TODAY'S BEST SCENERY IN THE DENVER REGION

The mountains, the lakes, the trout streams, the things for which Colorado is most commonly known are still there, but the scenery that is most important today is that of Colorado producing for victory... the scenes of steel and munitions production, food and meat production, and the mining of war-vital minerals.

These basic industries have come from backstage to hold the spotlight of attention. These activities, working at top speed and expanding, make business better than ever in the history of the Denver region. These activities make the Denver Market a better-than-ever territory in which to promote sales.

When peace comes and eyes turn again to the magnificent handiwork of Nature in Colorado and this area becomes again the "nation's playground", the basic and permanent industries of this region will still be here, again producing for a world of civilian needs.
Modern Flour Mills such as this symbolize the agricultural prosperity of the Inland Empire. 20% of the nation's 1943 wheat crop... 168,222,000 bushels... was produced in this area. KHQ Programs guarantee top audiences. KHQ is the Spokane outlet for N.B.C.—the nation's No. 1 Network which carries 9 out of the first 10 most popular programs. 15 out of the first 20, and 33 out of the first 50. KHQ is the only single medium completely covering the Inland Empire.
A SUSTAINING daytime program on WSIX drew more than 6,000 pieces of mail—from 13 states—in ONE DAY. The offer? Only a free picture of the performers.

Which simply goes to prove what any good advertising man already knows—that 5,000 watts on 980 kc, with a first class program, will get the listeners; and that when such a set-up covers a booming market like Nashville, big returns are bound to follow.

WSIX is ready to go to work for you too. Let us show you what it can do.

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES
Teamed for Pulling Power...

Harness the double pulling power of WOV to your 1944 sales program! Two great New York markets, in their respective listening hours, team up to give WOV a constant, balanced, around-the-clock audience... night and day. In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reaches as high as 76% of the Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station... at less than one-half the cost of the next ranking station.

Ralph N. Weil, General Manager
Joseph Hershey McGillvra, Nat'l Rep.
What's Happened In Omaha?

The Petry Offices Have the New Fall-Winter HOOPERS.

Take a Look...

Compare this Year with last Year!

KOIL CBS in Omaha
5000 Watts... 1290 Kilocycles
When You Think of
NEW ORLEANS
You Think of
HIGGINS BOATS
MADE IN NEW ORLEANS

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City
50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Setting up a Washington Bureau was an interesting and daring experience. Interesting because it offered the same challenge that all new things offer... daring because it was an expensive experiment and we couldn’t ascertain how many weeks we would have to carry it on a sustaining basis.

Therefore, we are happy to report that the Washington Bureau program was sold on two of our stations before it went on the air and on the other two stations immediately following the first broadcast. A coincidental study showed the first program to have 70% of the listening audience thus bearing out our opinion that West Virginians were hungry for Washington news as it affects them.

There must be a reason why the West Virginia Network enables you to reach most West Virginia listeners most of the time. This is it!

The West Virginia Network's Washington Bureau is headed by Ray Henle, BLUE Network commentator and Washington political writer for Newsweek Magazine. Henle has had 20 years of experience covering the nation's capital and he is assisted by Malvina Stephenson, Washington correspondent for the Cincinnati Times-Star and frequent contributor to many of the nation's leading periodicals. Miss Stephenson is one of Washington's best known newspaperwomen.

The West Virginia Network

JOHN A. KENNEDY, President
HOWARD L. CHERNOFF, Managing Director

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg
The wonderful
A wizard can spellbind.

We have a wizard. He's from the Ozarks and has been spellbinding KMOX listeners for nine years. His magic is a consummate mastery of the Ozark ballad—the hillbilly music that has been favorite song around these parts since the days of the first steam cars and the rascal brothers James.

Our wizard is Pappy Cheshire. With his National Hillbilly Champions, he's played the Ozark circuit (Oklahoma, Iowa, Texas, Kansas, Missouri) for almost a decade. Nine years ago he came to KMOX. And although he never played Carnegie Hall or the Palladium, Pappy Cheshire knows how to set toes tapping in our midwest.

Each weekday morning, his half-hour Ozark Varieties (7:15-7:45 A.M.) rules the loudspeaker in thousands of midwestern homes. Into his farm-beamed show are blended all the features that people around here like: hillbilly music...livestock reports...shrewd humor...old hymns...cowboy songs. How much they like Pappy Cheshire is convincingly reflected in the third-of-a-million letters they've sent him during the past six years, and by the loyalty they show to the advertisers who sponsor him.

Besides the Ozark Varieties (sponsored), Pappy also has his weekly Barn Dance (sponsored)—not to mention the times he's heard on the CBS network. And next month he starts work on his fifth motion picture.

But the Wonderful Wizard of Ozark isn’t too busy to perform further money magic for spot broadcasters. He has a new show called Cheshire Time (Saturdays, 10:00-10:15 P.M.) that’s ready for sponsorship. If you’re from Missouri—or elsewhere—ask us for full facts about Pappy’s pulling power.
Vincent R. Bliss, Partner, Earle Ludgin & Co., Chicago

Says—“Spot broadcasting means 'pin-point accuracy' in radio advertising”

Nobody will argue with you about that, Mr. Bliss—and here at Free & Peters we'll even go so far as to say that, with good time-buying, spot broadcasting is the most accurate and therefore the most efficient weapon in the entire advertising armory.

Because of this belief, we have very naturally escaped the idea that our interests are in any way different from those of any good time-buyer—have naturally evolved a type of service and of selling which appeals to good time-buyers. First, a really swell group of radio stations in selected markets. Second, the recognition that full and complete market and station facts are the most permanently-effective tools in our sales kit. Third, the knowledge that we will grow and thrive in exact proportion to the quality of service we render.
FM Applications Involve $8,300,000 Cost

By SOL TAIHOFF

IF THE war-imposed freeze on radio equipment were lifted tomorrow, the FCC would have before it for processing 141 applications for new FM stations, entailing an expenditure of about $8,300,000 in transmitting equipment and plants.

This represents an individual estimated expenditure of about $60,000 per FM station exclusive of studios, acoustical treatment and offices. An analysis of pending FCC applications made last week by Broadcasting disclosed:

(1) Of the 141 pending applications, see list herewith, 58 are by newspaper or newspaper affiliated companies now in standard broadcasting.

(2) 119 applicants are identified with existing stations or networks.

(3) 17 of the 68 newspaper applications are from newspapers not now identified with radio.

In Pending File

Because of the freeze on new station construction, invoked April 27, 1942, all applications for FM stations are placed in the pending file. The existence of this regulation likewise has tended to discourage applications for FM, although a sharp increase in applications, notably from newspaper interests, followed the Commission's action of last January, dropping its proposed regulations on pending dual ownership of newspapers and stations, whatever their character.

Washington attorneys specializing in radio, as well as consulting engineers, report an unprecedented number of inquiries from standard broadcasters, newspaper publishers and many individuals in the publishing and entertainment fields, looking toward filing of FM applications. Roughly, it is estimated that approximately 200 such applications are in process of being drawn.

There are now licensed or under construction an aggregate of 61 FM stations in 16 states [see log on page 18]. Of the total, seven hold construction permits and presumably will begin operation as commercial outlets as soon as construction is completed. In 1941, prior to the freeze on both transmitter and receiver construction, it was roughly estimated that a half-million radio receivers, equipped to receive FM, were in use.

Current trade estimates put that there will be 500 FM stations and possibly 100 television stations in operation throughout the country within five years following the war and that five million FM receivers will be produced during the first full year of production and three times that number within five years.

The number of FM applications pending before the FCC has more than doubled in the last six months. Last October—prior to the FCC action on newspaper ownership—there were 57 such applications on file. Last February, immediately following the dismissal of the newspaper order, the number had increased to 77.

A breakdown of the 141 pending applications indicates an average cost per FM station of $59,734. This is a weighted average, however, including estimates for stations of low coverage (250 w-1 kw transmitters), as well as those of substantial regional coverage, using 50,000 w transmitters. The estimates on installation costs range from a low of $12,000 to a high of $250,000.

$60,000 Average Plant Expense Shown

In Analysis of Pending Petitions

Damm to Preside, With Baker, Armstrong As Speakers

RESPONDING to an "increasing interest displayed by newspapers generally in FM in recent weeks," the American Newspaper Publishers Assn. has scheduled a Thursday afternoon session, to be devoted exclusively to FM, for the ANPA annual convention, meeting at the Waldorf-Astoria, New York, April 25-27.

Walter J. Damm, Milwaukee Journal (WTMJ-WFMM), president of FM Broadcasters Inc., will preside at the special session, at which Dr. W. B. G. Baker, vice-president of General Electric Co. and chairman of the Radio Technical Planning Board, and Prof. Edwin H. Armstrong, inventor of FM, will be featured speakers. The G-E sound and colored movie on FM will also be shown.

GE Exhibits

Electronics department of General Electric Co., will have reception rooms in the Waldorf-Astoria during the convention with exhibits including both FM and video receivers in operation, a special FM demonstration unit, the magnetic wire recorder, a model of the post-war television studio and a display of G-E publications on broadcasting and television. Reception will be in East Rooms A and B and will be open Sunday through Thursday.

Convention, the ANPA's 58th, will open as usual with Tuesday sessions devoted to the problems of newspapers with circulations under 50,000. In addition to discussions of editorial, mechanical, newsprint, circulation and advertising and other problems of wartime publishing, the Tuesday agenda also lists two questions on radio: "Do newspapers give a better service to their community by operating distinctly local radio stations? What will be the result of continued expansion and new developments in radio on the newspaper business?"

A question in the list on advertising, "Should newspapers set up an organization to develop a united front for the retail field similar to the Bureau of Advertising's efforts among general advertisers?", was undoubtedly inspired by the recent rapid rise in the amount of retail advertising on the air resulting from the radio industry's retail presentation, although radio is not specifically mentioned. Topic is also expected to come up during the general ANPA sessions Wednesday and Thursday mornings, although as usual the official agenda is confined to reports of officers and committees.

Wednesday afternoon session, conducted by the ANPA Bureau of Advertising, will include a talk on "Back of Your Industrial Headlines" by F. C. Crawford, president, Thompson Products Co., and a presentation on national advertising and the work of the American Assn. of Newspaper Representatives, given by William T. Cree- mer, AANR president, and Herbert W. Moloney, AANR vice-president, in addition to the usual reports by Bureau executives.

Dewey to Speak

Speakers at the annual Bureau of Advertising dinner on Thursday include Governor Thomas E. Dewey of New York, Rear Admiral A. S. Merrill, USN, and Eric A. Johnston, president, U. S. Chamber of Commerce, Frank E. Tripp, general manager, The Gannett Newspapers, and chairman of the Bureau, will preside at the dinner. Charles P. Manship, publisher, Baton Rouge State Times & Morning Advocate, will act as toastmaster.

Annual meeting of the Associated Press will be held April 24, 12 before ANPA sessions.

FM Panel Features ANPA Convention

Table of FM applications on page 12; log of FM stations on page 18

The estimates on installation costs, based on the FCC form (301), cover cost of transmitter, antenna system, frequency and modulation meters, studio technical equipment, microphones, transcription equipment, land and buildings. Such factors as studios, acoustical treatment and offices are not covered.

In the case of existing stations, it is presumed that present standard broadcasting station studies and equipment would be used, along with transmitter buildings and sites, where feasible. Consequently, the cost for those who would go (Continued on page 18)
into FM from scratch, with no present facilities or organization, would be approximately the same as that for companies already engaged in standard broadcasting. Thus, it was pointed out at FCC quarters by the engineers that the estimated costs, by and large, can be regarded as "striped" items covering everything except studios and acoustical treatment.

The principal discussion has been precipitated in radio circles over publication of information, particularly in the newspaper trade press, relating to FM installation costs. FM is largely from manufacturers, these cost items were construed by attorneys and consulting engineers, as well as in other trade sources, as pegged far too low. Prospective applicants, it was said, would do well in most instances to multiply these figures by two to approach a more nearly correct figure on installation costs.

Few if any items in FM construction can be regarded as lower than those for standard stations of comparable power, except in order to get the most out of FM in the way of quality, studio acoustical treatment of a "de luxe" character is necessary. Estimated annual operating costs of FM stations, cited in the newspaper press to encourage country newspapers to apply for FM stations, are far below the actual experience of existing stations.

Panel Studies

Before the final FM structure is determined, legislation will be given to proposals to widen the present FM band, which, for commercial broadcasting, covers 35 channels, each of 200 kc width. Engineers estimate that approximately 3,000 stations can be licensed throughout the country on these 35 channels, [as against the present number of allocations], but with not more than 18 stations in a given metropolitan area. FM stations cannot operate in the same area except on a skip-channel basis. In New York City, for example, there are 18 stations in operation with two holding construction permits for new FM stations. With 10 channels already in use and 17 more needed, an additional nine frequencies would be necessary to accommodate the present applicants, it is pointed out.

The Radio Technical Planning Board, organized last February to formulate plans for the technical future of radio and to recommend to the Government proposed allocations for post-war radio and communications services, has a number of panels on frequency requirements for new and existing services. Panel 5, devoted to very-high-frequency broadcasting (FM), recommended at a meeting in Chicago April 11 that the FM band be increased from its present 40-channel limit (including five channels allotted for non-commercial educational) to 80 or 100 channels. It proposed that television channel No. 1, occupying the range from 50 to 56 mc, and possibly the range from 50 to 60 mc, used by the amateurs, be taken out of the band and be assigned to FM to supply a continuous FM band from 42 to 60 mc.

Television proponents, serving on Panel 6 of RTPB, at a meeting on April 14 in New York, concluded that the lower end of the television band is best suited for video transmission and that 30 contiguous 6-mc channels, ranging upward from 40 mc, be assigned to television. This would absorb the present FM band.

Deciding Allocations

One of the most difficult problems confronting the RPTB observers will be that of settling allocations as between FM and television, with adherents of both groups seeking virtually the same frequency range. Until the precise allocations are established, set manufacturers will not be able to gear themselves for production. In every quarter, the decision of having allocations set so that both transmitter and receiver production can be planned well in advance, has been emphasized.

Chances of New Legislation Are Slight, Fly Asserts at North Carolina Meeting

PROSPECTS for legislation amending the Communications Act at this session of Congress are regarded as "slight" by FCC Chairman James Lawrence Fly.

At a press conference in Asheville, N. C., April 15, during a meeting of the North Carolina Assn. of Broadcasters, Mr. Fly declared his personal view was that there is only a remote chance of new legislation being enacted at this session, presumably alluding to the pending White-Wheeler bill on which hearings already have been held.

Chairman Wheeler (D-Mont.), on the other hand, declared earlier the same week that he thought his committee would report out a revised measure [BROADCASTING, April 17].

J. Frank Jarman Appointed

The press conference was held following a round-table session of the 30 broadcasters, representing 20 North Carolina stations, with the FCC chairman. J. Frank Jarman, WDNC Durham, was elected president of the Association, succeeding Bryce P. Beard, of WSTP Salisbury. Richard A. Dunlea, WTSI Waltham, was elected vice-president and Harold Essex, WSJS Winston-Salem, secretary-treasurer. New directors are Allen E. Wannamaker, WSTM Woonsocket, and E. Z. Jones, WBBB Burlington. Mr. Fly was the principal speaker at a dinner Friday night.

 Asked about new legislation, Mr. Fly stressed the need for unification of international carriers looking toward establishment of a monopoly which could cope with British competition and assure American carriers of a fair deal. The Senate already has adopted a resolution authorizing an inquiry into the foreign subject of an international merger.

"This is an ideal principle and a practical one," Mr. Fly declared. "It is surprising how little opposition there is to such an undertaking."

Through such a merger, the chaos of the present useless legislation would be eliminated and maximum use made of scarce radio frequencies. There should result, he said, an increased flow of traffic by virtue of lowered press rates and thereby provide an increased budget of information which would tend to create common understanding among nations of the world.

Chairman Fly asserted the Commission has no plans under consideration which would restrict present standard broadcast operators from engaging in FM. On the contrary, he declared, the present policy is to encourage broadcasters to enter the new field, as probably the best solution.

FM Field Open

Asked about television, Mr. Fly declared there are no technical obstacles in the way of commercial operation or production of equipment. The problem of hostilities obviated and makes in introduction of the visual art a logical step. Unquestionably, he said, technical improvements will come out of the natural growth of the new art.

Predicting television transmission in metropolitan areas as soon as the freeze on equipment is lifted, the Chairman said smaller communities, chiefly because of the expense involved in operation, probably would have to wait for the establishment of television networks. It may well be, he said, that there will be "transcontinental FM and television employing the use of microwave relay systems.

Mr. Fly left Asheville April 16 for Jacksonville, to attend a meeting of Florida broadcasters on April 18. He is expected to return to Washington this week.
Army, Navy Drop Disclaimer Requirement

Policy of Services On Endorsement Unchanged

By MARY ZURHORST

DISCLAIMERS on commercial programs presenting armed forces personnel or on commercial broadcasts originating from camps, posts, or stations were abolished last week by the Army and Navy.

It is assumed the action was taken in the belief that listeners, because of the constant repetition of the announcements informing the public of military policy on programs originating from Army and Navy installations, are well aware that sponsor products are not endorsed. All broadcasts from bases have carried disclaimer announcements at the close of the program.

Policy Unchanged

The Navy first used the disclaimer phrase in October 1938, on the Magic Key of RCA. This was the first commercial program in which Navy personnel participated. Although neither the Army nor the Navy has ever dictated a specific announcement stating the military policy of not endorsing commercial products, both services have outlined a disclaimer that has been followed by broadcasters on the programs concerned.

The wording generally used follows the form, "The appearance of Naval (or Army) personnel on this program does not constitute an endorsement of the product, since the Navy (or Army) does not endorse any product."

Cancellation of the disclaimer, however, does not in any way affect the policy of the services as to commercial endorsement.

Before creation of the War Dept.

Radio Branch early in 1941, the Army did not allow commercial programs to originate from Army camps or bases. However, soon after Col. E. M. Kirby became civilian advisor to the Secretary of War, and with the establishment of the Radio Branch in April 1941, the War Dept. policy was altered to permit commercial as well as sustaining programs to originate from military camps provided the disclaimer was used.

Industry Notified

On Saturday, April 15, the War Dept. and Navy Dept. issued notices to the presidents of the four major networks and the NAB cancelling the disclaimer on commercial programs originating from military camps, posts or stations or on commercial programs featuring military personnel.

The Navy and Army letters, included in a Special Information Bulletin sent by the NAB to all radio stations and networks in the country on April 21, follow:

"Reference is made to your letter of Jan. 31, 1944."

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment or when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances."

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements."

J. HARRISON HARTLEY
Lieutenant Commander, USNR Officer-in-Charge, Radio Section.

Army Letter

"War Department is happy to be able to notify you at once that effective immediately the disclaimer which it has required be used on broadcasts emanating from Army installations, is no longer necessary."

"Will you take the necessary steps to advise your committee to that effect?"

JACK W. HARRIS, Major, A.U.S. Acting Chief, Radio Branch."

Easing of Disc Announcement Is Seen

North Carolina Session Petitions FCC: Fly Infers Support

RELAXATION of rules requiring the identification of recorded and electrical transcriptions at the beginning and end of each rendition was requested of the FCC last week by the North Carolina Ass'n. of Broadcasters, with indications from FCC Chairman James Lawrence Fly himself that the Commission might be disposed to consider the modification of the long established rule.

Resolution Adopted

A formal resolution adopted by the State association at its meeting in Asheville, N. C. April 15 was forwarded to the Commission. Chairman Fly, who attended the sessions on April 14 and 15, advised the some 30 broadcasters that no organized effort toward easing of the rule had been presented to the Commission in recent years. He added, however, that he felt the FCC "may give consideration to such regulations."

Modification Asked

The resolution adopted by the Association provides: "We respectfully request and urge the Federal Communications Commission to modify existing regulations requiring identification of recordings and electrical transcriptions at the beginning and the end of programs and announcements."

It was agreed at the meeting that while some regulation is desirable to prevent possible deception, the present rule is too stringent. It was pointed out in the discussion that electrical transcriptions of the high fidelity type are equivalent to or better than the quality of most network programs, limited by the frequency capacity of telephone lines. The question of modification of the requirement was also raised by stations and transmission producers, on the ground that recorded programs thereby are "stigmatized."

Present Rules

The existing rules governing mechanical records are as follows: 3.507 Mechanical Records. Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below.

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, or at the end of the program: Provided, however, That the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a single continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than 30 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration not in excess of 6 minutes shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or in the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription," as an "electrically transmitted," or "electrical transcription," and where a phonograph record is used it shall be announced as a "record."

Labor Board Asks AFM to End Strike

Green Repudiates Union For WJJD, KSTP

THE NATIONAL War Labor Board late Friday requested the AFM to direct its members on strike at WJJD Chicago to return to work immediately and to follow orderly procedures for settling the dispute. The following telegram was sent by Clyde M. Mills, chief of the Strike Section of the Board, to James C. Petrillo, AFM president; William J. Friedman as counsel to WJJD, and Edward Benkert, secretary of Local 10, AFM:

"The Secretary of Labor and the U.S. Conciliation Service, under authority of the President's Executive Order and the War Labor Disputes Act, certifies today to the NWLB the dispute involving AFM Local 10 and Radio Station WJJD. The NWLB is informed that some members of Local 10 are engaged in a work stoppage.

Violates Pledge"This work stoppage is in violation of labor's pledge to the President and the national policy of the Government that there shall be no strikes for the duration of the war. You are directed to convey to your members the request of the NWLB that they return to their jobs immediately and follow the orderly procedures set up by their Government for the disposition of labor disputes in wartime."

The NWLB action was taken following a repudiation by Mr. Green, president of the AFL, of "make-work" strikes called by Mr. Petrillo at WJJD and the Minneapolis studios of KSTP. Mr. Green termed the strikes a violation of the AFL's "no strike" pledge during wartime.

Mr. Green notified Ralph L. Atlass, president of WJJD, that he would call upon AFM officers to order the musicians to return to work and settle the dispute through mediation. As Broadcasting went to press Friday, Mr. Green had not yet been able to reach Mr. Petrillo in Chicago by telephone. A spokesman for Mr. Green asserted that the AFL head was in disagreement with newspaper reports that his telegram to Mr. Atlass implied criticism of Mr. Petrillo's tactics in calling off the musicians from the station. It was pointed out that Mr. Green cannot enter into the merits of a local dispute but that in conformity with the general AFL policy against strikes in wartime, he would urge Mr. Petrillo to have the men return to their jobs and submit the case to the proper agency for conciliation.

A similar assurance was made by Mr. Green to Stanley Hubbard, president of KSTP, who had refused union demands for a 59% wage increase and an addition of eight members to its staff of 20 musicians. In a statement to the Minneapolis AFM local, Mr. Hubbard declared he was "tired of being sandbagged" into hiring more men than he needed and asked for "a showdown" to determine whether the Government will tolerate "illegal union activity."

Musicians at WJJD failed to report for work on April 13 after the station refused a union demand to double to 20 the number of musicians employed [BROADCASTING, April 17]. Last Wednesday the musicians removed their instruments from the studios, telling station officials they had been advised by Mr. Petrillo "to look for jobs elsewhere."

Following the WJJD walkout, Mr. Atlass sent the following telegram to Mr. Green:

"A strike has been called on our station by the Chicago Federation of Musicians. There is no dispute over wages or working conditions. The union demand is that we employ 20 men to do the work now being easily done by 10 men now working a 10-hour week. This demand is contrary to the public interest. It is economically unsound and contrary to Government policy."

We have asked the Chicago Federation of Musicians to have the dispute settled by the appropriate governmental agency established for this purpose. They have refused the services of the U.S. conciliators and other established agencies. We have appealed to James C. Petrillo, president of the AFM. He cannot be reached by telephone. We are therefore directing our war officers to...

We are financially responsible. We are agreeable that the results of any governmental intervention of this dispute be made retroactive. There has been no strike vote by our employees. Following labor's "no-strike" pledge we are asking that you use your influence with Mr. Petrillo to have a showdown and to see that any matter in dispute is referred to proper governmental agencies for this very purpose. We will abide by their decision.

In reply to this telegram, Mr. Green advised:

"Regret to learn of strike of musicians employed by WJJD Chicago. Such a strike cannot be authorized by the American Federation of Musicians. The NWLB is in violation of..." (Continued on page 28)
Everybody knows 1943 was a year in which many former non-advertisers finally climbed on the bandwagon—a year in which many small advertisers became big advertisers.

During 1943, this "new blood" accounted for a large part of the total list for most advertising media. *At WHO, however, 86% of our advertisers during 1943 were RENEWAL users!*

To us, that seems to prove several things. First, that WHO has long served most of the logical advertisers in Iowa Plus. Second, that WHO must certainly have done a job for old advertisers, to get such high renewals even during a boom year for new advertisers. Third, that WHO still finds ways to serve new advertisers, despite an unprecedented demand for time.

We thought you'd be interested!

---

**WHO**

*for IOWA PLUS!*

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC . . . National Representatives
Ludlam Succeeds Phil Cohen
As OWI Radio Bureau Chief

GEORGE P. LUDLAM, deputy chief in charge of the New York office of the OWI Domestic Radio Bureau, was named last week to become chief of the Bureau, succeeding Philip H. Cohen who resigned after serving OWI and its predecessor agency, Office of Public Assistance, for two and one-half years. An announcement of Mr. Cohen’s resignation was made by George W. Healy Jr., OWI Domestic Director, who explained that when Mr. Cohen assumed the position of chief last November he did so with the understanding that he would accept for a term of six months. Mr. Cohen plans to enter the military service.

Mr. Cohen plans to enter the military service.

The operations of the New York office will be directed for the present, by Jack Mullin, former vice-president of Benton & Bowles, who will continue in charge of the editorial and production division. He has been with OWI about a year and was one of the original radio consultants of the Bureau.

Well Known in Radio

Mr. Ludlam is well known in industry circles, having had 14 years experience in radio, including six years with NBC’s program department. For several years he headed the program building agency, organizing and producing shows for commercial accounts. Prior to entering the OWI in February, 1943, he was a assistant chief of the radio division of the Office of Civilian Defense. He is a graduate of Harvard, class of 1925.

In assuming his new post, Mr. Ludlam plans to work closely with the industry; through the War Advertising Council, in carrying on the operations of the Bureau. He is deeply appreciative of radio’s contributions to war information campaigns. “After all”, he told Broadcasting, “it is the cooperation extended by the advertisers, agencies, stations and networks which is responsible for the success of the Bureau’s operations.”

In leaving OWI, Mr. Cohen, although not yet 33, leaves behind a long career in government as radio producer and administrator. He came to OWI in 1941 as chief of government liaison under Bill Lewis, former CBS vice-president, who then headed the Radio Bureau. He continued in the same capacity when OFF was absorbed by OWI, becoming chief of the Bureau about a year ago. He became chief of the Bureau last October, succeeding Don Stauffer who returned to his post with Bush & Ryan.

Earlier, in 1936, Mr. Cohen joined the Radio Division of the Office of Education where he was responsible for many innovations in the field of educational programs, including Americans All-Immigrants All, Wings For The Martians, and Gallant American Women. In 1938 he studied BBC broadcasting methods on a Rockefeller Foundation fellowship, returned the next year to the Office of Education and directed the Radio Project in cooperation with the Library of Congress which produced the first important radio documentaries in America. Among these were The Ballad Hunter, Hidden History and America Speaks.

In addition to his work in producing radio series, Mr. Cohen took an active and extensive role at Harvard, Northwestern and other colleges and has written various articles and textbooks on broadcasting. He has also been active in the formation of the Association for Education by Radio.

FCC Approves Brush-Moore Acquisition Of Other WPAY 50% After 4 Years

WHAT HAD been heralded as the original newspaper ownership case was decided by the FCC last Wednesday in granting the application of the Brush-Moore Newspapers Inc. to acquire the additional half interest in WPAY, South Bend, Ind. The case, which had been pending for more than four years, entailed the issue of purported local monopoly in public opinion, since the Portmouth Times, Brush-Moore newspaper, is the only newspaper in the city and WPAY is the only station. Brush-Moore had owned 50% of the WPAY.

The Commission, by a 4-1 vote, approved the transfer of 50% interest from Chester A. Thompson, Cleveland investment banker, for $100,000, and also awarded the license of the station to operate on 1,400 kc with 250 w unlimited time. The case had been fraught with controversy and was regarded as a test of the newspaper ownership issue until the FCC last January dismissed the newspaper divestiture order and decided to consider cases as individual new matters.

Acting Chairman Walker and Commissioners Craven, Case and Wakefield voted for the transfer and license renewal. Commissioner Durr dissented. Chairman Fly was absent and Commissioner Jett did not vote because he was not a member at the time the case arose.

Brush-Moore also is the owner of WHBC Canton, O., and operates a half-dozen newspapers in Ohio and Maryland.

At the same meeting, the FCC adopted as final, proposed findings denying the application of WROL Knoxville, for modification of its license to change its operating assignment without prejudice to the filing of an application which would not increase interference to KWFT Wichita Falls, Tex., and which would otherwise conform to good engineering practices. The station, operating on 620 kc with 1,000 w local sunset and 500 w night, had sought an increase in power to 1,000 w unlimited time.

The Commission also adopted proposed findings of facts and conclusions proposing to deny the application of WMAM Marietta, W. Va., for modification of license to change hours of operation from daytime only to unlimited time on 1,570 kc with 100 w night and 250 w local sunset. This was done without prejudice to the filing of an application for unlimited time on a local frequency.

Two New Locals Granted by FCC

Valley Broadcasting and WISH Group Acquire CPs

CONSTRUCTION permits for two new local standard stations were granted by the FCC last week, one for South Bend Broadcasting Corp., which is owned by Robert E. Smith, 15% of the South Bend Broadcasting stock as secretary, and E. W. Harris, another 15% owner and treasurer of WISH, is treasurer and holder of 15% interest in the South Bend corporation. The remaining 65% interest is equally divided between Al Hosinski, vice-president, U. S. Marshall, Jr., deceased, and Maj. Joseph G. Wood, U.S.A. Both are Indiana attorneys. All of the stockholders are directors. Facilities granted the New Indiana local are 250 w unlimited time on 1490 kc.

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, composing the partnership doing business as Valley Broadcasting, were granted their petition for reconsideration and grant of application for a new local outlet for West Point, Ga., to operate with 250 w unlimited time on 1340 kc. Broadcasting in October 1943 was granted permission to move WDAK, operating fulltime on 1340 kc with 250 w, from West Point to Columbus, Ga.

Two to Join NBC

TWO 250-watt stations join the NBC Network as basic supplemental outlets effective May 1. They include WEST, Easton, Pa., operated on 1400 kilocycles by Associated Broadcasters, Inc., and WAZL Hazelton, Pa., operated on 1450 kilocycles by Hazelton Broadcast Service, Inc. Additions bring the total number of NBC affiliates to 148.

Pure Oil Renews

PURE OIL Co., Chicago (gasoline and oil), on May 8 will renew sponsorship of the news program featuring H. H. Kaltenborn, 7:45 p.m. on ABC stations. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.
1,207,436 Civilians in Baltimore!

That's the latest Baltimore area census figure. There'll be no sudden collapse in 1944 of Baltimore worker payrolls. Most firms doing war work were here before the war and will be needed in 1944. They employ 2/3 of the workers. To reach these workers use W-I-T-H!

On The Air 24 Hours
A Day—7 Days
A Week

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.

(Corrected to April 22, 1944)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With A station affiliation is shown in parentheses except where call letters are identical.

Standard Broadcast Station

CALIFORNIA

KJH-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 44.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.


ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.


WESB, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

WGNB, CHICAGO—Licensed to WGN Inc. (WGN). Frequency: 49.9 mc. Personnel: John Shepardi 3d, chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 49.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepardi 3d, chairman of the Board; staff, see Yankee Network.


MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. E. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett J. Dillard, director; Elizabeth Whitehead, assistant director.

NEW JERSEY

WFPM, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAM, JERSEY CITY-NEWARK—CP issued to Bremer Broadcasting Co. (WAAJ). Frequency: 44.9 mc. Service Area: 6,800 sq. mi.

NEW YORK


WBRE, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc.

WFGG, NEW YORK—CP issued to William G. Finch, Frequency: 49.5 mc. Service Area: 8,500 sq. mi.


WBAM, NEW YORK—Licensed to Hamberg Broadcasting Service Inc. (WOR). Frequency: 47.1 mc.


WIBA, SCHENECTADY—Licensed to General Electric Co. Frequency: 45.3 mc. Service Area: 6,800 sq. mi. Personnel: G. Emerson Markham, manager.

NEW YORK

WMTW, WINSTON-SALEM—Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold R. Sum- mers, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

KXYW-FM, PHILADELPHIA—Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ullman, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 44.9 mc. Service Area: 9,300 sq. mi. Personnel: Norwiss West, program director.

WFLF-FM, PHILADELPHIA—Licensed to WFLF Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrit, program director; L. R. Littlejohn, chief enginee.

WIP-FM, PHILADELPHIA—Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: Clifford C. Harris, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WLBG). Frequency: 46.5 mc. Service Area: 9,900 sq. mi.


WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWWS). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE


UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WWMF, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Her- zog, station director; R. G. Winne, program director; Charles Gohr, merchandising and promotion manager; D. G. Lysie, chief engineer (on leave); Phillip Lesner, transmitter supervisor.

WDUL-FM, SUDBURY—Licensed to The Lakeside Broadcasting Co. (WECB). Frequency: 44.5 mc. Walter C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. R. Person, chief engineer.
Nancy Grey, popular WTMJ woman commentator, visited London in 1935 and ran across a booklet in the BBC library, which neatly sums up her philosophy about women's programs.

"The woman commentator," said the booklet, "should stimulate women into new appreciation or activity, to awaken them to their own potentialities."

That, precisely, is what Nancy Grey has been doing six days a week for 12 years on her popular 8:30-9 a. m. "What's New" program.

Each year Nancy and "Tyro" (her portable transcription machine) spend three months trekking across America, Canada and Mexico.

Wherever Nancy and "Tyro" go, they ferret out creative personalities that Nancy feels will stimulate and interest her vast listening audience.

As a result, "What's New" is filled with live, throbbing, interesting stories, interviews and comments. There is not another woman's program quite like "What's New." Its soundness is proven by the audience that has come to welcome Nancy Grey as a daily radio visitor.

Here is another of the outstanding programs that make WTMJ Wisconsin's best programmed, best listened to, best selling station.
Radio Highlighted
On ANA's Agenda
May 1-3 Meet to Hear Results
Of Public Opinion Survey

ASSN. of National Advertisers
will open its three-day meeting at
the Westchester Country Club,
Rye, N. Y., May 1-3 with a session
on new concepts of advertising
functions, covering the relation of
advertising to top management,
sales and public relations. Spea-
ers will include Marvin Bauer, of
McKinsey & Co., management
consultants.

Paul Ellison, director of adver-
sising of Sylvania Electric Prod-
ucts, New York, is chairman of
the program committee. Agenda
has been lined up with additional
speakers to be announced shortly.
Highlights of the meeting for the
radio industry should be a meeting
of the 1944 ANA radio committee,
Tuesday, May 2, and announce-
ment of the results of Opinion Re-
search Corp.'s pilot survey of
public opinion on questions affecting
national advertising, Wednesday,
May 3.

Participating in an afternoon
panel discussion May 1 on mar-
keting and distribution will be Dr.
Paul L. Nystrom, professor of
marketing, Columbia U. School of
Business; Don Mitchell, vice-presi-
dent in charge of sales of Sylvania
Electric Products; and Atherton
W. Hobler, chairman of the board
of Benton & Bowles. Moderator
will be Robert Brown, of Pills-
bury Flour Mills.

ANA members will take part in
a case history session Tuesday
morning, May 2 on what advertis-
ing departments are doing to build
for the future. Afternoon session
will concern Cooperative Analysis
of Broadcasting, the Advertising
Research Foundation and other
media research groups. There will
be round-tables on government and
legislative subjects, and on media
including radio.

Discuss FM, Television

The 1944 radio committee will
discuss radio research, television,
FM and checking spot radio, Tues-
day afternoon. Joseph M. Allen,
of Bristol-Myers Co., will preside
in the absence of the committee
chairman, D. B. Stetler, of Stand-
ard Brands.

Stories of successful campaigns
by national advertisers will be re-
viewed at the concluding session
Wednesday, when the pilot survey
results will also be announced.

Cyrus Ching, U. S. Rubber Co.,
director of industrial and public
relations, will be the Wednesday
luncheon speaker.

P & G Buys Full Blue
PROCTER & GAMBLE Co., Cin-
ninnati, has ordered the full Blue
network Monday through Friday,
12 noon-12:30 p.m. starting July 3
for an unnamed program [BROAD-
CASTING, April 17]. Product and
agency have not been determined.
According to latest C. E. Hooper Survey, Fall and Winter 1943 to 1944 from 9:45 A. M. to 10 A. M., Monday through Friday.
Memphis is the world’s largest cotton market, handling more cotton than all other American markets combined. The value of cotton and cottonseed, grown and sold in this vast Memphis area, totals two-thirds of a billion dollars.

We say that ain’t hay, and we also know that WMC reaches this market quickly, effectively, dominantly.

**THIS AIN'T HAY!**

(Continued from page 12)

**Decatur**
Commodore Broadcasting, Inc. (WBOY)
(98.6% of stock owned by Decatur
Newspapers Inc. - publisher of Dec-
atur Herald and Review; same
ownership as Champagne-Urbana
(II) Evening Courier)
46,500 15,708 47,800

**Springfield**
Commodore Broadcasting Inc. (Same
as above)
46,500 8,065 47,600

**Rock Island**
Rock Island Broadcasting Co. (WRRR)
(Controlling stockholders, officers
and directors own all stock of J.
W. Potter Publishing Co., publisher
of Rock Island Argus)
44,500 3,850 47,600

**Rockford**
Rockford Broadcasters Inc. (WOKE)
(98.9% of stock owned by Rockford
Consolidated Newspapers Inc., pub-
lishers of Rockford Morning Star and
Rockford Register Republic)
47,100 15,310 52,200

**Quincy**
WMCQ (100%)
14,120 22,800

**INDIANA**
Indianapolis
Indianapolis Broadcasting Corp. (WISH)
48,700 14,120 60,000

Indianapolis
Indianapolis Broadcasting Corp. (WIRE)
(100% of stock owned by Central
Newspapers Inc.)
46,500 13,640 59,100

**Indiana**
Indiana Broadcasting Corp. (WIFI)
(Chief owners are Harry M. Ritter and family;
Mr. Ritter is publisher of Pittsburgh
Sun-Telegraph, Hearst newspaper)
47,100 15,310 52,200

**IOWA**
Cedar Rapids
The Gazette Co. (Owner and Pub-
lisher of The Gazette, daily)
44,700 7,400 40,900

**Des Moines**
Central Broadcasting Co. (WHO)
46,500 18,350 64,600

**Waterloo**
Josh Higgins Broadcasting Co. (KXEU)
46,500 8,960 44,010

**KENTUCKY**
Ashland
Ashland Broadcasting Co. (WCMN)
46,100 11,900

Louisville
American Broadcasting Corp. of Ky.
(WLAP)
45,100 11,800

**Louisville**
Courier-Journal and Louisville Times
Co. (WHAS) (Publisher of Courier-
Journal & Times)
45,700 13,200 56,500

**LOUISIANA**
New Orleans
Loyola University (WWL)
46,000 8,470 44,000

**MAIN**
Portland
Portland Broadcasting System Inc.
(WGAN) (495 out of 600 shares
owned by Gannett Publishing Co. Inc. (Guy F. Gannett), publisher
of Portland Press Herald and Portland
Express; Augusta Evening Journal and
Watalelle Sentinel)
47,100 3,080 50,000

**MARYLAND**
Baltimore
The Baltimore Radio Show Inc.
(WPBR)
45,500 5,500 32,500

**Baltimore**
Maryland Broadcasting Co. (WJTX)
48,900 2,904 41,100

**Dundon**
American Broadcasting Co. of Md.
(WLAP)
45,100 11,800

M advertisement.
**Salisbury**
The Peninsula Broadcasting Co.
(WBAC)
(Private ownership) 44,500 6,000 40,500

**MASSACHUSETTS**
Boston
Columbia Broadcasting System Inc.
(WROL)
42,500 21,000 100,000

Boston
Mathews Radio Co. (WONM)
47,700 3,600 45,900

**Lowake**
The Hampden-Hampshire Corp.
(WAYN) (All stock of station
owned by owners of Lowell Tele-
gram and Daily Hampshire
Gazette, Northampton, Mass.)
44,100 14,304 47,100

**Massachusetts**
Lowake
Hildreth & Rogers Co. (WLAW)
44,100 2,904 41,100

**New Bedford**
K. Anthony & Sons, Inc. (WNBK)
(Owner of New Bedford Mercury,
New Bedford Standard-Times and
Hyannis (Mass.) Cape Cod Standard
Times)
45,100 13,300 58,500

Pittsfield
Monroe B. England (WBRK)
46,700 1,787 48,400

**MICHIGAN**
Battle Creek
Federated Publications Inc (WELL)
(Publisher of Battle Creek Environ-
ment & News, Grand Rapids Herald
and Lansing State Journal)
48,100 4,100 43,900

**Detroit**
Homan Radner (WIBM)
45,600 4,100 40,000

**Detroit**
James F. Hopkins (WJIBK)
46,500 6,780 49,500

**Detroit**
Ring-Trend Broadcasting Corp.
(WYZZ)
47,900 6,780 43,900

**Detroit**
Ring-Trend Broadcasting Corp.
(WOOD)
46,500 5,800 50,300

**Jackson**
WJIBK Inc. (WJIBK)
46,500 8,065 48,800

**Lansing**
WJIBK Inc. (WJIBK)
46,500 8,065 48,800

**Muskegon**
Muskegon Broadcasting Co. (WBB)
47,900 8,065 49,900

**Port Huron**
The Timmerman Co. (Publisher of
Times Herald)
47,700 8,065 49,900

**Saginaw**
Saginaw Broadcasting Co. (WSAM)
45,700 2,100 44,500

**MISSOURI**
Kansas City
Midland Broadcasting Co. (KMBK)
46,500 6,700

**St. Joseph**
KFEO, Inc. (KFEO)
46,500 (49.6% of stock
owned by the News Corp., publisher
of the St. Joseph News-Press and St.
Joseph Gazette)
46,500

**St. Louis**
Columbia Broadcasting System Inc.
(EMCX)
46,500 12,400 57,900

**St. Louis**
Globe-Democrat Publishing Co. (Pub-
lisher of Globe-Democrat)
44,700 12,083 56,700

(Continued on page 24)
"GREEN VALLEY, U. S. A."
the weekly half-hour sponsored by
EMERSON RADIO & PHONOGRAPH CO.
Sundays starting February 27,
through Wm. H. Weintraub & Co., Inc.

"WIDE HORIZONS"
the weekly half-hour sponsored by
BOOTS AIRCRAFT NUT CORPORATION
Sundays starting February 27,
through Cecil & Presbrey, Inc.

"JACK BERCH AND HIS BOYS"
the five-a-week quarter-hour sponsored by
THE KELLOGG COMPANY
expanding to the full Mutual Network April 3,
through Kenyon & Eckhardt, Inc.
The Radio Voice of New Hampshire (WMUR) (60% of stock owned by Edward J. Gallaher, who is 50% owner of common stock and managing editor of Citizen Publishing Co., which publishes the Citizen) 43,500 51,600 52,500
New York (Publisher of New York Times) 45,100 8,600 28,250
New York (Publisher of Brooklyn Times) 45,900 6,745 28,624
Syracuse (Publisher of Syracuse Herald by News, owner of common stock and 25% of stock owned by New York Times) 44,700 8,960 41,750

Worcester, The Industrial Market, has an Agricultural Side

3,750,000 APPLES A DAY KEEP OUR FARMERS IN PAY

Gianc down the nation's 3000 counties in the fruit producing column. Step at the 22nd, Worcester County, which is the WTAG market. Within 40-45 days in the Fall, 1,000,000 bushels of apples (or approximately 3,750,000 apples a day) go to market or into storage. Every bit of this important rural area right along with Worcester's BIG industrial market is dominated by WTAG — from the INSIDE. Here's evidence. When the Worcester County Extension Service queried farmers, 395 out of the 403 who replied, wrote that they listened to the 6:15 a. m. agricultural program over WTAG.

Kolynos Sponsors Disc Series in Latin America

KOLYNOS CO., Jersey City, a division of American Home Products, has exclusive radio rights in Latin America to the first series of 59 transcribed English lessons, Let's Learn English, twice weekly quarter-hour program starting June 1.

Program which will be carried on some 70 stations to promote Kolynos toothpaste, is a counterpart to Time Magazine's Let's Learn Spanish, heard locally in this country. All Latin American countries with the exception of Argentina, where radio restrictions are severe, will hear the program at the request of Latin American officials. Transcriptions are prepared by Empire Broadcasting Co., New York, and Irwin Vladimir, New York, is the export agency for Kolynos, with option on Latin American rights to any sequel to the series.

New Westinghouse Card

WESTINGHOUSE RADIO STATIONS Inc. has issued a new rate card (No. 3A) for WIZ, Boston, KDRA Pittsburgh and WXYN Philadelphia dated March 16. WIZ evening hour rate has increased from $460 to $500 and evening announcements from $46 to $50 with corresponding increases for daytime and after 10:30 p.m. periods. Weekly discount scale is now based on expenditures of $100 to $900 instead of the former $50 to $500. Similarly at KDRA the evening hours rate has risen from $500 to $550 evening announcements from $50 to $60 and weekly discounts on expenditures of $112 to $672 instead of the former $56 to $500. KTW rates for program time remain the same except for the early morning Musical Clock for which the hourly rate has risen from $550 to $252 per week. Announcements are also up from $44 to $50 in the evening with corresponding rises for other hours.

MAJ. DICK DIESPECKER, radio liaison officer for the Canadian Army Public Relations, Ottawa, has just turned out his first book of poetry, Between Two Furious Oceans. A second book will be in the fall. His outstanding poetic works, Prayer for Victory.
KSD is the dominant news station in St. Louis. It is the only station in St. Louis with full-time, 24-hour service from both Associated Press and Press Association, Inc.

KSD has NBC programs—therefore carries the best shows, the top stars, the finest entertainment in radio.

KSD has a greater daytime population coverage area than any other St. Louis station.

USE KSD IF YOU WANT BETTER RESULTS

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

A Distinguished Broadcasting Station

National Representative

FREE and PETERS INC.
Believe it or not, this Iowa farmer is harvesting munitions! Munitions in the raw—soybeans!

Soybeans that will find their way into explosives to blast the enemy ... into paints and varnishes to protect ships, guns, tanks, and planes ... into feed for the production of meat and milk ... into bone- and muscle-building rations for our fighting forces and allies!

Iowa is the leading corn state, too. And corn is finding its way into ethyl and butyl alcohol, lactic acid, smokeless powder, synthetic rubber, plastics, etc.

Call it chemurgy if you want to. But it's also one of the reasons why the No. 1 Farm Market is richer today than ever before—will be richer still in the years ahead. To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. For KMA is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the three million people in its 152 primary counties.

Availabilities are limited so check with Free & Peters about your schedule—today!

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

(Continued from page 24)
national ‘names’ sponsored LOCALLY
...make WXYZ a great station!

Four-time American League batting champion
HARRY HEILMANN is the featured voice of
Detroit’s top-rated news program (over WXYZ)
and exclusive play-by-play describer of big-
league baseball (over WXYZ) in the Motor City.
KJBS 'Duopoly' Sale by Brunton & Sons

SALE OF KJBS San Francisco by Julius Brunton & Sons to a syndicate for $200,000 cash, plus approximately $50,000 in adjusted payment, was completed last week in Washington, subject to FCC approval. Applications for the transfer, which would leave the Brunton interests with only one station in the San Francisco area—KQW, CBS outlet—will be filed with the FCC this week.

While ownership of KJBS will pass from the Brunton family to the new syndicate, comprising broadcasters or their wives, and Sen. D. Worth Clark (D-Idaho), the management will remain unchanged, with E. P. Franklin, KJBS general manager, retaining his position. He also becomes a stockholder through acquisition of 10% of the stock.

'Duopoly' Sale

The transaction covered acquisition of all of the capital stock of KJBS by the syndicate for $300,000 cash, but with the additional $50,000 to be accounted for in adjustments of accounts receivable, insurance and other operating items. The sale is in keeping with the FCC's "duopoly" regulations ultimately banning dual ownership of stations in the same or overlapping markets, in view of the Brunton ownership of KQW. Contracts were filed in Washington last week by Ralph R. Brunton and his brother, Sherwood, for the Brunton company.

Under the transaction, ownership would be procured as follows: Mrs. Hope Pettry (wife of Herbert L. Pettry, director of WHN New York, and former FCC secretary) 25% for $50,000; Mrs. Betty Bingham, wife of Herbert M. Bingham, prominent Washington attorney 20% for $40,000; William B. Dolph, executive vice-president of WOL Washington, 15% for $30,000; Richard B. Dolph, his brother, 10% for $20,000; Sen. Clark, 10% for $20,000; E. P. Franklin, general manager of KJBS, 10% for $25,000; Mrs. Alice Lewis, wife of Fulton Lewis Jr., Mutual commentator, and Mrs. Helen Mark, president of WOL, 5% each for $10,000 each.

Mr. Franklin, under the transaction, would remain as operating head of the station, an independent operating limited time on 1100 kc with 800 w.

GI Radio In India

PERMISSION to broadcast to local areas on three frequencies has been granted the Army Special Services Branch by the Indian Government. Army will use available GI talent stationed in India; commercial-deleted programs, recorded in the United States and flown to the area; and three newscasts daily. Stations will be on the air ten hours a day.

Fall Fur Promotion

SOME 75% of department and specialty stores are planning major fur promotion this fall, according to a survey conducted by Meyer Both Co., New York. Findings indicate that many store executives believe furs will be promoted more extensively this year to offset the higher prices resulting from the 20% excise tax. A total of 87% intended to do heavier advertising "because higher prices will require more intensive selling effort." "Extensive and aggressive newspaper advertising will be the first line strategy" according to Meyer Both. No data has been released on radio advertising plans.

(Continued from page 28)

Houston
Houston Printing Corp. (KPRC) (Publisher of Houston Post: 75% of stock owned by Houston Post Co.) 10,500 29,955
San Antonio
Southland Industries, Inc. (WOAI) 44,500
Rhe Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News) 46,500
Wichita Falls
Utah
Intermountain Broadcasting Corp. (KDYL) 48,500
Virginia
Havens & Martin Inc. (WMBG) 46,100
Richmond
Louis Wanner Inc. (KHQ) 46,700
Washingtom
Beckley Broadcasting Corp. (Publisher of Beckley Post-Herald and Beckley Register) 8,500 37,650
West Virginia
Charleston
Charleston Broadcasting Co. (WCHS) 78,000
Wisconsin
Green Bay
Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette) 3,510 17,850
Oshkosh
Oshkosh Broadcasting Co. (WOSH) 44,600
Wasuau
Wasuau Record-Herald Company (Publisher Wasuau Daily Record-Herald) 46,500

(Continued from page 28)
"STEAKS ON THE HOOF..."

_Dollars for KFAB Families!"

There's a great feeling in watching beef cattle put on weight in the feed-lot. You can fairly see those fine juicy steaks growing day by day.

We're beef manufacturers out here in the KFAB area, you know...and we see a lot of future steak dinners turning plump and ready for market. For cattle raising ranks high as a sure-fire income producer. Not that we're a one-crop section, though...far from it. For in addition to ranking high in cattle production, the KFAB market is among the leaders in a score of crops, ranging from livestock to grains.

Yes, we're diversified out here...which means that farmers are sure of a good income...able to buy the things we need and want. Maybe that's why there are so many radios in this area...and just about all of them tuned to KFAB.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, IOWA
780 KC-10,000 WATTS
BROADCASTING • Broadcast Advertising
April 24, 1944 • Page 29
RADIO, VIDEO SEEN AS DEMOCRACY AID

RADIO and television were seen as a means of helping to save America from “the perils of mass mentality” by Frank E. Mullen, NBC vice-president and general manager, in a speech delivered April 18 before the National Congress of the Daughters of the American Revolution.

The real test of broadcasting, as an instrument of democracy and civilization, will come in the post-war period, he said. With national unity a thing of the past, and bitter dissension over U.S. participation in world affairs, there will be a tremendous opportunity for radio to bring about harmony and order, he declared.

Television as a home service may play an important part in bringing and keeping the family together, and may well be a vital social force in the post-war world, he said.

Mrs. Myrtle M. Lewis, national chairman of radio, gave a report on the DAR’s radio activities at the same session.

Hooper Survey Places Fibber McGee in Lead

HEADING the list of “First Fifteen programs in the April 17 Evening Network, Hooper ratings are Fibber McGee & Molly, followed by Bob Hope who topped the list in the previous report, March 30. Charlie McCarthy, third on the list, takes Jack Benny’s former place and the latter is now listed in the sixth place. The list continues as follows: Walter Winchell, Red Skelton, Jack Benny, Mr. District Attorney, Take It or Leave It, Radio Theatre, Screen Guild Fingers, Alphonse and Gaston, Bob Hope, and Hooper.

Average evening program rating of 9.9, is down 0.5 from last report, down 0.5 from a year ago. Average set-in-use of 29.5, is down 2.3 from last report, down 9.1 from a year ago. Average available audience is 72.5, down 17.1 from last report, down 18 from a year ago.

Bands on V-Discs

V-DISCS for the armed forces serving overseas were made from the April 17 broadcast of Victory Parade of Spotlight Bands sponsored by the Coca-Cola Co. on the Blue Network. Previously recordings were made of another Coca-Cola program, The Pause That Refreshes on the Air, CBS. Approximately 2 million discs made of plastic material and practically indestructible, have been distributed to Army, Navy and Marine units serving overseas. "V-Discs" is a project of the Special Services Branch of the Army.

Third Consumer Survey

THIRD consumer requirements survey of the war was made during the week of April 17 by enumerators from the Bureau of Census, the WPB’s Office of Civilian Requirements announced last week. There will be two parts to the survey: (1) household articles, and (2) appliances and plumbing items. About 6,000 representative families will be asked to provide information on such varied items as radio tubes, extensive sets, small electrical appliances, etc. Consumers will be asked if they have recently tried to buy any of the listed items, whether they succeeded, and how much difference, if any, it made if they were unable to buy.
Each Sunday during the school season WGN broadcasts a program featuring students from a Chicagoland high school. At this date over 130 high schools have participated—each in a broadcast of its very own.

Educators, school officials, pupils, and the large WGN listening audience have hailed this program as an unusual vehicle for student self-expression and an outstanding contribution toward better citizenship.

Citizens of Tomorrow illustrates the intense community-mindedness which keeps WGN out ahead among Chicago radio stations.

It shows how WGN overlooks no opportunity to localize its appeal in order to give fullest effect to its basic policy of serving the interests and needs of the people of its own territory.

A CLEAR CHANNEL STATION
CHICAGO 11, ILLINOIS
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
Stations in 200-500 w Group Show 24% Increase for Year

FCC Analysis Reveals Net Time Sales During 1943 Reached a Total of $22,230,000

AN INCREASE in net time sales in 1943 of 24% over the preceding year was reported by 358 of the 435 stations operating with power in the 200-500 w category, according to an analysis last week by the Broadcast Division of the FCC accounting department. The analysis, fourth in a series produced for 1942, showed net time sales of $22,230,000 for 1943 by the reporting stations as against $17,922,000 for 1942.

Of the aggregate of 435 stations, 418 are on local channels (maximum power of 250 w), while 17 operated on regional frequencies. Only 46 of the 358 reporting stations showed decreases in net time sales, while the remaining 312 showed increases ranging from $58 to $85,000.

More than half the stations—200—were outlets for the four major networks. Mutual led the list with 105, while Blue had 64.

Net time sales are described by the Commission as station receipts minus regular advertising agency, station representative and other commissions.

Series of Studies

The FCC study, undertaken under the direction of William J. Norfleet, chief accountant, was prepared by Harry Tennyson, act-

Soapless Suds Spots

H. L. SHAW & SONS Inc., Boston, which is planning its first use of consumer advertising, has appointed L. H. Hartman Co., New York, as agency for Soapless Suds, distributed through drug stores. Plans for test campaign in newspapers and spot radio in San Antonio and other markets will be set around May 1.

The head of the broadcast division of the accounting department, another study, covering 100 w stations, will complete the series. Previous studies covered the nation's 52 stations operating with 50,000 w on clear or duplicated clear channels [BROADCASTING, Feb. 28], regional stations in the power category from 5,000 to 20,000 w, [March 13] and 1,000-25,000 w stations [March 27]. Following is the text of the 200-500 w analysis:

During the year 1943 there were 435 standard broadcast stations operating with power of 200 to 500 watts, 9 of which operated with reduced power at night. One of these stations was located in Alaska, one in Puerto Rico, two in Hawaii, two in the District of Columbia, and 46 in 46 of the States. There are no stations operating with this power in the States of Rhode Island and Vermont. Including these, the 435 stations are 4 non-commercial stations.

Seventeen of these stations operate on regional frequencies and 418 on local frequencies, and may be grouped as follows:

Three hundred and fifty-eight of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to $22,230,000, and the same stations reported $17,922,000 for the year 1942, an increase of $4,308,000 or 24%.

Fifty-six of the 358 stations showed a decrease in net time sales and the remaining 302 showed increases ranging from $58 to $85,182, and may be grouped as follows:

- 56 stations reporting decreases of $71 to $10,945.
- 15 stations reporting increases of $58 to $1,000.
- 15 stations reporting increases of $1,000 to $5,000.
- 74 stations reporting increases of $5,000 to $10,000.
- 93 stations reporting increases of $10,000 to $25,000.
- 69 stations reporting increases of $25,000 to $50,000.
- 11 stations reporting increases of $50,000 to $85,182.
- 358 total stations.

Two hundred and sixty of the 431 commercial stations serve as outlets for the four major networks as follows:

- Blue
- Blue and Mutual
- Columbia
- Mutual
- National
- National and Mutual

Movie Drive

A TOTAL of 350 live spot announcements weekly will be used by Republic Pictures, New York on KFW KGO and KPO San Francisco in promoting its new film, "Man from Fries", starting May 16. It is expected spot announcements will be also used in Oakland and Richmond, Cal. The campaign will also be extended to some 32 cities. Appropriation for spot announcements, billboard posting and newspaper advertising amounts to $250,000. Agency is Donahue & Coe, New York.

Dutton Prospects

E. P. DUTTON Co., New York, book publisher, may place transcriptions of its forthcoming quarter-hour program on WQXR New York "Browsing Through Books" through May 17, on other stations with a similar "quality" audience. First expansion would be to Chicago. Agency is Louis M. Cottin, New York.
"AH-H-H! HEAVEN AT LAST!"

"The little darlings . . . I had to push them away," you might imagine the voluble Frank Morgan saying. "Blondes, brunettes, redheads . . . it was heavenly. In fact, it WAS heaven!

"What was I doing there? You have no doubt heard, my suspicious fellow, of Jack's famous beanstalk? That, Jockey my boy, was a mere sprout . . . a stunted stringbean . . . a creeping buttercup compared to that new WKY radio tower at Oklahoma City. It was while scaling its celestial heights recently that I ran into the little angels . . .

"Dizzy? Of course I was . . . am . . . 915 feet is pretty high, you know . . . a lot of ether up there, too . . ."

WKY's new Truscon tower IS high; one of the two highest in America. It's big, and it will do big things for WKY. Nearly a quarter-million dollars is being invested in new transmission facilities which will push out WKY coverage in Oklahoma still farther and make listening still better at all points between.

Meanwhile, with present facilities, WKY is covering more of Oklahoma, is being listened to by more people morning, afternoon and night, and doing a better job for advertisers than any other Oklahoma City station.
We asked: "What station do you listen to most?"

42% SAID WMAQ

MORE PEOPLE ANSWERED "WMAQ" THAN THE NEXT 3 STATIONS COMBINED!

WMAQ CHICAGO

They all tune to the National Broadcasting Company

It's a National Habit

In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,655,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

CBS VIDEO STAFF ADDS 12 MEMBERS

PREPARING for the resumption of "live" studio telecasts on May 8, WCBW, CBS video station in New York, has added a dozen members to its staff. Leo Hurwitz, with ten years experience in motion picture work, joins WCBW as a writer-director.

Francis Bus, with the station as director and mistress of ceremonies from July 1941 to December 1942, when live telecasts were discontinued, returns as assistant director of programs, researcher and M. C.

Ewel Colb, former stage manager and recently department manager for Display Stage Lighting Co., has been named technician-floor manager. Paul Belanger, formerly with CBS, OWI and WMAV Washington, joins the writing staff. Harold Denne, appointed assistant supervisor of motion picture news film, was formerly producer-director for Spotlight Productions and previously director and cameraman with other film companies.

Howard Hayes, formerly with WAII Columbus, joins WCBW as a television technician, and Robert White and Edward Leftwich, both recently in the CBS construction and building operations department, as technicians assistants. Frances Harrison, previously on the Theatre Guild production staff, becomes production assistant and researcher at WCBW.

Anne Clunual, formerly in the CBS casting division will be casting assistant for WCBW. Mary Reilly has been transferred from the network program relations division to work on television program logs. Freelon Fowler, formerly with NBC, also joins WCBW.

New Blue Producers

MARTIN ANDREWS and Walter Scanlan have joined the production staff of the Blue Network. Mr. Andrews was active as director, writer, announcer and actor at WXYZ Detroit, KTVK San Antonio, KROD El Paso and KRFW Hollywood. Mr. Scanlan has been in radio since 1928 as singer, actor and director of musical groups on network programs. They replace John Schramm, appointed radio director and the station of the American Economic Foundation, and William Livingston, who has joined Warwick & Legler as assistant to the radio director.

Vitamin Plus Spots

VITAMIN PLUS division of Vick Chemical Co., New York, on April 1 started a spot campaign on more than 100 stations throughout the country for Vitamin Plus. Schedule which will continue for some six months, includes five and ten minute and quarter-hour news, musical, and dramatic programs as well as live and transcribed announcements and chain breaks. Spot drive follows shortly after discontinuance of Dr. I.Q., on NBC by Vitamin Plus March 27 and sponsored now by Mars Candy on the same network. Agency is Morse International, New York.

Correction

LEVER BROS., Cambridge, Mass., has for some months conducted weekly telecasts experimenting with commercials at the studio at Spy and Lifebuoy on W2XWY, Du Mont video station in New York. Programs are produced under the supervision of Reggie Morgan, radio commercial copy head of Rittenhouse & Ryan, agency handling the advertising for those Lever Bros. products. It was incorrectly reported in Broadcasting, April 17 that Lever Bros had done no telecasting.
It's a combination of many things that makes a successful and accepted radio station. WING has accomplished this by its Blue Network shows, better than average announcers, fine local shows, good talent and top-flight public service features.

Combine these and you get listenership... get listenership and you get advertisers... this is why WING carries a much greater percentage of all local radio business.

Changing conditions and increased earning power have altered many of the merchandising and selling theories of Dayton's retail merchants.

One thing that has not changed is their choice in advertising mediums.

**WING**

Has Been and Still Is

2 TO 1 CHOICE

OF ALL RETAILERS USING RADIO

In every classification from department store to the smallest shop, WING has proved itself as the prime factor in many retail business successes in Dayton.
Lipton's Tea Featured

OPENING commercials on Big Sister, CBS program sponsored by Lever Bros. for Rinso have been turned over for the remainder of the year to the promotion of Lipton's Tea, as part of a nationwide campaign to replace the Brik-flavor commercials temporarily replaced all Rinso announcements on a list of 100 stations from Feb. 13 to March 4. A total of 1,500 spots for "Brisk-flavor" were aired during this period. Young & Rubicam, New York, handles Lipton's Tea for Lever Bros Co., affiliated with Lever Bros. Ruthrauff & Ryan, New York, handles Rinso for Lever Bros.

business of free speech was designated to protect. From the seed of need, FCC has grown into a strange and weird fungus on our body politic. From an agency of protection it has become a menace and a destroyer."

He charged the Commission, under Chairman James Lawrence Fly, "has become the sponsor of novel and illegal theories in governmental control and regulation," and was "arbitrary and dictatorial in the enforcement of its illegal policy of prohibiting newspaper ownership of radio stations, a policy which it has now for two years enforcement, apparently abandoned."

Referring to an application of the South Bend (Ind.) Tribune for a license, Mr. Garey said: "I quote from the confidential minutes of the Committee, dated Feb. 26, 1941: Chairman Fly: 'I do not like the word 'decision' and I do not like the word 'is' five lines from the end. It looks like an order and I don't think it should be signed by the Secretary. I don't want to give them something to appeal from. I would call this an opinion and say 'was on—date granted.'"

He charged the FCC with favoring political friends and punishing political enemies of the Administration, adding; "Himmler could well envy the Gestapo which Fly created under the respectable name of the War Problems Division."

"The result of this Commission's nefarious activities is that radio has a weak heart for all its powerful voice in America. It has no independence, no freedom and lives in constant fear of its life. It dies a thousand deaths every Presidential campaign in expectation of the revenge of some politician or political group. Because of radio's fear of its life, the politicians kick it around in a fashion beyond belief. I not only keeps radio terrified but punishes it for not being sufficiently terrified of other bureaucrats. . . ."

"The FCC's performance sums up to harassing radio management, doing administration hatchet work on the political front and now moving toward reduction of radio to the last stages of regulation before outright censorship and Government ownership."

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**Garey Charges FCC Seeks Government Control of Radio; Urges New Legislation**

CALLING on Congress to "act now" or "one day the nation will wake up with a muzzle on," Eugene L. Garey, former general counsel of the House Select Committee to Investigate the FCC, last Tuesday told the National Economic Council at the Biltmore Hotel, New York, that the Commission "exemplifies in the most dangerous aspects of the indictment and activation" of a move to destroy freedom in the U. S. and institute complete Government control over communications.

He declared that the FCC control over "free exchange of thoughts is the seed of dictatorship, and the historic warning of the approach of tyranny". Through its licensing power the FCC "accomplishes indirectly and unlawfully that which it desires but cannot do directly or lawfully," he added. Freedom of speech requires that radio should be as free from Government licensing regulation and control as the press," said Mr. Garey. He explained that because of early-day interference in radio Congress had to act in the allocation of frequencies to avert destruction of radio's useful-ness, but he denounced the methods which he said the FCC is using beyond the intent of Congress.

"A traffic policeman for the air lanes is a vital necessity," he asserted, "but as in the case of other police agencies, FCC's legal function is and should be to preserve peace among the stations, to protect property rights, and not to terrorize, dominate and control the
Despite contemporary comment that assumption of $5,000,000 in claims was a heavy price for "swamps, snakes and alligators," U. S. acquisition of Florida proved a far-sighted move.

Today, the far-sighted advertiser moves to strengthen his position in markets that will retain, through the post-war era, their high wartime buying power. Outstanding among such markets is the vast food-producing empire served by The Cowles Stations, including:

- 16 wholesale centers (pop. over 25,000)
- 80 retail centers (pop. 5,000 to 25,000)
- 601,543 farms, each an industry in itself both now and in the post-war period
- 1,387,790 radio homes (daytime primary) with a population-total far above 6,000,000.

To this entire region, The Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations ... truly the BIG BUY of 1944.
The measure of any LIBRARY SERVICE is the value it delivers to its subscribers.

WORLD PROGRAM SERVICE more than pays for itself in ANY market.

From WJR, Detroit

... "World's semi-monthly releases and the release sheets pertaining to same, are invaluable in making the best use of an excellent transcription service. In all truth, it is 'excellent service.' Keep it up!"

(signed) LEO FITZPATRICK, Vice President & General Manager.

WORLD PROGRAM SERVICE is the OUTSTANDING TRANSCRIPTION LIBRARY TODAY! WITH WIDE RANGE VERTICAL CUT RECORDINGS.
From WHOP, Hopkinsville, Ky.

"We are very happy with the excellent quality and the quantity of the releases we are now receiving from World."

"Congratulations on the improved service, keep up the good work!"

(signed) F. E. LACKEY,
General Manager.

Here's what World Program Service delivers to its subscribers

**TOP TALENT**
... The greatest array of exclusive talent in any library ... top artists in every field of entertainment, with 30 new stars since September.

**TOP TUNES**
... Week after week World subscribers have the most important tunes on the air ... while they're new and news.

**TOP SELECTIONS**
... Over 4300, with 50 or more additions every month.

**THE GREATEST VARIETY**
of music in any library ... all types for all program needs.

**QUALITY RECORDING**
... Life-like reproductions ... from World's Wide Range Vertical Cut recordings, pressed in pure vinylite.

**RARE SHOWMANSHIP**
... Every production supervised by top showmen in the entertainment world ... men who know what the public wants ... and how to give it to them.

**SALES MAKING CONTINUITIES**
... 78 complete shows per week, equal to 22 hours, with proved advertising acceptance.

**COMPLETE EQUIPMENT**
... Includes disc filing system, disc cabinets, three-way card system and cabinets.

Write us today and we will show you what the Quality Library of the WORLD can mean to your station.
CARRIED on Network Allocation for the first time this year, the OWI campaign to enlist volunteers for the 27,000-person WAC recruiting campaign, joins the schedule of war messages on the Domestic Radio Bureau packet for the week beginning May 15.

Announcements for War Bonds and WAC recruiting, both of which are assigned to Network and Station Announcement Allocation, are continued from the previous week in addition to Car Sharing, Careless Talk and Fight Waste campaigns are brought back to the packet after a short absence.

U. S. Crop Corp messages will seek to enlist millions of men, women, boys and girls who do not ordinarily work on farms to help out on the nation's farms. Appeals will urge those who have their summers free to make arrangements to utilize the time to relieve the farm manpower shortage. Those with only a few weeks free will be asked to wait for local calls for farm work.

War Bond campaign messages urge listeners to boost bond buying through the payroll savings plan in their office or plant, pointing out that 27,000,000 persons are now purchasing nearly $500,000,000 in bonds each month under the plan. Stations may find sponsors for the transcribed spots among business organizations employing 100 or more people. OWI states that 96% of such firms have the plan in operation.

Car Sharing messages, scheduled through the Station Announcement allocation plan, emphasize the importance of group riding to conserve gasoline and rubber. Listeners are urged to make pooling of cars a habit—not just an occasion—for driving to and from work or planning shopping trips.

Car Sharing and Fight Waste appeals are carried on National Spot Allocation. In addition, through the Radio Bureau Women's War Guide, women's programs will include messages to recruit Food Processors, Use More Eggs, fight inflation through Planned Spending, and Buy Correct Equipment for Home Canning.

ARMY RADIO UNIT COVERS CBI AREA

AT THE PERSONAL request of Lt. Gen. Joseph Stilwell, commanding general, U. S. Army Forces, China-Burma-India, a radio team has been sent by the War Dept. to that theatre to tell the story of the largest operations area of the war. The five-man unit, covering the entire Burma plains by air, is sending back transcriptions broadcast on the Blue Network, begun Sunday, April 16, at 11:15 p.m.

ARMY RADIO UNIT"

To Use Radio

DIAPERWHITE Inc., New York, a new firm, is expected to start spot radio in about six months for Diaperwhite, a powdered soap and deodorant for diapers. Distribution is now in process in New England, and is extending to New York State, and will eventually go national. Delaying factor is packaging. Starting off with trade magazines, firm will follow through with consumer magazines, and finally add radio, in the women's interest field, Diener & Dorskind, New York, has been appointed advertising agency.

SECOND anniversary of We the People at War was celebrated Sunday, April 23, with special broadcast originating from the Wardman Park Hotel, Washington, Viscount Halifax, Rear Adm. Dorsey, Clinton Ramsey, Gen. Lewis Hershey, and former Ambassador Charles Grew were heard.

Check the list below to find the war message announcements you will broadcast during the week beginning May 15. All stations announcements are 50 seconds and available for sponsored. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>WORK</th>
<th>ANNOUNCEMENTS</th>
<th>STATION</th>
<th>GROUP</th>
<th>GROUP</th>
<th>NAT. SPOT</th>
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See OWI Schedule of War Messages 108 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

If you were in their snowshoes
YOU'D LISTEN TO KFQD, TOO!

Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transcribed rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-air" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

790 KC
ANCHORAGE, ALASKA
ALASKA BROADCASTING CO.
NAT'L REP.: PAN AMERICAN BROADCASTING COMPANY
New York 17, N. Y.

BROADCASTING • Broadcast Advertising
A NEW STAR IN THE WEST

KODY

NBC Full Time!
The New NBC Outlet Halfway Between Omaha and Denver

39 New Clients Bought 55 New Campaigns on KODY in the last ninety days!

WHY? Because (1) KODY covers a rich agricultural and industrial market with splendid post-war possibilities; (2) KODY is a full-time NBC station in an area not adequately covered by any other NBC station; and (3) KODY has the advantage of experienced WOW management in programming, promotion, and merchandising.

KODY • North Platte, Nebr. • 1240 K.C.

OWNED & OPERATED BY.....

Radio Station WOW INC.

John J. Gillin, Jr., President
John Blair & Co., Representative

Still Good Availabilities

Write

WIRE OR PHONE

Broadcast Advertising

April 24, 1944 • Page 41
In Kansas City

the Swing is on WIBH

ITS RAINING RESULTS in Kansas City for WIBH advertisers. Phone us for availabilities if you’re considering spot programs or announcements in this booming market. “Your Mutual Friend” is Kansas City’s Dominant Daytime Station...delivering the “most listeners per dollar” throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call.

DON DAVIS
KANSAS CITY — Scarritt Building — Harrison 1161
NEW YORK CITY — 507 Fifth Avenue — Vanderbilt 6-2550
HOLLYWOOD — 3855 Hollywood Blvd. — Hollywood 4211

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia

Network Changes
ELLECTRIC COMPANIES Advertising
far 2 shifts Riviera, from 3.iv 12 A.M. to 11 A.M. the Mondays of the CONTOUR ROOM. 

MONDAY, JUNE 7: 6:30-7:30 A.M. Station A B C D E WHB 14.5 32.8 42.1 45.7 29.3
MONDAY, JUNE 14: 6:30-7:30 A.M. Station A B C D E WHB 14.5 32.8 42.1 45.7 29.3
MONDAY, JUNE 21: 6:30-7:30 A.M. Station A B C D E WHB 14.5 32.8 42.1 45.7 29.3
MONDAY, JUNE 28: 6:30-7:30 A.M. Station A B C D E WHB 14.5 32.8 42.1 45.7 29.3

BROADCASTING • Broadcast Advertising

Page 42 • April 24, 1944
SET YOUR SALES FOR THE TRADE-WINDS

Not on the seven seas, but in the six prosperous, progressive states of New England. Just as clipper-ships exploited the markets of the world, WBZ and WBZA are the commanding radio influence in this rich trading area. 50,000-watt WBZ at Boston and 1,000-watt WBZA at Springfield synchronously blanket this teeming, diversified market to its farthest corners. NBC's Parade of Stars, and local programs of the highest calibre, form a most effective frame for your sales picture. NBC Spot Sales is at your service in planning for profit.
Chalk these Fort Industry Co. stations don't in their respective stations'

Skilled individual station operation

Res

WWVA
Wheeling West Va.
50,000 watts

WHIZ
Zanesville, Ohio
250 watts

If it's a Fort Industry Station
FOR A FIRST-CLASS COVERAGE JOB on the markets!

+ pooled collective experience = results!

A A A A A A A

WSPD
Toledo, Ohio
5,000 WATTS

WLOK
Lima, Ohio
250 WATTS

That's why you can bank on it!

And Now!

WFTL
Miami and Ft. Lauderdale Market
10,000 WATTS
**Spot Language**

PEOPLE in radio have a way of devising novel ideas. That's what makes the art sparkle.

Take the singing commercial, for example. It was swell when Pepsi-Cola first hit the spot. Then everybody started doing it. Now they're on the way out.

Now let's take the "cow-catcher" and "hitch-hike" announcements—not so new, and perhaps not so provocative as far as the public is concerned. But they certainly rankle the stations. The advertiser simply helps himself to a free-ride for a second product before or after his regular program time—time which the station contends belongs to it, and not the network, which by the very nature of its operation, doesn't sell spot time.

One of the difficulties about the "free-ride" network-spots, has been the lack of a generally accepted, all-inclusive definition. CBS some months ago announced that effective Oct. 1 these second-product announcements go out. NBC hasn't set a deadline but has told affiliates they will be terminated. Blue and MBS haven't made public pronouncements.

The question arose at a recent meeting of broadcasters as to the precise definition of cow-catchers and hitch-hikes. Gustav Brandborg, commercial manager of KVOO Tulsa, offers this bit of proposed radio etymology:

A "cow-catcher" or "hitch-hike" announcement is any announcement so placed within sponsored radio program time and so given as to simulate a spot announcement. A spot announcement is an announcement made by an individual station, in or between programs, yet without implying sponsorship of such programs.

Do we hear any dissents?

**Disclaimers Disclaimed**

WITHOUT FANFARE or formal explanation, the military services have abolished the requirement that disclaimers be used on commercial programs originating at military bases or in which military personnel participate. The action is timely and laudable.

The public long ago must have become weary of that last-second intrusion of the announcer, racing against the clock, exhorting the audience that the particular performance did not "constitute an endorsement of the product," etc. Obviously, the radio and public relations officers of the services felt that the disclaimer had served its purpose, and that the audience didn't have to be told point blank that the military services don't give testimonials for brand-name products or services.

Moreover, so many programs now involve participation of military personnel or originate at Army, Navy, Marine and other bases that the disclaimer became the rule rather than the exception. Constant repetition of the clause could only be regarded as a reflection upon the integrity of radio advertisers, who have pitched in so patriotically and unselishly through donations of time and talent and entertainment for the armed forces.

The waiver of the disclaimer doesn't mean that the policy against endorsement of spon-
sors' products, actual or inferred, is eliminated. The Navy suggested a musical curtain, bridge or any other form of definite break be used to separate personal appearances from commercial announcements.

It seems to us that other Government agencies might well take a cue from the leadership of the military on the subject of disclaimers. Practically since commercial broadcasting began, the FCC regulations have required the identification of recordings and electrical transcriptions as such before and after each rendition. There is before the FCC now a resolution mandatory regulations be modified. FCC Chairman James Lawrence Fly, who attended the Association's meeting at Asheville, April 15, felt the Commission would be disposed to consider modifying the hoary rule.

Transcription production has gone a long way since the announcement rule originally was adopted in the 20's. High fidelity recordings are comparable to, and in some cases stronger than studio programs not produced under optimum conditions.

Aside from all that, the public isn't easily misled. After listening for more than two decades, it knows the difference between recorded programs and "live" ones. True, there are instances where the use of some deception which would convey to the listener the notion that Paul Whiteman is in the studio.

A case can be made for relaxation of the record-transcription identification requirement, to remove the stigma that has existed from the beginning of radio. It's up to radio to make the case.

**Retail Challenge**

"WE ARE as important as any of your national advertisers. Our dollars are good—one very good. If radio can do a job for us, our dollars are yours."

That challenge was hurled at radio a fortnight ago by a department store executive at the National Retail Dry Goods Assn. of America's annual convention. Mr. McCarthy alluded to those retailers who gingerly eye radio, buy a canned 13-week cycle and then criticize the medium because business hasn't tripled. "You can't go on the air with just a little bit," he admonished. "A brief test is no test at all. . . .

Mr. McCarthy alluded to those retailers who gingerly eye radio, buy a canned 13-week cycle and then criticize the medium because business hasn't tripled. "You can't go on the air with just a little bit," he admonished. "A brief test is no test at all. . . .

No retail store should attempt any radio campaign under a 52-week basis."

To that end, radio that is sound logic. Retailers in 1943 spent approximately $430,000,000 in newspapers—their anchor medium. Radio received about $78,000,000. In 1944, by virtue of the campaign for retail business, radio budgets should exceed $100,000,000.

Experience has shown that with good, solid sales promotion, all media benefit. It isn't a case of radio raiding the retailers for their newspaper budgets. There is ample place for both. All stations, independent and network affiliated alike, can participate in the development of retail advertising, which should provide a new and substantial revenue base when war-developed schedules are shaken out in the days of "normalcy" ahead.

(Continued on Page 48)
MUSIC IN THE PUBLIC SERVICE

- To launch and help carry on every War Loan Drive.
- To promote War Bond Sales through KOIN's own weekly half-hour "Million Dollar Club" broadcast.
- To provide summer park concerts.
- To entertain soldiers each week in the big Barnes military hospital.
- To furnish instrumental and vocal music for service and civic functions.

These are among KOIN's musical contributions in the public service.

JOSEPH SAMPIETRO...Musical Director

...is recognized as the Pacific's Northwest's premier maestro. He has headed KOIN's large musical staff since 1930, having graduated to radio from equal prominence in the theatres.

This is the 8th in a series of stories of KOIN's prestige-building community activities. Others have told of special war efforts...educational and farm programs...coverage of special events...civic committee participations, etc.

Its music is another reason for KOIN's leadership in its community.

Owen C.
'Red' Dunning
(above)
is assistant-director and arranger.

At right, in character, with his popular group, "Red's Gang"
Plug Kendrick says:

BLUE NETWORK SHOWS + NEWS + GOOD LOCAL SHOWS = AUDIENCE

WINN LOUISVILLE

with

WINN

Your BLUE NETWORK STATION in LOUISVILLE, KY.

* D. E. "Plug" Kendrick
  President and General Manager
* G. F. "Red" Bauer
  Sales Manager

WFOY Business Up 75%

WFOY St. Augustine, Fla. has reported a 75.5% increase in business for March over the same month last year, according to J. Allen Brown, general manager.

Our Respects to
(Continued from page 46)

Oklahoma, after which he was assigned to the office of the Chief of the Air Corps in Washington.

After four years in the capital he trekked cross-country to Rockwell Field, Cal. where he organized the now-famous 19th Bombardment Group. Shortly thereafter he was elevated to the post of Commanding Officer of the Rockwell Air Depot.

There followed two years of advanced instruction, after which he was assigned to the Operations and Training Division, G-4 of the War Dept. General Staff, Washington.

In 1941 he was named Chief of the Air Branch of that division. That same year he was sent to England as a member of the special Army Observer Group, and was subsequently made Assistant Chief of Staff, Operations, Hq. ETO. He returned 14 months later to become Director of Technical Services, Headquarters Army Air Forces, Washington.

In March 1943 he was selected Assistant Chief of Air Staff, Operations, Headquarters Army Air Forces, and in July the same year he succeeded to his present position as Air Communications Officer. One of his principal functions at his present post—aside from supervising the smooth operation of his global communications army—is the constant and unremitting development of new ideas in the use of communications equipment to counteract the ceaseless and ingenious Axis attempts to create effective secret electronic weapons to abate our unrelenting air attack.

A tireless worker, Gen. McClelland’s outside interests are now confined largely to his family, consisting of one son, Alan, a corporal in the Army Air Forces, and his charming and able wife, Doris Cruger McClelland, who is treasurer of the National Assn. of Air Force Women, of which Gen. H. H. (Hap) Arnold’s wife is president.

A command pilot, Gen. McClelland has more than 5,000 flying hours on his credit and most of his extensive traveling is done by air. He is the type of executive who believes in seeing at first hand the work carried on by those in the field and his relentless industry enables him personally to cover the manifold interests of the Air Communications Officer.

As one of his colleagues has remarked in commenting on Gen. McClelland’s dynamic personality: “The General is one of the reasons why nothing can stop the Army Air Corps.”

Karl Wyler, manager of KTSN El Paso, Tex., served as sales-chairman for the 1944 Southland Live stock Show. Mr. Wyler has purchased two calves on behalf of KTSN and NBC to be entered in the show for next year. Names of the calves are “Mr. KTSN” and Mr. NBC.

John M. Smith, formerly general manager of RCA Victor Division, has been named vice-president in charge of R. F. Mallory & Co., Indianapolis.

John Cowles, vice-president of the Iowa Broadcasting Co., licensee of K50-KWNT Des Moines and WMT, Cedar Rapids, la., has been nominated for the Board of Overseers of Harvard. He graduated from Harvard in 1920.

Franklin O. Pease, former general manager of the Video Sound Enterprises, Omaha and Kansas City, now national supervisor of Rosz Federal Service, Inc., Philadelphia, has announced his engagement to Anne Smith, Philadelphia.

Murray Morrison, former manager of KQO in Provo, Utah, has joined the staff of KSL Salt Lake City as assistant to the manager.

Harry Gennett, Jr., doing special electronic work for the Kaiser Shipyards, California, for two years, has returned to Charles Michaels Transcriptions, New York. He will be in charge of production and recording at the factory of Gennett Records, Richmond, Ind.

Wilf Woodill, manager of the Toronto offices of CRKO Sudbury and the affiliated daily Sudbury Star, has been given leave of absence to join the radio engineering division of the OWI for overseas duty, reporting in New York April 24. Mr. Woodill has been manager of the Toronto sales office since its inception a year ago and prior to that was manager of CRKO. He is replaced at Toronto by his assistant, Florence Riley.

Howard L. Hausman, CBS attorney, is due back at his office this week after two weeks absence for an appendectomy.

Robert C. Griffith, recently a Navy lieutenant and previously with Collier’s advertising department, has joined WOR New York as account executive.

Boy C. Kelly, executive vice-president of the Associated Broadcasting Corp., addressed the National Assn. of Evangelicals April 14 at their annual convention in Columbus on the ABC Network, emphasizing that the new network operation is not a “religious network.”

Edmund A. Chester, CBS director of shortwave broadcasting, and Roberto Unanue, assistant director of Latin American relations, on April 14 attended the Pan American Day ceremonies in Havana, Cuba, in connection with the presentation of the annual award of the Pan American Colombista Society, given this year to WCB.

Bill Rayburn has resigned as promotion manager of CBS Radio Sales Division, which represents CBS-owned stations, to enter the Army.

New Cassidy Post

James Cassidy, special events chief of WLSI/WLW/BBC Cincinnati, Crosley Radio stations, has been elevated to the post of director of international broadcasts, Roger Baker, stations’ public relations head, announced last week. Mr. Cassidy will coordinate international pickups involving the Crosley stations and Britain, China, Australia, Canada, Switzerland, Sweden and Russia. He participated in arrangements with the British Broadacs Corp., whereby broadcasts are exchanged between BBC and WLW and special programs originate in England for the WLW network audience.

Following his graduation from the U. of Cincinnati Mr. Cassidy became a member of the Catholic Youth Organization publicity staff in Cincinnati and joined the WLW/WSAI publicity staff in 1938.

Moore Promoted

Promotion of George H. Moore, for the last six years sales promotion manager of WCKY Cincinnati, to the post of local manager of the station has been announced by L. R. Wilson, station owner. Mr. Moore has been connected with WCKY since it began operations 15 years ago in Covington, Ky., across the Ohio river from Cincinnati.

New Canada Censor

WILFRED EGGLESTON, Canada’s chief censor for publications, has been appointed director of censorship to succeed Col. O. M. Biggar who is retiring at his own request. Mr. Eggleston, who also served as chief cable and telegraph censor, is a former member of the Parliamentary press gallery at Ottawa. Col. Biggar accepted the post in 1942 on a temporary basis. He is also the Canadian chairman of the Canada-United States Joint Defense Board.

Major’s Task

DISTASTEFUL task of finest soldiers a few miles from the Italian front for improper wearing of the uniform was visited upon Maj. Ormond Black, who formerly managed WAPI WSBN Birmingham and WCNO New Orleans. But orders are orders and Maj. Black, according to an INS dispatch, is living up to his part of the peace for any infractions of the orders, although he is being as nice as possible with the boys especially those back from the front.
Time: 8:00 to 8:30 and 8:30 to 9:00 every Monday night

Scene: Pacific Coast

Characters: Sherlock Holmes (Basil Rathbone) star of Petri Wines' Show, Sherlock Holmes
          Ben Willet (Cliff Arquette) star of Union Oil's Point Sublime

WILLET: "What's elementary?"

HOLMES: "Well, your show and mine. More people on the Pacific Coast listen to us than to any other network on Monday nights."

WILLET: "That's right, Hooper gave your show an 11.2 (in Los Angeles, San Francisco, Portland and Seattle) and mine an 11.5... course my show has only been on this network for 16 weeks!"

HOLMES: "Therefore our shows must be 'tops'... what?"

WILLET: "Well, I don't know, maybe it's Don Lee that's 'tops.' After all, my show switched from another network where it got a high of 8.9."

HOLMES: "Why, of course, man, it's the network. I should have thought of that. By the same logic—other shows should get more listeners if they switched to Don Lee."

Author's Note: Holmes doesn't know how right he is. The counties in which the four Hooper rated cities are located (Los Angeles, San Francisco, Portland and Seattle) represent only 50% of the Pacific Coast's nearly $13,000,000,000 in retail sales—Don Lee dominates the other or 'outside 50%'; in fact, a special Hooper coincidental survey (the largest ever made on the Pacific Coast) showed that in many of the 'outside 50%,' markets, the radio listeners were 60 to 100% tuned to Don Lee. You won't have to be a Sherlock Holmes to deduct that a good show on Don Lee will deliver more Pacific Coast listeners than the same show on any other network.
RICHARD OSK, of the Blue Network publicity staff, and Helene Gray Carlson of Minneapolis, were married in New York April 7.

ELINOR LEE, director of women’s programs for WTOP Washington, has been elected as one of the five members of the standing committee of Mrs. Roosevelt’s Press Conference Ann.

MADELEINE CLARK and Vincent Bunn, feature serial writers, have joined the CBS script department.

FRANCES BUNN has been appointed promotion manager of WSAI Cincinnati. Formerly, she was copywriter with the company.

JIMMY, LANDRY, announcer of WJW New Orleans, is now with WSDU New Orleans. Replacing him at WJW is well known Jones.

EDWARD TOMLINSON, Inter-American advisor and analyst for the Blue network, and Latin-American correspondent for Colliers, has left this country for a two-month tour of the Latin republics. He continues his weekly broadcasts on the Blue.

BERNARD DOUGALL has returned to the Blue’s script staff after a month’s absence.

DAVIS GRUBB, formerly a member of the announcing staff of WBLK in Virginia, is now a member of the announcing staff of WTVG Palm Beach, Fla.

RICK, former continuity director of WBLK in Virginia, has returned to WBLK as announcer after a year with WTVG Toledo. Elizabeth Sharpe, new to radio, is a new member of the WBLK announcing staff.

PATSY KENT, for the past five years associated with WFLA Tampa, Fla., has joined WSDU New Orleans as traffic manager.

DENNIS WIEGAND, formerly with the announcing staff of WKY Oklahoma City, has joined the announcing staff of KVNO Tula, Kansas City.近年に、彼はおそらく同系列貨物のオーストリア・ハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系列のハムスターを、また同系...
Back in 1944, you few men of vision in broadcasting management foresaw very clearly that the addition of sight to sound would open up vast new business possibilities.

You took a tip from experimental commercials during the war years which showed the spectacular effectiveness of mass persuasion by television. Shortly after victory, television time did leap into great demand, just as you thought.

DuMont anticipated, just as you did, that there would be a peacetime scramble to be “first with television.” So they completed their designs for telecast equipment that set new highs in signal transmitting efficiency and new lows in maintenance and operating costs.

Then the DuMont Equipment Reservation Plan was formulated so that you prospective television station owners could have that equipment in operation at the earliest possible postwar moment. This plan placed DuMont’s extensive experience in television station building and management at your command. In addition, this plan gave you “postwar priority” in equipment.

That, you thought, was one sample of television talk that sounded down to earth...it would cut down your trial-and-error losses, and put your telecasting business on a sound footing at the earliest possible moment.

So you dropped a line to DuMont in ’44 and got on the television bandwagon—on time.

We know it’s 1944! So you’re invited to learn about the DuMont Plan now. Send for our new experience-sharing booklet “Planning Your Television Station.” Do it today!
A WEEKLY experimental tele-toon series, a cross between the newspaper comic strip and the motion picture cartoon especially adapted for television, has been started on WYF, Hollywood, owned and operated by Television Products Inc. Character voices, using off-stage microphones are synchronized with the camera focused on a screen where each pencil move of Frank Webb, cartoonist, is repeated. Holding Lacey and Shelly Mitchell portray the character voices.

Rehearsal Audience
DEPARTING from the traditional, the half-hour Thursday program, The Human Adventure, presented on the Air Network in cooperation with the University of Chicago, opened its doors April 6 to spectators to witness rehearsal windups. The Human Adventure will continue to be presented before a studio audience with admittance to the half hour of rehearsal prior to the broadcast. Sherman H. Dryer, producer of the series, explains to the audience the production problems and procedures.

Know the Veterans
LINKING wounded servicemen with the world to which they will return, CBS on April 29 starts a weekly half-hour program originating from Army general hospitals throughout the country. Visiting Hour will consist of interviews with soldiers, a brief forum, a community sing, guest star appearances and sports questions, with Ted Husing, CBS sportscaster, as m.c. Series is designed to create a better understanding of the wounded soldier and of the service rendered by the Medical Corps of the U. S. Army Service Forces.

WSAI Youth Meeting
WSAI Cincinnati inaugurated the first of a series of Junior Town Meetings of the Air on April 16, 8:30 p.m. (CWT). High school students in Cincinnati have organized a Junior Town Meeting advisory committee which will work with the station in providing material for the show. Arthur Reilly, WSAI news commentator, is moderator, and Katherine Fox, public service director, is working with the committee. Topics relative to youth are to be discussed on the program.

Consumer Show
WNYC, New York municipal station, has started a series of weekly programs designed to show the consumer through dramas, sermons and documentaries how he or she can help the war effort on the home front. Series is presented in cooperation with the regional office of Price Administration and the N. Y. C. Consumer Council, and is directed by Ira Sherman, CBS shortwave division news editor, and Council radio director. Title is Listen, Consumer.

WAAT “G-Series”
U. S. SECRET SERVICE, in collaboration with the war activities division of WAAT Newark, is presenting a series of six half-hour broadcasts on secret service activities under the direction of a local agent.

WNEW War Discs
UNDER the title Victory Playhouse, WNEW New York is presenting a series of weekly half-hour programs, featuring transcriptions of war shows originally aired on the networks. Discs have been made available by the Federal Radio Education Committee and the U. S. Office of Education. The War Department, the domestic radio branch of the Office of War Information, and other governmental agencies have cooperated in making the discs available. The program This Is War, originally produced on the four networks for the government by Norman Corwin, radio playwright, is now running on WNEW as a 13-week series.

International View
A TALK by Tsen -ling Tu, first secretary of the Chinese Embassy, highlighted the first program over WINX, Washington, April 12 of United We Stand. Designed "unity among the nations of the world", the series will spread public knowledge of cultures of great nations. Representatives of the Em- bassies and Legations are cooperating with the station in providing background material with emphasis on national music, literature and customs.

From the Far East
EXPERIENCES of our armed forces in the China-Burma-India theatre are presented on the Blue Network in a series of 13 weekly quarter-hour transcriptions entitled Yanks in the Orient. An armian China-Burma-India radio team has been commissioned by Lt. Gen. Joseph W. Stillwell, commanding general of the Far East, to obtain material for the programs.

Relocation
DESIGNED to aid ex-servicemen return to civilian life, a weekly program, When They Come Back Home, aired over WSB Atlanta, is produced in cooperation with the regional office of the War Manpower Commission. The ex-servicemen are interviewed on the program and employment who are listening are asked to consider their work qualifications.

Safety Rules
SAFETY RULES will be highlighted in a new series of children’s programs, Safety Legion Time, starting May 1 on MBS. Broadcast consisting of re-enacted fairytales and songs will be conducted by Colleen Moore, former screen star, and Jess Kirkpatrick.

Script Encore
WBEN Brooklyn has started a series of weekly half-hour programs presenting outstanding radio scripts formerly broadcast elsewhere. Series is titled Dramatic Encore.

On Aviation
AVIATION program of KLZ Denver, Speaking of Wings, is now in its second year under auspices of the Denver Public Library. Bill Barrett, consultant in aeronautics, is presenting a series of six special programs on "Aviation as a Business". Among topics: Air Terminals, Air Transport, Legislation and Federal Regulation, and Denver as an Air Center. Program is produced by the Rocky Mountain Radio Council.

Stamps
WESTCHESTER County (N. Y.) philatelists may now hear news of their cherished hobby through a weekly program, The Stamp Collector, to be heard Sunday evenings on WFS White Plains, N.Y. The series will be conducted by Henry Pathon, of Yonkers, a collector for 20 years who has contributed articles to leading stamp publications.

Lunch Show
NEW INFORMAL interview program started over WGL Fort Wayne, Ind. A lunch at the Gild-iron Room, conducted Monday through Friday from the Fort Wayne Athletic Club. Persons inter-viewed are presented with War Stamp books. Added attractions include gag contest with novel and unusual awards.

Meet Your Minister
NEW Thursday feature on Bee Baxter's Househoude Forum on KSTP St. Paul, Minn. is "Hello, Pastor", presenting local ministers, priests, and rabbis. Leaving re- ligion in the background, feature attempts to acquaint listening audience with these leaders of the faith as individual personalities.

Dental Series
DENTAL Assn. of New Jersey, through the New Jersey State Dept. of Health, has started a weekly quarter-hour series of dramatic broadcasts designed for children on WATT Newark, Tales From Ivory Towers.

Down South In”
WLAC
NASHVILLE, TENN.
50,000 WATTS
THE INDUSTRIAL GATEWAY
RICH TENNESSEE VALLEY
NATIONAL REPRESENTATIVES
PAUL H. RATHE
April marks our 22nd birthday —yes, 900 of the 912 U.S. stations are younger than we are.

During these years we were first to broadcast grand opera direct from the stage... first to broadcast a football game... first to broadcast ship-to-shore on a regular schedule. Do you wonder we've been first and still are first in the hearts of listeners throughout the great Central Pacific Coast market?

KPO's still the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow
GREAT THINGS ARE COMING FROM GATES

In back of Gates' all-out effort to produce transmitting and signalling equipment for the Army and Navy, there is constant research and development to improve efficiency and performance... to produce equipment at lower cost... to keep maintenance costs at a minimum. Our engineers have already developed specifications for transmitting equipment to be made when Peace comes... to give the Broadcasting Industry the benefit of our Wartime experience.

If you are faced with equipment problems entailed in keeping your system on the air, let us know about them. Our engineering staff is ready and willing to assist and advise—whether you are Gates-equipped, or not.

JACK FEGLER, for the past 16 years associated with Lord & Thomas and Foote, Cone & Belding, has joined the executive staff of the BBDO Co., New York.

EDMUND L. CASHMAN, New York vice president of Foote, Cone & Belding since January 1943, has been appointed general manager of the Hollywood offices of that agency.

WILLIAM S. SHEPHERD, former radio engineer for the Chicago park district board, has been appointed radio director of McCann-Erickson, Chicago, succeeding Jim Shelby, now in the Marines.

H. F. BARNES, formerly on the advertising staff of the Arkansas Gazette, has joined Gerald T. LeFever & Assoc., Little Rock, Ark., as account executive.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co., is the father of a boy.

EDWARD W. STEVENS, has joined the radio department of J. P. McRaney & Sons, Chicago.


DOUGLAS CHANDLER, freelance, who has been associated with Erwin, Wasey & Co., New York, has joined the radio department of Compton Adv., New York, as a program supervisor.

ARNOLD ASLAKSON, formerly with the Minneapolis Daily Times, has joined Campbell-Mithun Inc., Chicago, to handle public relations on the account of American Dairy Assn., Chicago.


JOEL NICHOLS, former copy chief at Maxon Inc., New York, has joined the copy staff of Arthur Kuder Inc., New York.

HUMPHREY COBBS, formerly of the service of Wire & Information, author of Paths of Glory, has joined the copy department of Kenyon & Eckhardt, New York.

GILES L. FINDLEY, veteran newspaperman, has been appointed head of the public relations department of McCann-Erickson, Minneapolis.

FRED G. HERBERT has joined McConnell, Eastman & Co., Toronto, as account executive. He was formerly sales promotion manager of CHML Hamilton.

RAY RANDALL, San Francisco manager of Buchanan & Co., was elected chairman of the board of governors of the northern California chapter of the American Association of Advertising Agencies for the coming year at a meeting of the board April 15. Other officers elected at the meeting were Clarence Hestoroff, McCann-Erickson, Inc., vice chairman, and Richard Russell, Foote, Cone & Belding, secretary-treasurer. Members of the board are W. H. Wilde, the McCarty Company, and Alvin Long, Long Advertising Service.

RUTH THORLY, in charge of casting at the Harry Couver Model Agency, has taken on additional duties as head of the agency's newly organized television department. Plans are under way to present three "cover girl" shows weekly on WJZ-TV, the Allen B. DuMont Labs. station in New York.

W. H. Johns, of BBDO, Agency Pioneer, Is Dead

WILLIAM HINGSTON JOHNS, 76, chairman of the board of BBDO, New York, died in Flushing Hospital, New York, Monday, at 17, of uremic poisoning suffered at his winter home in Boca Grande, Fla., April 6.

Mr. Johns was the first president, and one of the three founders of the American Association of Advertising Agencies, established in 1917. He entered the advertising field as copy writer for Funk & Wagnalls Co., where George Batten was advertising manager. As space salesman Mr. Johns joined with Mr. Batten in 1920. The latter opened his own advertising firm, forerunner of BBDO. On Mr. Batten's death in 1922, Mr. Johns became president of the company, and when it merged with the agency headed by Bruce Barton, Roy S. Durstine and Alex F. Osborn, he became first BBDO president. In 1936 he became chairman of the executive committee. In 1939 he succeeded Mr. Durstine as chairman of the board. Mr. Johns received the Advertising & Selling gold medal award in 1936.

JOINS ERWIN, WASEY

GEORGE F. ENDICOTT, railroad equipment designer and private engineer consultant, has joined the staff of Erwin, Wasey & Co., Chicago, as technical advisor. A graduate of Purdue, Mr. Endicott was for many years car and locomotive designer and mechanical engineer for the Northern Pacific Railway Co., St. Paul. He was more recently with Hydraulic Controls, a division of the New York Air Brake Co. In his new capacity, Mr. Endicott will assist Erwin, Wasey, Chicago in serving technical and industrial accounts.

TARPEY APPOINTED

MALCOLM F. TARPEY has been named Pacific Coast Adv. Co., San Francisco. He had previously been with Young & Rubicam, Lord & Thomas and J. Walter Thompson Co. Stephen H. Schaffer, formerly of NBC, has been appointed to the radio production staff and Norman E. Mork, media director, becomes buyer.

DOROTHY ABEL, former assistant advertising director at Elisabeth Arden, New York cosmetic firm, has joined Small & Seiffer, Inc., New York, as copy head.

WILL GRANT Adv., Los Angeles agency, has moved to larger offices at 530 W. Sixth St. Telephone is Trinity 1384.

WALTER B. MORASKI, former art director and typographer for Edward Steira & Co., has joined Alex & Gilman, Philadelphia, as production manager.

EDWARD L. BERNAYS, New York, public relations counsel, on May 1 moves from 9 Rockefeller Plaza to 26 East 42nd Street. Telephone will be Butterfield 8-6000.

CARLO DE ANGELO has resigned as radio director of Marschalk & Pratt Co., New York, as freelance producer and director.

BILL LIVINGSTON, a program director of the band, resigned to join Warwick & Legler, New York, as assistant radio director.
We have the Audience*

Look to WFBR for the listeners you want! The solid, substantial Baltimore families... the people who have made WFBR a daily listening habit for over twenty-two years. Today, there are over a million people in Baltimore... and they spend four hundred million dollars annually!

**PROGRAMS DID IT!**

We've built a loyal family of radio listeners during the twenty-two years we've been on the air... built it with programs Baltimoreans like best. In addition to airing all top-notch programs of the fast-growing Mutual Network, WFBR-produced shows have been longtime favorites; "Morning in Maryland," on the air six times a week for over six years; "Club 1300," six times a week for over four years; "Quiz of Two Cities," a half-hour weekly for over 350 consecutive weeks; and the "Tune Shop," which increased WFBR's afternoon listening audience over 50% in three months. Shows like these give WFBR the audience!

**ADVERTISERS KNOW IT!**

Many advertisers have capitalized on the reliability of the WFBR audience. One advertiser has been on the station thirteen years; one, for eleven years; one, for ten years; three have been on eight years! Such longtime records of radio-wise advertisers prove our point.

The facts add up to one important conclusion for radio buyers... if you want the audience in Baltimore, WFBR is the station that can deliver it!

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

RADIO CENTRE, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
SALLY WOODWARD, for eight years conductor of a woman’s program on WWJ Detroit and more recently director of consumer and educational relations for General Mills, and Mabel G. Flanley, president of the Advertising Women of New York and formerly on the executive staff of the Institute of Public Relations, have formed a partnership as Flanley & Woodward, offering public relations geared to the “woman’s angle.” Firm is located at 551 Fifth Ave., New York. Telephone is Murray Hill 2-0556.

CARLOS GUTIERREZ-RIANO, for the past six months consultant in the New York radio division of the Coordinator of Inter-American Affairs, has been shifted to the Hollywood office headed by Jack W. Runyon, assistant director and West Coast manager. Mr. Riano is on leave-of-absence from his post of director of station La Nueva Granada, Bogota, Columbia.

Collins Moves
FOR SEVEN YEARS account executive with the Buchen Co., D. R. (Spec) Collins, has joined the Mitchell-Faust Adv. Co., Chicago, as vice-president. He will specialize in the merchandising, distribution, advertising and promotion of durable goods, building materials and products marketed to the rural and small town trade.

READ WIGHT has left World Broadcasting System after nearly 10 years to join William Morris Agency, where he will assist William Murray in handling radio talent and writers. He will divide his time between New York and the Midwest. Mr. Wight, for six years resident manager of World in Chicago, moved to the transcription company’s New York headquarters last year.

ALIGHTING from a plane at Cincinnati are Carlos Franco (left), business manager of Young & Rubicam’s radio department, and Warren Jennings, manager of the New York sales office of WFLW Cincinnati, for a visit to the station. Mr. Jennings’ right hand, swathed in bandages, has three burned fingers, the result of salvaging fat over the weekend.

Pedlar to McGillvra
TOM PEDLAR, formerly in the radio department of Arthur Kudner Inc. has joined the New York sales staff of Joseph Hershey McGillvra Inc., station representatives, it was announced last week. Mr. Pedlar has had ten years sales and advertising experience in the radio recording department of NBC and with the Howard Wilson Co., station representative.

Albert W. Ellis
ALBERT W. ELLIS, 75, a founder and charter member of the American Assn. of Advertising Agencies, and owner and manager of A. W. Ellis Co., Boston agency, died April 14 at his home in Medford, Mass., after a brief illness. Mr. Ellis was instrumental in establishing the AAAA in 1917, and served as chairman of the New England Council from 1917-1918.

WIP Philadelphia has named George P. Hollingberry Co., New York, as national sales representative.
ARNOLD'S BRICK OVEN BAKERS, Inc., Rochester, N. Y., has signed a 62-week contract with WOR New York for its participations weekly in Martha Denne's program. Its first use of advertising beyond point of sale promotion. Spots in behalf of Brick Oven Bread start April 24. Business was placed direct.

LOUIS A. PETRI has been elected president of the company's San Francisco, succeeding his father, Angelo Petri, who remains chairman of the board. Albert Petri was named executive vice-president and L. N. Bianchini, formerly assistant secretary, was elected vice-president.

BITUMINOUS CASUALTY Corp., Rock Island, Ill. (insurance), has placed its account with W. W. Ramsey Co., Chicago. Plans for radio are said to be included.

BLATCHFORD FEEDS Ltd., Toronto (poultry and livestock feeds), has started daily noon-hour news cast on CKXW Winwig. Account was placed by F. H. Hayhurst Co. Toronto.

NATIONAL Drug & Chemical Co. of Canada Ltd., Montreal (gin), has started flash announcements on a number of eastern Canadian stations. Account was placed by A. McKim, Montreal.

JOSLIN'S, Denver department store, has begun sponsorship on KLS Denver of the transcribed Calling All Girls program. Contract is for 62 weeks.

WARNER BROS. Corp., Philadelphia, has made its first extensive buy of radio time on KYW Philadelphia to exploit the opening of new pictures. Started April 16 with continuing programs set for April 22, 23, 24, and 25, five quarter-hour transcribed programs produced by Arch Oboler are scheduled for "The Adventures of Mark Twain." In addition, the whole circuit purchased five station breaks for The Over Girl and four one-minute announcements for Broadway Rhythm over a three-day period. Account was placed direct.

ATLANTIC & PACIFIC TEA Co., Philadelphia, on April 17 started sponsorship on WFLN Philadelphia of a five-minute news period for women, at 10:45 a.m., Mondays thru Fridays. The food company's house brand of bread and coffee will be exclusively advertised on the programs. Contract is for 13 weeks. Account placed direct.

MEDUSA PRODUCTS Co. of Canada, Paris, Ont. (proprietary), has started three-weekly transcribed announcements on a number of western Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.


GOUARD & OLENA Co., New York (insecticides), on April 23 began sponsorship on WJS New York of a quarter-hour program format which features answering of listeners' gardening queries. Alexander Goulard and Harold Olena, who are partners in the firm, will alternate on the program. Newspapers will be used to promote the series. Contract for eight weeks was placed through Metropolis Adv., New York.

Honey, what's a "merchandiser"?

Well, dear, it's a retail dealer with wholesale ambitions!

Speaking of wholesaling - metropolitan Fargo (a three-mile radius) did a 1940 wholesale business of $61,790,000 - 36.2% of all the wholesale business in North Dakota! Matter of fact this circle around Fargo is the biggest wholesale market between the Twin Cities and the Pacific Coast. Significant? Ask Free & Peters for ALL the facts!

WDAY
FARGO, N. D. . . . 5000 WATTS . . . N. B. C.
AFFILIATED WITH THE WARDAY FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

AVION Inc., Los Angeles (aircraft supplies), in a 13-week campaign to stimulate employment, on April 9 started sponsoring a Sunday noon half-hour program, on KXTM, Agency is Ray E. O'Donnell Adv., Los Angeles.

WALLACE D. WARRICK, former vice-president of the W. E. Long Co., Chicago, has been appointed to study present and post-war banking conditions for General Mills, Minneapolis.

LEGGION ICE CREAM Co., Chicago, on April 18 began sponsorship of one minute announcements seven days weekly during broadcasts of the Chicago Cubs baseball games for the season on WJJD Chicago. Agency is Malcolm-Howard Adv., Chicago.

WESTERN ELECTRIC hearing aids, product of Graybar Electric Co., New York, was promoted by some 13 individual dealers on local stations, will be advertised more extensively on the air during the coming months. Graybar is ready to provide in larger quantities a new series of transmitting spot announcements for local placement by sales agents. Charles W. Hoyt Co., New York, handles the account.

CENTRAL CHURCH OF CHRIST, Oakland (Cal.), has purchased a 62-second schedule of Sunday, 12:30-30 n.m. (PST) over KROW Oakland. Account was placed direct.

DANTE CANDY Co., Chicago, has appointed Newby & Pevon, Chicago, to handle its advertising. Radio is being contemplated as a future medium.

WARD BAKING Co., New York, will sponsor Dick Tracy, the Blue network adventure series, on a local cooperative basis on WJZ New York and WENR Chicago starting April 23. Program is offered for local sale on those stations not carrying the network show, for Sweets Co. of America, Monday through Friday 5:15-5:30 p.m. Ward has signed for the Tuesday and Wednesday programs. It is J. Walter Thompson Co., New York. Product is Tip Top bread.

BOYD RADIO Co., Philadelphia record store has purchased the first commercial FM program in Philadelphia on WFEN-FM to advertise its radio service department and to call attention to post-war radio receiving set models. The Todd store on April 20 started a half-hour program of classical music recordings each Thursday at 8 p.m. Contract was placed direct for 13 weeks.

**Armstrong Additions**

WILLIAM E. CASH has assumed office as assistant manager of the Glass & Closure Division, with specific responsibility for advertising and promotional activities, of the Armstrong Cork Co., Cam-eron Hawley, director of the Advertising & Promotion Dept., announced last week. Mr. Cash was formerly assistant advertising manager of the John C. Winston Co., Philadelphia. Other additions to the staff include Wallace R. Biggs, former head of the Journal-Ad Dept. of Lehigh U; Lawrence E. Geraghty, formerly with the Kelly-Springfield Engineering Co.; and Mary E. Kraft, a graduate of the Cleveland School of Art and interior designer.

J. BIRD MOYER Co., Philadelphia (Moy, dental plate holding powder), in a 13-week test campaign which started April 4-5, is sponsoring two 15-minute posters per week on KRRK Los Angeles. Agency is Glaser-Gailey & Co., Los Angeles.

POSTAL UNION Life Insurance Co., Hollywood, on April 17, for 13 weeks started sponsoring a five-weekly quarter-hour newscast on KECA Los Angeles. Firm also sponsors a daily quarter-hour market news program on KRRD. Associated Adv. Agency, Los Angeles, has the account.

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee), has started a five-weekly five-minute musical program over WOR New York. Contract is for 22 weeks. There are no other immediate radio plans for the product. Agency is Alley & Richards Co., New York.
Have You Explored Canada?

From the days of the first discoverers, Canada has paid rich dividends to those who have explored its wealth of possibilities.

Today, in Canada, a new frontier is opening. Postwar developments in aviation... population shifts... and international policy, promise a stronger, richer country.

Now is the time to build the foundations on which your business in Canada can grow as the country grows.

Now is the time to prepare to grasp the opportunities which will be presented in postwar Canada.

Through CFRB, Toronto, you reach Canada’s richest market. On a daily average, this station has a listenership consistently higher than those of the three other stations in this area. Those who know Canada choose CFRB and their selection is based on results.
MUTUAL SENDING HITS TO PROMOTE NEWS

MUTUAL network last week opened a nationwide audience promotion deal for its news service with the release to all affiliates of a box kit, containing campaign outline and material keyed throughout to the forthcoming European invasion. Drive has been prepared under direction of Harold Coulter, audience promotion manager. Stations are cautioned against handling invasion news promotion until this event has been officially confirmed.

Promotion kit is presented in the form of a cardboard file deck, 15x9 inches with separate indexed compartments containing a variety of printed materials of more bulk material to be had on request. Contents are divided into three programs, save announcements, and invasion news promotion.

Pre-Invasion outline includes scripted spot announcements, a disc of announcements and a ten-mile program (to be sent shortly) and plans for a projected "showcase" invasion news promotion to media facilities.

Display is included for other media. A map of Europe for posting in a news room space can be marked by red stickers.

CANADA LIKES U.S. SHOWS IN EVENING

AMERICAN NETWORK programs lead in the popularity ratings in Canada, while daytime programs are led by Canadian originating shows, according to the April evening and March daytime national rating reports published by Elliott-Hallmark, Montreal and Toronto. Chart.

McCarthy and Edgar Bergen led the再 evening shows in the March March daytime national rating re-

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in our twentieth year now, and

WDOD continues to

DOMINATE IN
CHATTANOOGA!

SINCE 1925 (the beginning of radio in Chattanooga)
WDOD HAS ALWAYS BEEN OUT IN FRONT

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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<td>48.2</td>
<td>24.1</td>
<td>26.6</td>
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TO REALLY SELL IN
CHATTANOOGA, YOUR
BEST BUY BY FAR IS WDOD!
* THE TIME BUYERS STATION

A RECENT survey of national business shows WDOD with 76.9 per cent of all national spot business placed in Chattanooga. Station B was awarded 18.3 per cent. Station C 4.8 per cent. Here also is conclusive proof of WDOD's dominance.

WDOD
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.
Imagine somebody filing our ads!

Since last October WOR has been dropping brightly-written little ads into the business section of New York’s well-read “Herald Tribune”.

Two, three, and — when paper permits — four times a week, WOR talks about this radio business. The copy pulls no punches. It names names; lists prices, persistently strips broadcasting of the misleading glamour through which the average business man tends to look at it.

The copy works. Our doorbell’s proved this. And WOR sponsors who once shied as far from radio as a wily fox from a trap, say that they were first prompted to have a chat with us after reading what we wrote.

“Frankly, I file and reread those WOR advertisements,” writes a dairy executive. “The stuff you’re running is not only advertising WOR, but it’s teaching business people that radio isn’t the mystery some think it is.”

If you live in Chicago, Los Angeles, or Des Moines, maybe you don’t read the “Herald Tribune”. But maybe you’d like to look at some of the business-provoking copy WOR’s been running in it. The following pages bring you a handful of the more than forty ads that have made people say, “Tell me more!”

—That power-full station WOR

at 1440 Broadway, in New York
RADIO HAS BEEN A FLOP

A flop at explaining itself to some business men. It sounds high and mighty. It sounds expensive. But it's easy to understand. And as inexpensive as you want it to be.

Starting this minute, WOR will, in a series of ads on this page, take the mystery out of radio, help you see the wisdom of advertising your wares on radio . . . on WOR, one of America's great stations.

FOR INSTANCE: One WOR morning program in September put a product's name into 1,000 listeners' minds each day for a paltry 31 cents. Astonished? See this page Friday; we'll explain further.
HOW TO KILL two birds WITH two RADIO STATIONS

Many a sponsor with a network radio show uses WOR for plus-programming. He uses his coast-to-coast show for institutional advertising and gets down to product selling with a spot show slanted straight for WOR's listeners.

LET'S TAKE A MINUTE

Clients who buy one-minute spots on WOR pay as little as $80 daytime, $150 per evening. A minute, if you'll eye your stop watch, is a long time. In a minute, on WOR, an advertiser can:

1. increase sales in the New York area
2. introduce and try out a new product
3. do "point of purchase" advertising
4. test the "pull" of an advertising idea
5. give last minute news about his product

In all, the one-minute spot is elastic. On WOR, a minute is a powerful piece of time. Because our guaranteed listening area includes 33 trading centers with populations of more than 100,000 people each.

Our executive Sales Office will give you much more than a minute of its time if you will dial PE 6-8600 now.

WOR

#39 of a series on radio-buying

YOU, TOO, CAN BE A SPONSOR

Since so many business men think of the cost of radio programs in terms of seven figures, big and round... we wish to publicly display the facts...

You, too, can be a sponsor on WOR and sell more of your product than you ever thought possible... for only

$240 per fifteen minutes, day time
$480 per fifteen minutes, night time
$360 per half hour, day time
$720 per half hour, night time

Wonderfully light, is it not, for the sales, the prestige, the selected audience you get throughout WOR's area of 18,000,000 people and 4,600,000 homes with radios? How do you START... to become a sponsor? Have your secretary drop a line to our executive sales office.

WOR

#4 in a series on radio-buying

ARE YOU LOOKING FOR outlets or outlets?

Is your product out for the duration? Are you looking for an "out" with the public? WOR can help your brand name on the collective mind (or an annoying cell in your ear) for few pennies per person (one show on WOR 24 hours in 1000 listeners a day for the grand total of 48c).

ARE YOU LOOKING FOR outlets? Use WOR. A food distributor did for his artificial flavoring. What happened? Within only eight weeks, 50 NEW RETAIL OUTLETS were added. Said this seasoned executive: "WOR pulled more results than any other medium we've used."

What can we do for you along these lines? Write our Executive Sales Office or dial PE 6-8600 for more facts.

WOR

#37 of a series on radio-buying
DO YOU MAKE SOMETHING FOR WOMEN?

Hairpins, or nail polish, or snoods, or canned soup? Why give your sales message to the other sex then? On WOR, you hand-pick your audience. We'll even sift it further and give you the KIND of women your product is made for. You do it by letting our staff or an advertising agency work up a program that will appeal to women, or just to a special KIND of woman. No other advertising medium in the world is so exact.

At WOR, you automatically inherit a great woman audience... In a recent survey, this question was asked: “What New York radio station has programs that you feel give you the most help in your household work?” These were the results:

WOR ......... 14.1%
Station B ....... 12.4%
Station R ....... 9.3%
Station X ....... 2.4%

Our phone number is PE. 6-8600
Ask for the Executive Sales Office

WOR
#5 of a series on radio-buying

OH, RADIO’S ALL RIGHT
FOR THE OTHER FELLOW

Good Sir, radio is all right for YOU, too. More than all right if you have something to sell.
No matter what WOR has sold corsets and
turkeys... piano and books... corsets and turkeys.
It can sell YOUR product, too. Believe us.

ABOUT TURKEY... AND THE GRAY:

Through a 5-minute program 5 days a week,
a marketer of turkeys TRIPLED his sales.
North Carolina, Michigan, and Canada. True, today, with
turkey shortage, you could sell the critter
without lifting a finger... but WOR sold turkey
when they were all over the place. WE can sell
YOUR product, too. Ask your secretary to
our Executive Sales Office on the wire for some
fire questions at us. The number is PE 6-8600.

WOR
#7 of a series on radio-buy

LOOK... YOU DON’T HAVE TO HAVE CROSBY!

Say your advertising appropriation is flat-size.
You’re scared of radio because you think of it
in terms of Crosby, Cantor and other power-houses. It’s a mistake. You can get good returns
for your money by a lesser-known personality for
a miniscule amount of money. For instance...
for $300 a week you can buy 5 spot announcements
daytime over WOR. Or, you can take part in an
established program—with a personality who has
listeners by the thousands, for the same amount
of money.

One sponsor on a participating program kissed
us goodbye reluctantly because WOR had sold
every last thing he had to sell. Good in a way... bad for us. But how would you like WOR
to sell YOUR wares that way for so little? Call
us now for details. The number—PE 6-8600.

WOR
#6 of a series on radio-buy
“M-I-S-T-E-R ALLEN, did you see the item in Publishers’ Ink about one of the ways Texaco merchandises this program?”

“The word, Portland, is pen and ink.”

“No, I mean Publishers’ Ink, the magazine of advertising, management and sales. Mama says it is the advertising medium for advertising media.”

“Has Mama done any advertising?”

“No, but she is going to now that she has the dope... she takes Publishers’ Ink regularly.”

“GET THIS MAN!” says Texaco in the magazine and newspaper campaign they are placing to help the war effort. They mean the little Nazi who buys his full quota of Kriegsneichte, not the sinister Mr. Allen. The Texas Company knows that Mr. Allen does for sales what a complete Marfak Lubrication does for your car. Nobody is going to get him except maybe Mr. Morgenthal and then, we hope, only to sell war bonds.

IN ALLEN’S ALLEY, Alan Reed, Elsie Mae Gordon, and Jack Smart (Falstaff Ovenshaw, Mrs. Prawn and Senator Bloat) will confirm the general popular opinion that The Texas Company is doing a bang-up job in every medium they use. They could tell you, too, that most Publishers’ Ink readers find their war advertising problems less difficult than non-readers and that many, like Texaco, are preparing post-war sales programs now.

To paraphrase Falstaff Ovenshaw—

When your station needs promotion—

When it needs the adman’s ear—

Printers’ Ink take your message—

They’ll make sure that buyers hear.

If your hidden prospects floor you,

And their agents should be cursed,

Don’t! P. I. will surely save you.

Like most others... buy it first!


Household Checks Favored by ‘Pulse’

DANGER of inflated ratings of “giveaway” programs arising when the coincidental method of telephone interviews is used “disappears where audiences are measured by personal door-to-door roster interviews”, the Pulse of New York, survey firm using the latter method of audience measurement, reports in the April issue of its monthly newsletter, The Radio Audience.

Of three such programs currently being broadcast by independent stations in the New York area, the Pulse reports that program A, broadcast from 10:30 to 11 a.m. and appealing primarily to housewives, has increased the station’s rating for that period from 1.4% of listeners tuned in during the four months preceding the advent of the program to 4.1% during its first four months and 5.2% during the next five months.

Program B, combined with other programs which are interrupted four times a day, between 6:15 and 9:15 p.m., for the money-call to audience, shows a slight increase of ratings for the quarter-hours involved for the first seven months, after its inauguration, the Pulse states, but then interest dropped, with the following hour, when a popular music program is on, rating much higher.

Program C, originally on a network station from 6 p.m. and now on an independent station, also gives no evidence of a tendency towards inflation of ratings, the Pulse states, concluding that “these observations suggest that the ratings and audience appeal of the ‘Funny Money’ programs do not unfairly compete with the other programs, they express the desire to which these programs satisfy a part of the audience by responding to their requirements—lottery and gambling, profit, entertainment and showmanship interests. They are successful only as long as they satisfy such drives.”

Missouri Educators Plan Statewide FM Network

POSSIBILITIES of what a statewide FM educational network will do for Missouri colleges, were discussed April 15 by representatives of 20 Missouri colleges who met at Stephens College, Columbia, Mo. Dean Douglas, educational department of RCA, Chicago, and William Dow Boutwell, U. S. Office of Education, attended.

The college FM committee of Missouri was organized as a result of the meeting and Sherman P. Lawton, head of Stephens College radio division, was named chairman. The purpose of the committee is to cooperate with a statewide educational plan, including all levels of education, and to work with the State Superintendent of Schools with a view to organizing a postwar FM educational network.

Southern Oil Spots

TYING in with the spring and summer “salad season”, Southern Cotton Oil Co., New Orleans, has started an intensive spot campaign on three New York stations, with plans to extend to other markets, using the same transcribed announcement by Irene Beasley, who also stars in Southern Cotton’s CBS program. Songs are combined with straightforward copy in the discs, aired on WNEW WJZ WMCA from five to six times daily, five days a week. Products are Wesson Oil and Snodgrass. Agency is Kenyon & Eckhardt, New York.

SHELIVING CEREMONY for the moment is C. W. Meyers, president of KOIN Portland, who points out a line in Jane Powell’s script for her first screen appearance, “Song of the Open Road”. The 14-year-old songstress was known as "The Singing Sweetheart of KOIN" prior to accepting her Hollywood contract last September.

TED TAYLOR BUYS KTOK FOR $150,000

ACQUISITION of KTOK Oklahoma City by O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations, for $150,000, was approved last week by the FCC. Mr. Taylor also is 50% owner of KFMB San Diego.

KTOK was purchased from Harold V. Hough, general manager of WBAP-KGKO Fort Worth, 60% owner; Bert Hones, business manager of the station, also gives the coincidental method.

Mr. Taylor last February announced sale of his minority interests in the four stations of the Taylor-Howe-Snowden group, coincident with the completion of his arrangements to purchase KTOK. He sold his interests in KGNC Amarillo; KFYO Lubbock; KTSA San Antonio; and KRGV Weslaco, for $150,000 to his associates, Gene A. Howe, Texas publisher, and T. E. Snowden, of Hutchinson, Kansas. He remained with the stations, however, as general manager under a management contract.
TO NETWORK EXECUTIVES WHO "DON'T KNOW WHAT'S WRONG WITH THEIR PROMOTION"

The flood of mimeographed letters, advertising reprints, circulars and brochures sent out by most radio stations and networks is, too often, not only expensive but futile.

Actual cost figures—for postage, paper and ink, addressing and mailing, salaries and payroll, light and heat and office rent—are usually away out of line.

And what is more, results are for practical purposes almost non-existent, except to clutter the mails of busy men.

In a new organization recently formed, the subject of media promotion and advertising has come in for far-reaching and brutal analysis.

We saw in the media field the greatest opportunity for improvement of promotional effort in the whole field of advertising.

Certain media accounts, who "didn't know what was wrong with their promotion," saw what we were aiming at and went along. Results have been astonishing.

We are now ready, with an expanded staff, to serve just 2 more clients in the media field who are willing to stop kidding themselves and look facts in the face.

To these two, we offer a service they can find nowhere else in America—no matter how large or how small their appropriation may be:

- A year-round advertising campaign that will sell, planned and written to your special needs and kept within your budget.
- A sales presentation that will be used and listened to, built along revolutionary and thoroughly tested lines.
- A direct mail promotion campaign that will save you 35% to 50% on your present costs, and will get read and saved.
- A continuing monthly survey of actual readership of the above which will eliminate guesswork and keep your entire program economical and effective, instead of expensive and futile.

Your attitude now may be: "We are close to our own problem. We have a peculiar situation. We can do it best." Our present clients felt that same way. They now realize that outside help, an outside viewpoint and an outside evaluation of the facts were exactly what they needed.

We work on a fee basis, which saves you a predetermined proportion of your present promotion costs, and gets results as well.

It will cost you nothing to get the story. Write or wire:

BOX 186
BROADCASTING
870 National Press Bldg., Washington 4, D.C.
WBNX Denies Denny Charge It Played Horst Wessel Song on Air Continuously

CHARGES by FCC General Counsel Charles R. Denny Jr., before the House Select Committee to Investigate the Commission that prior to Pearl Harbor WBNX New York was "continually playing the Horst Wessel song" (Nazi anthem) were vigorously denied last week in a letter to Committee Chairman Lea (D-Cal.) by Louis G. Caldwell, Washington counsel for the station.

Testifying Tuesday Mr. Denny referred to WBNX WHOM WOV WGES and said: "You people have picked the four largest foreign-language stations and are making it appear that what happened to those happened to the other 170 foreign-language stations. Why before Pearl Harbor WBNX was continually playing the Horst Wessel song."

WBNX Denial

"Prior to Pearl Harbor, Mr. Denny, was there any law prohibiting the Horst Wessel?" asked Harry S. Barger, Committee assistant general counsel and chief investigator. Mr. Denny replied in the negative and answering a further question said there was no law to prevent it now, but he added:

"If WBNX breaks out with the Horst Wessel song tonight, we might look into their license."

[An excerpt from Tuesday's hearing went as follow: "... in 1935 the Commission had received notice that the Horst Wessel song (the official Nazi hymn) had been played over one of the German programs of WBNX]."

Mr. Caldwell's letter, quoting a published report of the Tuesday hearing, said: "We desire to enter an emphatic denial of the charge thus reported to be made against the station. The responsible executives of the station have communicated the facts to us by telephone and have asked that we place them before you by letter as soon as possible for incorporation in the record of your hearings. If their testimony is required in confirmation of the facts...they will be glad to appear before your Committee."

The letter set forth that late in 1937 or early 1938 the Horst Wessel song was broadcast by WBNX broadcasting part of a musical program in German, by the artist in charge of the program and without knowledge of the station management. Following some complaints the management immediately instructed the artist not to play the song again, and instructions were adhered to," said Mr. Caldwell's complaint.

"So far as the executives of the station know, this is the only occasion on which the song was broadcast over the station either before or after that date," the letter continued. Mr. Caldwell cited written instructions given the staff of WBNX on Aug. 31, 1939, the day before Germany invaded Poland, listing 19 German songs, including the Horst Wessel, and banning their use on WBNX without special permission from the management.

"These instructions were followed scrupulously," wrote Mr. Caldwell. "No permission was sought or granted to broadcast Horst Wessel, and it was not broadcast...The owners and executives are confident that any fair investigation will show that the station has maintained a high standard of program performance of a consistently patriotic character, and that there is no basis for any charge or innuendo of the sort contained in the quoted item...If Mr. Denny has been correctly quoted, they suggest that he supply the Committee with the dates on which it is claimed the Horst Wessel song was broadcast."

After Mr. Barger read Mr. Caldwell's letter into the record Thursday, Mr. Denny said: "It would, of course, be impossible to obtain all the dates on which WBNX played the Horst Wessel song. If I said 'continually' that, of course, was not correct because it implies all the time. My statement shows it was played in 1935 and this letter shows they were still playing it in 1937."

He submitted for the record a letter dated Nov. 20, 1935, from W. C. Alcorn, then vice-president and general manager of WBNX, in which Mr. Alcorn informed the FCC that the Horst Wessel music, "which is a tuneful march", was used by sponsors of several German programs and one program was used as a theme song, but he advised the Commission that the station had stopped its use following complaints made by the FCC.
Sylvania was first to introduce a line of 1.4-volt tubes, which made the camera-type portable radio the rage of 1938 and later contributed to our military radio service.

Prior to this Sylvania development, the standard filament voltage for battery receivers was 2.0. This meant that two dry cells had to be connected in series to provide 3 volts. This power was reduced to 2.0 volts by means of a resistor, which dissipated one-third of the expensive voltage.

Sylvania 1.4-volt tubes operated, without resistor, on a single dry cell. Their low filament drain made it possible to build combination receivers that took their power from either a 110-volt power line or a single dry cell.

This development, which is typical of Sylvania's leadership in engineering of economical standardization, went to war in portable radio equipment for close-range military communication. On every front 1.4-volt tubes reduced by half, the battery weight that our boys have to carry.

Quality that Serves the War Shall Serve the Peace

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS
### NAB Sectional Survey of Radio's Part In War Effort Shows $202,150,500 Total

Radio's contribution to the war effort in 1943 was valued at $202,150,500, the NAB estimated last week in a compilation based on monthly reports received from stations comprising a one-tenth sample of the industry and OWI allocation assignments.

Differing sharply from OWI's estimate of $103,882,000, Paul F. Peter, NAB Director of Research, explained that the discrepancy in figures is due to three principal variations in determination of time and talent valuations: (1) OWI reports only part of radio's total job; (2) OWI employs net instead of gross values; (3) OWI bases its estimates on 1942 revenue.

OWI's estimate for 1943 was issued last November and was a revision of an $85,000,000 figure estimated in advance at the beginning of the year. The larger figure, the Radio Bureau admitted, did not include millions of dollars in time and talent contributed by stations and sponsors outside of OWI commitments.

The NAB estimated that station and network time contributed to war messages on a "sustained" basis had a value of $93,000,000. Another $81,000,000 was accounted for by time given on sponsored programs and the remaining $28,000,000 was estimated as the value of talent involved in both types of programs.

Mr. Peter pointed to the monthly reports received from stations as evidence of the vast contributions to war themes in addition to OWI allocations. In the case of such campaigns as the Fourth War Loan and the Red Cross, he asserted, the reports showed enormous activity by the stations in originating programs in support of these drives. The reports are received each month from 20 stations selected to provide a cross-section of the various classes of stations in continental United States. The breakdown follows:

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<th>Government Agency</th>
<th>Network Spot &amp; Special Assignment</th>
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WBC Opens New Office To Coordinate Traffic

ANTICIPATING a great increase in communication traffic between the U.S. and Europe in connection with the impending invasion, the Board of War Communications last week established the offices of Traffic Coordinator and Assistant Traffic Coordinator to maintain continuous liaison with American international carriers.

Capt. O. W. Willenbacher, USN, Chief of the Special Studies Section in the Plans Division, Office of Radio, was designated Traffic Coordinator and Marion H. Woodward, Chief of the FCC's International Division, Assistant. They will carry on these functions in addition to their regular duties.

Among the duties assigned the new offices are to "promptly" advise the Board of all change in the volume, class, speed or efficiency of communication traffic and any action necessary to facilitate the efficient flow of communications. They will also coordinate the operations of a temporary suboffice being established in New York.

WBP Amends Ruling

Granting Repairmen Aid

AN AMENDED regulation (CMP Regulation A-1) has been issued by the War Production Board to permit repairmen to obtain capacitors, electrical components, transformers, tubes and certain other items without recourse to an AAS preference rating. The amendment modifies the forms of controlled materials which may be purchased by repairmen under the procedure, conforming to the recent revision in controlled materials designations under Schedule I to CMP Regulation A.

In addition, electrical contractors, electricians and repairmen of electrical appliances, radios and household refrigerators may purchase in a calendar quarter up to $150 worth of copper wire, or one-eighth of what they used to make repairs during 1941. To buy these materials, the repairmen need merely certify to their purchase order, in the form specified in the regulation, that they are applying the allotment symbol of V-1 and the preference rating of AA-3 which has been assigned by CMP Regulation 9A. This eliminates the necessity of filing WBP-541 (formerly a PD-1A form) and waiting for ratings or symbols to be assigned to him.

Directors Upheld

SUIT BROUGHT against Celanese Corp., New York, and its directors by Seymour Bayers and other stockholders for bribery, Dr. C. Dreyfus, president, as singer on the company's CBS program "Great Women in History," was dismissed in its merits in the New York Supreme Court April 18. Celanese directors were charged with spending $1,000,000 for "further, foster and subsidize the career" of Miss Tenenbaum (BROADCASTING, March 15, 1943). In the decision, handed down by Justice Bernard L. Silver, the court found that the directors "acted in the free exercise of their honest business judgment and their conduct in the transactions challenged did not constitute negligence, waste or improvidence."

### THERE'S NO "SHORT END" IN ROANOKE!

Remember "pulling wish-bones" to see whose wish would come true? Somebody had to get the short end — and it's pretty much the same way when you buy time in a three- or four-station market.

But the Roanoke-Southwest Virginia area is one big market (23.9% of Virginia's total radio homes) in which one radio station does a thorough job—a big market in which you can't get the short end!

Write us for all the facts. We believe you'll discover one of the best bargains available in radio.

CB * 5000 WATTS * 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives
A BOOK OF UNUSUAL VALUE

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67 Broadway, New York 4, N. Y.
Sale of KFOR, KOIL to Stuart Brothers Approved by FCC; $350,000 Involved

OWNERSHIP of KFOR Lincoln and KOIL Omaha was transferred to Charles F. Stuart and his brother Capt. James Stuart of the Army for $350,000, with the approval of the FCC. The stations, along with KFAB Lincoln, heretofore have been jointly owned and operated by the Sidles Co. and the Lincoln newspapers, the Journal and the Star.

Acting on applications filed last January, the Commission approved the sale of KOIL, CBS 5,000 w. outlet, for $250,000 and that of KFOR, 240 w. station on the Blue and Mutual, for $100,000.

WBT Application
Sidles Co. and the Lincoln newspapers, which retain their ownership of KFAB, have pending before the FCC application filed in February under which the KFAB Broadcasting Co. would acquire 55% of WBT Charlotte, now owned by CBS, while the network simultaneously would acquire 45% of KFAB. This transaction, involving approximately $500,000 which would be paid by KFAB for control of WBT, would pave the way for fulltime clear-channel operation of WBT for WBMM Chicago, also owned by CBS [BROADCASTING, Feb. 7th].

The KOIL-KFOR transaction was in line with the FCC ruling on dual ownership of stations in the same or in obviously overlapping areas. The FCC approval was pursuant to its recent action where-in it stated applications would be considered individually and under which a liberal view of overlapping coverage was expressed.

The Stuart brothers until October 1943 were associated with the Sidles Co. By virtue of the FCC approval they now return to radio. Charles, elder of the two brothers, will assume executive direction of the two stations, in the absence of his brother in Army service.

Hugh M. Feltis, general manager of the three stations, is expected to continue as manager of KFAB under the separate ownership.

The Stuart family is not a stranger to radio. The grandfather, James Stuart, was one of the early settlers in Nebraska, having migrated there from Connecticut in 1880. The father, Charles Stuart, in partnership with H. E. Sidles, bought KFOR in 1933. In 1935 KOIL was purchased and added to Central Stations Broadcasting System which then included all three stations. In 1943 the Stuarts disposed of their holdings in the operating company.

Charles T. Stuart is president of the Stuart Investment Co., a graduate of the U. of Nebraska, and a member of the board of directors of the First National Bank of Lincoln. Prior to the sale of the Stuart holdings in the three stations he was an officer and board member of the company operating Central Stations.

Capt. Stuart was graduated from the U. of Nebraska in 1939. He is secretary and director of the Stuart Investment Co. He will be connected with the management of the stations in an advisory capacity insofar as his Army service will permit and will directly participate in management after muster- ing out.

KOMO, KJR in Seattle Exchange Call Letters
A SWITCH in call letters of KOMO and KJR Seattle, owned and operated by Fishers’ Blend Stations Inc., was approved last week by the FCC, paving the way for ultimate separation of the ownership of the two stations, in compliance with the FCC rule barring dual ownership of stations in the same or overlapping areas.

KOMO, which now operates on 950 kc. with 5,000 w., will assume the call letters of KJR while the latter station, now operating on 1,000 kc. with 5,000 w. but having a potential 50,000 w. power, will become KOMO. KOMO is an NBC outlet while KJR is on the Blue. The switch would mean that KOMO, as an NBC outlet, ultimately is slated for 50,000 w. The channel is a 1-B, on which WCFL Chicago, operates with 10,000 w.

Planter’s On Coast
PLANTERS Nut & Chocolate Co., San Francisco (salted peanuts, edible peanut oil), on April 23 started a weekly half-hour detective-mystery program, Adventures of Bill Lance, on 5 CBS Calif. stations (KQW KARM KROY KGDM KNX) Sun., 9:30-10 p.m. (PWT). Contract is for 52 weeks. Agency is Erwin Wasey, San Francisco cisco.

New Andrew Unit
THE ANDREW Co., Chicago, has announced a new antenna transformer unit designed for outdoor installation in a weather-proof cabinet and watertight cover, which, it is claimed, should hold efficiency losses down to less than 1 decibel over a frequency range of from 4 to 25 megacycles. The unit will couple an unbalanced 70-ohm coaxial cable transmission line to the 700-ohm terminals of a rhombic receiving antenna, or to any antenna terminal stub of 700-ohm impedance.

NCAC is conducting a left-handed talent search for its new show LEFT IS RIGHT. Even the client could be left-handed.
AN ELECTRIC BLANKET FOR A BED OF ROSES

NERN is a regional network that solidly blankets a complete, single market. It covers New England—which has nearly a third higher purchasing power than the national average—with thrice the power of any other combination.

Market-warming power is delivered to this blanket not only by top-notch locally originated programs but also by NBC, which gives NERN stations nine out of the ten top-rated programs.

To buy this cut-to-the-market coverage of over 8,298,000 sales prospects in full bloom, will cost you less than any other way you can devise (only $616.00 for a “Class A” quarter-hour, for instance.)

When you buy NERN, you buy a network.

NERN STATIONS

WBZ* Boston, Mass.
WCSH Portland, Maine
WJAR Providence, R. I.
WLBZ Bangor, Maine
WTTC* Hartford, Conn.
WFEA Manchester, N. H.
WRDO Augusta, Maine.

* The Only 50,000-watt stations in New England.

Nationally represented by WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK
White House and Fly Letters To Be Subpoenaed by Probers

Use of OWI Programs ‘Relevant’ in Renewals, Says Denny; Mrs. Shea Claims Others Wrong

By BILL BAILEY

DEFYING contentions of FCC Chairman James Lawrence Fly that correspondence between him and President Roosevelt over establish-ment of a special committee to study international communications was "confidential", the House Com-mittee to Investigate the FCC last week heard that Herbert E. Gaston, assistant secretary of the Treasury and secretary of the Board of War Communications, would be subpoenaed and instructed to produce the correspondence.

Chairman Clarence F. Lea (D-Cal.) disclosed that a sub- poena would be issued for Mr. Gaston at the correspondence after Harry S. Barger, assistant general counsel and chief investigator, placed in the record a letter from Breckridge Long, assistant Secretary of State, inviting Mr. Fly to serve on a committee to study "post-war" communications.

FCC Case Complete

When hearings adjourned Friday, Rep. Magnuson (D-Wash.) only member attending the ses-sion, announced that resumption would depend on whether a "suf-ficient number of Committee members" are present this week. Mr. Denny announced that the FCC presentation is complete, except rebuttal to charges involving the Radio Intelligence Division and FBIS. Some of the latter testi-mony will be submitted in ex-ecutive session, he said, because it is "highly confidential".

Rep. Magnuson (D-M.M.) ab-sent last week and Chairman Lea and Rep. Magnuson out of the city this week, it was pro-blematical whether hearings would be suspended, although Rep. Miller (R-Mo.) said he saw no reason to call them off as long as some of the members are available to conduct them. Attending last week's hearings were Reps. Lea, Magnuson, Miller and Wiggleworth (R-Mass.).

John J. Stiles, recently named general counsel, was present al-though he left cross-examination to Mr. Barger.

Last week's hearings brought cross-examination of Charles R. Denny, Jr., FCC general counsel; Mrs. Hilda Shea, former chief of the special studies section of the Commission's War Problems Divi-sion, now abolished, and now attor-ney in the broadcast division. Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Services; Marcus John prin-cipal attorney; Leonard Marks, senior attorney; Dr. Robert Neu-ner, special counsel, and Panney Neyman, principal attorney.

Developments included these: Mr. Denny admitted that the FCC would consider failure of a sta-tion to use OWI transmissions as a "relevan"t" issue in license renewals; he admitted the Nathaniel David, former assistant general counsel, prepared material for a speech which Rep. Coffee (D-Wash.), made in the House last Nov. 2,蒲lding Sidney Spear, former attorney-investigator; Mr. Denny said the Commission had nothing against Lido Bell, who had been discharged by WBNX New York, allegedly through FCC and OWI efforts. Mr. Belli was the third foreign language employee given a "clean bill" by the FCC general counsel since he has been on the stand defending the Commission's policies.

Mrs. Shea denied she had sub-cribed to Communist ideals, but she couldn't recall whether she had been members of several organiza-tions mentioned by Mr. Barger. She took issue with testimony of Joseph Lang, general manager of WHOM Jersey City; Arthur Simon, general manager of WPEN Phil-adelphia; Arnold B. Hartley, for-mer program director of WGES Chicago; and K. Richards, as-sistant to the Assistant Director of Censorship in charge of broadcast-ing; James A. Guest, FCC attor-ney; Frances E. Keene, former FCC employee, and others who have testified on the foreign language phase of the inquiry.

Rep. Magnuson said that Mr. Richards had "misquoted" her when he testifed as to conversations with her and that Mr. Richards was "not consistently rational". When Mrs. Shea took the stand Tuesday her voice failed to carry to the Committee members, so Chairman Lea and Rep. Wigglesworth moved from the bench to the wit-ness table, sitting opposite her. Visibly nervous throughout her three days on the stand, Mrs. Shea smoked incessantly, lighting one cigarette after another.

Communications Letter Called Confidential

Correspondence between FCC Chairman James Lawrence Fly, who also is chairman of the Board of War Communications, and Presi-dent Roosevelt with reference to a merger of international communi-cations has been deemed "con-fidential" and therefore it cannot become a part of the Committee's record. Mr. Denny said when he re-ceived the stand last Monday. De-spite contentions of Mr. Barger that the subject matter of the correspondence was "of peacetime functions" a letter from the BWC to Chairman Lea, to which Mr. Denny sent out.

(Continued on Page 76)

Mexican Concerts

CONCERTS of the Mexican Sym-phony Orchestra will be heard on Mutual from XEOY Mexico City, as a special summer series replac-ing the Cleveland Symphony Or-chestra, starting Sunday April 30. Program will be heard simul-taneously throughout Mexico on Radio Mexico, on Mutual's affiliate chain and on Mutual domestic stations Sun-day, 9-10 p.m., and will be available for sponsorship. The Clevel-land Symphony concerts will be resumed in October.

Mica May Be Short

NEEDS of radio and radar produc-tion may lead to a serious short-age of high-grade mica unless workers can be found, the War Manpower Commission announced last week. Requirements will be higher than in 1943, and it is feared, will be greater than the supply. A few hundred additional workers, said Commissioner Mc-Nutt, would fill the single shift labor needs of the more productive mines, but the location of the mines is making recruitment difficult.

Now Lt. Col. Hittenmark M.AJ. GORDON HITTENMARK has been promoted to the rank of lieu-tenant colonel, the War Dept. an-nounced last week. He was formerly a "timekeeper" of WBC Washington. Currently he is a public relations of-ficer in the Middle East.

J. B. McGEACHY, BBC commenta- tor, is now heard on WOR New York in a live-five-minute comment shorthwave direct from London.
TELL YOUR CLIENTS ABOUT THIS NEW ACTIVE MARKET

ALASKA

A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of inter-Alaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of forested lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the Orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON

KINY
5000 Watts Juneau
KTKN
1000 Watts Ketchikan

Here are a few of the advertisers who have discovered a rich new market in Alaska:

- KRAFT CHEESE COMPANY
- BAYER ASPIRIN
- ALASKA STEAMSHIP CO.
- STANDARD OIL CO. OF CALIFORNIA
- NATIONAL LEAD CO.
- CAMEL CIGARETTES
- PRINCE ALBERT SMOKING TOBACCO
- CARTERS MEDICINES
- UNION OIL CO.
- GOSPEL BROADCASTING ASSOCIATION
- AVOSET
- BULOVA WATCH
- THE LUTHERAN HOUR
- MENTHOLATUM
- SOUTHERN PACIFIC RAILROAD
- ST. FRANCIS HOTEL, SAN FRANCISCO
- BLUE RIBBON BOOKS
- ALASKA LIFE MAGAZINE
- ALKA SELTZER

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Denny referred, denied the House Committee access to the correspondence. 

Chairman Lea requested that Mr. Denny ascertain if the correspondence between Mr. Fly and the President might be submitted in executive session. When Mr. Denny told the Committee that to provide a list of stations placed on temporary licenses since 1927 (when the old Federal Radio Commission was established) would require 30 man-days of work, Rep. Wigglesworth remarked: "It seems to me that the Commission's files must be in a terrible state". Mr. Denny explained all license records would have to be checked.

Mr. Barger objected to what he termed "lack of cooperation" on the part of the Commission in complying with requests of the Committee and its staff. Specifically he said he had not received any mail without pay had been granted Mrs. Hilda Shea, principal attorney in the Commission law department, broadcast division, but was informed that the request must have been made in writing.

A letter from a considerable argument on the Commission's cooperation or lack of it, Mr. Denny said that up to the previous week the Commission had spent "3,710 hours and 80
times assembling information for this Committee".

Mr. Barger kept track of the time spent by Commission personnel in resisting the efforts of this Committee to get information.

Mr. Denny denied that FCC personnel had been responsible for the removal of Mr. Luotto, although Arnold B. Hartley, former program director of WGES, testified last Aug. 19 that following a conversation with Nathan David, former FCC attorney now in the Navy, and Jerome Spingarn, also of the FCC, he feared the WGES license would be revoked unless Mr. Luotto was discharged.

Referring to a survey conducted by the FCC in which information was gathered for OWI and the Treasury Dept. as to the use of foreign-language stations, Mr. Barger asked if the FCC didn't attempt to use its power to "coerce or force station to use OWI propaganda material"?

"If a station had not cooperated and had not used the OWI transmissions, or only a few," Mr. Barger commented, "I think the Committee would have cooperated.

"This letter definitely sets up the study of international communications as a post-war economic problem and not something of a wartime emergency affecting the BWC," Chairman Lea said the subject would be "investigated and discussed.

Cross-examining Mr. Denny further on foreign-language stations Mr. Barzer read from the minutes of the House Committee, denying the President access to correspondence with Mr. Denny.

"I can assure the Committee that the President has no interest in the BWC or anything involving military security," said Mr. Barger.

A letter dated June 7, 1943, signed by Secretary of State Cordell Hull and addressed to Mr. Fly as chairman of the BCC, inviting Mr. Fly to participate in a study of post-war problems, particularly international communications, was submitted Tuesday by Mr. Denny when hearings opened. Mr. Barger recommended that in view of Mr. Hull's letter, which outlined the study as a post-war problem, that Herbert E. Gaston, secretary of the BWC, be subpoenaed and instructed to produce correspondence between Mr. Fly and the President with reference to international communications.

"I can assure the Committee that the staff does not want to go into the BWC or anything involving military security," said Mr. Barger.

"This letter definitely sets up the study of international communications as a post-war economic problem and not something of a wartime emergency affecting the BWC," Chairman Lea said the subject would be investigated and discussed.
of a Commission meeting Dec. 16, 1942, in which he quoted Chairman Fly as saying that "from the standpoint of letting foreign language stations know we're backing them" the license of WCOP Boston should be set down for hearing. He further read from the minutes, quoting the chairman as cautioning against "mention of programs" but considering them, nevertheless.

Mr. Denny said his department drafted the suggestions of the "Commission on the one man" when the order setting WCOP down for hearing on renewal was prepared. He denied that Alfonse Lambiasi, Italian language announcer, was a factor in the hearing. Mr. Barger remarked: "The reason he was not an issue was because he had already been put off the air, was it not?"

Mr. Denny said it was not "fair to assume" that because Lambiasi was off the air he would not have been an issue at the hearing. He testified that investigations of foreign language stations were conducted by two agencies, the Office of Censorship and the Foreign Broadcast Intelligence Service of the FCC, the first involving "security" and the second to "make sure they were not following Axis propaganda lines."

Renes Interdepartmental Committee Proposal

"We're satisfied these stations are all loyal and are doing a good job," said Mr. Denny. He denied that the FCC kept Mr. Lambiasi "under a cloud" but admitted that "apparently wherever put him off the air told him the FCC ordered it."

Rep. Wigglesworth denounced the Commission for not informing Mr. Lambiasi it had nothing against him, as Mr. Denny testified a short time ago. "His understanding was the Commission put him off the air," he said. "It seems to me the height of injustice to crucify a man when you didn't want anything on him." Mr. Denny said that since the Commission had not ordered him off the air and since no charges had been made by the FCC, it could not "clear" him. Again he suggested an interdepartmental committee composed of Army and Navy Intelligence, the OWI, FBI and Office of Censorship, to pass on foreign-language personnel.

"I don't thing the regulatory

513 Years' Service

TO HONOR his 55th birthday, G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles was presented with a booklet titled "Ten Years Or More", listing members of the stations' staffs associated with Mr. Richards for years or over. Forty names appear in the list, with years of service ranging from 10-15. A grand total of 513 years is accounted for by the group, five of whom are on leave in the armed forces.

agency should make such decisions," he declared.

He admitted, however, that Allen M. Fenner, FCC representative, had told Joseph Lang, manager of WHOH Jersey City, that Stefano Lootto was a vice-president of the FCC, counsel who admitted to the former's statements. "I don't think Fenner should have told Lang that."

During a prior cross-examination Mr. Denny said the FBI had been requested to make an investigation of foreign language stations but that "the FBI said they were too busy to do it."

A third foreign announcer was given a "clear bill of health" by Mr. Denny. During cross-examination regarding Lido Belli, WBNX announcer-producer, the FCC general counsel said: "He is entitled to a clean bill of health. He previously had told the Commission that the FCC had "nothing" against Messers. Lambiasi and Stefano Lootto.

Background of Employees in the Hawaiians

Mr. Denny filed a supplementary statement covering phases of his testimony on foreign language station activities of the Commission; also a statement by Dr. Robert D. Leitch, chief of the FBS, on the quality and usefulness of analyses made of domestic foreign language programs and the propriety of his efforts to work out "cooperative arrangements with the Office of Censorship."

He placed in the record the background of 21 FCC employees in the Hawaiian Islands at the war's outbreak, and told the Committee that their experience aggregated 250 years, or an average of 12 years "gainful experience" aside from schooling for each.

Mrs. Hilda D. Shea, member of the law department, broadcast vision and former chief of special studies section of the war problems division, said she "didn't think she had been a member of the National Non-Partisan Labor League, but admitted she subscribed to many periodicals "some of which carried memberships with the subscriptions."

She did not recall whether she had contributed to the Non-Partisan Labor League. She said she was not and never had been a member of the National Labor League, although she may have been a contributor to the Guild. She denied she was "sympathetic to the Communist Party tenets."

Mrs. Shea testified she was, at one time, a member of the International Juridical Union. She added it is now defunct. Mr. Barger asked what she knew about the Anti-Defamation League and Mrs. Shea replied: "It's just a name to me." She said she is the wife of Francis M. Shea, assistant Attorney General.

Counsel Clash on Garey Procedure

A newspaper headline over story about Mr. Denny's supplemental statement filed Tuesday brought a clash Wednesday between Mr. Barger and the FCC general counsel. It dissolved, however, when Mr. Denny said he meant to reflect the correspondence of the present committee or staff. His statement had charged that Mr. Garey had blocked testimony of Gulio Ascarelli, who was witness to the committee last Aug. 20 during investigation of foreign-language stations.

At that time Mr. Garey questioned Mr. Ascarelli, former head of WHOH, about interrogations by FBI personnel which stimulated him and other employees of the station. When the witness started to repeat the words of his hostess at a birthday party in her honor, Mr. Garey said: "I am not asking what she said. I am asking if you were asked by the FCC to tell them what she said."

The Washington Times-Herald headlined the story: "FCC Lawyer Charges House Probers Block Testimony."

Mr. Barger resumed examination of Mrs. Shea and again asked if she had been a member of the National Lawyers' Guild. She said she attended one meeting in New York but added: "I don't believe I joined." Her husband, she said, is no longer a member. All she knew about the Anti-Defamation League, she said, was that it furnished information for the FCC. She said she hadn't heard about the Anti-Nazi League and knew little of Shortwave Research Inc.

Mrs. Shea denied that she advised attorney-investigators working under her supervision to tell Joseph Lang to put Stefano Lootto off the air, although she did admit that she talked to "someone" in the FCC's New York office and told them "If Lang asked for the information, Fenner could tell him what he told him. I said if the subject came up and Lang pleaded for information, give it to him."

"Mr. Lang had been pleading for information as to why his station was on temporary license hadn't he?" queried Mr. Barger. She said she had but that it was the duty of the Commission to give no specific information to any station licensee."

Tells of Conference in Hyde's Office

"It appears from the testimony that Mr. Lang did not ask Mr. Fenner about Stefano Lootto," said Mr. Barger. "Mr. Fenner volunteered the information and Mr. Barger put Lootto off the air. She said she didn't think Mr. Fenner was "out of order" in giving information to Mr. Lang. Mrs. Shea told of a conference in Washington in the office of Rosel Hyde, assistant general counsel in charge of broadcasting, attended by Arthur Simon, gen-

YOU CAN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days—but not Farmers (Ky.)! That’s why Farmers and all such Kentucky villages together are a mere 24 hour drive from Louisville, Within easy reach of the Louisville market, it is the only station you need—the station that gives you complete coverage at lowest cost!

LOUISVILLE’S WAVE

1000 WATTS...175 K.C., 150 K.C.
FREE & PETERS, INC.
National Representatives

BUILD UP MORALE ON THE FIGHTING FRONT

A gun doesn’t need morale, but the man behind it does. Send him cheerful news from home... often.

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eral manager of WPEN Philadelphia and chairman of the Foreign Language Wartime Control Committee, Mr. Lang and herself.

"Mr. Lang, following his usual pattern, brought up his station problems," she said. "His opening sentence was 'I have removed Ste- fano Luotto. When will my license be renewed?' Mr. Hyde said: 'Did you remove him at the suggestion of the Commission?' and he said: 'No, when I learned Luotto was a member of that group that was enough. I didn't want him on my station.'"

Although Mrs. Shea testified that she "probably told" Mr. Guest about a statement by Mr. Hartley regarding Stefano Luotto, she emphatically asserted: "In no sense were we passing on persons on the air." Again she denied that she or "anyone else from the FCC" had told Mr. Lang "anyone should be put off the air."

**Meeting Held on Foreign Language News**

Mrs. Shea submitted a memo- randum dated May 1, 1943, from Robert LeBlonde of the OWI to James D. Seccrest, also of the OWI, in which was written: "Trouble is brewing in this area over foreign-language broadcasts, notably those in Polish. It is a situation that I believe demands prompt attention and a quick trip to Detroit by a top policy-maker in the OWI foreign department. ... It seems to us this attack is counter to the best interests of OWI and the State Dept."

**ESCORTING** Sen. Alben W. Bark- ley from the Lunken Airport, Cin- cinnati, is L. B. Wilson, owner of WCKY. While conferring with po- litical leaders from Kentucky, the Senator made his headquarters in Mr. Wilson's offices in WCKY's Hotel Gibson studios.

The witness testified that a meet- ing was called by the OWI and FCC to discuss the handling of foreign language news, particularly with reference to the Russian-Polish questions, and that the Office of Censorship declined to at- tend. As a result of the meeting, she added, the Foreign Language Wartime Control Committee issued a memorandum to foreign lan- guage stations, urging them to use regular news wire service stories without comment. She vigorously denied that meeting was called to insist that foreign language stations "use more OWI propaganda". When Mrs. Shea testified that the "matter of controversial issues on domestic foreign language stations" was a "concern to us all," Mr. Barger demanded: "What business was it of the FCC to con- cern itself about the content of programs of a Detroit station or any other station?"

"If advised Cranston," began Mrs. Shea and Leonard Marks, senior attorney in the FCC law depart- ment, whispered to her. Mr. Bar- ger objected to "the witness being prompted" and Acting Chairman Miller sustained the objection. Questioned as to the reasons the Office of Censorship was not "interested" in the meeting on foreign language problems, Mrs. Shea said she was advised that Censorship was interested only in "military matters," and the conference had to do with "national security" which he classified as being in a "wider category than military se- curety."

Returning to the investigation of personnel on foreign language sta- tions, Mr. Barger inquired: "What business of the FCC was it to in- vestigate station personnel or pro- grams?" Mrs. Shea replied: "The Commission wanted to be sure be- fore renewing licenses."

**Declares Richards Misquoted Her**

As hearings resumed Thursday Mr. Barger read a letter from Louis G. Caldwell, Washington counsel for WBNX New York, protesting Mr. Denny's testimony with reference to the station's al- leged use of the Horst Wessel song (see page 88).

Mrs. Shea, returning to the stand, identified the order which sent her to the New York conference on foreign language stations but said the orders were incorrect made out when Mr. Barger pointed out that they listed the purpose of the trip as: "At- tending conference of foreign lan- guage group of OWI". Mrs. Shea said the orders should have read: "Attending conference of foreign language group and OWI".

Referring to testimony of Mr. Richards last Aug. 13 and a memo- randum written by Mr. Bronson to the effect that Mrs. Shea alleg- edly told Mr. Bronson a man in her department wanted to check for- eign language broadcasts to see if they were "angled the wrong way", Mrs. Shea decl ined: "Richards misquoted me. I told him someone on my staff was reading broadcast, to study what their content was, that is for type ... we were trying to keep in general touch with types of material going on the air in wartime. It (the memo) is a complete misconstruc- tion of what I told Mr. Richards." She declared that Mr. Richard's version of a conversation with Sidney Spear, former FCC investiga- tor-attorney, was "not very accu- rate" although it had admitted she had never met Mr. Spear.

Mrs. Shea told the Committee that Robert Neuner, born in Munich and at the time a Czech citi- zen, was employed by the FCC to check foreign language programs. Mr. Barger referred to the record in which a memorandum by Mr. Richards, relating to a conversation with Mr. Shea in which Mr. Rich- ards quoted the FCC attorney as asking: "Who is going to force these managers to see to it that the propaganda on their stations follows the right pattern?" Mrs. Shea asserted: "Mr. Richards somehow or other completely misunderstood what I said. I think it's extremely strange. I think Mr. Richard's re- porting—and I know he's a former newspaperman—is extraordinary."

**Tells of Instruction Given to Pollock**

Rep. Miller asked if there was any ill-feeling between her and Mr. Richards. She replied: "Not that I know of. Mr. Richards di
the same with Mr. Spear and Mr. Leigh. He wrote memos that were fevered and paranoid...I would say he was not outstandingly rational.

"Was he passively rational?" inquired Rep. Miller. "I'll leave that to a psychiatrist," said Mrs. Shen. "He was always looking under the bed apparently...I had heard around the Commission that Mr. Richards had colored up his interviews by putting in provocative remarks.

Under cross-examination she said William Pollack, who preceded Mr. Bronson on a tour of foreign language stations in March and April 1943, was "not supposed to make interpretations of the Censorship code" and then she said Mr. Pollack was not under her supervision. She did tell the Committee, however, that field representatives were instructed to ask questions as to whether foreign language stations were censoring and monitoring, as required by the Code, but were told not to "issue interpretations". She denied that Mr. Pollack was sent out after FCC ascertained Mr. Bronson was to make such an inspection tour.

Mr. Barger wanted to know what business it was of the FCC to determine whether stations were censoring and monitoring. Mrs. Shea said such operations were "in the public interest".

She said she disagreed with testimony of Mr. Lang, Mr. Simon, James A. Guest (FCC attorney), Miss Keene, Mr. Richards and Mr. Bronson, offered at various times on different phases of the foreign language question. She also told the committee Mr. Hartley was wrong when he testified that a statement he had given the Commission regarding foreign language personnel had been changed without his permission.

I asked Mr. Hartley for express permission to make the changes," she said. "He had asked me to make those changes in April of 1943. She denied she was trying to get over "some ideology" of her own or anyone else's and said her sole concern was whether foreign language stations were operating in the public interest and the interests of the war.

Both Mr. Barger and Rep. Miller questioned Mrs. Shea regarding her political views and those of the Communist party. She vigorously denied that she subscribed to the Communist teachings and views and told Rep. Miller she favored the U. S. entering the war when France fell, while the Communists opposed the American defense program.

Rep. Miller said he was eager to begin his cross-examination of Mr. Fly, but that some investigation was necessary. "I want the record to show that the Committee is hopelessly handicapped by lack of investigators," he said.

Dr. Neuner, linguist, native of Munich, Germany, and Czechoslovakian citizen by naturalization, and Messrs. Cohn and Marks, attorneys for the FCC, were on the stand briefly to outline their back-grounds and duties. Dr. Neuner said that he expected his final U. S. citizenship papers in five months and that he left Germany in 1927 because he didn't want to "sacrifice the integrity of a scholar".

Dr. Leigh traced his background, told of the FBI work and how duplication of effort in the foreign-language field involving the FCC, OWI, Censorship and OWI was eliminated a year ago. Rep. Magnuson asked if there was a duplication of authority in the OWI, Censorship and FCC, to which Dr. Leigh replied:

"It was more of a threat of duplication of effort. There is none now. After a few months we turned our job over to the Office of Censorship. It was a temporary incidental job that FBIS did in translating foreign-language broadcasts." He added that FCC turned that work over to Censorship in May 1943.

**Tell of Proposing Transfer of Functions**

Dr. Leigh also referred to memoranda written by Mr. Richards to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting, as "paranoiac", adding: "I went on the assumption that everybody was happy until I read Mr. Richards' statements in this record." When Mr. Barger questioned him about functions of Censorship, he replied:

"Censorship is interested in violation of the Censorship Code. It's a pretty, sort of stupid, easy job to do." He said that he had suggested to Mr. Richards, over the telephone, that Office of Censorship take over the functions of FBIS with reference to foreign-language stations. In a written statement Dr. Leigh said he was "quite innocent" of any designs to intrude in the functions of Censorship.

In prepared statements Mr. Denny and Fanney Neyman of the FCC Law Dept. broadcast section, told the Committee that its record in the Commission's cancellation of a construction permit to the Black River Valley Broadcasting Corp. for WWNY Watertown, N. Y., was not complete. Commission records show, they said, that five applicants had filed for frequencies in Watertown, that one withdrew and that Watertown Broadcasting Corp. already had an application in when the Black River Valley organization requested a CP. They testified that through error the Commission's oral hearing records failed to show two stockholders in the Watertown Corp. were American citizens, whereas the petition did. The Watertown petition was denied and when the error was discovered later, the case was set for re-hearing and eventually granted.

Black River Valley officials had testified before the Committee that if a CP was granted, then after construction had begun, the Commission would cancel the permit. Mr. Denny denied that letters from Democrat leaders to President Roosevelt, opposing Black River Valley (read into the Committee's record), were ever seen by Commissioners Case and Walker, who were members of the Commission when the involved cases were heard.

The Committee adjourned "subject to call of the chairman or acting chairman".
BMI Names Ryan President & Director; Chicago-St. Louis Luncheons Planned

J. HAROLD RYAN, president of the NAB, was elected president and a director of Broadcast Music Inc. at a meeting of the BMI board of directors held in the music licensing firm’s Midtown Manhattan headquarters last Wednesday morning. In accepting the office, Mr. Ryan said:

“I am assuming the presidency of BMI with considerable pleasure. As the joint enterprise of more than 800 broadcasters, BMI is a permanent symbol of the unity and strength of our industry. I hope that BMI will expand under my presidency.”

Change of by-laws increasing the membership of the board from seven to ten is waiting approval of the stockholders. Directors so added will be C. W. Myers, KOIN-KALE; Leonard Reineck, WJR, WGBH, WIOD, and Robert D. Sweezy, secretary and counsel, Blue Network.

Luncheon Meetings

The Board “accepted with regret” the resignations of Neville Miller, former BMI president who resigned that post last month, and Carl Haverlin as vice-president in charge of stations. Mr. Haverlin is now director of station relations for MBS. Remainer of the two-hour board meeting was devoted to routine business matters.

In accepting his election as president and general manager, Robert J. Burton, staff counsel, and Roy Harlow, program director, will hold luncheon meetings with station program directors, sales managers, music directors and music librarians in Chicago and St. Louis this week, to explain BMI operations and how the stations can make the best use of BMI music.

Chicago session will be held Tuesday at the Bismark Hotel and 65 station executives had notified BMI of their intentions to attend as of last week. From St. Louis, BMI had received 45 reservations for places at the Thursday luncheon at the Statler Hotel there.

Meetings will also be attended by Ralph Wentworth and Don Mathers, BMI field representatives. Sessions are patterned last week held in Philadelphia and succeed the two-day meetings of station program directors held at BMI headquarters several times during 1943.

Frigon Says CBC Aids Private Station Income

AS A RESULT of CBC network operations, private stations on the CBC networks receive annually from $1,600 to $225,000 for a number receiving from $15,000 to $255,000 for time, Dr. Augustin Frigon, CBC acting general manager, told the Parliamentary Committee on Broadcasting at Ottawa, April 19.

He reiterated from earlier committee hearings that whatever surplus there is in CBC network operations, is plowed back into program expenses and the benefit of listeners and private stations.

He pointed out that in the sale of wire lines for network programs to sponsors and stations the CBC does not operate on a “cost plus basis”, but charges “somewhat less than the usual rates” CBC lines into all its affiliated private stations and others used occasionally to feed network programs and takes originating programs cost the CBC $25,000 a year, Dr. Frigon said.

Sports

SPORTS WHN WHN WHN MUSIC 1050 1050 1050 1050 1050 NEWS WHN WHN WHN WHN WHN DIAL 1050-50,000 WATTS

Gefford Sees Nets of Intercity Video

INTERCITY networks, ultimately nationwide in extent, for television were predicted in the post-war era by President Walter Gifford of AT&T at the company’s annual stockholders’ meeting last Wednesday in New York. Predicting a “record post-war construction program,” Mr. Gifford said: “there are way too many new things on the telephone horizon.”

“We plan to try out shortwave radio relay systems for long distance telephone service and for television. We know that coaxial cables which are capable of carrying several hundred telephone conversations simultaneously in two metal tubes a little larger than a lead pencil, with a copper wire inside each extending along its axis—worked very satisfactorily, but we do not know whether or not radio relay systems will work better or prove more economical. We are in the communication business and we intend to use the best and most economical means, whether wire or radio.”

Extension of overseas radio telephone service will tend to reduce costs, Mr. Gifford said. Pointing out also that the United States leads the way in the extent of worldwide international radio telephone service used also for shortwave pickups, Mr. Gifford declared that if an overseas submarine telephone cable should prove better or more economical than radio, it will be used just as the company intends to use the best and most economical means of telephone communications on land, whether it be by wire or radio.

Draft Exempt

YOUNGEST announcer in Cleveland and already a “veteran” in radio is 16-year-old Michael Marlow of WJW. He works a full schedule on Saturdays and fills in as part-time announcer the rest of the time. The 14-year-old son of Michael handled sports on WHK-WCLE Cleveland and later commercial on WCLE. Last summer he was announcer and continuity writer for WM Marion, Ohio, returning in the fall to his junior year in high school. He aspires to become a news- caster and his principal interest is in interpreting classical music programs.

GIFFORD SEES NETS OF INTERCITY VIDEO

Frigon Says CBC Aids Private Station Income

A SERIES of 13 quarter-hour episodes in the life of Prime Minister Jan Christian Smuts have been offered through WOR New York to U. S. stations. At a conference in New York last Friday Dr. S. F. N. Gie, minister from South Africa, and Mrs. Gie outlined the series, which is produced by the South African Broadcasting Corp., Johannesburg, under direction of Maj. Charles Vanda, former chief of CBS Hollywood division and now chief of radio information, Middle East Forces.

Smuts Series Offered

BOARD of Governors of the Canadian Broadcasting Corp. will meet at Ottawa May 8 to discuss internal problems and hear applications for new Canadian stations and sales of stations.
CHEEZ IT—there goes the radio career for Jimmy Fitzpatrick (left), son of Leo J. Fitzpatrick, vice-president and general manager of WJR Detroit. T/Sgt. Gene Astrey convinces him and his pal Gordon Ford it is the military life or nothing. Gordon’s father is J. B. Ford Jr., of Wyandotte Chemicals Corp. Sgt. Astrey thrilled the boys while waiting to go on WJR’s Rhythm Matinee as a guest performer.

Now Lt. Col. McNary

PROMOTION of James L. McNary, senior member of the consulting engineering firm of McNary & Wrathall, on leave with the Army Air Forces, was promoted last week from major to lieutenant colonel. Col. McNary was commissioned in the fall of 1942 and assigned to Air Forces, navigation.

KUTOL PRODUCTS Co., Norwood O. (Clancy wallpaper cleaner), between April 18 and May 12 is sponsoring 16 transcribed spot announcements in addition to its present order, on WMAQ Chicago. Agency is Ralph H. Jones Co., Cincinnati.

WHEX Joins Blue

WHEX West Point, Ga., for which the FCC has recently issued a construction permit, will join the Blue network when it goes on the air, probably in six or eight weeks. WHEX, together with WDAR Columbus and WGAA Cedartown, which is becoming a Blue bonus station, will be sold as a Blue Georgia package, with a base hour rate of $110. Stations operate on 250 w.

JOHN E. McMillin, vice-president in charge of creative production and radio for Compton Adv., New York agency, has resigned effective June 1. A board member, he has been with the agency 15 years.

Louis Seeks Major Interest in KYUM

Yuma Application Contingent On Approval of KTAR Deal

CONTINGENT upon FCC approval for the sale of controlling interest in KTAR Phoenix by Arizona Broadcasting Co. to John J. Louis, vice-president of Needham, Louis & Brophy, Chicago, an application was filed with the Commission last week for acquisition of control of KYUM Yuma, Ariz. by Mr. Louis through purchase of 12,500 shares in Yuma Broadcasting, holding 12,150 shares or 45% of the total 25,000 shares issued and outstanding. Mr. Louis proposes to purchase 5,850 of the 6,250 shares (25%) now held by R. N. Campbell, president, and all of the shares held by D. Morgan Campbell, vice-president, (3,750 sh-15%); and Eleanor McCoy, secretary-treasurer (2,750 sh-11.5%). The remaining 100 shares are held by Richard O. Lewis, general manager of KTAR and the Arizona Broadcasting Co. Network.

To Hold 97.6%

With approval by the FCC of the $375,000 KTAR deal [Broadcasting, Feb. 21], which involves controlling interests in KTAR and KVOA Tucson along with the approximately 49% interest in KYCA Prescott and the 45% interest in KYUM, all held by KTAR Broadcasting, Mr. Louis then would acquire a total interest in KYUM amounting to 97.6%.

Active in radio for more than 10 years, Mr. Louis has been general advertising counsel since 1928 for the S.C. Johnson & Sons Co., Racine, Wis., of which he is a director and stockholder. Instrumental in the development of the Fibber McGee & Molly program, sponsored by the Johnson Co., he was also responsible for the inauguration of The Great Gildersleeve and other network programs.

Lower Production Costs Called Video Necessity

TELEVISION Programs must be produced at a faster rate and lower cost than at present, Sermack, president of Filmedia Corp., New York, told the Society of Motion Picture Engineers April 17 at its 55th semi-annual conference, Hotel Pennsylvania, New York. Five points in producing good video programs, Mr. Price said, are: Choice of subject matter, visual-oral technical problems, pre-production planning, production procedure, and production material and equipment.

William H. Sayer, electronic engineer at Allen B. DuMont Labs., New York, said transmission of spot news for home and theatre television will be aided by reduction in size and weight of portable television camera equipment.
General Mills Revives 'Women in White' Serial

COMMERCIAL realization of General Mills, Minneapolis, sponsored products will be in effect after June 5, when Women in White, daytime serial, will return to the air on NBC, 2:30-2:45 p.m., for Betty Crocker Soups.

Others of the General Mills hours on NBC are: Guiding Light (Wheatsie), 2-2:15 p.m.; Today's Childress (Biscuit) 2:15-2:30 p.m.; and Hymns of All Churches, Mondays through Thursdays, 2:45-3 p.m. and Betty Crocker, Fridays, 2:45-3 p.m. (Softasilk cake flour, Gold Medal flour and Kix). The daytime serials are written by Ima Phillips and produced by the Carl Wester agency, Chicago. Knoxville Adv., Minneapolis, handles the General Mills accounts. Estimated cost of the General Mills package is between $1,750,000 and $2,000,000 a year for the hour.

Advertising Threat Seen by Kingdon

Author Terms Dies-Winchell Row Free Speech Battle

THE DIES-WINCHELL controversy goes far beyond a mere clash of personalities and is really "a battle for the freedom of speech as decisive as any in history," Dr. Frank Kingdon, author, educator and commentator, currently broadcasting on WMCA and WOR New York, told the Radio Engineers Club of New York last Thursday.

"The question Martin Dies is now raising is, shall a commentator have the right to say what he thinks is being done by the Congress agrees with him, so that he shall be allowed to say nothing with which Congress disagrees," he declared. "If a commentator is subject to such Congressional judgment, then it logically follows that all newspaper comment and all public speeches are."

Sets Precedent

Pointing out that in suppressing the officers of Jergens Co. Mr. Dies is making them answerable for Winchell's opinions, Dr. Kingdon stated that if the principle can be established that the advertiser is legally responsible for all opinions expressed on any program he sponsors, he will soon be held responsible for the views of every newspaper in which he buys space, which would throw the whole advertising field into chaos.

Nominating committee presented the official slate of candidates for 1944-1945, as follows: For president, Warren Jennings, WLW's New York manager; for vice-president, Linnea Nelson, chief time-buyer, J. Walter Thompson Co.; for treasurer, Helen Thomas, head timebuyer, Spot Broadcasting; for secretary, Claude Barrere, on the sales staff of NBC's radio recording division. Other nominations may be made by petition from members before the ballots are mailed out early in May.

Out-of-town guests at the meeting included: James A. Mohoney, MBS; Quin Ryan, Chicago; Robert E. Dunville, WLW; Robert Shaus, Quality Baking Co.; Hal Sevile, WJWE; Ben Ludy, WIBW; Eve Chamberlain, WFMB; C. Merwin Dobkins and Lee Wynn, KGER; Billy Elias, WNWG; Don Davis, WHB; William Alford, WSYR.

PIONEER HI-BRED CORN Co., Des Moines, Ia. (corn seed), for the eighth year, will sponsor Julian Beatley's quarterly newsletter on Wednesdays and Fridays on WLS Chicago. Contract is for 42 weeks. Agency is Compton Adv., New York.

Secretary of Agriculture William E. Stewart, in a letter to Dulaine Crocker, Chicago,SPACECRAFT ENGINEER, National Broadcasting Co., confirmed the assignment of Paul O. Demars as Spacecraft Engineer to the new station.

Affiliates of NBC Meet in New York

PLANS for NBC's coverage of the political conventions and principles governing the sale of time for political direccion, both network and locally, were discussed by NBC officials and members of the NBC Stations Planning and Advisory Committee at the opening session of the group's two-day meeting, held Thursday and Friday in the NBC board room, Radio City, New York.

Thursday meeting also included NBC's plans for covering the invasion and its policies for interrupting or cancelling commercials at that time. Promotion plans and other network-station business were also discussed.

Final session Friday morning was devoted largely to the Fifth War Loan Drive, the part the network and its affiliates will play in its promotion. Session concluded with Waldorf-Astoria, New York, view of Stanley Hubbard, general manager of KSTP St. Paul, by feminine reporters of NBC News, witnessed by the rest of the committee via video receivers in the board room.

Attending were Paul W. Moroney, WTC; G. Richard Shafo, WIS; James D. Shouse, WLT; J. E. Dunville, WMC; Stanley Hubbard, KSTP; Edgar Bell, WKY; Richard Lewis, KTA; Arden X. Fangborn, KGW.

Blue Executives Study Operations

GENERAL discussions of programming, sales and other network-station problems were discussed by Blue Network executives with members of the network's Stations Planning and Advisory Committee last Friday during the group's spring meeting at the Waldorf-Astoria, New York. Following the all-day business session, the group dined together and went on to the residence of Edward J. Noble, chairman of the board.

Full committee attended the meeting: Harold V. Hough, KGO, chairman; William A. Riple, WTRY; H. Allan Campbell, WXYZ; C. T. Hageman, WTCN; Harry P. Noble, WJBSN; Frank C. Carman, KUTA; W. B. Stuhl, KJR; E. R. Borroff, vice-president in charge of the Blue's central division, and E. R. Hartenberger, central division sales manager, also attended.

Guts Silver Star

PVT. MORSE M. PETERMAN, formerly with Ralph L. Power Agency, Los Angeles, before joining the Army, has been awarded the Silver Star for action near Cassino. He enlisted in January 1941 and was transferred to combat engineers. Service includes invasion of North Africa, Sicily and Italy.

"Make Contract 25 Weeks" Says Barron Howard-WRYA

The Shadow Available locally on transcription—See C. MICHELSON 67 W. 44 St., N.Y.C.
FDR Talk to Open Fifth Bond Drive

BEGINNING with a four-network broadcast featuring President Roosevelt on June 11, eve of the opening of the Fifth War Loan Drive, radio will play a major role in the task of putting across the 16 billion dollar call. Dean Thomas H. Lane, director of advertising, press and radio for the Treasury's War Finance Division, told some 200 management and advertising executives in New York last Friday, that they met under the joint auspices of the Treasury and the War Advertising Council.

Daily programs and announcements promoting the drive will be broadcast. Special programs include one on labor support, in a women's program with Mrs. Roosevelt, Mrs. Churchill, Mme. Chiang Kai Shek and other feminine leaders, and juvenile shows. More than 800 stations will broadcast two Treasury songs on Treasury Salute daily as well as the Treasury Star Parade several times a week. Special announcements by leading American authors will be sent. Much of this material will be available for local sponsorship.

SHELLAC SUPPLIES FRED FOR RECORDS

COMPLETE freedom to use all the shellac wanted in the manufacture of commercial phonograph records was granted to manufacturers last week when the War Production Board issued a revocation of order M-106 under which shellac has been allocated since April 1942. Increasing stockpiles of both varieties—orange and bleached—were given by the WPB as the reason behind the revocation order, which becomes effective April 26.

Though shellac has been taken off the list of allocated items, Defense Supplies Corp. will maintain a stockpile.

Sweetheart Full Blue

MANHATTAN SOAP Co., New York, has ordered the full Blue network Wednesday 7-7:30 p.m. starting July 26 to present Scrumpy Andy, audience participation show, for Sweetheart soap (repeat 10:30 p.m.). Firm discontinues the show on NBC before that station the preceding week. Net advertising will not affect to any great extent Manhattan's second two Treasure shows, Agency is Franklin Bruck Adv., New York.

NCAC is conducting a left-handed talent search for its new show LEFT IS RIGHT. Even the client could be left-handled.

CHECK BY SHUT-INS

[Universal Air Audit Formed — by Rev. Dempsey]

UNDER direction of Rev. Bernard W. Dempsey, S. J., St. Louis U. School of Commerce & Finance has started Universal Air Audit, a major development division which has organized a group of shut-in people throughout the country who will check radio performance. Reports will be tabulated and released to radio advertisers through J. L. Schilling Co., 16 East 40th, New York. The system is scheduled to start May 1 under supervision of A. S. Foster.

FM Net Meeting

WCAE Pittsburgh and WFBM Indianapolis were elected members of American Network Inc. FM network, at a board meeting in New York April 20-21. Attending were John Shepard 3d, president; Walter J. Damm, C. A. Bethel, for Gordon Gray; Harry Stone; Eric V. Du Pont, E. B. Lewis, executive vice-president and general manager of the network. Stockholders present included Leonard Kanper, Harry M. Bitner and Paul D. P. Spearman, counsel.

Grove Regional Test

TEST campaign will be conducted by Sherman E. Ellis Co., New York, for Defense Fruits of Grove Labs., St. Louis, will be limited to 100,000 listeners in five Coast stations, starting May 1.

Unjust Fee Claims Charged to ASCAP

MORE THAN 100 letters containing instances of demands made by ASCAP, payments which broadcasters considered unjust were canvassed in New York last Friday at a meeting of the MAB Music Committee subcommittee. The committee found that ASCAP has been making a large number of disputed claims.

A recommendation was drawn up to be submitted to the entire committee and through it to the MAB Board of Directors when it meets in Washington May 8, 9 and 10. Following the meeting salient facts of the survey were laid before John Paine, general manager of ASCAP, and Andy Petters, WJAR, chairman of both the Music Committee and its subcommittee, and by James P. Begley, KWHW-AM, and Mr. Paine said he would submit a statement on ASCAP policy before the MAB Board meets.

At the subcommittee meeting, in addition to Messrs. Arnoux and Begley, were Frank K. White, CBS; and C. E. Arney Jr., NAB secretary-treasurer.

GARMENT PROGRAM HAS STORE-CUT-INS

MORE THAN 100 department stores will participate in the Ilka Chase Program on May 28, 29, 30, and June 4, 5, 6, on NBC. The show, on 116 Blue network stations in the Sunday, 1:15-3:00 p.m. series, will be sponsored by Shillings & Baker, New York, manufacturers of Roxspun suits and coats for women, with stores handling this line mentioned through cut-ins and announcements in each city. Program costs will be divided between the manufacturer and the stores on a pro rata basis.

Series, believed to be first network show for women's apparel, was originated by Shillings and is to start early in June. Since its postponement, Blue will make the time available to other advertisers as an order is signed by June 1. Having reserved the time since the first part of the month. Program featuring Miss Chase with other feminine leaders and guest stars, is placed by Modern Merchandising Bureau, New York.

Lever Sub

SUMMER substitute for Lever Bros. NBC show Amos 'n Andy on 10:10-11:00 p.m. starting June will be Charley Chan, owned by Dell Peters and Bill Gutenberg, and produced by Chick Vincent. Program heard back in 1933-1934 on NBC was a weekly feature of Standard Oil Co. of N. J.

Labor Board Asks

(Continued from page 14)

office of conciliation, Department of Labor, in Washington, to have local conciliators. Herbert Jarrett and Frederick L. Stimpson, of the New York, have been appointed to the conciliation board.

"We accord to their request that the matter be placed before a Federal Arbitrator and to abide by his decision, but the union would not. We were reunited by the U. S. Conciliator to abide by the decision of the WLB and to make any wage increase they demanded retroactive to the expiration date of our old contract on March 17, but the union refused to have anything to do with the WLB or its decisions.

"The union committee went into a huddle after which they told conciliators that regardless of consequences and what would be thought of them, would have nothing to do with the WLB and the men would continue to picket. The conciliators again admonished them, saying that they had to do things in a orderly and lawful manner or take things in their own hands and operate as they saw fit, and that is what the union decided to do.

"The money involved is not important to us because the Government has said we get a 49% due to our present tax bracket, but I feel that it is unwarranted for the management to make careless expenditures just because of present high taxes. The government, and we are going to pay the bill. Such a move is both fallacious and dangerous. The real fact that should be borne in mind is that the country went to war, and the war must be paid for, and corporate and individual taxes, in the aggregate, a very large bolus of financial strength toward this end. We cannot disregard this essential fact by our agreements. We are indeed in that thongs, just because the Government pays 49% of it. However, this is a matter for the WLB to decide, and we are willing to abide entirely by its decision."
Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 15 TO APRIL 21 INCLUSIVE

Decisions...

APRIL 18

Valley Broadcast Co., West Point, Ga.—Granted petition to reconsider and grant application for CP new station, 1450 kc, 250 w, unlimited, subject to January 26 statement of policy.

South Bend Broadcasting Corp., South Bend, Ind.—Granted CP new station, 1450 kc, 250 w, unlimited, subject to January 26 statement of policy.

KFAC Las Angeles—Granted CP, subject to January 26 statement of policy, move transmitter and install new antenna.

WBSP Springfield, Mass.—Granted CP, subject to January 26 statement of policy, increase WSPR Springfield, Mass., from 500 to 1,000 kw during 1944, unlimited.

KOLH Omaha, Neb.—Granted transfer of control from Sidles Co., State Journal Printing Co. and Star Printing Co. to Charles Stuart and James Stuart by transfer of 1,000 shares (100%) from Sidles Co. (150 sh) and State Journal Printing Co. (200 sh) to Star Printing Co. (249 sh) for $236,000.

KFOR Lincoln, Neb.—Granted transfer control from Sidles Co., State Journal Printing Co. and Star Printing Co. to Charles Stuart and James Stuart by transfer of 1,000 shares (100%) from Sidles Co. (204 sh), State Journal Printing Co. (195 sh) and Star Printing Co. (249 sh) for $115,000.

KOMO-KJR Seattle—Granted request to change call letters to KOMO, which now operates 1,216 kw at its present location to take call letters KJFR and KJR, which now operate on 1,216 kw, but neither station will change call letters of KOMO.

WBPR Greenville, Miss.—Approved power of attorney for affairs of John B. Pepper, licensee of station, appointing his wife, Alella R. Pepper, his attorney-in-fact.

Treptt Kinsey, Greenville, Texas.—Granted application for CP new station, 1400 kc, 50 w, unlimited. Subject to January 26 statement of policy hearing with applications of Beaufort H. Jaster, KDNT and WACO.

Beaufort H. Jaster, Waco, Tex.—Granted petition to reinstate application for CP new station, 1320 kc, 250 w, unlimited, transmitter location and antenna to be determined. Designated said application for consolidated hearing with application of Treptt Kinsey, Beaufort H. Jaster and WACO.

KDNT Denver, Tex.—Granted petition to amend application for mod. license so as to increase CP new station to 1450 kc.

Designated said application for consolidated hearing with applications of Treptt Kinsey, Beaufort H. Jaster and WACO.

WACO Waco, Tex.—Designated for consolidated hearing with applications of Treptt Kinsey, Beaufort H. Jaster and WACO.

Applications...

APRIL 19

KDB Santa Barbara, Cal.—Granted special temporary service authorization to permit broadcast of calls direct to long-distance stations, in accordance with request of Pacific Coast Maritime Industry Board, service to be rendered without charge.

KFOX Long Beach, Cal.—Same.

KAXJ Santa Monica, Cal.—Consolidate CP license, in accordance with recent decision of the Board, for hearing.

WBAI WYH New York—Denied application for CP new station, 1320 kc, 250 w, unlimited (facilities of RKO).

Raymond C. Hammers, Talladega, Ala.— Granted petition to reinstate application for CP new station, 1230 kc, 250 w, unlimited, Designated said application for hearing.

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Would you like to work in a brand-new installation of the highest-powered international broadcasting stations in the Western Hemisphere? Would you be interested in joining an organization which maintains one of the highest engineering salary scales in the radio industry? Are you a licensed first-class technician? Are you reasonably draft exempt? Can you meet W. M. C. regulations?

WLW's Engineering Department needs men for its studio and transmitter staffs in addition to an entire new staff for its new International Broadcast Stations. Here is your chance to join an organization where opportunity is absolutely unlimited. Write J. M. McDonald, Assistant Technical Director, Radio Station WLW, Crosley Square, Cincinnati 2, Ohio.

Sponsors Boost Salaries Of Hope, Burns & Allen CURRENT CONTRACT of George Burns and Gracie Allen, which still had two years to run, has been scrapped by their sponsors, Lever Bros. Co., Cambridge, Mass., (Swan soap). When the program resumed in mid-August on CBS, following its summer lay-off, the comedy team will receive a substantial salary increase, in appreciation of the Tuesday evening program and because of the steady increase in audience, it was announced by Young & Rubicam Inc., agency servicing the account.

Peggy-Goan Co., Chicago (toast-paste), has readied its radio contract for the packaged NBC Bob Hope Show, with the comedian receiving a salary increase of $8,000 weekly over the present $15,000 per week, according to James L. Saphier agency, Hollywood talent service which originally packaged the show.

Video Report Denied REPORTS emanating from Hollywood last week that the Screen Actors and Artists of America (parent AFL entertainment union from which Actors' Equity Assn., AFRA, SAG and the others derive their charters) were described as being greatly exaggerated by Florence Marston, SAG representative in New York. Mrs. Marston is chairman of an informal television committee organized several years ago by Equity, Chorus Equity, AFRA and SAG, but which has been inactive for some time.

Two More FM's Sought TWO more applications for new FM stations were filed with the FCC late last week, one by WIBX Utica, New York and the other by Oshkosh Broadcasting Co., licensees of WOSH Oshkosh, Wis. Facilities requested for the proposed outlets may be found in Actions of the FCC.

WOSH Oshkosh, Wis.—CP new station, 45,500 kw, 5,810 sq. mi. coverage.

WLCW Wisconsin Rapids, Wis.—Mod. license change hours from sharing time with KFAX to specified hours.

KDAL Duluth, Minn.—CP auxiliary transmitter to be operated with 250 w (dis- missed at request of applicant).

WANTED

50,000 Watt Farm Station wants experienced Program Director. Must have good knowledge of music and production, plus a commercial sense. No better opportunity in radio.

Also need good announcer who can devote part time to rewriting news. Both must be draft exempt.

BOX 193, BROADCASTING
Help Wanted

**Announcer-Newscaster.** 250 watt Network Station. Living conditions pleasant. Address: WBBY, 15 East 42nd St., New York City. Salary $80. 30 days' notice. Reply Box 217, BROADCASTING.

**Situation Wanted.** for position with domestic station. Address Box 215, BROADCASTING.

**WANTED.** Transmitter Engineer holding radiotelephone first license for 500 watt midwest station. $45.00 week and eight or more hours overtime. Reply stating years of experience, education, draft status, and enclose resume and photo. Address Box 215, BROADCASTING.

**WANTED.** Texas kilowatt Mutuel desires competent announcer. Send all Box 125, BROADCASTING.

Texas Mutual needs commercial man who produces. Good future. Box 125, BROADCASTING.

**Announcer** on 5 KW regional network station. Give experience and salary requirements. Box 116, BROADCASTING.

**Wanted.** Two announcers needed mid-south network station. Basic $65, with talent opportunity to $60.00 for right men. Send experience and how soon available to Box 193, BROADCASTING.

**Wanted:** Announcer, Experience preferred. Write or wire detailed salary requirements and expected first letter. Box 197, BROADCASTING.

**Operator-First class license for new 5 KW transmitter in Anchorage, Alaska.** Opening for permanent position. Willing to travel. Salary $200. Address Box 215, BROADCASTING.

**Announcer-Newscaster.** Draft exempt. Must have some experience. Basic salary $40.00 per hour. Home, audition impossible, send references, photo, New York. Address Box 215, BROADCASTING.

**OPERATOR.** Over draft age for permanent position. State references, education, and experience. Include photo. Write Technion Radio Station WFDT, Flint, Michigan.

**Draft exempt.** Chief Engineer for modern 69 KW Transmitting Station. 9 kw, water cooled transmitter. College town of 25,000, modern living costs, in center of Duke Ranch country, nice climate, both summer and winter. Good isolation for family man. Rate $35 per hour plus tips. Also 1 operator @ $1.00 per hour. KOVD, Minot, Montana.

**Wanted Transmitter Engineer. First or second class license by CBS affiliate. For details write Chief Engineer WIBC, Utica, New York.

**EXPERIENCED BASEBALL ANNOUNCER.** Wanted who can do top hitch job on out-of-town games from telegraphic reports as well as home games direct from ball parks. Won't you let us hear from you? Southern Association season schedule starting April 28th. Write full details to address. Full draft status, age, salary expected and send voice transcript to F. P. Swig, Gm.Mgr. WJW, New Orleans, La.

**Wanted—** Experienced continuity writer. State qualifications, experience, wage expectancy. Write Radiophone Company, Oklahoma City, Oklahoma.

**SALESMAAN—** for regional station carrying heavy CBS schedule. Permanent, opportunity for advancement, position of importance. Ability more essential than experience. Address A. Tidmore, W.FM.D, Frederick, Maryland.

**CHECK!**
- Have you had experience in radio station Sales Promotion work?
- Do you think you could do an alert, aggressive job aiding sales department and generally promoting the sale of time (along with some listener promotion) at a $50,000 - watt station?
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**REAL OPPORTUNITY FOR**
- Experienced record jockey. Selling personality a "must." This is a specialized position — no staff work, 38 years or more, 4F or service discharges only. Since Martin Block is not available, perhaps you're the man for the job. Write or wire stating qualifications.

**BERT JULIAN WIBC INDIANAPOLIS**

**MODULATION MONITOR WANTED**
- ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE: Box 131, BROADCASTING

**SCRIPT WRITER AVAILABLE IN SIX WEEKS**
- Now under contract, no guarantee. Ten years experience, want change, pref. freelance basis.
- BOX 981, BROADCASTING

**WANTED**
- Transmitter Engineer, CBS5 KW. Man, 4F or over-draft age, or well-qualified, experienced woman.
- WBKN Youngstown, O.
Mr. Peters, expected to be for the duration, James L. Free, chairman of the board, headquartered in Chicago, will supervise New York operations as well. Mr. Free, Sherman R. Barnett, secretary-treasurer, and Messrs. Barnett and Knodel a week during each month when Mr. Free is in Chicago.

Cupp to Join KMBC

RESIGNING as production manager of WLS Chicago, Rod Cupp, will become program director of KMBC Kansas City May 1, according to Arthur B. Church, president of KMBC. With WLS for seven years Cupp was producer of practically all the station programs, including the National Barn Dance. Prior to his service with the Chicago station he was at KTUL Tulsa as program director and at KFRC and KMBC, Mo., as continuity editor.

Mr. Cupp

Morgan to WOV

THOMAS B. MORGAN, formerly chief correspondent of United Press in Italy for 12 years and manager of the UP Rome bureau, has joined WOV New York as commentator and will broadcast a nightly ten-minute program of news analysis. Mr. Morgan, a foreign correspondent of wide experience, served as war correspondent for the AP in Paris during World War I, covered the Peace Conference, and traveled in Europe on special assignments. As UP Rome manager, he was also assigned to the Vatican. He has written three best sellers on international politics including A Reporter at the Papal Court, and Spurs on the Boot.

CUPP

First Page

Morgan moves to WOV.

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MORE ADVERTISERS SPEND MORE MONEY TO SELL MORE MERCHANDISE TO MORE PEOPLE ON WLW THAN ON ANY OTHER RADIO STATION IN THE WORLD.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
NEW VISIONS for Tomorrow's World

- IT DOESN'T MATTER NOW whether clouds hide the sun, or whether evening shadows fall on the baseball diamond. If the fans in the grandstand see the game so can the modern television camera.

That was not always so; the pre-war television "eye" needed as much sunshine as it could get to illuminate the scene. The same was true of football—final quarters were occasionally "washed out" on the television screen.

But thanks to research, conducted at the RCA Laboratories, a new super-sensitive television camera, rivaling the human eye in its ability to see under conditions of poor light is in prospect for the post-war world. Then, by television you will see every last-minute play of the ball game as clearly as if you were in the stands. Entertainment, sports, news events will pass before your eyes with every detail, every shadow faithfully reproduced.

Today, RCA's research facilities are devoted to providing the fighting forces of the United Nations with the best radio and electronic equipment available. Tomorrow, these same skills will continue to serve America in developing and creating new and finer peacetime products.

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