, on WBIR Knoxville; Lefay Beverages Co., on KGHI Little Rock; and J. H. Tyrell Co., growers and farmers supply house, on KPDQ Wenatchee, Wash.

EVANS FUR Co., Chicago, on April 10 began sponsorship of Johnny Betts, the Sleeping Salesman, whose quarter-hour program will be heard five weekly on WGN Chicago. Length of contract is indefinite. Account is handled by State Advertising Agency, Chicago.

V. R. WEST, in the public relations department the last three years with McCombs-Erickson Adv. Agency, Minneapolis, has joined the Pillsbury Flour Mills Co., Minneapolis as director of public relations.

RTBP Panel
(Continued from page 10)

in the spectrum should not be changed.

III. (Approved by an 18 to 6 vote), the general thought of the Panel that they saw no reason to discuss changing the present position of the position of the blue band.

IV. (Approved by a 23 to 1 vote). Number of Channels Required for an Adequate VHF Broadcast Structure: It is the consensus of the Committee that a minimum of 30 to 30 channels is necessary for commercial and non-commercial broadcasting stations is necessary for the development of an adequate national FM Broadcast structure, and that the Committee recommends that these 30 to 100 channels comprise a band of 10 to 20 megacycles, as so assigned that they can be continuous.

Members of the Panel present were:


U. S. Rubber Renews

U. S. RUBBER Co. announced last Friday that it had renewed the New York Times contract over a full CBS network for another year 3:40 to 5:00:40 (EWT) on Sundays. First year's contract was expiring at the end of this month. Format and time are unchanged, with Dr. Artur Rodzinaki conducting. Agency is Campbell-Ewald Co., New York.

337 OWI OVERSEAS SPOTS ARE FILLED

ABOUT two-thirds of current requirements for men and women for important missions overseas in connection with impending military operations has been met with appointment of 337 of the required 450 persons needed for the overseas propaganda program, Eimer Davis, OWI director, announced last Thursday. Response to the appeal, made Feb. 23 through the OWI Newspaper and Radio Advisory Committee, brought nearly 4,000 letters of inquiry and 2,221 applications.

Appointments thus far made in:
12 administrative assistants; 35 information specialists of various grades; 16 language specialists; 94 newsmen; 39 radio program specialists; 69 Morse code operators, and 40 engineers. Mr. Davis added it may be necessary, as military operations advance, to increase this overseas staff. The personnel will prepare material for distribution in enemy-occupied territory and will work in close cooperation with the invasion armed forces. They will be stationed either in combat areas or in areas serving those. Most of the new personnel will be assigned to the European theatre but some will go to the Middle East and others to Far Eastern theatres of operations. A few will be in New York and San Francisco but nearly all will be trained for overseas work.

Alley to Navy

GENERAL MANAGER J. Lindsay Alley, of WHIS Bluefield, W. Va., has been commissioned a lieutenant (jg) in the Navy and reports for active duty April 25. Hugh Shott Jr., vice-president of the Daily Telegraph Printing Corp., is parent corporation, will take the duties of the vacated post. Miss Ruby Brewer, traffic director and secretary to Lt. Alley, will handle all routing correspondence.

OPPORTUNITY KNOCKS LOUDER in Knoxville!

STILL AMERICA'S BUSIEST MARKET!
In Sales Management's High Spot Cities forecast for May, Knoxville ranks First with a City Index of: 155.0

The bustling WROL Market offers the Sales Opportunity of the Decade. Write WROL for the complete and amazing story of the brightest market, present and future, in the entire country.

WROL Knoxville NBC FOR EAST TENNESSEE

Page 54 • April 17, 1944
AFM BANS REPEATS OF FM TO SCHOOLS

REFUSAL by James C. Pettrillo, president of the AFM, to allow rebroadcasts beginning last week of the WBBM Chicago, *Workshop for War* program over the Chicago Board of Education's FM station, WBEZ, was based on his contention that it was merely another item of the whole AFM controversy now being investigated by a Senate subcommittee.

According to George Jennings, acting director of the Radio Council of the Chicago Public Schools, Mr. Pettrillo's action was not an outright refusal, but in Mr. Pettrillo's terms, was done because "the whole FM situation is under consideration and until it is straightened out, we don't wish to make any commitments."

The Pettrillo letter to the school officials stated that his refusal resulted from the AFM's incomplete plans in regard to the broadcasting of live music by FM stations. The Board of Education had asked WBBM if it might rebroadcast *Workshop for War*, a series of phases in Midwest industry, for educational purposes in its classrooms. Live orchestral backgrounds are used on the programs, and the AFM has not yet made a ruling on use of music by union musicians on FM stations. The program will not be used.

New WRJN Studios

NEW STUDIOS and offices have been opened at 1225 W. Mitchell St., Milwaukee, Wis., by WRJN, whose studios formerly were located in West Allis, Wis., which is adjacent to Milwaukee. The new studios, opened to the public April 15, represent the foreign language division of the station and broadcast 24 hours weekly in 12 languages. Albert B. Gale, station salesman, manages the new facilities.

Censors Meet

OFFICE of Censorship called in three members of the shortwave section, broadcasting division last week for a meeting in Washington, April 13-15. Those who attended were Lt. Campbell Watson, USNR, chief, shortwave section, broadcasting division, San Francisco; A. F. Kimball, chief, and Thomas A. McCloy, assistant chief shortwave section, broadcasting division, New York.

WNAX Film Shown

PHIL HOFFMAN, vice-president and general manager, WNAX Yankton, and Jack Paige, promotion manager of the station, entertained about 125 agency radio executives at luncheon last Wednesday at the Waldorf-Astoria, New York. Two color films were shown: "The Story Behind America's Tallest Radio Tower," depicting the station's personnel, facilities, audience and market, and "The Typical Midwest Farmer," made at the dedication of the station's 915-foot radiator tower and at the launching of the S. S. Typical Midwest Farmer by the farm family chosen as typical of the farmers in the WNAX five-state service area. George Brett, sales manager of the Katz Agency, which represents WNAX, introduced the station officials to the gathering.

WOW Birthday

CELEBRATING its 21st birthday, WOW Omaha sent a summary of the station's war record to the FCC and the NAB. The report to the FCC indicated that 38.4% of WOW time was devoted to programs contributory to the war effort, and the statement to NAB stated that during the 12 month period ending March 1, 1944, the station used 2,007 spot announcements and 108 programs for various war agencies, the commercial value of which totaled slightly more than $37,000. This, it was pointed out, did not include the war-effort announcements and programs given over WOW on network and transcribed shows.

SALES FLY HIGH WHEN YOU BUY C.B.

Represented by the Graham Company

**POPULAR**
with network and national spot advertisers
**POPULAR**
with LISTENERS, too!

Baltimore's Blue Network Outlet

John Elmer Geo. H. Roeder
President Gen. Manager
FREE & PETERS Exclusive National Rep.

CROSSLEY, Inc. has just completed the most exhaustive study of radio listening ever undertaken in Syracuse and Central New York. This study covers radio homes in Syracuse and the 40 mile trading area. It embraces nearly 60,000 interviews. It covers non-phone as well as telephone homes and both daytime and nighttime listening.

In an effort to insure as nearly perfect accuracy as possible, Crossley's investigators made thousands of personal house-to-house calls and took actual dial readings from radios.

This study was sponsored by all four Syracuse radio stations. We believe it to be an invaluable guide to buyers of radio time in Central New York State. We are proud of the position which WAGE has attained in that market and cordially invite you to inspect the full Crossley report. Just ask a Petry man.
Ryan Invites Cooperation
(Continued from page 9)

During the latter part of Mr. Miller's term considerable opposition developed to his continued stewardship. FCC Chairman James Lawrence Fly, shortly after he was appointed to the Commission in 1939, had sharply criticized the NAB and its president, alleging that the organization was "network-dominated." The desire for change in the presidency, however, was not premised upon the FCC controversy but rather on the expressed view that a "practical broadcaster" familiar with radio operations and with Government should occupy that post during wartime conditions. Mr. Ryan was drafted as one who meets all the requisites.

A Toledo businessman before his advent in broadcasting in 1927, Mr. Ryan was identified with the Arbuckle-Ryan Co., manufacturers of agricultural equipment and railroad supplies. The company had been dissolved in 1928, at which time he went into the gasoline business with his brother-in-law, L. A. Storer, USN. President of the National Broadcasting Co., he went into radio as its major activity. Stations in the group include, in addition to WSPD, WWVA Wheeling; WMMN Fairmont; WCLK Lima; WHIZ Zanesville; WAGA Atlanta; WFTL Fort Lauderdale-Miami.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dream-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State can't half match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at cash, and let the Coin (and credit) go! ... If you're a realist, too, you'll know WAVE is your one best bet in Kentucky.

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**Correction**

The April 10 issue of Broadcasting carried a full page ad on SAM Adams, Your Home Front Quarter-master. The ad stated that SAM Adams is sponsored on 108 stations. That is incorrect. SAM Adams is now sponsored on 126 stations. SAM Adams is that quarter-hour transcribed program that everyone is talking about. The show, built around a typical folksy grocery store, is pulling amazing audiences all over the country. 156 episodes are available for sponsorship on a three- or five-a-week basis. For availability in your city and further information, write or wire to Harry Jacobs Productions, 745 Fifth Ave., New York 22, N.Y.

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**KSUB POWER BOOST TO 250 W GRANTED**

CONSTRUCTION PERMIT for changes in equipment and for increase of power from 100 w to 250 w was granted by the FCC last week to KSUB Cedar City, Utah, in accordance with the FCC-WPB Public Notice of Jan. 25, 1944, regarding the use of critical materials by broadcasters.

In the same action, WTEL Philadelphia was granted its petition for reinstatement of application for construction permit to make changes in equipment and increase power from 100 w to 250 w, subject to the condition that a construction permit will not be granted until the company shows by written evidence within 90 days of notice of conditional grant, in accordance with the Jan. 26 notice, that proper WPB approval has been obtained; that the company is able to complete all construction necessary within a reasonable period, and that acceptance of grant upon these conditions is made within 20 days of notice of grant.

The petition of Meadville Tribune Broadcasting Co., Meadville, Pa., for reinstatement of application for a new standard station, was denied by the Commission without prejudice to consideration of a further petition with facts and data as required under procedures established in FCC statements of policy issued Aug. 11, 1943 and Jan. 28, 1944. The proposed station would have shared time with WSAJ Grove City, Pa., on 1340 kc with power of 250 w.

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**WJMC to Bridges**

VOLUNTARY assignment of the license of WJMC Rice Lake, Wis., was granted by the FCC last week from Walter H. McGenty, sole owner, to Walter C. Bridges, for $15,500. It was learned that Mr. McGenty, who also owns and publishes the farm journal Stock & Dairy Farmer, is retiring from broadcasting because of ill health and in order to devote more time to his other interests. Mr. Bridges is president of WEAU Eau Claire, Wis., and is secretary-treasurer of Head of the Lakes Broadcasting Co., licensee of WEBC Duluth, WMFG Hibbing, Minn., and WILB Virginia, Minn. He holds 10% interest in the corporation.

Capt. Lovette to Sea

CAPT. LELAND P. LOVETTE, director of Navy public relations, will be replaced by Rear Adm. Aaron S. Merrill, just returned from Pacific combat duty, the Navy Dept. announced last week. Capt. Lovette, in command of a destroyer squadron at Pearl Harbor, Dec. 7, 1941, has been given a sea command.

CBS Program Types

MANAGERS of most CBS affiliate stations reported that 70% of CBS programming by types was "about right", in answering a questionnaire from the network. Figure was erroneously reported as 10% in the April 3 Broadcasting.
Agencies Ready for Video Boom

(Continued from page 11)

Casual Clothes Inc., all of New York. J. Walter Thompson Co. has established joint radio-film department activity under the direction of John U. Reber, agency vice-president, with George Gladden as "film director". Television directors are Gene Kuhn and Tom Weatherly, who are described as "creative executives". The agency has used both the DuMont and Schenectady stations.

Young & Rubicam, under the supervision of Harry Ackerman, reported it plans a "great deal of early action for our clients". John Southwell, formerly of BBDO, has joined the agency as television director and John Barry, motion picture head, is serving as adviser in television. Definite television plans will be formulated within a month, Mr. Ackerman reported.

R&R Research

Ruthrauff & Ryan has an "unofficial" television department under the supervision of Reggie Morgan, agency copy chief. While the agency has not yet done any telecasting, it is conducting intensive research and is evolving plans for television programs.

Donahue & Coe, New York, reported through John Hugh, television director, that television is "definitely on our bill for future productions". While no television staff has been set up, Mr. Hugh is working on a series of programs for various clients. The agency has done no telecasting to date but has a number of clients interested.

Crichtfeld & Co., Chicago, through M. E. Blackburn, radio director, reported the agency is "not unmindful of television nor indifferent to the part we feel it will play in advertising. However, our present operations permit only the most tentative plans regarding it."

Abbott Kimball Co., New York, through Cecil H. Hackett, vice-president and radio and television director, has used the DuMont station for fashion programs. Its current television client is Harper's Bazaar.

Lawrence C. Gumbinner Adv. Agency, New York, reported two clients definitely interested in television. One of these, unidentified, has already set up a definite budget for experimentation. The agency said it was not rushing into production but was exploring possibilities of television for several accounts, looking on the experimentation as guidance for the future rather than for direct commercial value. Television director is Paul G. Gumbinner, who also is the agency's radio director.

Kenyon & Eckhardt reported it has used "before and after" commercials on the DuMont station and that it has three accounts definitely interested in television campaigns. Robert Stevens is television director, and will function under Joseph Stauffer, who takes over as radio director as of June 1.

Seeds Interested

Russel M. Seeds Co., Chicago, reported it was "very interested" in television for such clients as Brown & Williamson Tobacco Co., Grove Labs. and Schaeffer Pen Co., according to June Rollinson and Hub Jackson, of the agency's radio department.

Among large agencies reporting "several" accounts interested in commercial television but which did not identify the clients were Buchman & Co., New York, which reported four or five accounts planning commercial television "shortly", according to Jack Wyatt Jr., radio and television director; Arthur Kudner Inc., New York; William H. Weintraub & Co., New York; Mitchell-Faust Adv. Co., Chicago; H. W. Kastor & Sons, Chicago; Fressa, Fellers & Fressa, Chicago; Goodkind, Joyce & Morgan, Chicago.


CBS Television Outlet Resumes Live Pickups

VIDEO STATION WCBW for CBS in New York, will resume a "limited production" of live programs originating on its studios at 15 Vanderbilt Ave., New York, across the street from the station's transmitter atop the Chrysler Bldg.

Studio programs, limited now to two hours a week, will be telecast each Friday night beginning May 5, replacing the film programs presented since suspension of studio shows in December, 1942.

Station officials explaining say there are so many limitations of manpower and facilities they do not wish to make any definite statements about plans until they are sure they can carry them out. WNBT, NBC's New York video station, opened its television studio briefly last Monday for a talk show by Lawrence Fly, FCC Chairman.

Expansion of television transmitting and receiving facilities is frozen by WPB restrictions on equipment and receiving set manufacture. There are nine television stations operating on more or less consistent schedule and some 40 applications for new video transmitters pending, primarily from major markets.

Trade sources estimate that within 18 months to two years following the lifting of the manufacturing freeze orders, which conceivably will receive prior to European victory, most of these stations will be on the air. Simultaneously, receiver manufacturers now poised for an unprecedented sales and exploitation drive can be expected to get under way.

Trade estimates place the cost of the average television set at retail at approximately $200. It is predicted that within 18 months some 750,000 homes in such markets as New York, Philadelphia, Schenectady, Chicago, and Los Angeles will be equipped for video reception. Assuming an average viewing audience per receiver of six, the total audience available in these markets would be approximately 4,500,000.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighborhood. Here are some pertinent facts as well as figures on how American advertisers can profitably use our network.

**WHIO IS THE DAYTON MARKET**

5000 WATTS • BASIC CBS • G. P. HOLLINGER CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

**CBS Television Outlet Resumes Live Pickups**

VIDEO STATION WCBW for CBS in New York, will resume a "limited production" of live programs originating on its studios at 15 Vanderbilt Ave., New York, across the street from the station's transmitter atop the Chrysler Bldg.

Studio programs, limited now to two hours a week, will be telecast each Friday night beginning May 5, replacing the film programs presented since suspension of studio shows in December, 1942.

Station officials explaining say there are so many limitations of manpower and facilities they do not wish to make any definite statements about plans until they are sure they can carry them out. WNBT, NBC's New York video station, opened its television studio briefly last Monday for a talk show by Lawrence Fly, FCC Chairman.

**Expansion of television transmitting and receiving facilities is frozen by WPB restrictions on equipment and receiving set manufacture.** There are nine television stations operating on more or less consistent schedule and some 40 applications for new video transmitters pending, primarily from major markets.

Trade sources estimate that within 18 months to two years following the lifting of the manufacturing freeze orders, which conceivably will receive prior to European victory, most of these stations will be on the air. Simultaneously, receiver manufacturers now poised for an unprecedented sales and exploitation drive can be expected to get under way.

Trade estimates place the cost of the average television set at retail at approximately $200. It is predicted that within 18 months some 750,000 homes in such markets as New York, Philadelphia, Schenectady, Chicago, and Los Angeles will be equipped for video reception. Assuming an average viewing audience per receiver of six, the total audience available in these markets would be approximately 4,500,000.
Video Experts Seek Finer Definition

Images of 1,500-Line With 1,000 mc Predicted

A ROUNDTABLE discussion of the technical problems of television, ranging from the probable future definition of video pictures to proper make-up for artists operating under the intense lights required for televising and the probable design of home projection sight-and-sound receivers, was presented at the April meeting of American Television Society held last Tuesday at the Hotel Capitol, New York.

Panel members included: Dorman D. Israel, engineering vice-president of Emerson Radio & Phonograph Corp.; William M. Bohlke, RCA commercial engineer; William B. Still, president, Jamaica Radio & Television Service; Richard Campbell, research engineer; of Allen D. Dumont Laboratories; Milton Walsh, RCA commercial engineer in charge of theatre television, and Philip A. Goetz, engineering supervisor of CBS television studios. Norman D. Waters, ATS president, acted as quiz-master.

No Limit

Engineers agreed there is no limit to the definition which may be attained, "if you are willing to spend the time and money necessary to attain it," and they predicted that at some future date pictures of 1500-line definition may be telecast on frequencies in the neighborhood of 1,000 mc. After the war it will probably be on the present standard of 525 lines, they stated.

AFA Postpones Meet

INDEFINITE postponement of the annual meeting of the Advertising Federation of America, scheduled for June 4-7 in Chicago, was announced last Thursday by Joe M. Dawson, president. He stated that the AFA board of directors "has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war ends."

Resumption of Commercial Telecasting At Early Post-War Date Urged by Panel

RECOMMENDATIONS that commercial television broadcasting be resumed as soon as manpower and materials are available and on approximately pre-war standards will be submitted to the Radio Technical Planning Board by the Television Panel. It was learned following a meeting of the panel last Friday in the Roosevelt Hotel, New York. (See story on Panel 5 meeting on page 10.)

Although Chairman David B. Smith of Philco Corp. declined to discuss the contents of the recommendations approved by his panel, it is understood that they urge the resumption of approximately the same operating standards for video broadcasters as obtained immediately before the war—bandwidths of six megacycles, with 255 scanning lines, an interlace of two to one, with 30 frames and 60 fields per second.

Citing operating experience as proof that the lower channels of the 40-56 mc band in which telecasting has been done are the best ones, as well as the need for more channels than have presently been assigned to television, the panel recommended assignment to commercial telecasting of 30 contiguous six-megacycle channels, with the lower end in the vicinity of 40 mc. Lowest channel currently assigned to television is the 50-56 mc band. The 44-50 mc channel, formerly television channel No. 1, is now part of the frequencies allotted for FM broadcasting.

Recommendations are also said to request that 30 channels, each 20 mc wide to provide for experimentation with images of higher fidelity and higher definition, be allotted for experimental telecasting in the upper frequencies between 600 and 2,000 mc. Relay channels for commercial broadcast purposes were included in the panel's recommendations, which ask for the assignment of frequencies for video relaying in the upper reaches of the radio spectrum.

No decision was made on whether the aural part of sight-and-sound broadcasting should be transmitted by FM, as at present, or by AM. This question was returned to committee 4 of panel 6 for further study, it was reported.

Blue Group to Meet

THE STATIONS Planning & Advisory Committee of the Blue Network will hold its annual spring meeting April 21 at the Hotel Waldorf-Astoria, New York.

WE NEED A SPORTS ANNOUNCER

Sam Molen, our sports announcer, is moving on to do sports for KMBC and we need someone to replace him.

The man we need should be of stable character, good habits and dependable. He should know more about sports than merely be able to read a news dispatch. He should be able to do play-by-play football because we cover all West Virginia University football games by direct wire from the various fields. He should know plenty of baseball because he will cover major league training camps with a portable recorder and must be able to converse freely with all the baseball big shots.

The position we have open is not a big league job but it has proven a stepping stone for the last three fellows who occupied it. The man we seek will be paid a reasonable salary. He will be expected to work 40 hours a week and do some other announcing chores as well as sports. He will get a two week vacation with pay each year as well as a month and a half salary as bonus just as all our employees do.

If you're looking for a chance to get some darned good experience on a medium-sized station, send us your background, picture and salary requirements in your first letter.

STATION WCHS
CHARLESTON, W. VA.
Plans for $16,000,000,000 Fifth Loan Give Radio a Major Bond Selling Role

The IMPORT of radio's participation in the approaching $16,000,000,000 Fifth War Loan Drive gained heightened significance last week as the plans being formulated by the War Finance Division of the Treasury Dept. for the Campaign's broadcast promotion activities began to assume definite shape, awaiting final revisions and approvals. With radio time and talent topping by a million dollars (see story next page) the contributions made by all other media combined during the five weeks of the Fourth War Loan, it is expected that broadcasters will effect even greater achievements in behalf of the coming Drive, scheduled for June 12 through July 8.

Under the direction of Thomas H. Lane, WFD director of press, advertising and radio, a large number of sponsorable programs and announcements, as developed by WFD during the past Loans, are now being prepared for the Fifth Loan, to be augmented by special events broadcasts and other special features under consideration. For release to all stations requesting them will be a series of 24 sponsorable Treasury Salute quarter-hour programs and a series of 48 sponsorable five-minute Treasury Song for Today programs. One-third of both these series will be aimed toward the farm audience. The Salutes for the Fifth Loan will honor various outstanding persons in America instead of certain industries as during the Fourth Loan.

Packets of announcements are being prepared by WFD in addition to those released through OWI and are to be written so that they may be locally sponsored. The general packet will contain 30 one-minute announcements and 15 35-word announcements. A similar farm announcement packet is also included.

OWI Coverage

Although arrangements for coverage through OWI have not been completed, the Treasury expects to utilize the full OWI schedule—network allocation plan, special assignment plan, local station assignment plan and the national spot allocation plan. A meeting of OWI, Treasury and radio officials is scheduled for the close of this week to decide the problems relating to OWI and WFD on the Loan.

Proposed special events programs which have been recommended include: (1) a four-network "kick-off" program, also available to non-affiliates, which would feature President Roosevelt, Secretary of the Treasury Morgenthau and possibly other number-one public figures, pickups from battlefronts with commanding officers and selected non-commissioned men relating the value of War Bond purchases to the fighting man, pickups from American and English war plants for worker interviews; (2) a program series on "America’s ace Bond salesman", Sec. Morgenthau, on his trips about the country; (3) a women’s program, which would feature world famous women and women public leaders; (4) a nightly report on the progress of the Drive, to be conducted by Ted. R. Gamble, WFD national director; (5) a labor-management program, which would feature union leaders and management representatives; (6) special farm programs; (7) a youth program series for students; (8) network Bond days; (9) and

Candy Campaign

A THREE-POINT plan to emphasize the value of candy as a fighting weapon was inaugurated in Chicago, April 13, when some 175 midwestern candy manufacturers met at the Palmer House to begin action on a national consumer campaign directed by the National Confectioners Assn. through the Leo Burnett Adv. Agency, Chicago.

Sokit Names Ellis

SELECTION of Ellis Advertising Co., Buffalo, to handle advertising for the Sokit Co. (Sokit for diapers), has been announced. Radio, newspaper, direct mail and counter displays are being used.

a special series of four half-hour Treasury Star Parade programs. These promotion suggestions and other phases of Fifth Loan planning are to be described by Ted Gamble and Tom Lane at a meeting of advertising, agency and media executives to be held at the Biltmore Hotel, New York, April 21. The meeting will be under the joint sponsorship of the Treasury and the War Advertising Council.

Four network name-band programs have been arranged for special Bond promotion. These are: Guy Lombardi, NBC, Wednesdays and Thursdays, 11:30-12 p.m.; Tommy Dorsey, NBC, once a week, time to be determined; Horace Heidt, Blue, Saturdays, 4-5 p.m.; and Little Jack Little, Blue, Monday through Friday, 1:45-2 p.m. Major emphasis during the Drive will be upon reaching the $6,000,-000,000 quota set for individuals, the largest for any Loan to date. Further information on the Fifth Loan will be presented in a special campaign book, the Treasury Radio News and NAB Bulletins to be issued at later dates after final decisions have been made along with the necessary revisions.

Peck Handles Templeton

TEMPLETON Radio Co., Mystic, Conn., makers of Temple Radios, for whose plant is devoted 100% to war production, has placed its advertising with Arthur Sinehimer of the Peck Advertising Agency. Walter Schwartz will be chief production executive of the account.

83.9% of WSAI’s contracts are RENEWED contracts!
Winchell Sues Hoffman for $250,000
For Article in Michigan Newspaper

WALTER WINCHELL, Blue commentator, last week filed suit in the U. S. District Court in New York against Rep. Clare E. Hoffman (R-Mich.), charging that Rep. Hoffman "maliciously composed, published and furnished" to the Marcellus (Mich.) News an article conveying the impression that Mr. Winchell is "un-American, unreliable and a party to a conspiracy to undermine the confidence of the general public in the U. S. Government." The commentator asks $250,000 damages.

Black Files Complaint

The article in question, according to a copy attached to the complaint, appeared in the Marcellus News March 16 under the caption, "Statements of Fact from Washington" over the signature of "Clare E. Hoffman, Your Representative." Quoting one sentence: "It is about time the Navy, having stripped Winchell of his uniform, his pay and his duties, ousted him from his position as a Reserve Officer of the Navy," the complaint charges that the article gave the impression that Mr. Winchell was "guilty of some improper, unbelievable and disgraceful conduct by reason of which the U. S. Navy deprived the plaintiff of his right to wear the uniform of a lieutenant commander in the U. S. Naval Reserve."

The complaint, filed by Loring L. Black, former New York congress-man, alleges that the article held Mr. Winchell up to public scorn to his injury and personal damage in his reputation as a radio commentator and newspaper columnist.

In Washington last Thursday Rep. Hoffman said he had not been served with any papers and that he wasn't aware the New York federal court had jurisdiction of Michigan. "If Winchell wanted to sue me," said the Congressman, "he should have gone to the federal court in the Western District of Michigan."

Rep. Hoffman said he sent a copy of the Congressional Record, containing a speech about Mr. Winchell, to "Michigan newspapers." On March 15 Rep. Hoffman is quoted in the Record as saying: "The Navy has stripped Winchell of his uniform, of any duties he might have had; they have stripped him of his pay, but he is still, to the disgrace of the Navy and every decent man in it, carried on the rolls as a reserve officer. He is carried there according to my understanding by virtue of White House influence. How long are they going to carry that man?"

Meantime investigators and analysts of the House Special Committee on Un-American Activities, of which Rep. Martin Dies (D-Tex.) is chairman, are continuing a study of Mr. Winchell's broadcasts and columns of the last two years, according to Robert E. Stripling, chief investigator, with a view to beginning hearings in the near future. Rep. Dies had not returned to the capital from Texas as Broadcasting went to press, but before leaving he had said his Committee would investigate alleged "un-American" writings and utterances of the columnist-commentator.

STROMBERG-CARLSON Co., Rochester, N. Y., manufacturers of communications equipment for the armed forces, has received a second star for its Army-Navy "E" pennant.

BOB HOPE, star of NBC series bearing his name, is author of a book, I Never Left Home, dealing with his entertainment tour overseas. Published by Simon & Schuster, New York, volume will be released in June.

WOW Omaha has purchased the Associated Press leased wire service.

A Proven Sales Medium

IN WBIX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,332,946 Italian Speaking Persons
1,234,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBIX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBIX programming and public service, the reason why many of the country's largest advertisers today are using WBIX consistently. If your products are merchandized in Greater New York, WBIX should be on your list. Write WBIX, New York 15, N. Y., for availabilities. Or call Melrose 5-0333.

WBIX
5000 Watts Directional Over New York
America Leading
Foreign Language Station

THE W. E. LONG CO. Radio Service
155 North Clark Street, Chicago, Illinois

MISS MARY DUMNLEY
Buttraff & Ryan
N. Y., N. Y.

Dear Mary:

Things are sure humming in West Virginia, as far as the monthly earnings of employees in the state's six major industries are concerned. The West Virginia Chamber of Commerce has just reported that the average monthly earnings during the first nine months of 1944 averaged $114.46 per capita. This compares with an average of $108 for workers in these industries for the same period in 1943. That's a pretty good increase, isn't it, Mary! Guess maybe that's one of the reasons why West Virginians buy so many war bonds. It's also a mighty good reason why this state is so good for any advertiser who wants to sell something.

Yours,
Al
War Role to Mark Radio Session

(Continued from page 14)

will be directed by Gloria Chandler, Children’s Theatre and Radio Panel of Junior Leagues of America.

Religion’s broadcast panel will be headed by Franklin G. Dunham, National Catholic Welfare Service. Head of the panel on radio research will be Matthew N. ChapPELL, consultant to C. E. Hooper Inc.

School broadcasting will be directed by Kathleen N. Lardie, assistant supervisor, Dept. of Radio Education, Detroit Public Schools. Among those participating will be Maj. Harold W. Kent, War Liaison, Office of Education; Luke Roberts, educational director, KOIN-KALE Portland; Mark L. Haas, WJR Detroit; Frank Ernest Hill, CBS American School of the Air.

Kenneth G. Bartlett, director, Radio Workshop, Syracuse U., and chairman of the FREC Committee on Standards for College Courses in Radio, will direct the panel on college radio courses. Participants will include Robert J. Lander, director of program writing; Lyman Bryson, CBS; Tom Slater, MBS director of special features, war programs and sports; Arthur String, NAB; H. B. Summers, Blue manager of public service division; Judith Waller, NBC central division director of public service.

FM Panel

Music broadcasts will be directed by Alton O’Sheen, department of fine arts, Alabama U. Panel on radio and reading will be directed by James F. Fullington, department of English, Ohio State U.

FM radio and education will draw many figures from the radio industry. William D. Boutwell, influential and assistant service director of the Office of Education, will be chairman. C. M. Jansky Jr., of Jansky & Bailey, consulting engineers, will discuss FM technical requirements, and terms of coverage. George P. Adair, FCC chief engineer, will talk on procedure for obtaining educational station licenses. Panel participants will include Walter Evans, of Westinghouse; Hugh S. Frazier, NAB engineering director; O. B. Hanson, NAB vice-president and chief engineer; William B. Lodge, CBS chief engineer. A Sunday panel session also is planned.

Directing the Junior Town Meeting panel will be co-chairmen, W. Linwood Chase, Boston U., and Harry D. Lamb, supervisor of radio education and speech, Toledo Public Schools. Broadcasts to women will be directed by the NAB Assn. of Women Directors, with Ruth Chilton, association president and a women’s commentator of WCAU Philadelphia, presiding.

A special session at 5 p.m. Saturday will cover regional station international broadcasting. Presiding will be William Wallace Beavers, program director of WCOL Columbus. A demonstration of WWWW Columbus will be held.

First National RDF Gathering Scheduled for May 5

FARM SERVICE directors of stations and networks will hold their first national meeting May 5 in Columbus, Ohio, site of the Association of Radio Farm Directors meeting (RFD for short) in conjunction with the Ohio State University Institute for Education by Radio. It is expected that representatives of approximately 100 stations will attend.

Directors of West Coast stations met recently in Berkeley, Calif., to attend the fourth in a series of regional conferences called by the War Food Administration to discuss information problems in connection with 1944 farm production goals. A regional organization of RDF was formed at this meeting, with Bill Mosther of KJR-KOMO Seattle named chairman and secretary, Henry Schacht of KFO San Francisco vice-chairman, and Jennings Pierce, NBC Hollywood, honorary chairman.

Previously, the farm program directors held meetings in Chicago, Atlanta, and New York [Broadcasting, March 13]. A number of station and network farm men will participate in the IER meetings at Columbus. Before a joint session May 6 on agriculture and homemaking, presided over by Wallace L. Kaddery of the Dept. of Agriculture, discussions will be held on sponsored service to farmers and homemakers and potentialities of television and FM in reaching these audiences.

William E. Lewis of CBS New York will lead a discussion on radio service to farmers at a farm service session May 7 which will include such topics as use of transcriptions, mail response from listeners.
Robert Stahl, WWVA Wheeling, W. Va., has been inducted into the Army.

Robert L. McKenny, technician of KJYV Glendale, Calif., has joined KFVD Los Angeles.

Ely J. Bergmann, of the engineering staff of Mutual and WOR New York, has resigned to join the overseas division of the Office of War Information. He will be stationed in London.

Al Bisbee of the WKRC Cincinnati engineering staff reports to Great Lakes Naval Training Station in three weeks.

Richard Delp, engineer of WPIL Philadelphia, has recovered from a prolonged illness and resumes his post in the master control rooms.

Marie Cornet, completing a training course under the direction of Ernest Gager, plant manager of KYW Philadelphia, has obtained a first class operator's license and is now a member of the KYW engineering staff. Other young women holding down fulltime positions in the KYW control room are Alice Cleveland and Winifred Hunt.

The three busy B's of WMAL Washington see Ruth Crane off to a flying start with her new promotion, "The Modern Woman," by providing two sponsors, Swift & Co. for Sunbrite and H. J. Heinz Co. for Vicia. Busy B's are (1 to r) Kenneth H. Berkeley, WMAL manager; Ben Baylor, commercial manager; Bryant Rash, director of special features. Miss Crane recently joined WMAL after 15 years at WJR Detroit.

Pvt. Frank Bernato, former engineer of WICA Ashland, Ohio, has married Mary Pavolino, music director of the station.

Alfred Abromatis has joined the engineering department of WOR New York, replacing Ely Bergmann, resigned.

George Pearce, active in broadcasting and allied radio industries for the past five years, has been added to the engineering staff of WPEN Philadelphia.

Paul J. Foody, transmitter engineer of KYW Philadelphia, has left to enter the Navy.

O. P. (Jerry) Achtenhagen, for the past two years general manager of the Philco Training School, Philadelphia has purchased the Radio & Appliance Distributing Co. Denver, a Philco outlet for that area.

Grace Sabbath has joined the control room staff of CKLW Windsor-Detroit.

Dr. Alfred N. Goldsmith, consulting engineer, has announced the new location of his office at 507 Fifth Ave., New York.

William Klenke, engineer at WJJD Chicago, is the father of a boy.

James West transferred to Chicago by Agency

Former manager of the Pacific coast office of the Dancer-Fitzgerald-Sample Co., James West, has been reassigned and will assume the enlarged responsibilities in the radio department of the company's Chicago office. Effective May 16. Craig Maudsley will take over management of the Pacific coast office.

Mr. Maudsley formerly was manager of WAPI Chicago prior to joining Dancer-Fitzgerald-Sample Co., and has had agency experience as producer and radio director. He has been associated with KNX KHJ KFAC Los Angeles.

Stevens Hotel Spots

Stevens Hotel, Chicago, started sponsorship of an institutional radio advertising campaign, April 6, using spot announcements on 30 stations in key cities. Contract is indefinite with first schedule running four weeks. Agency is M. M. Fisher Associates, Chicago. Jack L. Fisher is account executive.
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg.
Duluth, Minn.

**PAUL GODLEY CO.**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

**GEOREGE C. DAVIS**
Consulting Radio Engineer
Munsey Bldg.
District 8456
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg.
Republic 2347

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469-Church St., N.W., Washington 5, D.C.

**HENRY R. SKIFER**
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

**MENARY & WRATHELL**
CONSULTING RADIO ENGINEERS
National Press Bldg.
Duluth, Minn.

**WFBG—ALTOONA, PA.**
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

**WOL—WASHINGTON**
Washington's Only 24 Hour Station
1260 kc

Actions of the FEDERAL COMMUNICATIONS COMMISSION
APRIL 8 TO APRIL 14 INCLUSIVE

**DECISIONS...**

**APRIL 12**

KWUB Cedar City, Utah—Granted CP in accordance with Public Notice of Jan. 26, 1944 to make changes in equipment and increase power from 100 w to 250 w.

WDBR West Point, Ga.—Granted CP for antenna changes and new tower.

WJMC Rice Lake, Wisc.—Granted license to WJBQ-WLAX to operate as a new station.

WOSA Omaha—Granted CP for changes in equipment and increase power from 100 w to 250 w.

**APPLICATIONS...**

**APRIL 10**

WCBB Brentwood, N. Y.—Mod. CP for extension of lease from Aug. 26, 1945 to Aug. 25, 1946.

WOCF Columbus, Ohio—Transfer control from Kenneth R. Johnson to Lloyd A. Frazier and Martha P. Frazier, jointly.

KPBA Little Rock, Ark.—Transfer of license to A. L. Chilton to Gazette Publishing Co.

KGGI Little Rock, Ark.—Modification of license.

**APRIL 11**

AMERICAN BROADCASTING CORP., Knoxville, Tenn.—Granting of CP for new station.

KRLD Dallas, Texas—Granting of CP for new station.

KPFC Pasadena, Calif.—Change of calling letters to KFBC and change of hours of operation.

**APRIL 12**

WCVL Charleston, W. Va.—Granting of CP for new station.

WONR Bound Brook, N. J.—Granting of CP for new station.

WNNY Binghamton, N. Y.—Modification of lease.

**Woddward & Keel**
Consulting Radio Engineers
Earle Bldg. N. National 6513
Washington 4, D. C.

**McNary & Wrathell**
Consulting Radio Engineers
National Press Bldg.
Duluth, Minn.

**Raymond M. Wilmotte**
Consulting Radio Engineer
From FCC Application to Complete Installation of Equipment
1469-Church St., N.W., Washington 5, D.C.

**Paul A. de Mars**
Consulting Electrical Engineer
"Pioneer in FM"

1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540
**WANTED**—Transmitter Engineer holding radiotelephone first license for 5 KW midwest station, and who can work 100 or more hours overtime. Supply outline of experience, references, age, salary expected, and enclosed a snapshot. Address Box 98, BROADCASTING.

**FLORIDA—NEED GOOD COMBINATION ANNONCER AND CHIEF ENGINEER. DRAFT PROPOSAL MUST SHOW MAN OR WOMAN, STATE QUALIFICATIONS, AND ENCLOSE RECENT, FULL-LENGTH SNAPSHOT. BOX 55, BROADCASTING.**

Texas Mutual needs commercial man who produces. Good future. Box 156, BROADCASTING.

**ANNOUNCER—SALESMAN:** Program Director—SALESMAN: FLORIDA BROADCASTING. Experienced baseball announcer and chief engineer holding radiotelephone first license, $4000.00, moderate living costs, in center of Dairyland, summer and winter. Ideal place for family man. Rate $13.50 per hour. Also 1 A operator @ $16.00 per hour. KOVO, Minneapolis, Minn.

**OPERATOR—Over draft for permanent position. State references, education, and experience. Include photo. Write Technical Manager, Radio Station, WPFD, Flint, Michigan.**


**Announcer—** Must be dependable and ambitious. Good pay and permanent job for right man. Apply in person to telephone. WDNC, Durham, N. C.

**Announcer-Operator wanted. Man with limited experience and no amateur station deferred. Station located in South-Midwest near large cultural and educational centers. Good working conditions—good pay. Write Box 143, BROADCASTING.**


**WANTED—** First or second class operator. 1 KW Blue-Mutual Station. Excellent working conditions. Salary expected. Draft status. Radio Station WFTJ, Jackson, Tennessee.

**ANNOUNCER—** $35.00, 45 hours. Topnotch man wanted by local station. Box 149, BROADCASTING.

**Program Director:** Requires excellent male voice and experience in program management. Bachelor’s degree important. Box 128, BROADCASTING.

**Announcer-Salesman:** Must have good male voice. Excellent prospects. Must be a good living conditions. Box 151, BROADCASTING.

**Chief Engineer:** Fifty hours, fifty dollars. Operate transmitter half shift and handle maintenance of transmitter and program control center. Box 152, BROADCASTING.

**WANTED by WPI—Chief Announcer—** with highest qualifications, alert, conscientious and willing to work hard. Must have Executive ability. Also First Class Announcer, above is better, in ability and performance. Only men of highest qualifications need apply. Positions are permanent and Salary and Talent above average. Apply in person or Mrs. Hoefar, 39 years. Box 154, BROADCASTING.

**Wanted Transmitter Engineer, First or second class license by CBS affiliate.** For details write to Mr. K. K. Young, Engineer WIXB, Utica, New York.

**EXPERIENCED BASEBALL ANNOUNCER wanted who can do top notch job on out-of-town games. Will travel.** Employment reports as well as home games direct from ball parks and statistical weekly reports. Season schedule beginning April 25th. Write full particulars of experience, training, salaries, stations, age, salary expected and send two recent photographs to P. O. Box 387, Cincinnati, Ohio. WJFBW, New Orleans, La.

**Help Wanted (Cont’d)**

Draft exempt. Chief Engineer: for modified 6B Southern Electric, 5 kw, water cooled transmitter. College background, 9 months minimum on 1 A station, moderate living costs, in center of Dairyland, summer and winter. Ideal place for family man. Rate $13.50 per hour. Also 1 A operator @ $16.00 per hour. KOVO, Minneapolis, Minn.

**Situations Wanted (Cont’d)**


**Commercial Manager—** Age 30-5 years experience—salary and commission—serv- ice. Stabilized September 15; 1944. Present income $4400.00. Box 128, BROADCASTING.

**Women’s Editor—** Two years radio writing and broadcasting. Articraft instructions and with studio demonstrations. Prospectus and transcription on request. Box 157, BROADCASTING.

**FIRST CLASS LICENSE—** Want job as transmitter operator. Southwestern or Rocky Mountain States. Amplitude and Navy operating experience, Single, Age 35. Box 165, R. E. Ernest Howser, Broadway Avenue, San Antonio, Texas.

**CHIEF ENGINEER—** 10 years experience. College. Well rounded background. 4-F draft status. Age 30. Demands change. Box 156, BROADCASTING.

**Station Executive** available following: Good full time operator, has managed stations with major network affiliate in large market. Excellent prospects. Best living conditions. Address Box 158, BROADCASTING.

**COMMERCIAL MANAGER has successful record desires change of location. Write Box 161, BROADCASTING.**

**WANTED—** Woman, highly trained and experienced in radio writing, production and broadcasting. Outstanding position, within a surging population for three or four months in high altitude northern or seacoast city. Box 166, BROADCASTING.

**Announcer—** Thoroughly experienced now employed at 5 KW, Programming, production and transcription. Also third class ticket. Box 164, BROADCASTING.

**Chief Announcer—** 5 years experience—network caliber—good character—relia- bility—versatile. Box 165, BROADCASTING.

**Station Owners—** Young top radio sales executive desires opportunity to succeed in position of progressive station. At present controlling radio advertising, later sales manager. Privately held. Radio—246 Fifth Ave, New York City.

**GENERAL MANAGER—** 10 years experience. 4-F, draft service with longer more progressive station or network. Address Box 159, BROADCASTING.

**RESEARCHER—** Broad experience and acceptance will consider establishing general office for Blue and promotional work. Test good market, to serve station managers and advertising agencies. Will consider other positions and program ratings; pass the sales ammunition; improve distribution and cooperation. Information needed for such service in your market as solicited. Box 162, BROADCASTING.

**Has MANPOWER shortage thrown a monkey wrench into your plans? Turn to WOMANPOWER! Experienced radio men with wide radio experience. Write, Prefer West. Box 171, BROADCASTING.**

**Staff Videographer—** Western and name band. Box 156, BROADCASTING.

**Program Director—** Unlv., graduate, age 38, draft deferred. 15 years experience with radio—4-F, conscientious, musical knowledge. Interested production. Send resume, or agency. Box 176, BROADCASTING.

**Wanted to Buy (Cont’d)**

**WANTED**—Transmitter engineers by WCKY Cincinnati—50 kw CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

**MODULATION MONITOR WANTED**

**ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE: Box 131, BROADCASTING.**

**WANTED**—Control room engineers by WCKY Cincinnati—50 kw CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

**WANTED**—Vertical radiator 160 to 200 feet. Any make. Good cash price. WKNE, Keene, New Hampshire.

**EQUIPMENT WANTED:** Approved frequency monitor, modulation monitor, and a 250 watt transmitter. Will pay cash. State details and price. Box 173, BROADCASTING.

**WANTED—Speech equipment, any kind. Also frequency and modulation monitors. Box 177, BROADCASTING.**

**FOR SALE**—$6895 watt transmitter brand new, complete, but technically superior to pre- war factory built. Never used. Because of manpower shortage, considers selling complete for about $40,000. Box 155, BROADCASTING.

**FOR SALE**—One tubular aluminum radio mast without lighting equipment or guy wires but including insulator. Height: approximately 155 ft. price, $1575.00. Purchaser to pay for packing and shipping. WDBC, Muncie, Indiana.

**FOR SALE**—Two western electric vibration type turntables with lateral pick up only less mixing equipment. WDBC, Muncie, Indiana.

**BROADCASTING • Broadcast Advertising**

April 17, 1944 • Page 65
New Directives Clarify Draft Policies

Stay of Induction for Men Over 26 Only

Temporary

THE MANPOWER situation confronting the broadcasting industry, in the light of new instructions given draft boards governing the induction of men over 26 in essential activities, was clarified by Selective Service officials for broadcasting last Friday as follows:


2. The stay of induction ordered April 8 of men 26 over in essential activities is only temporary and was granted for the sole purpose of enabling essential induction stations to concentrate on the processing of men under 26 who are urgently needed by the armed forces.

3. Draft boards will resume processing of men over 26 in essential activities as soon as they have completed their calls of men under 26, except where quotas may be filled by the younger men.

Essential Activity

4. All physically qualified men in the broadcasting industry under 26 who had been given occupational deferments will be immediately induced.

5. Draft boards will continue to apply the War Manpower Commission list of essential activities in considering deferments for critical personnel in radio between the ages of 26 and 38.

6. Radio personnel who are classified IV-F will be undisturbed in their present employment.

Selective Service officials made it clear that Gen. Hershey's admittedly drastic order staying inductions of men over 26, with their attendant administrative hassles, was a "postponement" which was put into effect to hasten the induction of younger men. Any speculation that this action involves or indicates a change of policy concerning registration of men over 26 in essential industries was regarded as entirely without foundation.

In his instructions to State Selective Service directors regarding postponement of processing of men in the older groups, Gen. Hershey stipulated that such postponement "should remain in effect until you are satisfied that the processing of men under the age of 26 has been substantially accomplished". Selective Service officials would not estimate how much time the processing of the younger men would require, pointing out that availability of younger men varies in different areas. In some cases, the processing may be completed in a few weeks while in others it may take several months.

When the boards have exhausted their rolls of physically qualified men under 26, they will proceed with the processing of men between the ages of 26 and 30 and then with men over 30 until quotas are filled. The WMC list of essential activities will be recognized by the boards in considering deferments for radio men over 26 but will not apply in the case of men under 26.

Jett Plea Denied

Deferments for men under 26 will be granted only to a highly select list of activities and programs certified by the WMC Inter-Agency Committee on Occupational Deferments after two weeks of conferences with representatives of claimant agencies. The Committee denied the requests of FCC Commissioner E. K. Jett, who appeared before it as chairman of the coordinating committee of the Board on War Communications, for deferment of young men in domestic communications, including broadcasting. The Committee recommended deferment for a few technicians employed by international radio telegraph, radiotelephone and cable carriers outside Continental U. S.

The "supercritical" list includes radio engineering students graduating before July 1, 1944 and students in medicine, dentistry, and certain other professions. Industries listed include synthetic and reclaim rubber, specified aircraft, aviation gasoline, radar, rockets, submarines, aircraft carriers, landing craft, and reclaim rubber, specified aircraft, aviation gasoline, radar, rockets, submarines, aircraft carriers, landing craft, and specialized fields of research.

To replace men under 26 who are being lost to essential activities, Gen. Hershey and WMC Chairman Paul V. McNutt have urged registrants classified as IV-F to seek employment in these industries or services. Following the recommendations of the Costello subcommittee of the House Military Affairs Committee looking to greater participation of military rejects in war or war supporting activity, Selective Service and WMC have designated the WMC list of essential activities as the basis for consideration for occupational deferment of those now in IV-F in classes II-A, II-B or II-C.

That portion of the essential activities list relating to radio broadcasting, covering occupations included in this category, follows:

- D. Radio Broadcasting: Radio communications (Radiotelephone and Radiotelegraph); and Telegraph Services.
  - Director of Operations, Radio Broadcasting (Domestic or International).
  - (This title includes those persons who are in charge directly or, through subordinates, of the activities of the various operating departments of a network, it also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network.)
  - Dispatcher, Radio Communications Electrician (All Around).
  - Engineer, Professional or Technical (This title includes engineers in the operating or research phases of this activity regardless of educational background.)
  - Foreman, Radio Communications (Installation and Repair).
  - Inspector, Radio Communications Equipment Installer, Radio Communications Equipment.
  - Instructor, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)
  - Instrument Maker (All Around).
  - Inspector, Radiotelephone and Radiotelegraph Repair.
  - Maintenance Mechanic (Domestic or International Broadcasting).
  - Miscellaneous Personnel (Radio Communications). (This title covers only those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications activity.)
  - Manager, Personnel Manager or Superintendent, Radio Communications.
  - Manager, Personnel Manager or Superintendent, Radio Communications.
  - (This title covers those persons who are engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications activity.)

RAILROAD TESTING RADAR FOR SAFETY

EXPERIMENTS in the use of radar and electronic devices in railroad safety control on railroad lines, were begun recently by the Chicago, Rock Island & Pacific Railroad, Chicago.

J. D. Farrington, chief executive officer of the road, announced that tests are now being made toward the ultimate equipment for communication between front and rear ends of trains, between office personnel in the yards, and ultimately, between dispatchers and crews enroute. In the tests noted, an electronic radar will be used as a safety factor.

The railroad has appointed Ernest A. Dahl, Chicago engineer for Tanglewood Western Electric Co., Chicago, and an instructor in radar and micro-waves in the Continental Army, to direct the investigations. Problems of space and available channels will be overcome with the use of micro-wave equipment, it is reported.

Lutf Cosmetic Series

STEPPING up promotion of Tango Petal-Finish face powder, Broadcast, New York, on May 7 starts Sammy Kaye and His Sunday Serenade on 176 Blue stations. The show starts 10:00-11:00 a.m. (EDT)

Continuing its five-weekly five-minute Band of the Week transmissions on WJZ, Blue Network and WYOR outlet, the firm plans additional spot radio in the near future. The first program, which starts May 10 on the NBC-Radio Emily Post show The Right Thing to Do, which ran from October, 1938-April, 1939, features Sammy Kaye.

The firm decided lipstick could not be sold effectively on the air since its prime selling area is in Radiotelegrapher, Radiotelegrapher - (This title covers radiotelegrapher of both stationary and mobile radio services.)

Radio Photo, Operator.

Broadcast and Television News, Special Events or Public Affairs (Domestic or International Broadcasting).

1. Broadcasting Engineer, Director of Engineering. (This title includes those persons who are engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications activity.)

Managing Editor, News, Special Events or Public Affairs (Domestic or International Broadcasting).
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

The Nation's Most Merchandise-able Station
"Folks keep accusin' me of tellin' tall tales," as Bob Burns might say, "so if I say they've built a radio tower out in Oklahoma that's 915 feet high, they might not believe me.

"That's the honest truth, though, folks. WKY in Oklahoma City has a new antenna—she's no aunt of mine—that's 915 feet high. And I'm tellin' you, that's high. I've seen Uncle Slug pretty high—that's my drinkin' uncle—but his ceilin' is around 500 feet. You can see farther with your naked eye from the top of it than lots of stations can be heard with a 17-tube superdooperdyne receiving set."

WKY's new vertical antenna is one of the two highest in the Western Hemisphere. When its new transmission facilities being installed at a cost of nearly a quarter-million dollars is complete, WKY will increase its coverage leadership in Oklahoma still further and will, more than ever before, be the station to which most Oklahomans listen most.