Knowing what's on this man's mind can save money, time and trouble for advertisers and agency men. See pages 14-15
IN TOWN AND COUNTRY...

They Listen to WLS -- They Buy WLS-Advertised Products

PEOPLE in cities and towns of Midwest America are pretty much like those on farms. Their likes and thinking and reactions are very similar, because most city folks have direct ties to people on farms. Take the Cunninghams in Vermilion county, Illinois. Frank grew up on the farm, but moved to Danville (pop. 36,919), where he is a truck driver. Walter, his cousin, is still farming, near Rossville. Both families, one in the city and one on the farm, are regular WLS listeners, and both regularly buy WLS-advertised products. Checking last year's purchases in classes of goods advertised on the station, we found that 60% of the city Cunninghams' selections were brands advertised on WLS, and 59% of the farm family's selections were WLS-advertised brands! If you have something to sell to city people and farm folks, WLS offers you direct contact with both — another reason why WLS Gets Results!
WE CULTIVATE OUR GARDEN...

WITH A SOUND PROGRAM POLICY—REACH THIS FERTILE MARKET WITH "THE Station THAT SELLS"

WPEN
950 ON THE DIAL
PHILADELPHIA (2) PENNSYLVANIA
5000 WATTS
The Petry offices have the new Fall-Winter HOOPERS. Take a look—compare this year with last year!
Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America's 4th Largest Market
than any other station—
including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives (Outside N.Y. Area) Spot Sales, Inc.

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

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Says—"When it comes to moving merchandise in tough markets—spot broadcasting does the job"

Right, Mr. Davidson—and what’s more, the best way we know to prove the power of spot-broadcasting is to induce advertisers to try out a few of their toughest markets, and then keep tab on the results! Here at Free & Peters we’ve cooperated with agencies on literally dozens of such eye-opening demonstrations.

Maybe it’s a strange thing to say, but we believe that one of the distinguishing things about Free & Peters is our faith in radio as a sales medium, and our eagerness to share in the responsibility of making it pay off in sales. And maybe that, in turn, is one of the reasons why so many of you agencies and advertisers have honored us with your friendship and confidence.
Newspapers Plan Bid for Radio Accounts

FM, Video, Free Press Feature ANPA Meet

By BRUCE ROBERTSON

INTEREST of newspaper publishers in radio, particularly in FM which offers those who failed to make broadcasting affiliations in the past a chance to remedy that oversight in the near future, was undeniably proved last Thursday when publishers attending the fifty-eight annual meeting of the American Newspaper Publishers Assn. filled the Grand Ballroom of the Waldorf-Astoria, New York, for a special FM session, following the conclusion of the regular convention business on Thursday morning.

Meeting also demonstrated that the newspaper publishers and their representatives are determined to regain their one-time positions as top advertising medium. Reports were made at the Bureau of Advertising session that they have already begun a hard-hitting campaign to take some of radio's most faithful accounts into the newspaper camp and that this campaign will become an all-out offensive as soon as unlimited newprint is again available.

Free Press Major Topic

Convention was the largest in ANPA history, according to Cranst on Williams, general manager, who announced a total registration of 810, first time any ANPA meeting has passed the 800 mark. ANPA membership also is at an all-time high, with 644 newspaper members, an increase of 76 during the past year.

Freedom of the press was a major theme of both the ANPA meeting, held Tuesday through Thursday, and the Associated Press meeting on Monday. Reviewing the Government anti-trust suit against the AP, whose appeal is now before the U. S. Supreme Court, the AP board in its annual report declared: "Only by the maintenance of a free and independent press can democratic institutions survive. If the Government can control the news, its power is unlimited. The AP will resist to the utmost every effort to bring about Government control of news."

Linwood I. Noyes, Ironwood (Mich.) Globe, ANPA president, pledged the support of the ANPA to the AP in its fight for freedom of the press and further stated: "No democracy can function without the free newspaper and the free speech which the newspaper symbolizes."

Message from Devers

First day of the ANPA convention was devoted to a meeting of publishers of papers with less than 50,000 circulation, who discussed their particular problems under the chairmanship of Buell W. Hudson, Woonsocket (R. I.) Call. Highlight of this session was a message to the convention from Lt. Gen. Jacob Devers, Deputy Supreme Commander of the Allied Forces and Commander of American Forces in the Mediterranean Theater, which had been recorded on a General Electric magnetic wire recorder in Italy two days before and flown to America for reproduction on a similar device at the publisher's meeting.

Introducing the demonstration, Mr. Hudson termed the machine "a new communications tool which you will probably find applicable to your postwar business."

Describing its war record, he said: "It produced the first permanent record of a landing operation against the Jap-held territory when the Marines took over at Bougainville. It hit the beach at Salerno, was present at the Anzio beachhead, lashed to the fire control bridge of a U. S. destroyer. It was on a cliff looking directly up at Monte Cassino when the famous Abbey received its first bombing. It was put to work on Kwajelein immediately following the capture of that island from the Japs."

Plans for an organization in the field of retail newspaper advertising to do a promotion job comparable to that of the ANPA Bureau of Advertising in the national field were discussed by James W. Egan Jr., advertising manager, New York Times. Such group he explained, would be helpful in selling chain stores, cooperatives and other retailers with group facilities, and also in preparing material which each newspaper would find valuable in selling its local merchants.

Suggestion that the ANPA should have its own radio division to keep its members informed on FM, television, magnetic recordings (Continued on page 64)

Publishers Told of FM Opportunities

Proponents Urge ANPA Members to File Immediately

ADVANTAGES of FM operation, the immediate opportunities for newspaper publishers in FM radio and specific dollar costs of construction and operation were given to some 500 newspaper publishers and editors at the FM session of the American Newspaper Publishers Assn. last Thursday afternoon at the Waldorf-Astoria.

The newspaper men heard with interest Walter Damm, WTMJ Milwaukee and FMBI president; Dr. W. R. G. Baker, GE vice-president in charge of the electronics department and chairman of the Radio Technical Planning Board, and Dr. Edwin H. Armstrong, FM inventor, relate the various aspects of FM operation. The meeting was followed by a session of written and oral questions answered from the floor by Mr. Damm and Dr. Armstrong.

Independent Programming

"FM opens the door of station ownership," Mr. Damm told the group, "to thousands of individuals and corporations who have long ago realized the potential possibilities of radio, but who have been unable to find a space in the radio spectrum allocated to broadcasting which would permit the assignment of a station in their community. FM, he went on, operating as it does a different part of the radio spectrum and because of its inherent technical advantages, will make possible a number of interference-free stations in every community."

Mr. Damm urged independent programming for FM stations, critically commenting on the views of the national networks that an AM station should broadcast the same programs on FM as are transmitted on his AM station. "FM operation, many FM owners feel, should be independent of their AM operation, and this," he said, "with the full realization that as FM listeners increase, listener turnover will decrease and eventually fade out of the picture."

Independent programming, he explained, will promote a program structure incorporating improvements and changes "which many of us feel are needed". In accordance with this line of thinking, Mr. Damm continued, a group of owners and applicants of FM stations, in 1941, organized a corporation to operate a network of FM stations "which could be operated to take advantage of every improvement offered by this new radio service—something it is impossible to do if FM stations are merely used as a bonus service to AM stations by broadcasting the same programs of both stations."

Mr. Damm explained that duplicate operation might well be considered unfair competition by FM owners not affiliated with an AM station. "As a matter of fact," he asserted, "the FCC rules, which were suspended for the duration, require at least two hours a day of unduplicated programs, and it may well be that when the war is over, and this regulation is reinstated, the number of hours may be increased, or duplicate operation of any kind entirely prohibited."

"Decrease in AM Seen

Newspapers are missing a tremendous opportunity if they do not thoroughly investigate FM, Dr. Baker told the publishers. "Within a relatively short time following the war," he said, "FM stations will be built in most cities (Continued on page 8)
(Continued from page 7)

now having standard stations. FM is also expected to prove economically sound in cities which have not previously supported a broadcasting station. This expansion will result from the fact that FM is the solution to the problems of fading, interference—and static that have hampered low-power standard stations. FM stations can build an audience and deliver it to advertisers by paying it out, regardless of weather or other conditions that frequently affect a standard broadcast reception."

He predicted that there also would be a decrease in the number of standard broadcast stations from the current number of 912 to about 750, and an increase in FM stations from a currently operating 53 to 500, within five years after the war.

"With 912 standard stations producing gross time sales in the neighborhoods to the quarter of a billion dollars," he said, "a tremendous new market and new profit opportunity is offered in the coming FM field, which will make available station time that is necessary to continue the steadily expanding total of radio billings. In addition to the revenue that will accrue to a newspaper operation of a successful FM station, there is the advantage of institutional promotion.

"In fact, some champions of newspaper ownership of radio stations even go so far as to suggest that newspaper publishers embrace FM as a source of first-class institutional promotion among their local readers without any thought to the additional revenues such a service would make available to the newspaper and its clients. That, however, is a matter of individual opinion and depends upon the newspaper's own economic problems."

Armstrong Urges Applications

Dr. Armstrong reviewed the historical development of FM, summarized the advantages and predicted that the 100-mile radius coverage of the FM signal will be increased to approximately a 200-mile radius. "FM today is working up to three or four hours and given suitable elevation will out-

Distinguished Service Award Is Given to Hough by Newspaper Radio Committee

A NEWSPAPER-RADIO distinguished service award for directing and winning the newspaper ownership fight was given Harold V. Hough, WBAP-KGKO Fort Worth, last Tuesday in New York by the Newspaper Radio Committee. A scroll paying highest tribute to the Newspaper Radio Committee chairman, along with a gold watch, symbolized the award. The Committee, which has been questioned for three years that was disbanded in view of the FCC action Jan. 13 in dismissing its proposed newspaper divestment regulation [BROADCASTING, Jan. 17], and deciding to consider cases on their individual merits.

The scroll, signed by Committee members, reads as follows:

To Harold Hough: For three years, from April 1941 to April 1944, you have been chairman of the Newspaper Radio Committee. Your qualities of leadership, your strength of judgment, and your unswerving energy, together with your unselfish subordination of your own interests, have won the respect and regard of the newspaper and broadcasting industries alike. Your sole reward must be the knowledge that you have made a lasting contribution, not only to the members of the newspaper and FM field, but to the cause of freedom of the press. The accompanying gift is only a slight mark of the appreciation of the undersigned, who were your associates and friends.

Harry M. Ayers (WHMA)
Gardner Cowles Jr. (Iowa Broadcasting Co.)
Walter J. Damm (WTMJ)
Dean Fitter (WDBF)
Truman Green (WFLA)
A. H. Kirchoffer (WSBN)
John E. Perske (WAK)
E. M. Storer (Hearst Radio)

Newspaper Radio Committee Dissolved at ANPA Meeting

Retraction of FCC Orders 79-79A Nullifies Duties Of Committee for Newspaper Ownership

NEWSPAPER-RADIO Committee, formed during the ANPA convention of 1941, was dissolved last Tuesday, during the ANPA convention of 1944. Committee was organized following the action of FCC Orders 79 and 79-A, halting the issuance of station licenses to newspapers pending an investigation of newspaper ownership, for the purpose of resisting any Governmental move toward forcing a divestment of newspapers from station ownership. Its declared purpose was to dissolve followed the FCC action retracting Orders 79 and 79-A and placing newspapers on a parity with other applicants, each case to be considered on its individual merits.

Committee Praised

Funds remaining in the Committee treasury, $8,000 to $9,000, will be distributed to members on a pro rata basis. Meeting gave a vote of thanks to Harold V. Hough, Fort-Worth Star Telegram (KGKO WBAP), chairman of both the full committee and its nine-man steering committee, that due to his efforts, the committee continued following the committee's counsel, headed by Sydney M. Kaye, for their work during the three years and three days of the group's existence.

In contrast to the intense and prolonged activity of the Committee's formation, its dissolution was both quiet and rapid, the entire session taking scarcely more than 15 minutes. Mr. Hough opened the meeting at 4 p.m. by reading a resolution adopted by the steering committee at its meeting earlier that day that:

"Inasmuch as the Federal Communications Commission has announced that in the light of the record, Orders 79 and 79-A have been dismissed and the duties of the Newspaper Radio Committee have therefore been concluded, it is the sense of the committee that the Newspaper Radio Committee should be dissolved."

Hough Honored

After the full committee had approved the action of the steering committee, Mr. Hough read a letter he had received from Linwood J. Noyes, Ironwood (Mich.) Globe, president of the ANPA, praising the committee for its "constructive works" and in view of its impending dissolution and the ANPA, stating that the ANPA could do nothing to aid the interests of radio and of newspapers owning stations.

Mr. Hough also read his reply, expressing the personal view that it would be a mistake for the committee to be continued as a part of the ANPA organization since that might be taken to indicate that newspaper stations are operated as departments of the papers, whereas in actual practice there are usually entirely separate organizations, with little duplication of operating personnel. He expressed the hope that newspaper stations entered the radio field because of their past history of successful station operation and because, as stations go into more local news coverage the newspaper background in that field will be of great value.

Walter J. Damm, Milwaukee Journal (WTMJ WMFM), vice-chairman, presented to Mr. Hough on behalf of the steering committee a gold wrist watch and a handsome embossed scroll.

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BROADCASTING • Broadcast Advertising

PUBLISHERS GIVEN FM COST DATA

Estimated construction and annual operating costs of FM stations, prepared by FM Broadcasters Inc., were distributed at the FM session of the American Newspaper Publishers Assn. convention in New York last Thursday for the edification of publishers.

This breakdown showed a total cost of $2,585 excluding taxes, copyright fees, transmitter location, rent and programming costs. Rates were allocated as follows:

Rent (excluding any space needed for transmitter location where transmitter cannot be operated from studio location) $6,000; station manager (emergency announcer) $5,000; announcer effects (pre-scouting program) $2,000; operating (3) $3,500; telephone, office supplies $1,000; promotion $2,000; power and light $1,200; tube replacements $450; apparatus maintenance $700; miscellaneous $1,000; social security and compensation taxes $1,000; insurance $350; depreciation $800; program staff (including programming service $2,500; news service, $3,300; FMH dues $300; miscellaneous program material $1,000; total $52,585.

The breakdown provides very little for local program talent, he pointed out, and means that the station will have to depend largely upon a transcription library service. The amount is dependent upon the type of service the station owner wants to give to his community. Mr. Damm added that the operating costs were subject to variables of salaries, decreases and costs of equipment and other factors.

The construction cost of FM stations from 1 kw to 50 kw were broken down as follows:

<table>
<thead>
<tr>
<th>Power (kw)</th>
<th>3,000</th>
<th>5,000</th>
<th>10,000</th>
<th>20,000</th>
<th>50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost ($)</td>
<td>1,000</td>
<td>2,000</td>
<td>5,000</td>
<td>10,000</td>
<td>25,000</td>
</tr>
</tbody>
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Computed on an average station this basis would mean an approximately $4,800 as an average construction cost. The average
Jett Sees Dual Post-War Video System

Present Standards For One; Other Later

TWO COMMERCIAL systems of television—now to get underway as soon as wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war, are foreseen by Commissioner E. K. Jett of the FCC, recognized engineering and allocations expert.

In answer to questions pro pounded by Norman D. Waters, president of the American Television Society, Lt. Jett last week projected his personal views on the visual medium. The wisest course is to proceed under existing commercial standards, with the more permanent system, occupying a different band of frequencies to come perhaps one or two years later. He feels it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters—simultaneous transmission under the old and new standards.

No Delay Urged

Lt. Jett, who was chief engineer of the FCC from 1938 until his appointment as a Commissioner this year, urged no delay in proceeding with full commercialization of television. To operate an "inferior" system of television as soon as freezes are lifted, and the "superior" system simultaneously, he contends with the plan on AM and FM stations, since it contemplates continued use of both aural bands.

Lt. Jett's letter to Mr. Waters, dated April 19, is being published in the ATS News, bulletin of the Television Society, scheduled to be mailed May 1. It follows in full text:

Dear Mr. Waters:

This is in reference to your letter of April 17, 1944, in which you proposed certain questions with respect to the future of television. I believe that the subject matter has been dealt with at length in articles appearing in the various trade journals, and there is no need, however, why I should not give you my views on this important matter. Naturally, I do not speak for the Commission or any other person.

Accordingly, there is given below a brief statement in answer to each of your questions:

QUESTION 1: What are the possibilities of commercial television, based on the assumption that materials and manpower become available for the production of transmitters and receivers at a reasonably early date?

If materials and manpower become available at a reasonably early date for the production of television transmitters and receivers, the wisest course of action would be to proceed under the existing commercial standards of the Commission. In other words, there should be no delay in promoting the full commercialization of television beyond the time required to manufacture equipment in conformity with existing frequency allocations and engineering standards of the Commission.

I do not mean to imply that we should cease to consider proposals to effect worth-while changes. Indeed, the most time to consider and adopt some desirable changes; for example, the RTTB may be able to show that certain changes can be made without delaying the manufacture and sale of equipment. It would be very unfortunate, however, if the public is deprived of television service simply because there are theoretical fears for certain worth-while improvements.

Obviously, any theoretical proposal could not be accepted unless it can be backed up by practical tests and demonstrations in the field. Therefore, proposals involving extensive research and development should not be allowed to interfere with progress under the existing system.

Higher Bands

The present commercial rules and standards were adopted by the Commission in 1941 after lengthy hearings. Since that time the Commission has reserved 18 channels for commercial television and a few stations have remained on the air in spite of the handicaps resulting from the wartime "freeze" on equipment and manpower. We know that service on the lower seven channels, i.e., below 108 mc will measure up to our original expectations.

I must admit, however, that we lack reliable data with respect to the performance characteristics of frequencies in the upper 11 television bands above 182 mc; likewise we do not have any assurance that high power transmitting equipment can be built for this portion of the spectrum.

Therefore, I am not convinced that the present allocation would permit the licensing of a truly competitive nationwide system of television broadcasting, particularly if lower band channels are assigned to some stations, and upper band channels to other stations in the same city.

There are, of course, other considerations such as the feasibility of developing an efficient receiver which may be tuned to any of the 18 channels. This is important both from the standpoint of sales distribution and convenience to set owners who move from one locality to another. Receivers should, of course, possess the same possibilities with respect to reception of all television frequencies that now exist with respect to Standard and FM receivers.

QUESTION 11: How would you provide for an immediate system, and at the same time provide for a new and improved system of television, so the public will be fully protected?

If large-scale television operations are commenced at a reason

(Continued on page 60)

Build for Better Television—CBS

Kesten Points to War Progress Achieved In Electronics

THE CASE for a post-war renaissance of television on a basis that takes advantage of the normal decade of electronic progress achieved under wartime pressure in slightly over two years, with better pictures, larger pictures and pictures in full color, in contrast to a post-war resumption of television on pre-war standards, is presented by CBS in a 16-page report announced at a luncheon in New York last Thursday.

Proposed Standards

Paul Kesten, CBS executive vice-president, in presenting the report, declared that since Pearl Harbor "enough has already been done—developed, tested, proved and put to work—to strike off the technical shackles that held post-war television to a relatively coarse-screen picture" with "definite new standards which lie today at the very finger-tips of engineers."

He and Dr. Peter Goldmark, CBS chief television engineer, described the proposed new standards: black-and-white pictures comprising 585,000 picture elements in place of the pre-war 250,000 and colored pictures of 900,000 picture elements, broadcast on five bands in place of the pre-war bands of 6 mc. The differences are vividly shown in the report by half-tones of varying screens, both black-and-white and full color.

Arguments Cited

Report cites the arguments against change: Adapting wartime discoveries to peacetime television would involve a post-war lag, estimated by engineers as one to five years; the 7,000 receivers already purchased would have to be scrapped, as well as the money invested in the future worth of transmitting equipment at the nine video stations now operating; improved pictures would take more space in the spectrum which the Government may need for other services; the public would not buy pre-war models if they knew improved sets were in the works, which might tend to balk post-war employment; so much fanfare has been made about present television that any basic change might cause embarrassment; pre-war television, anyway, was pretty good and why change it?

But, the report declares: "CBS believes that all of them combined do not offset the simple rule of public service which demands the best-end product any industry can give. We recognize the problem which a quick and basic shift of

(Continued on page 62)
Radio Operator Pulliam Buys Indianapolis, Muncie Papers

Sets Precedent in Press-Broadcasting Ownership; Price of Dailies Reported at $2,500,000

IN A "man bites dog" version of newspaper-radio ownership, Central Newspapers Inc. of Indianapolis, controlled by Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, last week purchased the Indianapolis Star and the Muncie (Ind.) Star. The price was understood to be in the neighborhood of $2,500,000, representing one of the largest newspaper transactions in recent years.

The purchase was consummated with the Star Publishing Co., publishers of the two newspapers, on April 25 through acquisition of all of the common stock. Mr. Pulliam immediately took over as publisher. Central Newspapers Inc., the majority of which is owned by Mr. Pulliam and his wife, also owns the Huntington (Ind.) Herald-Press, the Vincennes Sun-Cornmercial, operated in conjunction with WAOV, and is a stockholder in WKDV Richmond, Ind., and KPHO Phoenix, Ariz., recently acquired.

No Staff Changes

The Indianapolis Star, morning newspaper with a Sunday edition, is one of the best-known publications in the Middlewest, with a daily circulation of approximately 130,000 and a Sunday circulation of about 100,000. The Muncie Star, also a morning newspaper, has a circulation of approximately 25,000.

The transaction was negotiated by Smith Davis, head of the Smith Davis Co., Cleveland, newspaper and radio station consultant, and was financed through that company.

Mr. Pulliam, active in radio since acquisition of WIRE a decade ago, announced plans for the Newark newspapers which would remain unchanged. B. F. Lawrence, publisher and general manager of the Indianapolis newspaper, will retire from that post.

The acquisition of an important metropolitan newspaper by broadcasting interests is believed to be without precedent. The usual practice has been purchase of local stations by newspapers, with a dozen such applications now pending before the FCC.

The April 26 issue of the Indianapolis Star carried announcement of the transaction. "To meet a tax situation in the settlement of the estate of John C. Shaffer, deceased, sale of the common stock of the Indianapolis Star and the Muncie Star (Star Publishing Co.) was consummated yesterday (April 25)," said the announcement. "Mr. Eugene C. Pulliam of Indianapolis is the purchaser and will take possession immediately. We bespeak a hearty reception and continued success for Mr. Pulliam, who is known not only to Indianapolis but to all Indiana as a civic leader, a newspaperman and operator of radio stations." The announcement was signed by B. F. Lawrence and Walter Brewer, trustees.

Active in Radio

Another important transaction in Indianapolis involving newspaper-radio ownership was completed in February subject to FCC approval. The Indianapolis News, afternoon newspaper, contracted to purchase WIBC for approximately $440,000. This transaction involves acquisition of the station's stock from H. G. (Bud) Wall, attorney, and his wife, who own 75%, with the balance also to be acquired. This transaction also contemplated payment by the newspaper to Indianapolis Broadcasting Co., WIBC licensee, of approximately $2,000 per month, pending FCC approval.

Mr. Pulliam has been active in radio affairs and several years headed Network Affiliates Inc., organization of regional stations combattling high power. He also was active in the reorganization of the San Antonio Local KABC Asks Expansion to 50 kw on 680 kc

Outlet Plans to Purchase Mexican Station, Transfer Equipment to San Antonio for Installation

By L. C. CHRISTOPHER

OPERATION of a new high-powered station in San Antonio, utilizing the equipment of XENT Nuevo Laredo, Mexico, across the border from Laredo, Tex., is proposed in an elaborate application filed last week with the FCC by KABC, San Antonio local and Blue outlet. The application seeks assignment on 680 kc, erstwhile clear channel of KPO San Francisco, with 50,000 w day and 10,000 w night, using a directional antenna. KABC now operates on 1450 kc with 250 w. The station would continue on the Blue.

Five New on 680 kc

Marking the second time that Mexican equipment would be used for operation in Texas, the KABC application sets forth that the XENT equipment would be purchased, moved and installed for approximately $190,000.

Alamo Broadcasting Co., operators of KABC, is identified with the Col. Elliott Roosevelt and Ruth Gogins Roosevelt interests operating the Texas State Network and other Texas stations.

Last year the FCC authorized the transfer of the present KABC outlet to Mr. Pulliam, who is known is not alone to Indianapolis but to all Indiana as a civic leader, a newspaperman and operator of radio stations."

(Continued on page 65)

MR. PULLIAM

NAB in 1938. For the last three years he has been State Chairman of War Bond campaigns in Indiana.

Born on May 3, 1889 in Kansas, Mr. Pulliam began his newspaper career as a cub reporter on the Kansas City Star. In 1912 he became editor of the Atehian (Kan.) Champion and three years later editor and owner of the Franklin (Ind.) Star. In 1923 he also became publisher of the Lebanon (Ind.) Reporter and 10 other Midwestern newspapers. In 1929 he formed Oklahoma Newspapers Inc. and afterward established Central Newspapers Inc. operating in Indiana.

Elias Calls NAB Legislative Group

Meeting May 8 Coincident With Full Board Session

DESPITE mixed reports about prospects for radio legislation at the present session of Congress the NAB Legislative Committee meets in Washington next week coincident with the May 8-10 sessions of the Board of Directors to reapprove the wording of the White-Wheeler Bill (S-814), now pending before the Senate Interstate Commerce Committee. The full board of 26 will meet for the first time since J. Paul Ryan took over the presidency of the Association April 15, succeeding Neville Miller.

Although Chairman Wheeler (D.-Mont.) and Acting Minority Leader White (R-Me.) in the past have blown hot and cold on legislative prospects, it was reliably stated last week that a revised bill generally acceptable to both now was being prepared and would probably be reported to the full Committee within a fortnight.

The co-authors, it is understood, met privately last week to iron out proposed modifications. The bill is understood to provide for a five-man FCC, separated into two autonomous divisions, and with a rotating chairmanship.

Don S. Elias, chairman of the NAB Legislative Committee and a board member, called the Committee meeting for May 8. Practically all of the Legislative Committee members are members of the board. In addition to Mr. Elias, they are: Clair R. McCollouhie, WGGL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; D. Shoup, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafis, WFO Columbia, S. C.; Nathan Lord, WAVE Louisviile, Ky.; Ken S. O'Connor, KGHL Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

WRNL Transfer

RICHMOND Radio Corp., licensee of WRNL Richmond, Va., last week filed with the FCC an application for authority to transfer control from J. Strother Green (60%) to Douglas S. Freeman (28%) and D. Tennant Bryan (20%) to Richmond Newspapers Inc., which publishes the Richmond Times-Dispatch and other newspapers.

The transfer involves all of the 500 shares voting stock and would cancel certain obligations held against the station by J. Strother Green Co., which merged with the Times-Dispatch in 1940 to form Richmond Newspapers Inc. The relinquishing parties are identified with the ownership and operation of the newspaper and radio organization. The transfer in no wise would affect management or operating policies of the station. General manager is Edward S. Whitlock.
NWLB Summons Petullo In Radio Strikes

Demands to Know Why He Defied Work Order

By JACK LEVY

FOLLOWING refusal of James C. Petullo, AFM president, to comply with its request to call off his "make-work" strikes at WJJD Chicago and the Minneapolis studios of KSTP, the National War Labor Board April 11 week summoned the union leader to appear before it at a public hearing today (May 1) to explain why the strikes have not been terminated and to show cause why sanctions should not be imposed.

Following a meeting last Wednesday, the Board issued a statement declaring it has summoned Mr. Petullo and officers of the Chicago and Minneapolis AFM locals to Washington "to show cause why the strike has not been terminated as directed by the Board on April 21 and why the Board should not immediately invoke sanctions and penalties provided under the War Labor Disputes Act and Executive Order 5970."

Other Efforts Fail

While the statement referred to the strike at WJJD, which was certified to the Board April 21 [BROADCASTING, April 24], telegram summing union officers were sent to Mr. Petullo, Edward Benkert, secretary of AFM Local 10, Chicago, and George Murk, president of AFM Local 73, Minneapolis.

The Board's action came after other recourses to end the two strikes proved unavailing. The WJJD strike, now in its third week, and the KSTP walkout, which is two weeks old, have been repudiated by William Green, AFL president, as unauthorized and violative of labor's non-strike during wartime. Mr. Green had informed Ralph L. Atlass, WJJD president, and Stanley Hubbard, president of KSTP, that he would endeavor to reach Mr. Petullo in an effort to end the strikes. At last reports, he had been unsuccessful.

A telegram April 22, Mr. Green advised Mr. Hubbard as follows:

Regret to learn of existence of strike of musicians at your radio station. We will go into matter and endeavor to get in touch with representatives of AFM and exercise all efforts possible to get men back to work.

On Monday, Clyde M. Mills of the WLB Strike Section notified officers of Local 73, Minneapolis:

The Secretary of Labor and the U.S. Conciliation Service have notified the NWLB that a dispute involving Local 73, AFL (AFM) and KSTP Minneapolis is in process of certification to the Board. The Board is in formulating a strike of some member of your organization is in progress which is seriously affecting the operations of KSTP.

This strike is contrary to the national policy and in violation of the no-strike pledge of your organization. This strike must be terminated immediately. You are directed to take such steps as may be necessary to terminate this strike and restore KSTP to normal condition. Please advise the Board of any action taken in compliance with this order.

Earlier, similar instructions had been telegraphed to officers of Local 10, Chicago.

Union Denies Strike

On Tuesday Stanley Ballard, secretary of Local 73, replied to Mr. Mills:

In answer to your telegram to George Murk and myself, our local feels the insurrection in Minneapolis...are continuing to service station KSTP there...is no existing strike. What is true is that the management is not in agreement with our contentions, musical programs services by our members have, with our sanction, continued to be broadcast over the station during the entire period of the controversy.

We further feel that the disagreement in which we are having the management of the radio station does not in any way affect the war industry. Under the circumstances we ask you to direct the NWLB and the War Labor Disputes Act inasmuch as we Jacobs are playing over the station we are not disregarding labor's pledge not to take action that would be deleterious to war before your board at any time in support of our contentions.

The Chicago AFM local also claimed that its action does not affect the war effort. A telegram received the same day from Mr. Benkert stated:

We are in receipt of your telegram of April 21 wherein you advised that the Secretary of Labor and the U.S. Conciliation Service have certified the labor dispute between WJJD and the Chicago Federation of Musicians, Local 73, AFL, to the NWLB and the War Labor Disputes Act.

This particular dispute does not in any way affect a war industry. Nor is the class of work performed by the employees war work. Careful inquiry on your part will convince you that there is no interference of any kind with the war effort.

Under the circumstances we are not violating the War Labor Disputes Act nor labor's no-strike pledge. We will be pleased to appear before your Board at any time in support of our contentions.

Despite Mr. Ballard's denial that "there is no existing strike", members of the Minneapolis local told Mr. Hubbard, it was learned, that they were still under orders not to play at KSTP's Radio City studios in Minneapolis. Mr. Ballard's assertion that members of the union are "continuing to support" the station referred to KSTP's St. Paul studios.

The musicians indicated their personal willingness to comply with Mr. Hubbard's request that they resume their broadcasts of "Overseas Special", a servicemen's program, from the station's Minneapolis studio, but said their orders would not permit them to do so. The program is broadcast nightly before a live audience, including members of the armed forces, and is for troops at home and abroad.

"Advertisers Being Robbed"

"Although the union has attempted to make much of the fact that the musicians have continued to play on our St. Paul studios," Mr. Hubbard said, "they have studiously neglected to consider KSTP's reasons for opening its Radio City, Minneapolis studios. "KSTP was instrumental in the reopening of the northwest's greatest showplace as Radio City and created Radio City studios in order to provide complete and adequate radio facilities for the listeners of Minneapolis. KSTP opened its Radio City studios in order to give the people what they wanted, the opportunity to see as well as hear KSTP's programs.

Minneapolis advertisers, too, are being robbed of something they have a right to expect. When (Continued on page 57)

J. C. Petullo: Little Man Who Isn't There . . . . . . An Editorial

NOTHING short of calling out the Marines, it seems, can stop James Caesar Petullo in his blast against radio. He seems to ignore the President of the American Federation of Labor, with which his musicians' union is affiliated. The National War Labor Board and the Dept. of Labor are just passing incidents in his life. Evidently he can be repressed. His "strike" are called in disarray of national policy and the "no strike" pledge of AFL and its affiliated unions.

AFM locals have struck at WJJD Chicago and KSTP St. Paul-Minneapolis. There isn't any explanation from Petullo. The station managers say they were asked to double their quota of musicians. Why these sudden strikes? WJJD was in the news recently because it has been sold, subject to FCC approval, to Marshall Field, Chicago merchant prince and newspaper publisher. KSTP recently dedicated fine new Minneapolis studios. Did Jimmy simply figure that they could afford to pay this additional tribute? Sounds like a good guess since Jimmy's whole philosophy appears to be to make radio pay through the nose on his phony "unemployment" premise—an argument that was presented to the Marine's war effort. The War Labor Board in its report on the transcription and recording strike called by Jimmy in August, 1942.

And the question logically arises whether all this is a smoke-screen to cover Jimmy's negotiations with the major networks to force him to come out of his "no-strike" policy, along with other concessions. Cal J. Smith, KFAC Los Angles, a member of the NAB board, contends this will pave the way for union "platter-turners" at all stations, and ultimately give Jimmy complete control over all independent stations. Unless stations hired studio bands Jimmy could call out his "platter-turners", since announcers and technicians would be precluded from handling records or transmissions by union jurisdictional agreements.

NWLB, its ire up over Jimmy's tactics, has hailed him to the carpet, along with the heads of the AFM locals responsible for the KSTP and WJJD strikes. Maybe the redoubtable Jimmy will be brought to book this time—provided he can be located.

Election year or not, Congress certainly should put a stop to this sort of legalized "shake-down", which permits a union czar to deface the Government and ignore the command of his own parent union head. If not otherwise occupied, the Marines could do it.
CBS Wins Five Peabody Radio Awards

NBC, Blue, KYA, KNX Also Are Cited

FIVE of the eight major citations for the 1943 George Foster Peabody radio awards, for outstanding service in radio, have been given CBS stations or programs, according to the formal announcement last week by the Henry W. Grady School of Journalism of the University of Georgia.

The 1943 winners are:

Outstanding community service by a regional radio station—These Are Americans, KNX Los Angeles. Honorable mention for Junior Commandos, WSNJ Bridgeport, N. J.

Outstanding community service by a local radio station—Calling Longshoremens, KYA San Francisco.

Outstanding reporting of the news—Edward R. Murrow, CBS.


Outstanding entertainment in music—Music and the Spoken Word (San Luis Obispo, California and the Berkeley Choir), KSL Salt Lake City.

Outstanding educational program—America's Town Meeting, Blue. Honorable mention for The Lands of the Free—NBC Inter-American University of the Air.

Outstanding children's program—Let's Pretend, CBS.

A special citation was voted for Bob Hope, NBC top-rated comedian, "in recognition of his untiring zeal and entertainment spirit" during his recent tours there and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured.

The Peabody committee does not wish to overlook this superb contribution."

Announcement of the awards, established in 1941, was made by Edward Weeks, editor of the Atlantic Monthly, chairman of the Peabody board, and Dean John E. Drewry, of the Henry W. Grady School of Journalism, through whose offices the awards are administered, with the assistance of the NAB. Time and place of the actual presentations have not been announced.

The Peabody citations are designed to give recognition to meritorious public service by broadcasters and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

Method of Selection

Last year's winners are Charles Collingwood, CBS correspondent; The Man Behind the Gun, CBS, for "outstanding entertainment in drama"; The Standard Symphony, NBC Pacific Coast, for music; Afield with Ranger Mac, weekly series on WHA Madison, in education; Our Hidden Enemy—Venereal Disease, transcribed series on KOAC Corvallis, Ore., for outstanding public service by a local station; and The Home Front, weekly program on WCHS Charleston, W. Va., for outstanding public service by a local station.

This year's selections, it was announced, were the result of an elaborate screening process, described as the most detailed in the history of the awards. Under the direction of Mrs. Dorothy Lewis, coordinator of listener activities of NAB, listening post committees were set up in more than 100 cities. Dean Drewry arranged for similar committees in many institutions of higher learning.

The reports of these committees, plus entries from stations and networks, were studied and incorporated in a digest and report prepared for the advisory board by a special faculty committee of U. of Georgia. After a preliminary screening, the board sought additional information about certain programs. Individual board members then were polled. These ballots were consolidated by Chairman Weeks and Dean Drewry. The winners represent the majority opinion of all the screening groups, it was said.

Members of the advisory board are: John H. Benson, president, American Assn. of Advertising Agencies, New York City; Dr. William B. Neeb, President, The George Foster Peabody Foundation, Inc., New York City; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, and president of "Vadoos"; Mr. Weeks; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City.

Faculty Committee

The faculty committee consists of Mrs. Mary S. Gaston, chairman, assistant in journalism; Miss Florence Yamin, associate professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, Department of Drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio; and Louis H. Edmondson, acting assistant professor of journalism.

Trammell Heads Group

At WHAM Ceremonies

NILES TRAMMELL, NBC president, was head of a group of NBC executives who were scheduled to take part in ceremonies at WHAM Rochester, today (May 1) when the station became a full-fledged member of NBC's basic network. Highlight of the ceremonies was to be a banquet attended by officials of the Columbia-Carlson Co., owners of WHAM, members of the Rochester City Government, and network representatives. Principal entertainment was to be a performance of the program "Mirth & Madness," originating from WHAM Monday night.

NBC officials making the trip, in addition to Mr. Trammell, are vice-presidents William S. Hedges (stations), Roy C. Witmer (sales), Clarence L. Menser (programs), and O. B. Hanson (engineering). Eastern field claims manager is Assistant to Mr. Hedges, and John T. Murphy, of station relations, and Sydney Eiges, assistant manager, press department, complete the network delegation. On the preceding day, William Fay, Stromberg Carlson vice-president in charge of radio, and the WHAM staff, were to be hosts at a party for the cast of "Mirth & Madness," and for the press.

HONORED IN PEABODY AWARDS

RALPH CASEY, director, School of Journalism, U. of Minnesota, Minneapolis; Jonathan Daniels, editor Raleigh (N.C.) News and Observer, now in Washington as administrative assistant to the President; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Joseph Henry Jackson, literary editor, San Francisco (Cal.) Chronicle; Floyd Kempter, executive editor, New York Times; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, and president of "Vadoos"; Mr. Weeks; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City.

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A & P Test Spots

THE GREAT Atlantic & Pacific Tea Co., New York, last week started a national test spot campaign for their various divisions, built around the theme "It's Time To Turn To The A & P." Schedule calls for one-minute singing commercials on some 33 stations in 31 eastern and midwestern cities, for 13 weeks, with plans beyond that date undetermined. For A & P in New York told Broadcasting that the company was expanding its radio advertising because "of the limitations and curtailment of newspapers' advertising space."

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Who Would Pay More To Reach Fewer Radios?

Some people do. That happens sometime in radio with those who don’t know the Baltimore market thoroughly. But not to people who know the astonishing story of W-I-T-H, the independent station. W-I-T-H gives you 92.3% of radio homes in the Baltimore trading area. It produces at the lowest cost by any method you choose . . . coverage, popularity or cost. W-I-T-H is the Baltimore buy.

ON THE AIR 24 HOURS
A DAY—7 DAYS A WEEK

W-I-T-H
THE PEOPLE’S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
THIS IS

John Rourke

NATIONALITY: American
AGE: 48
CHILDREN: 3...

...so what?
There's nothing unusual about John Rourke. He's just another WOR listener. But what WOR knows about the Rourkes, Cohens and Boccalinis of Greater-New York is unusual.

Two weeks out of every month, WOR talks—through the skilled personal interviewers of Crossley, Inc.—to more than 6,000 people like John Rourke, and Mrs. Rourke, too. All ages, all incomes, both sexes range within the circle of this penetrating, scientific radio quiz.

Since June, 1941, Crossley, Inc. has talked to approximately 300,000 Rourkes and their families. What they think from month to month about your show is tucked compactly between the bright blue covers of WOR's "Continuing Study of Radio Listening." But, vice versa, what you want to know about the Rourkes is there also.

Is it the ages of your listeners you want?

WOR's "Continuing Study" has it.

Would you like to know the sexes of your listeners?

WOR's "Continuing Study" has it.

Do you want to know how many people are in your average listening family?

WOR's "Continuing Study has it.

Would you like to know how much your listeners earn?

WOR's "Continuing Study" has it.

Is it any wonder then that WOR can help its sponsors and their agencies pick the right time and show as accurately as a gunner lobs a shell?

Why not call WOR today about your time or show problem? For greater accuracy, economy and ease, there's nothing like using WOR's exclusive "Continuing Study of Radio Listening" as a yardstick. It's the key to a greater per-penny profit on every penny you invest in New York radio.

The number is PE 6-8600. Our address, 1440 Broadway, in New York.

---that power-full station---
INSPIRED by WQXR's (New York) recent ban on singing commercials, Edgar Kobak, executive vice-president of the Blue Network, unburred himself of the follow-
inaries and general:

Once upon a time there was a man who lived in the woods all by him-
self. He had a very nice house and a lot of dogs which he had obtained to
fight off the wolves who lived in the woods with him and his dogs.

But on a certain day, one of the dogs barked with Reo. Unfor-
tunately the man had never heard of fleas and he did not know how to get
rid of them. So thinking that all dogs had fleas, he got rid of all his dogs.

Then the wolves came in and got rid of him.

Radio in the United States is not supported by the government, nor
by the broadcasting companies them-

WINTERSCRIPTS

BARRED BY RANKIN

TRANSCRIPTS of broadcasts by Walter Winchell, Blue com-
troller, will be barred from the Congres-
sional Record if Rep. Rankin (Tenn.)
says. Mr. Rankin served notice last Tuesday that he would "not agree to Wal-
ter Winchell's broadcasts going into this Record at this time, or
at any time hereafter."

He blocked attempts of Rep. Martin Kiernan (Pa.) to insert
in the Record a copy of Mr. Winchell's reply April 2 to Rep.
Davis (Tenn.) (h 3) the chairman of the
the House Special Committee on Un-
American Activities, following Rep.
Dye's appearance on the Blue net-
work following the Winchell Jer-
gen's Journal March 26.

On the Senate side Drew Pear-
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Howard Saunders,

announcer and engineer at WMFR
High Point, N.C., was killed in his own airplane April 22 when it
crashed coming in for a landing. He
was buried April 24 at 5 p.m.
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hillbilly records usually went on
the air. WMFR broadcast the ser-
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Curtis Publishing Co., Phila-
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Geyer, Cornell & Newell Plans Post-War Video

EDITOR, BROADCASTING:

I am sorry our agency was omitted in the line-up in connection
with the "Agencies Ready for Postwar Television" article in
the current (April 17) issue of
BROADCASTING. Unfortunately, the
Radio Department did not fill in the line-up return the precipitously,
but because it was felt it would not be of use to you, as we have no tele-
vision programs in our air. How-
ever, I note in the line-up of ag-
cies listed, quite a number are in the same state of the

We believe that no major adver-
sing agency can afford to over-
look the growing importance of television. It is bound to be ahead
with great rapidity after the war, and we must be prepared to take
advantage of the opportunities the
new medium will present for sev-
eral of the national advertisers we
serve. We are closely following te-
levision developments and learning
as much about its requirements as
possible.

Eleanor Larsen and John T.
Loveton, Associate Radio Directors
of the agency, are both very much
interested in television, and the
latter is directly responsible for the
agency's planning in this field.

Edward F. Thomas

a.

Edward F. Thomas

Public Relations Director

Geyer, Cornell & Newell

Named by Blue Group

G. ALLEN CAMPBELL, general

manager of WXYZ Detroit, has

been elected to succeed Harold V.
Hough, KGKO Fort Worth-Dallas,

as chairman of the Blue's Sta-
tions Planning & National Affairs

Committee at a meeting in New York,

April 21. [Broadcasting, April 24]

Henry P. Johnston, manager

of WSGN Birmingham and secretary of the committee, was

named to the newly-created post

of vice-chairman.

Sponsors Planning Summer Schedules

 Some 25 or More Revamping

Broadcasts for Season

SOME 25 network advertisers are

revamping their summer schedules

by substituting new shows or by
changing featured stars while

retaining basic formats, and talent,

according to a check of New York

agencies. The four major networks

had received few definite orders on

summer changes.

Philco Plans

About half of the 25 or more programs scheduled for revision or replac-

ement were still without defi-

nite substitutes, including Philco's

Radio Hall of Fame, to be replaced

on the Blue by a new show June 4-

Aug. 27; Standard Brands, Charlie

McCarthey off NBC June 28 for 12
weeks; Gillette, Dandy's Tavern,

off the Blue 13 weeks July 10.

There are several alternatives

for the first-half of General Foods' Kate Smith Hour, off CBS July

10, CBS July 10, including

Maxwell House Coffee Time which

may shift from NBC or go off en-
tirely for the summer. Glass' Cor-

tiss Archer on CBS will probably

hold on for the last 25 minutes of the Kate Smith Hour for the sum-

mer.

Goodyear Shift

Previously reported is the suc-

cessor for Goodyear Tire & Rubber.

Co.'s Hook 'n' Ladder Follies, with

Ralph Dunke on NBC. Moving to

Hollywood May 13, to secure Andy

Devine, movie comedian as the fea-
tured star, the program will

emerge in an entirely new format in

a 13-week deal.

Among the programs to continue

the same format with summer vac-

tations for the featured stars, Coca Cola Co.'s Pause That

Re

spect CBS, which will have Pat

Fenning, conductor, with Andre

Kostelanetz in a musical project for

the Army. Ronald Colman will be

replaced on the NBC Electric Autolite

Show for 13 weeks starting June 9, and

there will be a substitute for Kay

Kysyr on American Tobacco Co.'s

NBC program for eight weeks, and

for Bing Crosby on Kraft's Music

Hall on NBC, probably his brother

Bob.

Scheduled for lay-offs with no

replacement are General Foods' A

lridge Family on NBC, and Dinah

Shore, CBS, both off for eight

weeks June 8; Lever Bros. 'Lux

Theatre, off CBS July 10 for 8
weeks; Allis Chalmers' Boston

Symphony and pop concerts, off the

Blue July 8-Sept. 27. Sweets Co.

will discontinue Dick Tracy, and the

Wander Co. Capt. Midnight, on

the Blue, which shows expected to

continue cooperatively sponsored and

sustaining, respectively.

BROADCASTING • Broadcast Advertising

Page 16 • May 1, 1944
True representation, where it counts and when it counts, is the goal that Weed achieves. Weed offers salesmen.

Weed men get called in — yes; advertisers and agencymen regularly seek their help. But Weed men keep continually at the business of getting the business, which means making — creating — the calls.

That's one reason why “Nationally Represented by Weed and Company” on a station letterhead means that that station shows ever-increasing returns.

Slogan for stations: “Weed 'em and reap!”
Private Net Urged At Canada Hearing
CAB Advocates Judiciary Body To Regulate Broadcasting

REQUESTS for establishment of a privately-owned competitive network to the Canadian Broadcasting Corp., thawing of power increase restrictions, setting up a judiciary body to regulate broadcasting in Canada and the granting of experimental and commercial licenses, television and facsimile licenses to Canadian stations were presented April 26 to the Parliamentary Committee on Broadcasting by the Canadian Assn. of Broadcasters at Ottawa.

CAB submitted that CBC should confine its operations to its own stations and network broadcasting over independent stations should be by affiliation agreements through contracts, not by regulation or compulsion.

Assurance Asked

Assurance on continuance of their license and frequency, increased power under the Havana Treaty and encouragement to improve station facilities were asked by the independents, who feel that regulation of broadcasting tends to them should be administered by an impartial and judiciary body and not by the CBC as at present.

A second network competitive to the CBC national network is advocated by the CAB, which voiced a similar request in 1939, because under the present set-up only CBC may sanction networks, and channel line rates make many sustaining and commercial network programs prohibitive in cost.

With one or two exceptions, Canadian stations have no experimental television or facsimile licenses, none have commercial licenses and the CAB is requesting permission to spend money for increasing such facilities.

Arguing that if stations are not allowed to go the limit on their allocations, Canada, will lose channels under the Havana Treaty, CAB was informed earlier that power freeze would stay because stations could not get equipment. CBC stations are allowed to increase power over the 1 kw limit set in 1936.

CAB pointed out that network stations are allowed more evening transcription time than private stations, and lifting of price mention restrictions was urged to speed up buying for farmers.

Western stations asked for relief of compulsory evening network time to give more adequate local service to their listeners.

A second independent survey made by Elliott-Haynes Ltd., Toronto, showed that most Canadians were for private ownership and management. Survey shows this year and in 1943 (figures in brackets) 23% (27%) in favor of government management; 43% (32%) in favor of private enterprise; 29% (35%) for private ownership under government supervision; 56% (6%) no opinion.

Jos. Sedgwick, CAB counsel, stated that a monopoly exists when all network line facilities are controlled by one authority and CAB does believe with War Service Minister LaFlèche, under whom CBC operates, that Canada will be best served by a dual system which, under present control does not and cannot operate.

The CAB was represented by directors: Dick Rice, CFRN Edmonton; vice-chairman; Phil Laflèche, CKAC Montreal; Ralph E. White, CPIC Kamloops; Gerry Gaetz, CKRC Winnipeg; Lt. Col. Keith Rogers, CFCF Charlottetown; A. A. Murphy, CFQC Saskatoon; Ted Campeau, CKLW Windsor; Jack Cooke, CKGB Timmins; N. Thivierge, CFCF Quebec; Glen Bannerman, president and general manager; Arthur Evans, secretary, and counsel Jos. Sedgwick, who presented the CAB brief.

UP Invasion Plans

UNITED PRESS RADIO last week started transmitting to its clients by wire special background scripts designed for use when the Allied invasion of Europe begins. Material includes 12 "invasion" scripts and 13 special features with allowance for special breaks for the latest bulletins. Added to the regular UP radio new wire news, the scripts will give UP clients a total interruption-free output of nearly 49,000 words of copy during the first eight hours following the invasion break, according to UP.

Don Juan Spots

DON JUAN Inc., New York, last week announced a radio spot campaign in 43 cities in addition to magazine and newspaper schedules for Don Juan lipstick. Agency is J. M. Korn & Co., Philadelphia.

The policy hits commercial continuity which contains controversial material. "Commercial time," the policy announcement states, "is sold on its facilities by the corporation to advertisers who have specific goods or services to sell to the listener. The commercial content of these programs should be limited to the promotion or sale of such goods and services, and comments or opinions promoting economic theories should be forbidden. Programs which depend for their attraction on a money or lottery allure will not be considered acceptable."

BEST CBC PROGRAMS TO BEST PROGRAMS

SPONSORED programs on the Canadian Broadcasting Corp. will in the future obtain choice evening or daytime periods only if the programs have shown consistent improvement. This departure was announced by the CBC at Toronto April 26.

In determining degree of excellence achieved, all relative factors shall have due consideration, the CBC stated. Preference will not necessarily depend upon the size or pretentiousness of the production, but rather upon the degree of artistic ability displayed, it was added. Committee consisting of the CBC general manager, general program supervisor and commercial manager, or their appointees, will serve as judges.

Radio Aid in Court Sought by Vitaplus

Firm Enlists Stations' Support In False Advertising Charge

STATIONS which carried commercials for Vitaplus, a tablet said to reduce cholesterol from 20% to 39%, may be called upon by their client for support in fighting court charges of false and misleading advertising through radio and television.

A spokesman for Vitaplus Inc., New York, said he felt stations should share the burden of the fight, provided they examined the basis of the claims through studying testimonials, test results, furnished charts, records, and other material, and found the company's statements about the product to be correct.

Case is scheduled to come up for trial at the Court of Special Sessions in New York, May 15, but may be postponed to allow time for further preparation, he said. Charges brought by the District Attorney's office involves Vitaplus Inc., Dr. Sylvain D. Broder, president and treasurer and chemist; and Kalman Greenberg, vice-president, of the company, and a law firm.

The pair were arrested Friday, April 21, and brought before the Court of Special Sessions, charged with misdemeanor in falsifying the quality of the tablet.

Product was introduced on the air last September. Schedule was expanded to 40 outlets, including three in New York, most of which carry commercials from Tuesday to Saturday.

The firm felt the matter could have lasted one month or six weeks ago, when a broadcast warning by Mayor F. H. LaGuardia on WNYC New York brought a halt to the campaign.

COVERAGE STUDY

BY NAB STARTS

TECHNICAL subcommittee of the NAB Research Committee started work when the station coverage methods already submitted, Roger W. Clipp, president, WFIL Philadelphia, and chairman of the group, reported after the subcommittee's first meeting last Thursday in New York.

"Further proposals will be reviewed by the Committee as received," Mr. Clipp stated.

"Although publication is prohibited at this time, the Committee is confident that those interested in the subject will direct their ideas to its attention."

Committee, appointed last month to study station coverage and circulation measurements with the goal of achieving a standard method for the entire industry [BROADCASTING, April 10], received a prospectus of a cooperation at last Thursday's session, which will be taken up at the next meeting, scheduled for May 21 in New York.

Present at the session, in addition to Mr. Clipp, were: John K. Churchill, CBS; Edward F. Evans, SNET; Dana L. Rumple, MBS; Dr. Sydney T. Rumple, Kenneth Greene, NBC; Paul F. Peter, NAB, Committee secretary.

Blue Adds Two

EFFECTIVE May 6 and 15, two new stations will become associated with the Blue Network, bringing the total of Blue affiliates to 153. Stations are WOBC Hyannis, Mass., owned by E. Anthony & Sons, operating fulltime with 250 w on 1240 kc, and WMAN Mansfield, O., operating full time with 250 w on 1400 kc.

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BROADCASTING • Broadcast Advertising
The Only SINGLE MEDIUM

Completely COVERING THE INLAND EMPIRE

Covers Like a Gentle Rain
- 19 Counties in Eastern Washington
- 10 Counties in Northern Idaho
- 5 Counties in Western Montana
- 3 Counties in Northeastern Oregon
In its Primary Coverage Area Alone

5000 Watts – 590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
RADIO CENTRAL BUILDING
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
Jig-Jig—Army Voice Above the Bombs

JJRP Broadcasts From Anzio Beachhead To America

By ERIC SEVAREID
CBS Correspondent

WITH The Fifth Army, on the Anzio Beachhead in Italy, April 24 (By cable to BROADCASTING)—Jig Jig Roger Peter is the name of the most embattled broadcasting station in the world and you'll find it in the parlor of a pastel-hued plaster house which was the Anzio summer residence of an Italian banker who has since fled to German-held Rome.

The station is named Jig Jig Roger Peter because JJRP is its call letters and the house is named the Villa of Vice simply to distinguish it from the Villa of Virtue a few steps away where the radio correspondents here live with their colleagues. In the Villa of Virtue the correspondents sleep in a large dormitory which was separate bedrooms until a bomb transformed them but the Villa of Vice is intact, except for one perforation in a wall which merely removed the hind end of a painted bulldog. It left intact some tourist views of Japan on a table.

Enemy Lines Visible

There are ten shell holes in the gardens of the Villa of Vice and from the roof you can see the enemy lines and witness our bombs leaving our planes and cascading down on the Germans. You slip along the walls from Virtue to Vice and if you're wise you keep your helmet on when broadcasting because the plaster overhead is wired on and it falls in chunks.

A fountain plays in the garden and Sgt. Maurice Andrew of the radio crew tends the flowers and makes salads from the since-fallen banker's greens. The radio crew lives constantly in Vice, pumping water from the well to the roof and thence to the bath and sink. The boys take shelter from the enemy's bombs in a dugout in the cellar where rations of water and cigarettes are stocked. Our radio generator nestles among the sandbags in a corner of the garden. A shell landed only 20 feet away the other day, but it failed to halt the generator's throbbing.

Jig Jig Roger Peter is a Hallcraft 299 transmitter which came ashore at Anzio on D-day, at 8:30 in the morning of Jan. 22 when the Fifth Army invaded and won the beachhead. Jig Jig is encased in a wooden housing called the “Dog House” and was chaperoned ashore by Major Henry Ehrlich of Brookline, Mass., Chief Radio PRO Officer on the beachhead, and Lt. James Holmlund of Bangor, Wis., radio officer here.

Invasion Broadcast

JJRP was inside a duckboat, which in turn was inside an LST. The LST simply opened the gate and the duckboat drove up a shallow ramp and chugged up to the red beach. By 11 o'clock in the morning the first eyewitness news of the invasion was clicking out by key—in Morse code—over Jig Jig, which was at that time still on the duckboat hidden in the woods.

Four days later Jig Jig was unloaded by a crane and installed in the Villa of Vice.

Since then Jig Jig has operated without a halt for press copy which was keyed to Naples except for five days shutdown in February when General Alexander, who thought his correspondents were “alarmists”, ordered direct news from the beachhead stopped. On Feb. 10 two of the crew were wounded—Pvt. William McErlane of Cincinnati and Sgt. Laurence Jolly of Rusk, Tex. A 70mm shell hit a telephone pole in the grounds exploding above the ground at the moment when the entire crew was standing near. William suffered a cut neck, his helmet saving his life, and Laurence a perforated

(Continued on Page 22)

PLANNING ON-THE-SPOT recordings of Army personnel under training and combat conditions are these officers now at Headquarters, European Theatre of Operations. They are (front row, l to r): Maj. Bob Pollock; Col. E. M. Kirby, Chief, Radio Branch, Bureau of Public Relations; Maj. Brooks Watson, Chief, Radio Branch, ETO. Back row: Lt. George R. Maynard; Lt. Tom Dougall; Lt. Joe Graham. Recordings, to be available to American stations, will feature home-town men overseas.

BROADCASTING • Broadcast Advertising

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written by the University of Chicago, originated, produced and presented to the nation by WGN.

Every Thursday night "The Human Adventure" dramatizes a true story of science and research in the great universities of the world.

The purpose of these broadcasts is to acquaint radio listeners with the meaning and service of scholarship in the language of the layman, and help them better to understand the world in which they live.

"The Human Adventure" is a product of the program building power, resourcefulness, and community-mindedness that characterizes WGN, The Voice of the People, Chicago.
(Continued from page 20)
calf, but the others, by a miracle, were untouched. They were rushed by Staff Sgt. Melvin Robbins of Bear Creek, Pa., the radio crew chief, to the Negro engineers next door where a doctor treated them.


Difficulties

Jig Jig was heard regularly clicking its teeth, but had never dared lift its voice so the rest of the world could hear direct live broadcasts from the beachhead. The difficulties seemed enormous and censorship and communications officers stripped it of its Erlich and Holmlund, with the help of Lt. Carl Zimmerman of Milwaukee, Chief Radio PRO at Naples, kept working at it and that is why last Sunday, April 23, we heard actual voices coming from Jig Jig to America and the world.

Zimmerman sent up another microphone because the one captured in Sicily was too sensitive. Holmlund swapped his wristwatch for a clock from corps headquarters and the studio warning light was built with a flashlight bulb, lamp cord, a piece of inner tube and an Italian wall switch. RCA was the only outfit in Italy with equipment able to relay voice so Tom Meola and John Stack of RCA worked on tests for months before all was ready on Sunday, April 23.

Germans, Heard Too

CBS broadcasts from Anzio require one of the most complicated setups in radio history. They go from here to an RCA, a transmitter in South Italy, thence to Naples, then to RCA transmitter in South Italy, then to Long Island, then to the networks, then to hundreds of individual stations in America. The first BBC show had to be recorded in New York, then relayed to London. It was on April 8, that the beachhead operator first contacted the New York operator who merely said "Oh, is that you Anzio?" in the calm manner in which these men accept the magic of radio.

Last Thursday the Air Forces provided planes from Naples for radio correspondents who skimmed the waves circling out to sea to avoid German shore guns. One German caretaker was a water spout 200 yards from the plane just behind mine, which was carrying Sy Korman of Mutual. We floated atop one of his spokesmen on to a narrow landing strip which was frequently under enemy fire and transferred to jeeps. We were then greeted with two shells passing just over our heads. On our

"SAMOA FUN," says red-headed Marine George Truesdell, former WDAY Fargo, N. D. announcer, now stationed in the Fiji Islands. The Guadalcanal veteran refused to send along the telephone number or name of the anazzy little Samoan. Known as George Dale on WDAY, he says Fargo was never like this!

C. O. LANGLOIS INC.

NEW NAME OF FIRM

LANGLOIS & Wentworth Inc., product program firm, has changed its name to C. O. Langlois, according to C. O. Langlois, president of the organization which he and Ralph Wentworth founded in 1935. Mr. Wentworth left the organization in 1942 and is now associated with BMI as field representative.

On May 1 this company and its transcription service affiliate, Lang-Worth Feature Programs Inc., will not be changed, are moving into new quarters in Steinway Hall, 109 W. 57 St., New York.

Following the success of the Goebbels Hour, live program produced by C. O. Langlois and broadcast over WXYZ Detroit and the Michigan Network, which has just been renewed for fall by Goebel Brewing Co., the company plans to expand activities in this field. Mr. Langlois stated. Mr. Langlois announced that Emo Tape, musical director, Radio City Music Hall, who has conducted the music on many network programs, has just been signed by Lang-Worth.

Air Forces Program

NEW PROGRAM broadcast by the officers and men of the 12th Army Forces Training Command Radio Unit is the Army Air Forces show on Mondays, 7:30-8 p.m. (EWT) on Mutual through KFZ Fort Worth. Capt. Robert Jennings, C. O. of the unit program, announced that: Jennings was formerly general manager of WSAF Cincinnati, vice-president of the Crosley Corp. and captain vice-president and radio director of H. W. Kastor & Son, Chicago. Lt. Elmo Israel, when with WSB Atlanta, writes the script.

Invasion Siren

WGBF and WEQA Evansville, Ind. have arranged to notify the superintendent of the local waterworks to sound the siren, or official word that the invasion is under way. This will serve as a signal to all Evansville folk to spring into action, tune their dials to WGBF and WEQA for latest invasion news.

Wrigley Gum to Troops

THAT the quality it has been "65 years building up" might be maintained, the William Wrigley Jr. Co., Chicago chewing gum manufacturers, effective May 1, will schedule every stick of standard Wrigley brand chewing gum for overseas shipment to the armed forces. P. K. Wrigley, recently re-elected as president of the company and now chairman of its board of directors, said the decision to cut off home supplies of the product was made because "we have had it reviewed in its quality, and we think it's more important to maintain something we've been 65 years building up." He added that there would be no change in the company's radio or other types of advertising.

Mrj. Baruch Presides

MAJ. Andrew Baruch, U. S. Army, served as m.c. April 26 at the premiere broadcast of Visiting Hour, of CBS News, presented by U. S. military hospitals in this country in cooperation with the War Department. Major Baruch is expected to handle the entire series. Ted Husing, CBS sportswriter who was originally scheduled to do the show, was reassigned to handle CBS augmented sports broadcasts.

CHARTING THE COURSE of household appliance advertising for Borg-Warner Corp's Norge Division at a recent meeting in Detroit are (l to r): J. H. Neebe, vice-president Campbell-Ewald Co., agency handling the Launcote Eric Johnston, president of the U. S. Chamber of Commerce, and a distributor of Norge in Spokane; Howard E. Blood, president and general manager of Borg-Warner's Norge Division; M. G. O'Harra, Norge vice-president in charge of sales.
The transition period — the twilight zone between war and peace — will not await the armistice. Shifting of gears, if it is to be done without undue clashing, should start gradually. It must be undertaken as soon as partial demobilization of war-occupied productive facilities becomes possible. Forehanded planning now can save acute dislocations later.

Wise advertisers will anticipate the scuffle for markets which will ensue. None can afford to overlook the vast concentration of buying-power over which KYW holds sway — one of the key markets of the United States. Seed time must precede the harvest, and the time to cultivate the fertile soil between the Appalachians and the sea is now.

From its inception, 50,000-watt KYW in Philadelphia has been noteworthy for its balanced blend of top-flight local and NBC programs. Its listenership and pulling-power have been commensurate with their quality. Contact NBC Spot Sales for proof.
Absentees May Cause Delay
In Probe of FCC by House

POSSIBLE postponement of hear-
ings by the House Select Commit-
tee to Investigate the FCC until
after the forthcoming political cam-
paign was the subject of specula-
tion last week as Chairman Clar-
ence F. Lea (D-Cal.) left Wash-
ington to campaign for renoma-
tion in his district and Rep. War-
gen G. Magnuson (D-Wash.), also
was away, leaving Reps. Edward
J. Hart (D-N.J.), Louis E. Miller
(R-Mo.) and Richard B. Wiggles-
worth (R-Mass.) to carry on.

At the conclusion of last Wednes-
day's hearing, in which FCC per-
sonnel was cross-examined in the
WNWY Watertown, N. Y., case,
Charles R. Denny Jr., FCC general
ounsel, announced that the Com-
mision was ready with rebuttal
testimony to the WORL Boston
charges and then was prepared to
into the Radio Intelligence Di-
visions and Foreign Broadcast
Intelligence Service aspects.

Committee Visits RID

The Committee on April 22 visited
the Commission's RID and
FBIS headquarter and monitoring
stations and was given a demon-
stration in tracking down clandes-
nite stations. It was discussed last
week. Pending before Senate-House
conferences is the 1945 fiscal year In-
dependent Offices Appropriations
Bill (HR-4070) in which both
Houses have reduced the RID bud-
get by $1,000,000 and lopped an-
other half-million from the FBIS,
making total cuts of more than
$2,000,000.

Rep. Hart, acting chairman Wed-
nesday, in adjourning the hearings
until 10 a.m. May 4, said future
presentation could be determined af-
afters. Mr. Denny offers the Com-
misions's rebuttal to the WORL
case. Meantime Rep. Miller said he
would be ready to cross-examine
FCC Chairman James Lawrence
Fly Wednesday or Thursday of this
week.

It was understood that the three
majority members would insist on
John J. Sirica, new Committee gen-
eral counsel, handling the RID and
FBIS cross-examination. In that
event an indefinite postponement of
hearings appeared likely, inasmuch
as Mr. Sirica would require con-
siderable time to thoroughly fa-
miliarize himself with the past rec-
ord. Harry S. Barger, assistant
general counsel and chief investi-
gator, has been conducting cross-
examination since Eugene L. Garey
resigned in February as general
counsel.

Chairman Fly is understood to
have requested that the full Com-
mitee be present when he testifies
and particularly in the present-
tion of RID and FBIS evidence. Mr.
Denny has informed the Commit-
tee that a portion of the RID and
FBIS testimony would be given in
public hearing and some would be
given in executive session.

Both Reps. Miller and Wiggles-
worth were understood to be op-
posed to executive sessions except
where military security is involved.
They expressed the opinion that the
Committee could determine what it
should hear behind closed doors.

Rep. Hart said the while he felt
Mr. Sirica should handle the RID-
FBIS cross-examination and that
he did not favor getting into that
phase of the rebuttal immediately,
he would not oppose going ahead
if the minority members favor it
during Chairman Lea's absence.

"I wouldn't want to stop the hear-
ings," he added.

No Notes on Meetings

In two days of testimony last
week, Commissioner Norman S.
Case disagreed with FCC person-
nel as to what actually happened
in withdrawal of a construction
permit to Black River Valley
Broadcasters Inc., at WNNY WAT-
town, N. Y. Despite the fact
that a news release dated Dec.
2, 1936, issued by the Commission,
said the CP was rescinded and
that the Commission on its own
motion ordered a hearing de novo,
Commission personnel, including
Mr. Denny, Fanney Neyman,
principal attorney; and Robert E.
Hodson, chief of the minute sec-
tion, testified that the release was
in error. Commissioner Case said
he was of the opinion that the
hearing de novo was ordered on
the Commission's own motion.

Mr. Hodson disclosed that since
February no notes have been made
of Commission meetings, although
prior to that time he had made
shorthand notes at all meetings
over a period of years. Denying that
he had been instructed to dis-
continue taking notes at Commis-
sion meetings, Mr. Hodson said he
"got permission from the Commis-
sion to stop taking notes". Both
Rep. Miller and Mr. Barger at-
tempted to get an admission that
he was ordered to stop taking
notes because of the House investiga-
tion, but Mr. Hodson steadfastly insis-
ted his action was due to "increased
duties".

Commissioner Paul A. Walker,
who was chairman of the Telepho-
ne Division in 1936, was on the stand
briefly Tuesday but he failed to
shed any light on the Commission's
actions, other than to deny that let-
ters written President Roosevelt
protesting the CP to the Black
River Valley firm on the grounds
that its officers were political op-
oponents of the Administration had

(Continued on page 28)
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.
(Continued from page 24) anything to do with the Commission's decision.

Echoes of Mr. Denny's charges that WBNX New York was "continually playing the Horst Wessel song" prior to Pearl Harbor were heard last week when Louis G. Caldwell and Reed T. Rollo, Washington counsel for the station, wrote a second letter to Chairman Lea protesting the FCC counsel's testimony.

Referring to Broadcasting of April 24, which quoted Mr. Denny as saying "this letter (protest from the attorneys) shows they were still playing it in 1937", Mr. G. Caldwell and Rollo wrote: "The last time the Horst Wessel music was broadcast over WBNX was in 1935 and not in the latter part of 1937 or early part of 1938 as stated in our earlier letter."

Station counsel pointed out that officers of WBNX had relied on their memories, but a search of the

RADIO STAR of WBBR Buffalo is Virginia (Bunny) King, 11-months old daughter of Cy King, station manager. Bunny's voice has been recorded for use as a sound effect on a new baby program which will soon be heard daily on WBBR.

records disclosed that the last time the Horst Wessel music was broadcast "occurred prior to Nov. 20, 1935."

Commissioner Walker, on the stand Tuesday, said he had not seen letters written to President Roosevelt, protesting the WNNY construction permit grant, until "the other day". When Lt. Henry A. Wise, former officer of the Black River Valley Broadcasts Inc. and Eliot C. Lovett, Washington counsel for the firm, testified last Dec. 14 [Broadcasting, Dec. 20, 1943] letters to President Roosevelt and the late FCC chairman Prall protesting the grant on political grounds were read into the record by Eugene L. Garey, former Committee general counsel.

"I'm quite sure those letters had no influence on the Commission—at least not on one," said Commissioner Walker. "I hadn't seen them and if I had it would have made no difference with me," Mr. Walker explained, however, that he was in the common carrier division at the time and not the broadcast division. In answer to direct questioning, he said that no one at the White House had ever communicated with him about the WNNY case "or any other matter."

"If the Commission dismissed an action on its own motion, there would be nothing to consider, would there?" asked Rep. Miller. "I suppose that's true," replied Commissioner Walker. Mr. Berger has pointed up the fact that the original draft for a press release of Commission action Dec. 2, 1936, in the Watertown case, read: "The Commission, upon its own motion, set aside the orders of the Black River Valley Broadcast Inc., and directed that these applications be heard de novo, together with the following applications."

Miss Neyman testified that she corrected the draft to read: "The Commission, upon consideration of the petition of the Watertown Broadcasting Corp. for rehearing and the petition of the Black River Valley Broadcast Inc., to intervene, set aside ... etc., because the original draft was incorrect. Neither Commissioner Walker nor Miss Neyman could state why the Commission information department issued a release dated Dec. 2, 1936, which read: "The Commission, on its own motion, ordered a hearing de novo, on the applications of the Watertown Broadcasting Corp. (docket 3374) and the Black River Valley Broadcast Inc. (docket 3372) to be heard together with the applications of the Black River Valley Broadcast Inc. for assignment of license and to move station WCAD from Canton, N. Y., to Watertown, N. Y.

Commissioner Walker said he supposed "whenever wrote it up didn't have the facts". Miss Neyman said representatives of the Commission press department may have attended the meeting and gotten the information wrong, or may have seen the rough draft before she corrected it.

FCC Files Show No Record of Replies

Mary E. Sprague of the FCC mail and file section testified as to procedure on handling incoming mail. She said that if replies had been written letters to President Roosevelt, which were referred to the Commission by the White House, copies of the replies should be in the file. Mr. Denny

(Continued on page 28)
AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY
Penny Bonus

AFTER many remarks were thrown at him on the Cleveland Clambake program, five days weekly, 2:15 p.m., over WJW Cleveland, Tod Branson, m. c. of the program, remarked, "Say, if any of you don't like my jokes throw me a penny to buy me a new joke book!" following which he was deluged with pennies from the audience and the orchestra. The day following he received more pennies from listeners through the mail and one listener sent him several enclosed in a clam shell.

Miss Neyman said the Commission found that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp. of Syracuse, a firm "foreign to Watertown", and when Rep. Miller asked if the Communications Act authorized the Commission to consider such ownership in granting or denying CPs, she said: "Absolutely. Under the public interest, convenience and necessity clause." She added that the Commission had a case only recently in which the applicant was "not as interested in local affairs as residents of the community", and that the FCC considered such ownership because "outsiders" weren't aware of the "needs of the people" in communities other than their own.

She categorically denied that the Commission granted a hearing de novo on its own motion or that the letters to President Roosevelt had anything to do with the action.

Case Recalls Details Of Watertown Grant

Commissioner Case testified that while he couldn't recall details of the Dec. 2, 1936, Commission meeting when the CP previously granted WNYY was rescinded, he told the Committee that on the basis of the minutes and a news release he would say that the Commission could have granted the Watertown Broadcasting Corp. petition, could have denied it or could have on its own motion set a hearing de novo.

"I think it was on our own motion that we decided on a hearing de novo," he said, "and did so, acting on the petition. I think it was within the power of the Commission to order a hearing de novo."

Commissioner Case said the first time he had seen letters to President Roosevelt, protesting the grant to WNYY on political grounds, was "a fortnight ago," when Marcus Cohn, principal attorney of the FCC, took them to his office. "Some time or other I had heard rumors that the White House had sent some letters over, but I have no recollection as to when I heard them," he added.

"Do you think it's possible that those letters may have influenced the decision of the Commission?" asked Mr. Barger. Commissioner Case replied: "The letters came over late in November. I never saw them myself. I don't know who at the Commission saw them." He said Mr. Cohn had told him the letters were answered.

Error Conceded in Transcribing Testimony

Referring to Miss Neyman's previous testimony that the Commission considered that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp., and that the Onondaga firm was considered "foreign" to Watertown, Commissioner Case said such a situation "would not be ground for denying an application". He couldn't recall any other case similar to the Watertown incident, he said, although Mr. Case added: "The Commission has that power."

Mr. Hodson testified that he took shorthand notes of the Dec. 2, 1936, meeting and that he submitted the draft to Miss Neyman, who made the corrections. He said he was asked by Mr. Cohn three weeks ago to transcribe the notes and that the full transcription appeared in a statement filed the previous week by Mr. Denny. He added that he apparently misunderstood the Commission.
THANK YOU, CONGRESSMAN BROWN!

"Good evening, ladies and gentlemen of the radio audience. This is your Representative in Congress, Clarence J. Brown, speaking from the studios of WIZE here in Springfield. It is certainly good to get back home again, even but for a few days, and to have an opportunity of visiting with my Seventh District constituents. I am glad, too, to get back to Station WIZE once more. As a member of the House Committee on Interstate and Foreign Commerce, and especially as a member of the Sub-Committee on Communications, having jurisdiction over legislation and other matters pertaining to radio, I have had the opportunity, during the past few years, to visit many radio studios and stations, and to learn a great deal about America's splendid wireless communication system. The people of Springfield and of this section of Ohio are indeed fortunate to have a radio station such as WIZE!

While I am sure that all of you who are listening in appreciate the radio facilities WIZE furnishes this area, I am wondering if you know that this station is rated as one of the best to be found anywhere in the world in a city comparable in size to Springfield. Perhaps even the officials of WIZE do not know it, but this station is considered a model local or district station. On several occasions both the Federal Communications Commission and our Committee have studied the work and operations of Springfield's own station—WIZE—in connection with national radio problems and legislation. Each time I come back to WIZE I find additional improvements have been made in plant, equipment, in community service, and in content of program.

So I am happy to have the opportunity this evening to publicly compliment the staff of WIZE on the good work they have been doing, and to congratulate the community on having such a splendid station serving it."

The above excerpt from a talk by the Hon. Clarence Brown speaks volumes, why Radio Station WIZE is being recognized as Springfield, Ohio's number one advertising medium. To really reach and sell this market, you must use WIZE. No other medium or outside station can do this for you.

WEED & CO.
NATIONAL REPRESENTATIVES

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

WIZE
Springfield, Ohio

BLUE NETWORK

It's the WIZE advertiser
who uses the Springfield market

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mendation approved.

Rep. Miller asked Mr. Hodson to transcribe his shorthand notes of the Dec. 2, 1936, meeting for the Committee record. As he did he read:

"General counsel recommended grant of petition of Watertown Broadcasting Corp. to set aside Black River Valley Broadcasts Inc. and remand same to examiner; grant Brockway petition to intervene. Mr. Garey suggested that Commission on its own motion order hearing de novo. Mr. Gary repeats recommendation. Recommendation approved."

After reading the minutes Mr. Hodson remarked: "Apparently I was in error."

Miss Neyman identified minutes of the Dec. 2 and Dec. 9 meetings and her initials with the date Dec.

Swift Test

SWIFT & Co., Chicago (Swift's ice cream), has begun sponsorship of a test campaign, with expansion anticipated. Agency is Needham, Louis & Brophy, Chicago.

11, 1936, on the minutes, indicating she had approved the minutes on Dec. 11.

Mr. Denny, recalled to the stand, admitted that his knowledge of the Watertown case was based on his review of the records and interviews with Commissioners Walker and Case and other personnel who were with the FCC in 1936. He also said the Commission is presumed to know its own records, but that the FCC erred in denying Watertown Broadcasting Corp.'s first petition for a CP grant. He said a petition is grounds for de novo hearing. He declared that the Commission "paid utterly no attention" to the letters to President Roosevelt, urging the WNNY grant be rescinded.

Net Earnings of GE

Show Drop for Quarter

GENERAL ELECTRIC Co.'s profit available for dividends for the first three months of 1944 amounted to $10,384,406, compared with $10,442,576 for the same period in 1943, or 36 cents a share of common stock in each period, President Gerard Swope announced last week.

Above amounts were after provision of $61,000,000 and $65,000,000 respectively, for federal taxes on income and for post-war adjustments and contingencies, a decrease of 8%. Net sales billed (representing shipments) during the first quarter of 1944 amounted to $384,624,296 compared with $377,872,105 for the same period in 1943, an increase of 8%. A dividend of 35 cents a share will be paid April 25 to $230,910 stockholders for first quarter of 1944. This will be the 187th dividend paid on General Electric Co.'s common stock.

ANY EGGS today, Bud? Bud (Mother Cary) Abbott, overnight telegrapher of Texas, Louisville, must have pulled a corny one to hatch this brood sent to him from night workers at Kerlin's Hatchery in Pennsylvania. They will be included in his record of screwy fan mail including hams, pies, fudge, cookies and bourbon. He has gotten presents from listeners in Alaska, Hawaii, Iceland, Latin America and censored. Abbott was formerly with WFEA, Manchester, N. H., WGAN, WCHS, Portland, Me. and WLAG, Lawrence, Mass.

PUBLIC RELATIONS

GROUP ORGANIZED

ORGANIZATION of the American Public Relations Assn., designed to put the public relations field on a high level comparable to other professions and to promote high standards of operation, has been effected in Washington, it was announced last week. A meeting of the new organization has been scheduled for 7:30 p.m. May 3 in Washington's Hotel Statler, to consider establishment of forges (chapters) in Chicago, Cleveland, Milwaukee and New York.

Among objectives of the APRA group is to create a code of ethics; initiate a school of public relations as part of the regular curricula of some well-known college, and extend such courses of instruction to other colleges and universities; provide a post-war program to return servicemen to public relations assignments in business and industry through an Association placement bureau; publish a public relations directory; serve as liaison in the war program; establish public relations awards.


District vice-presidents include: Mid-Atlantic States—Edward F. Thomas, public relations director, Geyer, Cornell & Newell, New York; East North-Central States—Stuart Gerbert, J. Walter Thompson Co., Chicago; South Atlantic States—H. Scott Johnson; Willard D. Egolf, assistant to the president of NAB, was named to the Advisory Committee. A second member from radio is to be chosen. The National Capital Forge, limited to 100, will include 10 members from radio.
Rio de Janeiro is one of the most pleasant places in the world. It's the home of the Carioca and the Samba. It's the capital of the world's greatest coffee-producing country. Its people are a happy people, excepting for one thing—their inability to listen to WFIL.

Now some stations would have you believe that they cover just about everywhere, including Rio. That's their sales story. But is the coverage in the area you want? Why pay for publicity where you are not going to harvest real results. Don't drop your line where fish are scarce. WFIL blankets the Philadelphia Trading Area... and without any waste circulation!

In 1929 A. T. & T. sold at 310 and U. S. Steel reached 261. But old stock quotations like old ideas or old program ratings are not much good today. The past is gone. The old order changes. Latest surveys on radio listenership in the Philadelphia Trading Area indicate that more and more people are listening more and more to WFIL. And because advertisers are learning that the most progressive station in the entire trading area is WFIL, 114 accounts, new to this station, bought time in 1943. If you have something you want to sell to people in the Philadelphia Trading Area—and not in Rio—then we suggest that you make use of the selling facilities of WFIL..."that progressive station."

A BLUE NETWORK AFFILIATE

WFIL

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • Broadcast Advertising

May 1, 1944 • Page 31
Merchandising & Promotion

WIBW Sales Harvest—WBNX Folder—NBC Brochure
Plugs for Drugs—WSLS Plan—Score Pads

Promotion Kit
RCA Victor Division of RCA, Camden, N. J., which has an exclusive recording contract with the Boston Symphony Orchestra, has prepared a sales promotion kit. It is made up of a folder which contains an illustrated brochure and a map of the orchestra's Saturday night programs sponsored by the Blue Network. The kit includes window and counter display material keyed to the "Listen to the Boston Symphony Orchestra on the air." A plugging leaflet is included on the orchestra's history.

Plugs for Drugs
WLW Cincinnati drug trade relations department has inaugurated a "Radio Feature Value" weekly promotion plan in cooperation with the Retail Drug Association in the WLW area. Each week a plan includes announcements daily, accompanied by a window display. Radio plugs for Drugs was based on an item developed by WLW and a program on the regular Sunday WLW program broadcast. Three announcements are scheduled in addition during the preceding week to help the retailer call attention to the featured item. Further aid includes bulletins suggesting tie-in counter window displays.

WSLS Plan
TITLED "Here Is Another Plus for WLW Program Clients," WLW Ronoke, Va., has prepared a program which is designed to acquaint advertisers and agencies with the program piece. It is selected from the WLW Program Promotion Plan, a method of consistent and equitable promotion of sponsored programs. Under the plan, the folder states, programs are assigned unit values according to their size and frequency, and the various promotions are assigned according to the price accorded, all is prorated accordingly over a two-month period.

Book Markers
BOOK-MARKERS promoting the return to the air of Betty Wells! Book Program over KKNT Des Moines is being distributed from the program sponsor's place of business and through the Des Moines public library. Printed on light green cardboard, marker contains small circle cut of Miss Wells.

WSLS Plan
WLJ Booklet
WLJ Booklet distributed two brochures to agencies and advertisers, "Programs," a detailed account of all regular programs.

Score Pads
GIN RUMMIES score pads in station colors of blue and yellow constitute the latest promotion idea of WPEN Philadelphia. The copy, in gin rummy terminology, calls attention to WPEN and the pad itself features an extra column for figuring.

Promotion Program
WTAG Worcester, Mass., on April 30 broadcast a special program keynoting a WPEN drive to exploit the station's plans for covering the coming invasion. Participating on the show were top CBS, BBC (from London) and AP newsmen.

Sales Harvest
"TO REAP a bigger Kansas Sales Harvest, hire WIBW to sow your selling seeds," says the folder issued by WIBW Topicka. Inside the cover is attached a package of vegetable seeds, with a postal card for ordering more seeds if desired. The market study "Post-War Buying Plans of Kansas," and the station's best current availabilities.

WBNX Folder
WBNX New York has prepared and is distributing a two-page brochure on its late evening recorded Opera in Bed program which was inaugurated by the station last December for the Greater New York opera loving public. Cover of the folder shows in caricature typical listeners of the unique WBNX feature which has been heard Monday through Sunday, 11 p.m. to midnight. A cross-section of the Opera in Bed testimonial file is contained in the folder, as well as a short description of the program, which features a complete opera each evening except Saturday, when excerpts are presented from those operas not available in full on discs.

Knoxville Campaign
THREE Knoxville stations, WBIR WNOX WROJ, are cooperating in a joint trade journal campaign to acquaint national advertisers with the increasing size of the Knoxville trade area. Strauchen & McKim Agency, Cincinnati, handles the campaign.

NBC Brochure
BROCHURE has been issued by NBC on its Words at War series, highlighting press reaction to the controversial broadcast Assignment U. S. A., and the book upon which it was based. Presentation is titled "They Sat Up and Took Notice."

Worcester, England calling WTAG Worcester, Mass. "London calling WTAG listeners." These are established features received direct on WTAG's own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding wartime events.

Here at home WTAG's Mobile Transmitter Unit covers news and makes news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There's every evidence that this is a Big Station inside of a Big Market.
LITTLE RE-CONVERSION NECESSARY IN PEORIA

The Committee for Economic Development chose Peoria as a test city to determine post-war employment possibilities. Forty-five out of 49 manufacturers employing 97.6 per cent of Peoria's industrial manpower reported. The conclusion of the survey indicated that "only about 1000 workers will be dropped from a wartime high of 30,000 employees. Factory managers have estimated that employment can be maintained at near the 29,000 figure, continuing the prosperity of the district--".

WMBD covers, not only the market composed of the people employed in these industries; but the whole of Peoriarea. This area consists of 16 counties in the heart of Illinois' rich corn-belt section. Peoria is the center of this populous section of 614,200 persons (greater than some states) and WMBD serves the area as its home station. No national or near-nationwide advertising campaign can ignore this stable Peoriarea—its buying power—or WMBD's complete coverage.

SALUTE TO
Caterpillar Tractor Co.

The Caterpillar Tractor Co. holds the proud position of being first in the world in the production of track-type tractors, Diesel engines and road machinery.

When the war began, "Caterpillar" products were diverted from peace-time uses to war operations. No plant conversion was necessary; these heavy, earth-moving machines, built for peacetime jobs, could do a war job equally well.

Today, "Caterpillar" powered equipment is out in front helping to win the beach heads, level landing fields, clear ruins, haul supplies... that would otherwise require thousands of man hours.

The 75 acres of buildings at the Caterpillar Tractor Co. and the 20,000 workers are ready, when the war is won, to continue uninterrupted production to win the peace.

PEORIA MOVES THE EARTH

One of a series of advertisements saluting Peoria industry.
Record $500,000 for Sale of a Local Is Paid by Washington Post for WINX

IN A RECORD-breaking transaction for a local outlet, WINX Washington was sold last week by Lawrence J. Heller to Eugene Meyer, editor and publisher of the Washington Post, for $500,000. The transaction was understood to be cash with the Post to take over immediately upon FCC approval.

WINX began operation in December, 1940, and was originally licensed to Mr. Heller, Washington attorney, who has actively directed the station. It operates on 1310 kc with 250 w, plus a 100 w suburban booster station.

Mr. Heller and his wife hold approximately 90% of the station's stock. Owners of the balance are L. J. William, Hanna, former radio attorney, and Richard K. Lyon, of Washington. Mr. Lyon, who acted as secretary of the company, acquired his interest through a loan of $10,000 to Mr. Heller.

The transaction was completed April 22 by Messrs. Meyer and Heller. The Post has long sought a Washington outlet and, it is understood, had been in negotiation with the two other independently owned outlets—WWL and WDCC.

DUCKWORTH SELLS KID FOR $100,001

SALE of KID Idaho Falls, Idaho, by Jack W. Duckworth, sole owner, to a syndicate of Idaho and Utah businessmen, was consummated subject to FCC approval, according to applications filed with the Commission last week. The station operates on 1560 kc with 500 w night and 5000 w until local sunset and has been operated by Mr. Duckworth for the past 17 years.

Purchasers are H. F. Lamb, of Logan, Utah, president and 40% owner of KVNU Logan, also in the electrical contracting business; L. A. Hendricks, electrical contractor; and Walter Bauchman, Idaho Falls electrical contractor. Each would acquire one-third of the capital stock of KID.

Mr. Duckworth had not announced his future plans. Prior to the establishment of KID, he was advertising manager on the West Coast for the Dole Pineapple Co. and participated in the establishment of KMIC Inglewood, Cal., in 1926.

Mr. Duckworth caused a sensation in radio last year closing down the station for several months, because of the manpower shortage. KID returned to the air however, after radio had been declared essential and the chief engineer was deferred.

Sterling Drug in S.A.

SYDNEY ROSS Co., Latin-American distributors, Newark, is using a sound cue to bring to natives living along the rivers in Colombia, S. A., entertainment in the interests of Mejoral (aspirin) Glos- toro (hair tonic) Phillips Milk of Magnesia and other Sterling Drug products. With the aid of an amplitude radio system, hemispheric solidarity messages are aired from the boat.

POST-WAR PROBLEMS were discussed at this gathering in the Ritz-Carlton, Boston, where they were interviewed on WLAW Lawrence, Mass. Guests of the station for the broadcast were (front row 1 to r): Irving E. Rogers, president, Hildreth & Rogers Co., licensee of WLAW; Clement Norton, Boston school committee; Hartwell Daley, WLAW commentator, who arranged the broadcast and interviewed Mr. Wallace; the Vice-President. Back row: Frank Lee, associate editor; Fred Lafey, chief announcer; George Hinkley, chief engineer; Joseph P. Oakes, program manager, all of the WLAW Staff.

Crisis Problem

A LOCAL emergency in Cincinnati would be nothing short of disastrous for WKRC Cincinnati, if sales promotion manager Byron Taggart doesn't slow down on his recruiting efforts for Ohio State guard members. A first sergeant of Co. H, in the guards, Taggart has already signed up David Gregor, former office staff member, as a private in the same company. Station manager Ken Church is a captain and commanding officer of Co. D.

Disc Campaigns

THREE SPONSORS who recently ordered recorded spot announcements made by the NBC Chicago Radio Recording Division under Frank Chizzini, include the Clyff- side Brewing Co., Cincinnati (Fel- senbrau beer) on six stations, through Stockton – West – Burkhardt Adv., Cincinnati; Eagle Stamp Co. (trading stamps) on four stations, through Olian Adv. Co., St. Louis; Coca-Cola Bottling Co., of Chicago, 35 stations in Great Lakes area, through William B. Wisdom Agen- t, New Orleans.

Bu-Tay On Coast

BU-TAY PRODUCTS Ltd., Los Angeles (Raindrops, detergent), in a 13-week campaign starting May 1 will use daily spot announcements on 14 stations with others to be added to the list. Current list includes KFRC San Francisco, KGNC KWP & WDFC San Francisco, KGXL KEX & KFRC Boise, KGO & KFBY San Francisco, KTVU Oakland, KJFK Stockton, KTTA Kansas City, KCMO & KFRC Kansas City, and KAFB Long Beach.

Garland Resigns

PLANNING to devote his full time to his duties as Mayor of Des Plaines, Ill., and his campaign to become Representative in Congress for the 7th Congressional District, of Chicago, Charles H. Garland, assistant sales manager of WBBM Chicago, has resigned, effective April 17. On April 24, the candidate will hold a primary election by a 3-1 margin.

Hill Using NERN


Union Pacific Extends

UNION PACIFIC Railroad, Omaha, has extended its sponsorship of Your America, NBO, 5-5:30 p.m., Saturdays, to Dec. 30, for a full year. The Agency is the Caples Adv. Co., Omaha.

CBS Video Shows 90% Ad-lib With No Scripts

NEWS, quiz shows, vaudeville documentary programs and other masterpieces of an impromptu nature will make up most of the program material when CBS resumes live television on May 5, Gilbert Seldes, CBS director of television told the Television Press Club New York, in.

CBS, with the theory that the thing television does best is to bring to its audience the unpredicted events, is attempting to carry that unrehearsed, impromptu atmosphere into its studio. Details stated.

Murray Grabhorn, master of national spot sales for the Blue network and member of the Radio Executives Club, outlined for TFC members the summer course in video to be given by the RFC.

FTC Stipulations

TWO stipulations to cease certain representations in advertising were announced last week by the Federal Trade Commission. Corn Products Refining Co., New York; Delicious Mills Co. (Mazola), and C. L. Miller Co., New York, agency handling Mazola advertising, agreed to refrain from representing that very few foods yield a food factor that Mazola supplies and that an ingredient of the product provides var- ious health benefits. Consolidated Drug Trade Products, Chicago (New Co. and Benn- son & Dall Inc., Chicago, which handles its advertising, stipulated with the commission to eliminate claims that preparation is a pre- ventive against colds or that it will build resistance to colds.
WHAT HAS a bit of thread to do with Schenectady? Well, from a bit of thread, carbonized, Thomas Edison made the first electric light bulb; and from his principle of a glowing filament in a vacuum came our light bulbs and radio tubes of today.

Millions of them are made in Schenectady. It is a city of highly-skilled labor, of well-paid executives, of rich, outlying country. Today, it is one of the great war-work centers of America. Tomorrow, when victory comes, Schenectady will resume its immense peacetime industry. There will be plenty of work for years to come in Schenectady...plenty of buying-power for your commodity.

In Schenectady, WGY covers the entire market represented by central New York State and western Massachusetts. In this area—the "Hudson Circle"—lie nine leading cities where employment is at an all-time peak and some of the richest farming country in the entire East. WGY delivers this market to advertisers both by day and by night.

**WGY—SCHENECTADY**
One of Eleven Essential Stations in Eleven Essential Markets Represented by NBC Spot Sales

Today, in business, as in living, essential things come first.

Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U.S.

2. They are in markets whose buying power is 34.2% higher than the country's average.

To every spot broadcaster in America these eleven stations are as essential as the filament of carbonized cotton was to the first electric light bulb—as the city of Schenectady itself is to the electrical industry today.

WGY is a great time buy every time.

**WGY—SCHENECTADY**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Market Represented</th>
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<tbody>
<tr>
<td>WEAFL</td>
<td>New York</td>
<td>San Francisco</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
<td>Boston-Springfield</td>
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<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>WTB-Cleveland</td>
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<tr>
<td>WRC</td>
<td>Washington</td>
<td>WOWO-WGL - Fort Wayne</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
<td>KDKA-Pittsburgh</td>
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</tbody>
</table>
Lucky is making broadcasting for public service to listener doing the real job for the advertiser in the great Cincinnati market—

L.B. Wilson

THOUSAND WATTS CBS
Edith Berman

Radio's Invasion

FOR ALL of us alive today, the biggest story since Creation is about to break. History's most perfect and best coordinated fighting machine, under supreme command of Gen. Dwight D. Eisenhower, is poised on the British beach awaiting the invasion hour.

Just as this is radio's first war, it is radio's first spot news coverage of an invasion. Preparations have been in the making for months. Every network has its invasion staff primed. Communications facilities have been vastly augmented. Around the clock coverage will be provided by American radio as long as conditions warrant.

Radio, as the most speedy of the news media, faces another supreme challenge. The plans have been made by our best radio and news brains—on this side by Byron Price, chief of the Office of Censorship, and Elmer Davis' OWI experts, and the military; over there by such men as Col. David Sarnoff, on active duty with the Signal Corps; William S. Paley, on special OWI assignment; Comdr. Harry C. Butcher, naval aide to Gen. Eisenhower and Col. Ed Kirby, chief of the Army's Radio Branch at Washington headquarters, who has just returned from a special mission.

Radio has never faced a greater responsibility. It is a grim, grave assignment—covering mass invasion on the spot with split-second timing and with mothers, wives and children on the loudspeaker end. It takes sane, sober handling. Radio will do it.

What's the Rush?

UNBEKOWNST to most people in radio, a battle is being waged behind the technical scenes between FM and television. Both aspire to the same ultra-high frequency spectrum for post-war development. Neither proposes to be dislodged from the lower portion of the uhf band, insisting that each is entranced and that to be boosted into the higher reaches (above 100,000 kc) would retard introduction of their service when the existing freezes are lifted.

The fight rages within the closed sessions of the FM and television panels of the Radio Technical Planning Board, created last February to devise post-war allocations for all radio services. This board reports to the FCC, which decides upon allocations. The way things appear now, however, the issue probably will be settled only after the Commission holds hearings and decides for itself the present and prospective states of the two new radio arts as weighed against the requirements of other services.

There has been too much confusion about FM and television allocations. Some competent engineers contend there just isn't enough information available to determine where optimum service will be attainable for these and other post-war services. The FCC is making continuous studies of FM propagation phenomena. It also has available the results of private video experimentation. This information must be analyzed scientifically and dispassionately. Secret information now known only to the military also will prove useful.

But the question arises as to how long the public should be kept waiting. It is recognized that both FM and television, technically, will broaden radio's horizons and that both can function acceptably today. It isn't yet determined, beyond doubt, that the present standards and proposed allocations are the most economical or best suited for overall service.

There is evident need for less heat and more wisdom in the appraisal of the technical aspects of post-war allocations. And there also is apparent a need for less high-pressure salesmanship on everyone down the line.

The primary function of radio is preservation of life and property—to provide services for which wire lines are not suited. These include aviation and marine, to some degree the military, Government and police. But this doesn't mean that non-public services should commandeer everything to the exclusion of broadcast or public services.

There has been loose talk about FM stations in every nook and cranny of the country. Small newspapers—weeklies as well as dailies—are being importuned to rush to the FCC for assignments. Tall stories about installing stations for a few thousand dollars, and operating them for being paid. Publishers are told they missed the boat in the '20's on standard stations and that they shouldn't miss this time.

The facts are that it costs every bit as much to install and operate an average FM station as it does an AM. An analysis of the 140-old pending applications discloses that the average cost for plant equipment alone is $60,000 [Broadcasting, April 24]. And that doesn't include studios, high-fidelity acoustical treatment or offices, let alone personnel, programming, music libraries, copyright fees, studio equipment and other factors. Television costs will be infinitely higher.

FM will open up almost unlimited opportunities for service contrast to the limitations of the existing standard band, crammed with some 900 stations. So why the rush? Many a small fortune may be lost if novices make FM a gold-rush by attempting to operate in uneconomic markets or over-serviced areas. They may find it a mirage.

It's important, certainly, to get the allocations settled as promptly as possible, so manufacturers can design transmitters and receivers responsive to the selected frequency ranges. But the guess-work should be taken out of the allocations before then. We're told about tubes capable of generating sufficient power to supply one or two small operating units. FM is a go and about color television in the higher frequencies. There's also speculation about narrower channels for FM to provide assignments for additional hundreds of stations. Until equipment is satisfactorily demonstrated and these developments are removed from the realm of theory, they shouldn't be used to retard introduction of new services. The automobile wasn't held up until the development of four-wheel brakes. Motion pictures didn't wait for technicolor. The arts catch up with progress.

There is no time to waste. But certainly there isn't any need today to rush at breakneck speed when some of the vital technical answers aren't known.

Kenneth Bryant Warner

PROFESSIONAL amateur for 25 years is Kenneth Warner's distinctive claim to fame. When he started calling "CQ, CQ," up and down the hollows of the Mississippi River Valley back in pre-World War I days, he little realized he was tuning in a lifetime career.

The answer "came in" when the American Radio Relay League on April 26, 25 years ago, chose him as secretary and general manager, chief of its headquarters staff and the editor of QST, its official organ. He has been the country's "No. 1 ham" ever since.

In celebration of the anniversary, congratulatory letters, led by a message from the President, arrived from all over the country. The League gathered them, without Mr. Warner's knowledge, into a memorial volume presented to him on the 26th, as a tangible record of the admiration he has earned.

Guarding the league against aggression by other interests hungry for space on the air, and protecting its rights against legislative threats, Kenneth Warner was the pilot that charted the ARRL through the broadcast boom of the '20's.

Through QST he encouraged the early application of vacuum tube continuous wave transmission by amateurs. He sponsored first the development of international high-frequency communication and later the amateur's pioneering investigation in the ultra-high frequency region, now familiar as the territory in which FM, television, radar and a host of secret war devices operate. Some of the League's investigations of nearly ten years ago still represent basic material with respect to transmission phenomena. At the outset of the present war amateurs were the best informed group in the country on the performance of frequencies around 40-100 mc.

The tremendous growth of the League becomes evident with a comparison of membership figures of the period of two wars. There were about 8,000 amateurs in the country at the beginning of World War I, 56,000 at the beginning of World War II. Within a year after the resumption of amateur radio there probably will be 100,000 amateurs, partly because of the large number who are learning about it in the services through use of the League's publications for training purposes.

Soon after World War I had closed down amateur operations the League, founded in 1914 to fill the need for a national non-commercial association of transmitting radio amateurs, suspended its activities. Clarence D. Tuska, its secretary and editor-publisher (Continued on page 48)
PROBLEM:
where is the engineer?

WMFM, The Milwaukee Journal FM station, is on the air, but
where is the master control board engineer?

Frankly, it doesn't matter. The WMFM master control board is a
unique, automatic device that needs to be checked only when a
program starts.

To fully utilize all the inherent advantages of Frequency Modulation
broadcasting, no expense was spared in providing the finest possible
equipment for WMFM.

Equipment and facilities give a station technical perfection. WMFM
has added to that a well planned schedule of distinctive, quality
programs keyed to the wants and needs of the community.

Little wonder then that WMFM has become a regular visitor in
thousands of homes. The WMFM combination of FM and sound
programming has struck a responsive note in Wisconsin.

When planning your fall radio campaigns, remember the call letters
WMFM ... Milwaukee. You will find an eager, receptive
audience.

THE MILWAUKEE JOURNAL FM STATION
Member -- The American Network
Our Respects to
(Continued from page 38)
of QST, carried on for a short time,
then locked the door and hung out a “Gone to War” sign for him-
self.
The ARRL stagitated for a year-
and-a-half. Memberships, which
had grown to several thousand,
lapsed and the burgeoning move-
ment of amateur radio entered a
state of suspended animation.
Yet the spark stayed alive in the
“hams” serving their country in
the armed forces, especially X.
B. Warner, Air Service Lieuten-
ant stationed in Washington, D.
C.
His pre-war signals 9JT and
9FW were practically the “hams” serving
themselves.
In Last War
Came the last war, and Kenneth
Warner volunteered. Assigned to
radio communications, he received
intensive training at Columbia U.
and was commissioned a second
lieutenant, serving as radio in-
structor at the Air Service School
at Elington Field, Tex., and later
returned to Columbia as instruct-
or. The end of the war found him
Assistant Technical Officer, Radio
Branch, Training Section at Boll-
ing Field, Washington.
About this time Lt. Clarence
Tuska, who had been the American
Radio Relay League secretary and
editor-publisher of QST, began
making plans to revive the ARRL.
Knowing of Kenneth Warner’s
radio record and his work in the
Army, Lt. Tuska, together with Hiram Percy
Maxim, president of the
League, invited Lt. Warner to Hartford in February, 1919 to dis-
cuss the ARRL’s future.
One month later he was elected
secretary-at a Board meeting
in New York. That was the famous
meeting at which the staunch ama-
teurs who comprised the board
pitched money from their own
pockets into a hat to provide
funds for a miniature edition of
QST to be sent to all former mem-
bers calling them back into the
fold.
It took a strong brand of faith
to stake a career on a prospect as
impossible as amateur radio
seemed at the time. That K. B.
Warner had that kind of faith
explains much of the subsequent
progress of the League, in the face of
harriers.
A few days after the 8-page leaf-
let had sounded the call to return,
the boys began responding as if
they had been drafted. Member-
ships rolled in, and within a year
the total exceeded pre-war levels.
In November, 1919 after a severe
legislative battle, amateur radio
was restored to the air.
In 1925 he went to Paris with
Hiram Percy Maxim to partici-
pate in the formation of the Inter-
national Amateur Radio Union, a
federation of national amateur so-
cieties of which Maxim and he
were elected president and secre-
tary respectively.
Ham’s Spokesman
For 20 years he has been the
amateurs’ spokesman on regula-
tory matters, first before the
Dept. of Commerce, next the
old Federal Radio Commission
and now the FCC. As technical
advisor to U. S. delegations and
as representative of organized
amateur radio he has attended
many international conferences.
Among them are the International
Radio-telegraph Conference at
Washington in 1927, the Interna-
tional Telecommunications Con-
fferences at Madrid in 1929, and
in Cairo in 1938, the CICIR meet-
ing at the Hague in 1929, Copen-
hagen in 1931 and Lisbon in 1934,
as well as the Inter-American
conference at Habana in 1937.
Through his balanced judgment
and clear vision, the ARRl has
grown from World War I lapse
of operations to its present state
as the foremost hobby organization
in the world. In World War II,
that same ideal of patriotic serv-
vice has motivated its conversion
from the status of a service organi-
zation to that of a contributing
war agency performing vital func-
tions of recruiting and training.
Kenneth Warner’s personal
background is as colorful as his
career. He was born at Cairo, Ill.,
Oct. 3, 1894. His father operated
a supply store for Mississippi
River stern-wheelers, and the boy
grew up in the riverboat-
Twain atmosphere, to which
he still refers nostalgically.
After business school he worked as
accountant for a cooperage firm
and later as a railroad freight-
routing agent. Then radio caught
his imagination.
Many Honors
On April 29, 1920, he married
Anita Zimmer of Rochester,
N. Y. They have two children, Betty-
jean, a senior at Smith College,
and Richard, now in his last year
at Loomis Prep School, Windsor,
Conn. and headed toward a V-7
course.
Mr. Warner is a fellow of the
Institute of Radio Engineers, an
honorary member of the Associa-
tion EAR, Nederlandsche Ver-
eniging voor Internationaal Ra-
dioamateurisme, Reseau Belge,
Radio Club de Cuba, Rede dos
Emissores Portugueses, Union de
Radioamateurs Españoles. He has
been a member of the Hartford Golf
Club and the National Press Club
in Washington.
Congratulations, Ken Warner,
and 73!

PERSONAL NOTES

CHESTER J. LA ROCHE, chair-
man of the executive committee
and board member of the Blue Network,
also chairman of the War Ad-
vancing Council, will return to New
York early in May, according to in-
formation received from Phoenix,
where he has spent the last two months
and recuperating from last winter’s illness.
GEORGE C. BIGGAR, in charge of
employee relations of WLW-WSAI-
WLW Cincinnati, on May 1 observes
his 20th anniversary in radio. He
began May 1, 1924 with WLS Chicago.
ROBERT D. ENOCH, general man-
ger of KTOK Oklahoma City, will
remain in that capacity under the new
ownership of the station, O. L. (Ted)
Taylor, announced last week. The FCC
approved Mr. Taylor’s purchase of
KTOK for $150,000 a fortnight ago
[BROADCASTING, April 24].
N. P. COLWELL of the Chicago sales
staff of Joseph Henschel McGUire Inc
has transferred to the New York
office of the company and Robert S.
Russell of the firm’s New York office,
transfers to Chicago.
JACK KELLY, a member of the sales
staff of WCOH Columbus, S. C., is
now president of the company
[not specified, may be in error].
CAPTAIN ROY POWELL, former
manager of WCOS Columbia, S. C., is
now president of General
Dwight D. Eisenhower.
JOHN A. DORVYNS, commer-
cial manager of KGBR Long Beach,
Calif., on leave with the Navy Signal
Corps, has been promoted to a majority.
He was commissioned as a captain
two years ago. His most recent assign-
ment was Camp Kohler, Calif.
CHARLES A. SMITHGALL, manag-
ing director of WAGA, Atlanta,
has been elected a member of the board
of directors of Fort Industries Co.,
established in May, 1940, in West Vir-
ginia and Georgia. He joined WAGA
in 1941 and became managing direct-
or in 1942.
EDWARD E. HALL, of the CBS
station relations department, is the
father of a girl.
CAROLYN MAUS, of NBC’s spot
sales department, has joined the
WAVES.

BROADCASTING • Broadcast Advertising

Page 40 • May 1, 1944
Double talk? No—trouble talk!

Or rather the kind of talk that helps NBC avoid trouble.

Daily, hundreds of these telegraphic messages, abbreviated into lingo unfathomable to all but the initiated, are handled by the NBC department known as Traffic.

Traffic’s teletypes clatter night and day in piling up a staggering total of messages...enough to meet the daily telegraphic requirements of a city as large as Schenectady, N. Y., or Trenton, N. J.

75,000 messages a month... ordering, improving, testing, renting, buying facilities... grinding out a daily mass of operations, business and program details.

Yes, every “fax” and “fable” is checked and double-checked before a program goes on NBC—whether it’s a routine studio broadcast from NY, Chi, or San Fran or a pick-up from Algiers, Noumea or “lulu.”

What’s all this got to do with selling products and good will by radio? A lot.

Traffic’s messages mold the network into a smoothness of presentation which would be impossible without all this advance planning and attention to detail.

It’s the grand total of all these “little things” which has taught advertisers and listeners alike that they can rely on NBC... help give NBC its leadership and popularity... help make NBC “the Network Most People Listen to Most.”
Alert to the wisdom of the old odage "Knowledge is Power," smart time buyers keep well informed on the best buys in radio for results.

Here’s why they always choose KOA:

* Dealer Preference (68.8%)
* Listener Loyalty (69%)
* NBC Programs (9 out of top 10)

Coverage (Parts of 7 states)

Power (50,000 Watts)

* Ross Federal Survey
** NBC Tale of 412 Cities

C. E. SIEGWARTH, formerly with Specialty Sales, subsidiary of WLW Cincinnati, has joined the sales staff of WJW Cleveland.

SANGSTON METTLER Jr., formerly of Foote, Cone & Belding, Chicago, and Wrigley Co., has joined the Chicago office of Radio Sales, WBBM Chicago. He replaces Gordon Owen, now with the WBBM eastern basic staff in the New York office of Radio Sales.

Rex BEATTIE, commercial manager of CHML Hamilton, on April 25 married Mary Royle of Kelowna, B.C.

Paul BRINES, formerly Chicago manager for Broadcasting, and currently in sales relations for the George May Co., Chicago industrial engineers, is the father of a girl.

Dr. GUILLERMO MARINO, head of the law firm of Marino-Martinez & Pasara, and active in work of Ministry of Finance & Commerce, has joined Hollywood staff of radio division of CIAA, as Latin American advisor and script writer.

MILDRED OCOLEY, on leave from Fort Industry Co. to act as secretary to J. Harold Ryan, former Assistant Director of Censorship and now president of the NAB, will return to WWVA Wheeling, W. Va., Fort Industry station, after a few weeks' vacation. She had been with WWVA for 11 years before joining the Office of Censorship.

ROY MCLAUGHLIN, a member of the Winner Chicago and BLUE Network spot sales staff, joins the sales department of the Blue Network central division.

DER COE, resident manager of WIND Gary, Ind., is the father of a girl.

GILBERT MCLELLAND, sales promotion manager for Mutual in Chicago, is the father of a boy.

WALTER EMERSON, formerly an attorney with the New York office of Alien Property Custodian, has joined the central division of the Blue as legal counsel.

FRANK M. HEADLEY, president of Headley-Reed Co., New York, station representatives, is the father of a girl.

JAMES M. GAINES, assistant director of NBC advertising and promotion department, on April 21 became the father of a girl.

LOUIS F. PARK, formerly with Stewart-Warner Co., Chicago, as supervisor of radio and home appliance sales statistics and orders, has been appointed an executive assistant in sales development by Admiral Corp., Chicago.

Campbell Promoted

PAT CAMPBELL, director of public and station relations for Don Lee Broadcasting System, Hollywood, has assumed added duties as executive assistant to Willet H. Brown, vice-president and assistant general manager. Tony L. Frano, war program director, R.

Mr. Campbell has taken over full program director duties, replacing Sid Fuller, resigned. Mr. Fuller becomes full-time writer-newsreader of the three-day-quarter-hour Broad- way News, effective May 15, sponsored by Broadway Department Store. Mr. La Frano has been with the network eight years.

Officer in a Day

From buck private to lieutenant (j.g.), in one day was the experience of John C. McRoy, former station manager of W K A T Miami Beach. After two weeks of basic Army training at Keeler Field, Miss., his Army career was terminated when his application for a commission was made before his army induction was granted by the Navy. Lt. McRoy graduated from the U.S. Naval Academy four years in Pittsburgh, where he was affiliated with Westinghouse Electric Co., and KDRA he spent five years in Rockford, Ill., as part owner and program manager of WBOK. In 1939 he returned to Miami and for the last five years has been general manager of W K A T.

Bannerman at AMA

GLEN BANNERMANN, president and general manager of the Canadian Assn. of Broadcasters, will be principal speaker at a luncheon meeting of the Assn. of Chicago Advertising Agencies, at the Murray Hill Hotel, New York, May 11. He will give the first U. S. representation of the Canadian Bureau of Broadcast Measurement, cooperative industry movement to standardize and simplify station coverage claims. J. Harold Ryan, NAB president will introduce Mr. Bannerman.

GUILLEMER, in-house sales manager of a series of AM radio-in-wartime luncheons under the chairmanship of George H. Allen, recently appointed general manager of the Cooperative Analysis of Broadcasting.

Clemmens A. Kracht

CLEMMENS A. KRACHT, of the New York sales staff of Howard H. Wilson Co., died suddenly of a heart attack April 20 at home in Brooklyn. Before joining the Wilson organization about a year and a half ago, Mr. Kracht had been with WINS and WMCA New York. Previously he had been national advertising manager of the New York Times and advertising director of the Chattanooga Times. He leaves a daughter, Emile, and a son, John.

Quaker Oats on Blue

QUAKER OATS Co., Chicago (Aunt Jemima Bours), on June 19 will begin sponsorship of a musical program on the Blue Network, Monday through Friday, 10:40-10:45 a.m., to be heard on 45 stations across mountain and West Coast stations from 1:55-2 p.m. Contract is for 52 weeks. Agency is Sherman K. Ellis Adv., Chicago.

Political Time Views

CANADIANS in a recent Gallup Poll of public's favor or opposition to a limit to the amount of time political parties can buy on radio stations at elections. Only 20% wanted no limits. In Quebec the majority in favor of a limit was lower than all Canada, with slightly over 50% in favor of a limit.

"It was over WFDF that I first heard 'Anchors Aweigh!'"
Finer facilities today...

for finer radios tomorrow

New management, new methods, new and enlarged production facilities—designed for volume manufacture of quality electronic equipment—that’s DETROLA today. All this new plant and personnel are now producing electronic devices for VICTORY. That comes first. When Peace is won, the skills we have acquired in making quality war equipment will be turned to the production of the finest radios and other items for civilian use. Help make the finer post-war world an early reality by buying War Bonds and MORE War Bonds.

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN  PRESIDENT

BROADCASTING • Broadcast Advertising

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Blue Adds News

EXPANDING its news schedule as the invasion looms ahead, Blue network starting May 15 will insert two minutes of headline news every hour on the hour from 2 p.m. to 5 p.m. every Saturday.

FRANK HART is the new WTMJ-W5F Milwaukee continuity chief, succeeding Charles Collins, resigned. He was formerly continuity editor of WQW Green Bay, Wis.

W. W. CHAPLIN, NBC commentator, has arrived in London to join the network's invasion coverage staff.

BILL DORWYN, formerly announcer of Don Lee Broadcasting System, Hollywood, has been commissioned a second lieutenant in the Army.

JACK JORDAN, former news editor of KOMO-KJRR Seattle, has joined KMPC Hollywood as announcer.

TRUDY ERWIN, vocalist on NBC Kraft Misto Hall, and Murdo Mc-Kenney, formerly NBC Hollywood engineer and now a civilian flight instructor, are parents of a girl.

J. A. NOE O'CONNELL, formerly traffic assistant in the editing division of CBS' department of editing and copywriting, has been named supervisory editor of the CBS new program ideas and literary copywriting division of the department. He replaces Dorothy Kammerer, resigned.

JAY ARLEN, formerly of WPRF-Prince, Puerto Rico, has joined the staff of WLUW-W5ST Cincinnati as announcer.

GARNETT MARKS, honorably discharged from the Army, has joined KNX Hollywood announcing staff. Roy Rowan, formerly of WGN Chicago, has also joined the KNX staff.

HERB ALLEN, announcer of KFIR-KGKA Los Angeles, has been inducted into the Army.

NORMAN YOUNG has joined the announcing staff of WWNO Asheville, N. C. He formerly was with WAYS Charlotte.

SHIRLEY NEWMAN has replaced Brenda Ross in the continuity department of WORL Boston.

BILL HAMILTON, program director of WHIO Dayton, will join the Navy as an ensign, reporting to New York June 1. He has been with WHIO since 1940 as announcer and was promoted to program director in 1943.

BRUCE CALHOUN is now chief announcer at KBOO Seattle. Navy Wheeler has been added to the announcing staff to handle spots. Mr. Wheeler was formerly manager of WMJ Rice Lake, Wis.

BILL MOYER, former technician with NBC Los Angeles, has joined the announcing staff of KIRO Seattle. Bob Lubeck, now to radio, is also a new member of the KIRO announcing staff.

JOHN MARTIN, formerly with WLM Hollywood and WJZ New York, has joined KDOO-Minneapolis and KYSM Twin Cities.

E. RAY FORD, chief announcer of NBC's Atlanta, has joined the announcing staff of WOWO-W5GL Fort Wayne, Ind.

BILL MARTELL, announcer of KFRC San Francisco, and Jack Mc-Michael of the station's sales staff, have joined the U. S. Coast Guard Volunteer Port Security Force.

ROY PORTER, NBC correspondent, returned home after his invasion coverage of China, during a recent broadcast of News of the World on NBC.

ALINE WILLIS has been appointed to the staff of the domestic bureau of OWI New York, to assist Harry Levis, OWI station relations chief in the OWI's coordinated effort of serving northern New York and New England OWI stations. Mrs. Willis, who was serving in a similar capacity in the OWI's Atlanta, Ga., branch, and was previously traffic manager of WMOB Mobile, Ala.

WORTH WHITE, announcer of WTWF Raleigh, N.C., has passed his physical examination for Navy duty.

Francis Elliott, formerly with WORC Lowell, Mass., has joined the CBS network, is coming to New York to radio, are new additions to the WTWF announcing staff.

ROBERT J. METER, former production manager of WINS Milwaukee, has been commissioned a Lieu-tenant (j.g.) in the Navy and reports to Princeton U. for training. Prior to joining WINS he served with the OWI.

ELEANORE TERRY, women's commentator of WZKO Kalamazoo, Mich., has returned to work after a week in the hospital.

DR. WILLIS DUNBAR, professor of history, Kalamazoo College, has joined WZKO Kalamazoo, Mich., as news editor.

JAMES KIRKPATRICK, discharged from the British Army after years of service, has joined the announcing staff of CKKJ Kingston, Ont.

BRUCE McFARLANE and Al Dun- can, discharged from the Royal Canadian Air Force, have joined the announcing staff of CGKB Timmins, Ont.

WILF DUPONT, formerly of CGKB Timmins and CKNR Rouyn, Que., is training for pilot at the Canadian Air Force. He is stationed at Edmonton.

DOROTHY TUTHILL, formerly in continuity department of KGK Phoenix, has rejoined that station on a part-time basis.

ALBERT CALL, formerly of Los Angeles Daily News, has joined KNX Hollywood news bureau as writer.

CHARLES GOLLING, of the continuity staff of WTMJ Milwaukee, has rejoined the continuity staff of the NBC central division.

Day and Night

this market listens to WKBH

Here's some of the most intensive, round-the-clock listening in America.

Scores of case histories prove it does a wonderful selling job. Let us show them to you.

C. E. Hooper-Midwestern, 1944

WKBH is the preferred station for the 149,660 radio homes in this area.

It sell and sells SELLS!
Invasion is coming!

Exact day and minute are known to only a chosen few. But for every WNEW listener the word "Attack" will throw into operation a remarkable plan of invasion news coverage.

Through WNEW you, the listener, will move in with the first invasion wave... set foot on enemy soil... hear every bit of news as fast as it's released.

Regular five-minute reports from the great newsroom of the Daily News every hour on the half-hour... special around-the-clock editions every quarter-hour... short-wave transmissions in cooperation with the British Broadcasting Corporation—all are ready. Every program stands by for all bulletins as they come in.

This WNEW invasion coverage plan was evolved through countless days of planning and research, trial and retrial.

It's all set, now. And it's good!

Such service as this—bringing you ALL the news ALL the time, 24 hours a day—is one of many reasons why more people listen to WNEW than to any other non-network station in the country.
FCC Analysis of Sharp Decrease in 'Red Ink' Stations

VIRTUAL elimination of radio's erstwhile "ill-fed, ill-clothed" one-third—stations which consistently were in red ink—is indicated by the FCC's analysis of 1943 financial statements of broadcast stations.

Whereas there were in the neighborhood of 200 stations which year after year showed operating losses, in 1943 there were only eight stations in the 100 w category and 56 in the 250-500 w group which showed decreases in revenue. The study, covering all stations by power categories, was completed with the release last week of 100 w station statistics. It has been under the direction of William J. Norfleet, chief accountant, and prepared by Harry Pennyson, acting head of the broadcast division of the Accounting Department.

Symphony Renewed

GENERAL MOTORS CORP., Detroit, has signed a contract with NBC for a 25-week renewal of the General Motors Symphony of the Air, carrying the program through to August 1, 1945. Aside from a projected policy for more frequent use of soloists and guest conductors, the program will remain virtually the same, with Arturo Toscanini resuming the baton for a series of concerts during the winter months, according to a statement issued by General Motors. During the first year of the series under General Motors sponsorship, Mr. Toscanini has alternated as conductor with Leopold Stokowski in 15-week periods, with Dr. Frank Black handling the summer concerts. Agency is Arthur Rudner Inc., New York.

 Kreisler Debut July 17

RADIO DEBUT of Fritz Kreisler will take place on the July 17 broadcast of Bell Telephone Co., NBC Telephone Hour. Violinist has signed an exclusive contract through N. W. Ayer & Son for a series of appearances on the program—marking his first venture on the air.
More and better gardens
Out in Iowa, stations KS0 and KRNT, Des Moines, have been leaders in the garden movement since before the term Victory Garden was coined. Their Farm Editors and Home Economists—working with the Des Moines Garden Club, Polk County Garden organization, Civilian Defense Garden Center—set up programs having as their objectives the raising of more and better food and the conservation of food for winter use.

Programs told listeners how to prepare the soil, how to select seed, how and when to plant, described mulching and cultivation, harvesting and processing. This year even more ambitious plans have been laid. Late in August there will be a Food for Freedom Fair with prizes for the best garden-truck displays.

We agree with WCOP
In the belief that it is important in these war days for every American to know what we are fighting for, station WCOP, Boston, inaugurated a series of programs entitled "Know Your Country." These broadcasts—developed in cooperation with local high school principals—give listeners interesting historical data in a quiz-form program with high school students pitted against each other.

Bonds sell fast
over WITH
During the recent 4th War Loan Drive, station WITH, Baltimore, received telephoned orders for $310,800 in Bonds in 65 minutes. That was the night the Mayor and 19 City Councillmen put on the Bond Battle of Baltimore—a contest between districts to see which would buy the most War Bonds. A good plan—and good results!

To speed Victory, buy War Bonds regularly—all you can!

"NEBRASKA AT WAR" SERIES SHOWS FINE COOPERATION
The "Nebraska at War" programs, broadcast every Sunday by KOIL, Omaha, and carried by every radio station in the state, have been commended by the customers in the Omaha, Nebraska, and Lincoln area.

Programs subject subjects to varied widespread interest, the services, each governmental agency has been allotted time, and the timeliness of each presentation has been worked out effectively.

A committee under the direction of Mr. Hugh Feltis, as Nebraska Radio Coordinator, allocates time, selects subjects and prepares scripts. This committee is composed of representatives of the Army, the Navy, the Marine Corps, the Women's Army Corps, the Spars, the U.S.O., the War Finance Committee, the American Red Cross, Office of Price Administration, and War Manpower Commission.

Programs are prepared under the direction of Mr. Ken Stewart of KOIL programs are produced by Mr. Harold Hughes of KOIL.

Visiting combat personnel, dignitaries and timely happenings have been used consistently—dramatizations, talks and special events have been worked out effectively.

In all, the "Nebraska at War" series is a fine example of American Democracy cooperating for the benefit of the armed forces, the governmental agencies and the people of the nation.

KLX eliminates "hitch-hike" announcements
To get rid of so-called "hitch-hike" announcements—by which one commercial thumps its way too close to another—KLX, Oakland, California, inaugurated a new policy. After the closing commercial on each hourly news period, the announcer says, "And now a salute to our servicemen," thus introducing such lively military favorites as "Anchors Aweigh," "The Caissons Go Rolling Along," or the "Marine Corps Hymn," Simple, effective, popular!

Good work, WNBH
For over a year, station WNBH, New Bedford, Mass., has conducted a weekly "Letters to Fighters" program, during which letters from fighters are read over the air. New Bedford listeners send in the names of relatives in the services—and WNBH then prepares for these servicemen and women a letter once each month containing local news.

A New Bedford business concern furnishes the stamps and local schools do the addressing and mailing. The mailing list has grown to more than 2,000 names—and the response shows real appreciation!

Who?...WHO?
As an issuing agent for War Bonds, WHO, Des Moines, had sold $4,729,275 up to March 1st of this year. Approximately 20,000 individual orders were received from more than 2,000 cities and towns in 44 states and 4 territories including Alaska, District of Columbia, Hawaiian Islands, Puerto Rico. About 45% of these orders represent response from WHO listeners in Iowa, 55% from listeners outside the state.

Programs by and for the armed services
Since December 4, 1942, a regular feature over WHYN, Holyoke, Mass., has been the program devoted to the WAVES. These broadcasts acquaint the public with the women themselves and their course of instruction at Smith College. Each week recordings are made for the Navy's use in recruiting.

A 13 weeks' series of half hour variety shows from KSD, Crook, Nebraska, was recently completed over KBON, Omaha. This station now carries a new Seventh Service Committee series.

A short time ago WSPR, Springfield, Mass., concluded a rather unique series of broadcasts. It was an all-serviceman show in the college training detachment at Springfield College. The boys initiated the series with the desire to attempt to repay the people of Springfield for their kindness and hospitality.

Each Saturday afternoon, as thousands of leg-weary soldiers swarm into Nashville from nearby maneuver areas, station WMM sends a staff band to one of the many U.S.O. lounges. Junior Leaguers, sub-debs and business girls act as dancing partners.

Out in Saint Louis, talent from the armed services is producing four series of programs aired by KSD. "Accent on Wings" is a variety program by the Army Air Forces Training Command at Jefferson Barracks. A dance band program and an army newscast originate from Scott Field. The Marine Corps puts on a program each Saturday.

In the fight at 75
This year Western Electric celebrates its 75th Anniversary. Through our long experience in the field of sound transmission—and our years of pioneering in radio—we've grown stronger, more and more fit to fight on the production front. Today Western Electric is the nation's largest producer of electronic and communications equipment for war.
Radio Advertisers

QUAKER OATS Co, Chicago (cereal), on April 29 began sponsorship of its summer schedule of 12 programs to be heard once a week, Saturdays, on WLS Chicago. New contract for Man on the Farm program, Quaker's fall and winter program, will run from Sept. 10, 1944 to April 7, 1945 on WLS. Agency is Sherman & Marquette, Chicago.

HARRY T. KLEIN, executive vice-president and general counsel of the Texas Co., sponsor of Fred Allen on CBS and the opera broadcasts on the Blue, has been elected vice-president of the company. He succeeds W. S. S. Rodgers, who becomes chairman of the board.

S. FRIEDER & SONS Co, Cincinnati, has signed a 26-week contract with WOR New York for a Sunday quarter-hour broadcast by Stan Lomax on the outstanding baseball results of the day. Series started April 30 in behalf of Garcia Grand and Hahnelo Cigars. Agency is Al Paul Leaton Co., Philadelphia.

JOHN H. KRAFT, president of the Kraft Cheese Co., Chicago, and B. E. Stewart, president of the Hydrox Corp., Chicago, have been elected vice-presidents of National Dairy Products Corp.

LOWE BROS. Co, Toronto (paint), has started a weekly studio program Nepean Radio Theatre on CHRC Quebec. Account was placed by MacLaren Adv. Co., Toronto.

WILSON FLY PAD Co, Hamilton. Out starts in mid-June one minute transcription studio musical spot nine weekly on 23 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 21 starts one-minute transcription studio musical spots three weekly on a large number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

JUICE RICH Citrus Products Co., Baltimore (Juce Rich Orange Crush)) has appointed Leon S. Golnick & Assoc., Baltimore, to handle its advertising. It is reported radio plans are considered.

TIVOLI BREWING Co, Detroit, on April 18 began a three-week quarter-hour program featuring Bill Cullison, the magician, on WJR Detroit. Contract is for 26 weeks. Agencies: McCormick-Eriksen Adv. Detroit.

RAY WOLLIHAM, formerly advertising director of Armour & Co., and prior to that, with Blake Brewing Co. and Kellogg Co., has been appointed advertising and sales promotion manager of Red Star Yeast & Products Co, Milwaukee.

INFORMAL CHAT followed contract signing of five-weekly quarter-hour philosophical commentary series featuring Mark Bremenon on KKNX Hollywood. Turco Products, Los Angeles (cleaner), is sponsor of a 52-week contract which began March 27. Format-discussers are (to r): Russell Lockman, account executive; Mr. Bremenon; Harry W. Wilt, assistant to Donald W. Thornburgh, CBS West Coast vice-president; Warren P. Fehlmann, president of Warren P. Fehlmann Adv., Los Angeles agency which handles the Turco account.

THE VOICE OF MISSISSIPPI

MISSISSIPPI CASH FARM INCOME UP

19.2%

Mississippi's cash farm income in 1943 was $544,290,000, an increase of 19.2 per cent over 1942's ($297,069,000) total, U. S. Department of Agriculture figures reveal. Livestock and livestock products netted Mississippi farmers $544,290,000 in 1943, as compared with $349,424,000 in 1942 and $36,205,000 in 1941.

Yet, Mississippi's cash market continues to grow. Business activity continues to increase, and WJDX, "The Voice of Mississippi," dominates this profitable, growing Mississippi market.

WJDX Dominates Mississippi's Able-to-Buy Market—WJDX Puts Your Message Across.

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.

WINN LOUISVILLE
BROADCASTING - Broadcast Advertising

Page 48 • May 1, 1944
FIRST NATIONAL BANK, Kal- 
masoo, Mich., has begun sponsorship of a 13 week series of weekly quarter-
hour programs on WEZO Kalamazoo, 
ich, titled What's It Like, featuring dramatic reading of excerpts of let-
ters from hometown boys now in 
service overseas.

SULFA PRODUCTS Co., Kansas 
City (PSO, Ridian) has named 
Merritt Owens Adv. Kansas City, to 
place its advertising. Radio plans are 
ated to be considered.

NATIONAL CANDY Co., St. Louis 
(Bo Cat candy bars) has appointed 
Oakleigh R. French & Assoc. as ad-
vertising agency. Radio plans are said 
to be considered.

GLOBE GRAIN Advertising 
Oakleigh R. Merritt City 
FIRST has ADAM 
TORONTO. 
was placed O'CEDAR OF 
Angeles. 
Agency 
CAL-WESTERN MPG, Los Angeles 
(liquid cleanser, silver polish), new to radio, in a 13-week campaign on 
May 9 starts using weekly spot an-
nouncements on KEGA. Other stations 
will be added. Pacific Adv. Service, Los Angeles, has the account. 

O'CEDAR OF CANADA, Toronto (floor polish) will handle 15 trans-
scribed singing spots on a number of western Canadian stations. Account was 
recently placed by MacLaren Adv. Co. 

ADAM HATS (CANADA), Toronto, 
has started transcribed spot campaign 
in Montreal and Toronto. Account was 
recently placed by MacLaren Adv. Co., 
Toronto.

ROBERT A. JOHNSTON Co., Mil-
waukee (chocolates), has named 
Howard H. Monk & Assoc., Rock-
ford III., as its advertising agency for its 
confectionery, chocolate and 
cocoa divisions.

BENEFICIAL STANDARD Life 
Insurance Co., Los Angeles, has ap-
pointed Smith & Bull Adv., Los An-
geles, to handle its advertising. Spot 
radio will continue to be used along 
with other media.

FUNK & WESTED Co., Blooming-
town, Ill., on April 9 began sponsorship of 
Peppy & Her Dad, quarter-hour 
Sunday morning program, on WBBM Chicago. Agency is E. H. Brown Adv., 
Chicago.

REGAL AMBER BREWING Co., 
San Francisco, on April 23 renewed 
for a third year its two KPO San 
Francisco shows Light and Mellow, 
half-hour weekly variety program, and 
Eye-witness News, 15-minute live news commentary, each 
52-week basis. Agency is M. E. Harlan, San Fran-
cisco.

Raalston Names Chase 
H. M. CHASE has been promoted to 
manager of the cereal department of Raalston 
Pu-
rina Co., St. Louis, effective May 1. 
Mr. Chase will take over the 
work of contacts with media men 
in addition to other duties in-
volved in development of cam-
paigns for the four national ad-
vertised cereals—Raalston Whole 
Wheat Cereal, Instant Raalston, 
Shredded Raalston and Ry-Krispin.

STORE EXECUTIVES ON FASHION SHOW 
NEW ENGLAND store executives at 
a meeting Tuesday April 25, of 
the regional chapter of the Na-
tional Retailers Dry Goods Assn. 
Store Managers' Group, in the 
Hartford Club room, participated in the regular, twice weekly fal-
sion program, 12:12-15, over WITC 
Hartford, sponsored by Sage-
Allen & Co.

Jan Miner, m. c., tested retail-
ers' knowledge of the California 
fashions worn by live models. The 
regular program handled by 
the station studios has no actual 
models. Music and sound effects help 
create the effect of realism.

Menus and recipes are given on 
the program in the form of a 
“cooking lesson” being given in 
Jan Miner's home by a local ex-
pert and latest OPA dramatiza-
tion has Miss Miner “visiting” a 
grocery store with an OPA ex-
ecutive. New books on sale at Sage-
Allen are dramatized as well. 
No straight commercial announce-
ts are made on the program and 
no straight interviews, with 
everything from WBNX to 
the blood donor appeals to selling 
fashions and cosmetics treated 
as a sketch. Increasing number of 
the store's sales have been traced 
directly to the program.

Format was conceived by Marion 
Down, sales promotion manager of 
Sage-Allen and Charles Brunelle, 
who operates a Hartford advertis-
ing agency.

Welch on Full Blue 
WELCH GRAPE JUICE Co., 
Westfield, N.Y., on June 5 will be-
coming sponsor of a camp-
gram, Time Views the News, 
Monday, Wednesdays and Fridays, on 
the full Blue Network, 4:30-4:45 
p.m. Contract is for 52 weeks. 
Agency is H. W. Kastor & Sons, 
Chicago.

South American Market 
Prepared by GE Discs 
INTERNATIONAL General Elec-
tric Co., New York, is releasing to its branch companies and dis-
tributors in Latin America a se-
ries of transmitted announcements 
designed to lay the groundwork 
for post-war selling of GE radios. 
Produced by Columbia Recording 
Corp., New York, the first 15 of 
a series of 120 one-minute discs 
were shipped to 34 local dealers 
last week. Spots will be aired first 
by about 15 dealers in Mexico and 
by several each in Colombia, Cuba, 
Argentina, Brazil, Puerto Rico, 
Uruguay, Chile, Peru and Guate-
malas, with additional dealers in 
these and other countries expected 
to follow. IGE has set out to 
“humanize electronics,” with down-to-earth 
demonstrations of its application. 
Williams & Saylor, New York, is 
the agency, and William Y. Stock- 
ing account executive.

FARM INCOME 
IS INCREASED 
BY CHEMURGY 
Soybeans are rapidly becoming 
a major Iowa crop because of their 
great demand in the manufacture 
of explosives, paints, varnishes, 
and scores of other things.

And corn, Iowa's leading crop, is 
being used in the manufacture of 
ethyl and butyl alcohol, lactic acid, 
smokeless powder, plastics, etc.

That these phases of chemurgy 
will not stop with the armistice or 
be concentrated solely in the field 
of plastics was recently indicated 
by Dr. E. Berl before the American 
Chemical Society. Within a few 
hours chemurgy can do to agri-
cultural products what it took na-
ture millions of years to do. And 
we will have coal, oil, gasoline, 
and all the by-products.

The No. 1 Farm Market's income 
is breaking all records now, and will 
be constantly increasing in the 
years ahead. But availabilities on 
KMA, the No. 1 Farm Station, are 
limited now. We advise you to 
check today with Free & Peters— 
or us—about your KMA schedule.
John R. Allen, assistant radio director of Marschalk & Pratt, New York, has been appointed acting radio director, replacing Carlo DaAngelo, who resigned to freelance. Mr. Allen will head M&P's radio activities until the return of Penton, radio director, who is on leave in the armed forces.

Eugene F. Thomas, formerly with the National Assn. of Manufacturers, has joined the creative staff of Fuller & Smith & Ross, New York.

Edward Lane, formerly in the advertising department of Franklin Media Adv., New York, has joined the copy staff of Kenyon & Eckhardt, New York.

John G. Curran, formerly with the industrial services division of the War Department, has joined the radio department of Brahm Co., station representatives.

Franklin Owens, most recently radio timebuyer of Benton & Bowles, New York, has joined the radio staff of N. W. Ayer & Son, New York, as a timebuyer.

Tod Franklin, formerly with Kenyon Research Foundation, New York, a subsidiary of Kenyon & Eckhardt, has joined the Chicago office of H. W. Kastor & Sons as research director.

William E. Forbes, formerly executive assistant to CBS president William S. Paley, on May 15 joins Young & Rubicam, New York as radio supervisor in charge of television activities, working with Harry Ackerman, Y&R television chief.

Walter J. Weir, vice-president in charge of creative work of Kenyon & Eckhardt, New York, who was scheduled to join the Overseas Branch of OWI, will remain with the agency, on doctors' advice.

Walter Craig, New York vice-president in charge of radio for Benton & Bowles, is in Hollywood for four weeks auditioning summer programmers.

Frederick J. Wachter, retired as chief lieutenant with the U.S. Army Tank Destroyers Corps, has joined the copy staff of Erwin, Wurm & Ciny, Chicago.

Harry Silks Jr., has joined Helen Edwards & Staff, Los Angeles agency and radio personnel consultants, as public relations director.

Donald E. McGuiness, manager of the Chicago office of Campbell-Sanford Adv. Co., is leaving for radio instruction in the Navy. William Smith, formerly member of Cudby-Petting Co., Chicago, advertising staff, will be in charge.

Ben Green, radio director of H. W. Kastor & Sons, Chicago, returned for boot training in the Navy, USMC, April 21. He will be succeeded by Jim Wright, account executive at the agency.

George W. Wharton, formerly with the American National Red Cross as chief of the advertising staff, has joined Peller, Ryan & Lush, New York, as assistant account executive.

Ryan Warran, formerly on the advertising staff of Sargent & Co., Des Moines, has been appointed account executive of J. M. Mathes Inc., New York.

Frank McCullough, formerly of Ruthrauff & Ryan, New York, has joined J. Walter Thompson as account executive.

New Agency Formed

ColoNIAL ADV., New York, will be dissolved May 1 and all accounts transferred to a reorganized expanded agency operating at the same address 28 W. 44th St., under the name William Von Zehle & Co. During his 13 years in radio, Mr. Von Zehle opened Colonial Adv. a year ago as partner and managing director. He had earlier managed WINS New York. Among those in the new firm, operating with an expanded personal and office space are Kay Meyerson, space and timebuyer, formerly of Colonial; Mary Louise Knapp, copy department, formerly of J. Walter Thompson Co., Chicago, and Bob Hilton, account executive, formerly of Kiernan Adv., New York.

Ayer Names Sanford

HerBERT SANFORD has been named television director of N. W. Ayer & Son, it was announced last week. In his new work, Mr. Sanford, who spent a year specializing in radar as a lieutenant in the Navy in the Pacific, will have charge of experimental and commercial television projects which the agency has developed in the past three years.

Pringle Named Manager

William J. Pringle, vice-president and director of Voote, Cone & Belding since the firm's inception, has been named manager of the Los Angeles office, according to Don Belding, chairman of the board of directors.

Sylvia Diamond, formerly with George Evans, publicity firm, has joined David O. Albert Associates, New York, radio publicity agency.

Paul D. Kranzberg and Sam Krupnick, partners in the Padco Agency, St. Louis, have dissolved their partnership. Mr. Kranzberg has bought the Padco name and will continue to operate at the same location. Mr. Krupnick will remain in the advertising agency business under another firm name at a location to be announced later. For the present he will operate from Padco's headquarters.

Henry M. Hempstead, account executive of Geyser, Griffith & Newell, New York, has been elected vice-president.

Herbert W. Leinbach, former account executive of Kelly, Mason Inc., New York, hast joined Lewis & Gliman, Philadelphia, in the same capacity.

Harry O. Whiteside, formerly research director of the St. Louis Chamber of Commerce, will join the research department of Gastner Adv., St. Louis, May 8.

Aurora Blando, former space-buyer of Lewis, Vladimir Co., has joined Morse International, New York, as manager of export media. The former manager, Victor Lent, has moved to the export department of Vick Chemical Co., a Morse account.

John E. McMillin has resigned as vice-president and director of copy of Conlin Adv.

Muzak Inc., New York, which furnishes music by special wire to restaurants and hotels in metropolitan New York, has arranged with WINS New York to pick up broadcasts of the New York Giants and Yankees baseball games.
**War Bonds**

of these

available

during the

week beginning May 22, with messages scheduled for both WAC and SPARS recruiting. Three other subjects are continued from the previous week and a sixth returns to the packet after a month's absence.

Messages on SPARS, the Women's Reserve of the U.S. Coast Guard, are assigned to both the KW and OI groups of stations for transcribed announcements. Appeals for WA recruiting are assigned to the Network and National Spot Allocation plans.

**WAC Campaign**
The campaign for enlistments in the WAC, the more urgent of the two, stresses the need for women to replace men both overseas and at home in 233 different Army jobs. The messages point out that commanders in the field are asking for more WACS and that the rate of recruitment must be substantially increased if quotas are to be met.

Appeals for SPARS urge women, aged 20 to 30, single, or married, or single, with no children under 18, to call at their nearest Coast Guard recruiting station to inquire about service. Prospects for sponsors for spot announcements may be found among institutional advertisers and firms supplying uniforms and accessories.

Other subjects scheduled for station announcements are War Bonds, also on Network allocation, and Car Sharing. The latter stresses the importance of group riding to conserve gasoline and rubber. Supermarkets and other advertisers promoting group shopping are among likely sponsors for Car Sharing spots.

Fight Waste messages, scheduled on National Spot Allocation, emphasize continued need for conservation of paper and tires, among other critical resources. Play Square With Gasoline, assigned for network treatment, asks compliance with rationing to kill the black market.

**CONVENTIONS AND GROUP MEETINGS**

Asn. of National Advertisers (closed session)—May 4-5, Westchester Country Club, Rye, N. Y.

Asn. of Radio Farm Directors—May 4-5, Decker-Wallick Hotel, Columbus, O.

Institute for Education by Radio—May 4-5, Decker-Wallick Hotel, Columbus, O.

National Asn. of Broadcasters, Board Meeting—May 6-10, Hotel Statler, Washington, D. C.

Proprietary Asn. of America—May 15-17, Biltmore Hotel, New York.

Advertising Federation of America, War Advertising Conference—scheduled for June 6-7 in Chicago, postponed indefinitely due to travel conditions.

National Industrial Advertisers Assn., Eastern Regional Conference—June 6-8, Hotel Claridge, Atlantic City.


Public Utilities Advertising Asn., APA affiliate—June 6-8, Palmer House, Chicago.


**Campaigns to Recruit SPARS and WAC Listed on OWI Radio Bureau Packet**

**APPEALS to women to join the military services feature the OWI Domestic Radio Bureau allocations for the week beginning May 22, with messages scheduled for both WAC and SPARS recruiting. Three other subjects are continued from the previous week and a sixth returns to the packet after a month's absence.**

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**OWI PACKET, WEEK MAY 22**

Check the list below to find the war message announcements you will broadcast during the week beginning May 22. All stations announcements are available for subscription. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 1 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET.-WORK</th>
<th>STATION</th>
<th>ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>GROUP</th>
<th>NAT. SPOT</th>
<th>PLAN</th>
<th>AE.</th>
<th>Ind.</th>
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<th>Live</th>
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<td>Play Square with Gasoline</td>
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See OWI Schedule of War Messages 169 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**Ruth Crane**

(Formerly "Mrs. Page" on WJR)

COMES TO WASHINGTON

Ruth Crane, nationally famous for her "Mrs. Page" Home Economics Program on WJR, Detroit, comes to Washington to sell your product to the women of the booming Washington Area—today's WORLD CAPITAL! Ruth Crane's program has long been ranked by Listeners—by Agencies and Advertisers—as the Most Effective Women's Program in the country. She now brings to Washington her selling recipe of appeal and confidence, proved by 15 years of outstanding success over WJR. As WMAL's Director of Women's Activities, she will conduct

**WMAL'S NEW SHOW**

"The Modern Woman"

Now on the Air

MONDAY thru FRIDAY—11:30 A.M.—12 Noon

A program devoted to the many and varied interests of The Modern Woman.

Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields, etc. Rate includes time and talent.

$25 per broadcast, less frequency discounts

Out of the BLUE come some of the Best Shows in WASHINGTON

**THE EVENING STAR STATION**

630 K. C.

BASIC BLUE NETWORK

5,000 WATTS

Owned and Operated by The Evening Star Broadcasting Company 724 14th Street, N. W.

Washington 5, D. C.

Represented Nationally by BLUE SPOT SALES in New York, Chicago, Detroit, Hollywood and San Francisco

BROADCASTING • Broadcast Advertising

May 1, 1944 • Page 51
WGY Schenectady
Beaumont Co., St. Louis (Four-way Cold Glass), 3 Times, thru Donahoe & Co., N. Y.
The Rubinger Co., New York (Van Bureck), 3 Times, thru Rubinger & Rogers, Philadelphia.
Blenner's, Philadelphia (department store), 3 Times, thru Stewart-Hor- 
Fung Co., Baltimore (religious), 3 Times, thru Donahoe & Co., N. Y.
School Mfg., Co., Chicago (Tuba pade), 100 Times, thru Donahoe & Co., N. Y.
Esquire, Chicago (Coronet), 21 Times, thru Schwimmer & Scott, Chicago.
Dr. Salzburg's Labs, St. Louis (poultry feed), 2 Times, thru N. A. Winter Adv. Agency, Des Moines.
Grove Labs, St. Louis (vitamins & cold tablets), 3 Times, thru B. A. Moore, Inc., St. Louis.
Kern, Philadelphia (Philadelphia Inquirer), 3 Times, thru Kenyon & Eck- 

KRWX Wealco, Texas
B. F. Goodrich Dealers, Lower Rio Grande Valley, Texas (tires and other mer-
chandises), 5 Times, thru Schwartz & Co., Chicago.
McCormick Sales Co., Baltimore (see Brand insecticides), 10 Weeks, thru Jones & Bradley, Jr., New York.
Bath Packing Co., Waterloo, Ia. (Bath's Blackhawk LunchonMeats), 10 Weeks, thru Young & Young, Chicago.
Stanco, New York (Filt Insecticide), 10 Weeks, thru McCann- 

WENR Chicago
Schuhle & Burch Biscuit Co., Chicago, 6 Times, thru Leo Burnett Co., Chicago.
Chasegold Corp., Cincinnati (margarine), 3 Times, thru Pub- 

KHY Philadelphia
Keystone Automobile Club, Baltimore, Maryland (insurance), 3 Times, thru Pub- 

KIECA Los Angeles
Dad's Root Beer Co., Chicago (root beer), 21 Times, thru Malcom-

KOMC Los Angeles
Metro-Goldwyn-Mayer Corp., New York (films), 60 Times, thru Dona- 

KJH Hollywood
Metro-Goldwyn-Mayer Corp., New York (films), 50 Times, thru Dona- 

WOR New York
P. Duff & Sons, Pittsburgh (Waffle Mix), 50 Times, thru Pub- 

WIND Chicago
Balaban & Katz, Chicago (theater show- 

WLIB Brooklyn
Seaman Bros., New York (Pique), 17 Times, thru J. D. Tarcher & Co., N. Y.

NEW YORK:
"THEY CARRY THE FRAUD": .. . In the 

ANNA TO HEAR MEYER, FRANCIS, PHILLIPS
CLARENCE FRANCIS, chairman-

Retail Store Promotion
Aided Thru 'Life' Quiz
RADIO promotion by leading U. S.
retailers is being prepared and dis- 

tributed by Life magazine as a new "display key, " "The Voice of Your United Nations". Panels of 

"New Secret "Voice"
AS A result of an investigation 

by the Nation's "Telegram" the 

Voice of Experience went on the air over WHN New York 

April 24 with a new "voice" whose identity remains a secret. 

The World Telegram published an 

interview with C. L. List, past con- 
ductor of the program, which led 

the paper to check into his claims as 
a bona fide psychologist. Mr. List's voice had been ac-
cepted and publicized in good faith by 

the station and by Sunway Vitamin Co., the sponsor, which sup-
pelled the "new "voice" is a thor- 
oughly qualified psychologist, when 

Mr. List was exposed as a fraud. In 

keeping with the precedent 

established by the last Dr. Sayre 

Taylor, the identity of the new 

consultant will remain secret.

Wednesday, May 1, 1944

Page 52 • May 1, 1944

BROADCASTING • Broadcast Advertising
X-Ray O.K.—your final assurance of a perfect tube from Federal.

Every Federal water cooled tube must pass this pre-shipment test.

It is only one of the "Multiple Tests" Federal makes to bring you the ultimate in vacuum tubes. Every known test of mechanical and electronic perfection is a Federal "must"... tubes are tested for high-voltage overload... shelf life is given to prevent shipment of tubes with glass strains or slow leaks... and a final, all-inclusive, operation test leaves nothing to conjecture.

Federal's "Multiple Testing" adds up to longer tube life... uniform electrical characteristics... and lower cost of operation. Radio men acknowledge that "Federal always has made BETTER Tubes."

Federal Telephone and Radio Corporation
Newark, N. J.
Bernays Award of $1,000 to Be Given Person Aiding Democracy Most by Air

The Edward L. Bernays Radio Award of $1,000 to be given to person making the greatest contribution during 1944 to democracy through the medium of radio, originated by the New York public relations counsel, has been announced by Ohio State University's Institute for Education by Radio.

Although the award may not be presented to a corporation, station, or other multiple entity, it may be presented to an individual within any of these organizations who, through the medium of radio, has fostered the ideas "which further democratic understanding, democratic thinking, and democratic action by the people of the United States."

Leader's Comment

The suggestion for such an award was submitted to many national leaders and met with unanimous approval, according to Dr. L. Keith Tyler, director of the Institute for Education by Radio. Among those leaders commenting were: Vice-President Henry A. Wallace; Senator Robert F. Wagner, New York; Gov. John W. Bricker of Ohio; Wendell L. Willkie; Warren H. Atkinson, national commander of the American Legion; Rev. H. L. Poorman, director, American Civil Liberties Union.

The 16th annual Institute for Education by Radio, to be held May 5-8 in Columbus under sponsorship of Ohio State University, has chosen "Radio—Sword and Ploughshare," for its theme which will be the basis for discussions by broadcasters, educators and civic leaders on the problems of educational broadcasting.

The annual dinner May 7 will feature Elmer Davis, OWI director as speaker, with the Columbus Boys' Choir in a musical presentation.

The conference program is to be made up of general and special sessions, study groups and round tables emphasizing the role of radio in the war and in the peace.

"Is There Free Is Radio?" is the symposium for one of the general sessions over which H. V. Kaltenborn, NBC commentator, will preside with representatives of Canadian and U. S. chains, FCC and other agencies included. H. B. McCarty, U. of Wisconsin, will preside over a symposium on "Combat Reporting," and "Radio's Role in Understanding," Vice-president Harvey H. Davis of Ohio State presiding, will include discussions of labor, race, and international relations. Dr. Tyler will head a closing summary session on "Radio and Postwar Problems."

Two special sessions scheduled are: "Regional Station International Broadcasting," and "Morale on the Fighting Fronts," the former of which will include a broad-cast originating in London by the BBC, relayed to WLB Cincinnati, and transmitted to the institute audience who will hear the entire procedure, including discussions on the transatlantic channels. Dramatization of a war incident involving four Army chaplains and a tribute to all chaplains by Brig. Gen. William Arnold, Chief of Chaplains, U. S. Army, originating in New York on the NBC Catholic Hour, will be heard by the Institute as the presentation of "the Morale" program.

Democracy and Radio

May 4, the night before the Institute opens, America's Town Meeting of the Air will originate from Columbus on "Does Youth Want Social Security from the Cradle to the Grave?" with George V. Denny Jr., as moderator. Mr. Denny will preside at a pre-conference meeting on "Developing Democracy through Radio Discussions," a cooperative venture of local stations and the schools.

Throughout the period of the Institute, small work-study groups and round-tables will be in session on such subjects for broadcasting as agricultural and homemaking, national organizations, children, religion, college courses, music, women, public health, local youth organizations, production techniques, college public relations, special events, radio, writing, radio research, radio and reading, FM radio and education, junior town meeting, in-school broadcasting, Negro and radio in education, production techniques, special events, training radio journalists, radio and recruitment, radio councils, and recordings for education.

Christmas Study

In A QUESTIONNAIRE mailed to 2,000 retail stores Meyer Both Reports research division of Meyer Both Co., New York, is seeking information on the proportion of Christmas advertising budgets to be allocated to radio. Returns are expected to be tabulated by June or July.

Looking for unclaimed thousands? It's easy, just match the tracking number on your package with the tracking number on your account at www.unclaimed.com. Unclaimed funds are available for each state and territory.

Horse racing and pari-mutuel betting are illegal in Louisiana, Maryland, and Wisconsin. It's also illegal to make and transport certain bets in New York, New Jersey, Connecticut, and Illinois.

Horse Racing

MAGNIFICENT WOODS, Saratoga, N. Y., August 18—The horse racing season at Saratoga was opened today with a running of the Travers Stakes, which was won by the favorite, Old Mc. The winning horse's jockey, Frank D. Johnson, riding for the New York Racing Association, crossed the finish line in 1:44 4/5, giving trainer Henry C. Phipps his third consecutive Travers victory. The second-place finisher was the horse, Aptitude, ridden by Bill Connolly, for the owner, Nathan Phipps. The third-place finisher was the horse, Silver Tassel, ridden by Joe McCarthy, for the owner, Board of Directors of the New York Racing Association.

Horse Racing

NEW ENGLAND

BROADCASTING • Broadcast Advertising
NIGHT COMMUNICATIONS ON THE HIGH SEAS

In those early days when our Navy was first organized night communication was made by lantern from the masthead. This was the only communication between ships at sea during which many times news from home was transmitted.

Today, through the use of Universal Microphones and voice communication components, vital communications of War are speedily transmitted equally as well from small sea-craft and battle cruiser to home port.

Many new types of Universal microphones shall be developed from the experience obtained from the production of military units, for the private citizens in the marine pleasure-craft in the days after Victory is ours.

Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 15, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
LISTEN!
IT'S FM...the
clearest voice on the air-
We'll all be hearing it soon.
And when this method of
broadcasting, along with television, is adopted by the
nation's networks, Blaw-Knox
will be ready with proven types
of Towers to give new de-
velopments in antennas the
utmost efficiency...Our engi-
neers will be glad to assist you
now in experimental work.

BLAW-KNOX Division
of BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.,
Pittsburgh, Pa.

Gerald D. Coleman, chief transmitter engineer of WISR Butler, Pa., has been granted a leave of
absence to join the Overseas Branch of the OWI.

Eugene Dupree, member of the engineering staff of WIBG Philadelphia, is now in the Merchant Marine.

Melvin Headman is a new member of the engineering staff of WIBG Philadelphia. He formerly was a
trumpet player with the Philadelphia Orchestra.

Bob Foster, engineer of WNASDAQ Boston, is the father of a girl.

Mary Ellen Trottner has joined NBC Chicago as a studio and
recording engineer.

Willis Jenkins, transmitter engi-
nee of WKZO Kalamazoo, Mich.,
is the father of a boy.

Don Hapner, who Dayton
transmitter engineers, has been in-
ducted into the Navy.

William Doll has joined the engineering staff of WSRF Stamford, Conn.

Capt. Paul J. Moore, former
radio engineer with NBC Chicago
and assistant officer in charge of
the radio division in the enlisted
men's school at Fort Monmouth,
N. J., has been promoted to major.

Charles A. Lundholm, former
engineer of the American Electric
Company, has joined WJZ Chicago.

William Coddington, WLM一点点
WSAI Cincinnati studio engineer has been inducted into the Navy.

Kenneth Wannenwetsch, former engineer of KIRO Seattle, has
been promoted to major.

Charles L. McKenney, Jr., new to radio, takes
his place.

Edwin F. Carr is now transmitter
engineer of WIOD Miami, Fla.,
who was enlisted in the Merchant
Marine.

WJZ Names Murray
James F. Murray, a member of the sales staff of KDKA Pitts-
burgh, has been appointed sales
promotion manager of WJZ New York, effect-
tive May 1. He replaces Julian
Boone, transferred to the
newly created post of Blue spot
sales promotion manager. Prior to
joining KDKA, Mr. Murray for
five years was head of promotion,
publicity and merchandising of
WCAE Pittsburgh. He has served
as publicity director of WJAS
Pittsburgh.

Smith Howker
Smith Howker, supervising engineer of CNO Ottawa, died re-
cently after a short illness. For-
merly employed by the radio di-
vision of the Canadian National Railways, he had been in radio
since 1922. He helped erect CNRO
Ottawa, now CBO, and joined the
Canadian Radio Broadcasting Commission in 1933.

Camp McCoy Wisconsin, combat
training center, now originates a new
series of weekly half-hour programs, 33-30 p.m. Saturday over WTMJ
and WJMF Milwaukee. Called "It's
Camp McCoy," program has a live sol-
dier audience and is written and pro-
duced by Camp McCoy personnel using
soldier talent.

WOR Boston has started a series of transcribed programs, Sundays
5-30-49 p.m. by the Institute of
Oval and Violin Education in co-
operation with Boston U. Radio Insti-
tute. Program features eminent pub-
lic figures.

NORTHEASTERN Radio Council met in Schenectady at WGY and at
the Hotel Van Court last Friday and Saturday. Among those present
were Robert Summers, Blue, Doris Cor-
with, NBC; Dorothy Roden, CBS; Dorothy Lewis, NAB coordinator of
listening activities.

WTAS Worcester, Mass., as soon
as joined the invasion operations com-
munications, will stand by 24 hours a day
to broadcast important news as it is
received. Station has installed a new
directional antenna to facilitate moni-
toring of BBC news programs.

KOY Phoenix, Ariz., has published
an inter-office bulletin summarizing ac-
tivities during the summer and fall of
1943. Included are dates on amount
and value of time donated to war
organizations and public service programs.

WDAY Fargo, N. D., has issued a new
rate card (No. 18) containing revised rates
effective April 15. On May 1
WDAY introduces a new and longer
Country Hour daily from 5-30-4 a.m.
NWLB Summons

(Continued from page 11)

a radio advertiser buys a musical program he expects and has the right to demand a live studio audience as well as an air audience.

Mr. Hubbard declared that Mr. Ballard's wire to the NWLB was "another typical case of misrepresentation of the facts on the part of Petrillo's musicians' union. Petrillo is the ostrich with his head in the sand. He thinks he is fooling people. But his sandbagging tactics can't last forever."

He added: "The Minneapolis union's wire to the NWLB won't fool anyone. I'm a little surprised the telegram didn't contain the familiar Petrillo subterfuge of saying that 'there is no strike... the men just don't care to work.' Nevertheless, this 'ostrich-with-its-head-in-the-sand' telegram still won't fool the NWLB or anyone else."

The issue in the WJJD case concerns the demand of Mr. Petrillo that the number of musicians in the station be increased from 10 to 20. Mr. Atlass protested to Mr. Green that his present staff, working 25 hours a week, easily handles the work of the station. Actually, the musicians at WJJD work less than 20 hours a week and only 7½ hours exclusive of platter turning, Mr. Atlass has stated. There is no dispute over wages.

Demands on KSTP

In the KSTP dispute, Mr. Petrillo demands that the musicians' staff be increased from 20 to 28 and that wages be increased 59%. Mr. Hubbard agreed to meet the wage demand, subject to NWLB approval, but refused to "employ men we do not need". He called for a "showdown", declaring that the question is one for the NWLB to decide.

Under Executive Order 19370, the Government may invoke penalties against unions and individuals in cases of noncompliance with NWLB directives. Actions against unions include withdrawals of privileges, benefits or rights, as by holding of checkoff dues in escrow, pending compliance.

Guedel Resigns

JOHN GUEDEL, vice-president in charge of radio and Hollywood manager of Russel M. Seeds Co., has resigned to devote full time to NBC People Are Funny, sponsored by Brown & Williamson Tobacco Co. and the new comedy series Life With Charlotte recently acquired by Pepsodent Co. as summer replacement for NBC Bob Hope Show. Mr. Guedel is owner-producer of People Are Funny. With Martin Broones he is co-owner and will be co-producer of Life With Charlotte.

FOR SECOND TIME this quartet meets to sign one of the biggest block time purchases on the Coast. John Souza (seated), president of Par-T-Pak Standard Beverages, is about to sign the renewal for one year of a contract calling for time aggregating 14 hours weekly on KSFO San Francisco. Standing are: (1 to r) Morton Sidley, KSFO sales manager; Charles Gabriel, account executive for Brisacher & Van Norden; Edward Jansen, KSFO manager.

LATE HOUR ADDED TO CAB'S RATING

PROGRAMS broadcast from 10:30-11:30 p.m. (EWT), when many people in that time zone might be disturbed by telephone calls, will be surveyed nationally by the equivalent of a telephone coincidental technique beginning with the April report of the Cooperative Analysis of Broadcasting, the CAB reported last week.

New service, developed to meet needs of advertisers who find wartime conditions placing more emphasis on late evening programming and listening, is based on an "adjusted sample" technique embodying both the coincidental and recall techniques, the CAB explained. A special quota of coincidental telephone calls is made in a midwest "control area" from 9:30-10:30 p.m. CWT (10:30-11:30 p.m. EWT) and the same programs are also covered the following morning by telephone recall. In the East the programs are surveyed only by the recall check the following morning. By applying the ratio of the midwest coincidental to recall to the eastern recall, an adjusted eastern rating is secured which is added to the actual coincidental rating for the programs in the balance of the country to produce a national rating.

Introducing

THE VAN EPS-DUOTONE CUTTING HEAD

The VAN EPS-DUOTONE CUTTING HEAD is designed for highest type cutting, giving a clean and undistorted cut on complex waves. It has but a single resonant point which is easy to equalize. The output of this head does not vary from day to day but is constant under all temperatures and humidity conditions. This head has high output, thus requiring less power to drive, and is available in 15 and 500 ohm impedances. It is designed for 9/16 inch stylus.

RECORD COMPANIES, RECORDING STUDIOS, GOVERNMENT AGENCIES note these features:

1. It has a reed armature, which is rugged, and acts as its own damper, eliminating rubber and other deteriorating materials which usually cause cutting heads to change from day to day.
2. Measured distortion is 1.8% at 400 cps.
3. Impedance of the cutter is actually 500 ohms at 400 cps.
4. Requires only plus 20 db level (6 milliwatts in 500 ohms) for normal amplitude—less than 1 watt of power.
5. Easily installed. The head comes equipped with an extra mounting plate for instant mounting and is easily interchanged where other heads are used.
6. Carefully tested at our laboratory and a graph accompanies each cutter, giving the frequency response characteristics.
7. The head is hermetically sealed and guarantined if the seal is not broken.

For further information ask your jobber or write to

THE DUOTONE COMPANY • 799 Broadway, New York 3, N.Y.
Talent Unions Eye Video Pay Scales

JOINT Committee on Television established in 1940 by Actors' Equity Assn., Screen Actors Guild and American Federation of Radio Artists last week issued a statement that it is examining existing conditions of television employment and "will determine working conditions and minimum pay scales during this experimental period and will decide where and what to what extent these will be put into practice."

Reprint also instructs all members of these unions who may accept television engagements to report to their own union on conditions, hours and pay for such work, such information to be transmitted to the committee.

The committee has no power to establish standards of wages or working conditions in the immediate future, a committee spokesman stated to Broadcasting, explaining that there are too many different kinds of employees and too many different kinds of employment in television for general standards to be set up. He said that reports of exploitation of talent by companies receiving contracts from advertisers for television production had been received and would be investigated, and that in such cases temporary minimums might be set by the committee. But the committee's main task for the present, he reported, will be to collect information.

He stressed the fact that there is no desire to discourage performers who are willing to work for little or no monetary compensation to gain experience in a field that is now experimental but may someday provide lucrative employment, but he added that the unwise who牺 people belong will not allow them to be exploited for the benefit of television broadcasters or program producers who are already commercializing this new medium.

CBS Latin Net Adds 3

THREE new stations have been added to the CBS Latin American network, bringing the total to 102 affiliates. The Ecuadorian stations are HCBI and HCBS, longwave and shortwave transmitters, respectively, of Radio Bolivar, Quito, Ecuador. The Venezuelan outlet is Radio Sucre, Cumana.

4,000,000 Tubes for Civilian Sales Shipped in First Quarter, Says WPB

An official of the Office of Price Administration discussed with committee members a proposed new schedule of list prices for tubes for wholesalers and retailers, and a representative of the Office of Civilian Defense discussed problems of distribution with the committee. Committee members were of the opinion that methods by which distributors have been allotting tubes to dealers have permitted all dealers to obtain their fair share.

The desirability of a "code of ethics" for the guidance of all electronics was discussed at the meeting and a task committee will be appointed at a future date to draft a suggested "code". The next meeting of the committee is scheduled for June 22.

HOOPER LISTS TOP DAYTIME NET SHOWS


The top-ranking Saturday daytime shows, not included in the weekly list above, are "Stars Over Hollywood," first, and "Theatre 90," second. "Thrills" has the largest number of women listeners per set, Buckhage "Tally" ranks first with men, and "Jack Armstrong" with children, according to the survey. Subscriber program with the highest sponsor identification index—75.0—is "Ma Perkins" (XBC). Average daytime program rating remained at .49 showing no change over the previous report, and down from a year ago. Average available audience is 71.8, up 0.2 from the last report, down 0.7 from a year ago.

GAHE WARD, Ken & Hazzie Trietsch, Gil Taylor (Hoosier Hot Shots) on the weekly NBC National "Rena Dance," have been signed to a two-year film contract by Columbia Pictures Corp.
Extension Sought In Sale of KECA

Anthony Request First Under FCC ‘Duopoly’ Modification

SEEKING an extension to Oct. 1, 1945, in which to dispose of KECA under FCC “duopoly” order 84-B, as modified April 4 [Broadcasting, April 10], Earl C. Anthony Inc., licensee of KFI and KECA Los Angeles, last week filed the first petition for relief under the amended order.

Through Louis G. Caldwell and Reed T. Rollo, Washington counsel, Anthony requests renewal to Oct. 1, 1945, of the KECA license, which expires June 1, and regular renewal of KFI, which is on temporary license until May 31 (under 84-A), or extension of the KFI license to Oct. 1, 1945. Should the Commission fail to grant the extension, petitioner asks for “reasonable periods of lesser duration” in which to dispose of KECA.

Blue Contract a Factor

Petition sets forth that KECA was operated at a loss in excess of $600,000 from 1929-1939 and that since June 21, 1939, when petitioner acquired KEHE and changed the call letters to KECA, in effect consolidating the two stations, he expended further large sums in physical and technical improvements and continued to incur losses. Total investment in KECA is listed in excess of $800,000.

Since Jan. 1, 1941, KECA has been operated at a profit, petition continues, with net earnings for 1944 (before taxes) estimated at $230,000. Because of a contract with the Blue Network, which expires June 15 next year under the FCC Network Regulations, Anthony must give the Blue first opportunity to buy, the petition recites, adding that the Blue has offered $450,000, whereas another purchaser has expressed a “probable willingness” to pay “approximately $150,000 more”.

Other Obstacles

Anthony’s petition sets out that since September 1943, when it became evident that the FCC would adopt a regulation banning multiple ownership, the licensee has been seeking a buyer for KECA. Obstacles, in addition to the Blue contract, were listed as these:

Los Angeles is a difficult city in which to sell a broadcast station because it has some 19 serving the metropolitan area; KFI and KECA share the same building for studios, administration and business offices, and to a substantial extent use the same staff officers and employees; in order to effect an orderly disposition of KECA and “a satisfactory solution of business and taxation problems likely to face a purchaser, the ownership of KECA may have to be transferred to a separate corporation before a sale can be effected.”

WSBC Sale at $100,000 Pending FCC Approval

SALE of WSBC Chicago by Gene T. Dyer for $100,000 to the J. Miller Adv. Co., Chicago, was announced last week. Miller firm, which deals exclusively in foreign language advertising, is composed of Julius Miller, his wife, Bertha L.; Arnold and Oscar Miller and Oscar’s wife, Gertrude.

The Millers state there will be no change in policy or personnel for the war’s duration at least. Transfer of the property is pending FCC approval. Mr. Dyer still owns WAIT Chicago, which he says has not been sold as it had been rumored, and WGEN Chicago. WSBC operates on 1240 kc with 250 w one-third time, sharing with WCGR and WEDC Chicago. Sale was premised on the FCC’s “duopoly” regulation, banning multiple ownership in the same areas.

Capt. Johnston Missing

CAPT. CURTIS GILLMAN (Gil) JOHNSTON, 26, formerly a sound effects technician of NBC Chicago, and previously with WGN Chicago, was reported missing April 11 following a raid on Europe. A fighter pilot, Capt. Johnston had completed 70 missions and was awarded the Distinguished Flying Cross and Air Medal with oak leaf clusters. He enlisted in the RCAF in 1940 and transferred to USAF in 1942.

WE'RE SOUR ON SWEET ADELINE (Ky.!!)

Ever hear of Adeline, Kentucky? There is such a town—it’s one of many that WAVE doesn’t claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville—which is highly worth the concentration because it does more business than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don’t get trimmed on time-rates, either. Want proof?

BROADCASTING • Broadcast Advertising

May 1, 1944 • Page 59
Reach the ACTIVE SALT LAKE MARKET

Jett Sees Dual Video System
(Continued from page 9)

ably early date on the basis of the present standards, industry and the public generally will want to know what the television policy will be when the improved and more permanent system of television is ready for commercial service. I believe that the public is entitled to know that a better system of television may be adopted after the war as a result of secret war-time research and development, but I am not convinced that the so-called new system, including the allocation of suitable channels, can be made ready in, let us say, one or two years.

Even if the military were now willing to release all of the necessary technical data, it would require considerable time for all interested individuals, companies and groups to use such information in planning a new commercial system. And we must not overlook the fact that such data have been studied and industry and Government are fully in accord regarding the superior qualities of the new system, that it will take time to design, build, test and demonstrate the new transmitting and receiving equipment.

Final approval must necessarily await the outcome of all these factors; therefore, while the “freeze” on materials and manpower continues there is little or no hope that the much-talked-of new system can be made ready within the time that may be available.

If you agree with what I have said up to this point, then you must also agree that we should proceed on the basis that there will be two commercial systems of television in the future, i.e., (1) the present system or a slight modification thereof which can be accepted at an early date; and (2) the vastly improved system which will be introduced as the more permanent system of television sometime after the war.

Old and New

If we prepare now on the basis that there will be two systems of commercial television, each occupying different bands of frequencies, it would be possible in the time available to give adequate attention to both systems.

- Under this plan, the public would have a good system of television under existing commercial standards immediately after the “freeze” is lifted, and this system could be continued for an indefinite period after the new system is placed in commercial operation. This would require, when the new system is commercialized, that licensees transmit simultaneously all programs under the old as well as the new standards.

I believe it would be unwise to set a date and say that the present system of television standards will cease to be available at that time. In my opinion it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters, i.e., simultaneous transmission under the old and the new standards.

I realize that this may introduce some difficult problems but these would not be insurmountable. In the final analysis it is essential that all programs be available to all set owners regardless of whether the receiver is designed to operate under existing or new standards.

It may be argued that this plan would waste valuable frequencies in that it provides for the continued operation of an inferior system of television after the superior system is ready for commercialization. In this connection, there are many today who argue that FM has certain advantages over AM aural broadcasting.

Is it not a fact, however, that we are planning for the continued use of both bands? And this, I might add, is exactly as it should be. In short, it appears that we are faced with just such a situation in television, and on the basis of the facts now available I cannot see any other logical solution of the long-range aspects of this problem.

KMOX At Conventions

KMOX St. Louis is arranging for full coverage of the Republican and Democratic national conventions in Chicago, coordinating special station broadcasts and news bulletins with convention coverage by CBS, parent network. The St. Louis station will originate broadcasts from a booth on the convention floor and from the Stevens Hotel. Reporting staff includes Francis P. Douglas, director, KMOX World News; W. R. Wills, Pacific War Theatre analyst, and Katherine Darst, until recently director and editor of KMOX women's newscasts.

DOMINANCE
In Alabama

WSGN
610 On Your Dial
The Birmingham News-Age Herald Station
Represented by HEADLEY-REED

WSGN covers more of Alabama than any other station; its morning Hooper is more than double that of the next station; and regardless of the hour, it offers the city's best salable time. There's spot dominance where the spendable income of both farmers and workers is now at an all-time high!

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work the standard 50 kw station in most instances," he said.

FM is probably the only major development ever pioneered by independents and small men in the industry, he continued, adding that FM gives the opportunity to those newspaper publishers who never had the opportunity to go into radio because there were not enough channels in the spectrum. Dr. Armstrong pointed out the advantages of the FM system in linking together a network of stations, FM relays supplementing the costlier wire lines.

No FCC Discrimination

He also predicted that FM will replace the greater part of the AM system in a relatively short time. Urging newspaper publishers to file their applications for FM stations immediately, he quoted FCO Chairman James Lawrence Fly who stated at the annual meeting of FMBI in New York last January that "FM is of age and it has come to stay", that "without a doubt it will have a place of ever increasing importance in American broadcasting", and that "no one of us can stop it."

In a question and answer session, written as well as oral questions were answered by both Mr. Damm from the operational standpoint and Dr. Armstrong from the technical aspects. In response to the question of whether FM is apt to replace standard broadcasting, Mr. Damm replied in his opinion FM will replace AM as a system of sound broadcasting in 8 to 10 years.

He gave the latest figures on FM sets in use compiled by the FMBI, which showed approximately 500,000 receivers in use in the U. S. and distributed in the major markets as follows: New York 120,000; Philadelphia 20,000; Chicago 80,000; Boston 35,000; Milwaukee 21,000; Detroit 25,000.

In response to a query on the practicability of FM for small as well as large cities, Mr. Damm replied that since it will be possible to assign stations on the same frequency much closer together than in the case of AM, many more cities will be able to have broadcasting under AM.

How soon after the war may FM be reasonably expected to be a commercial success, Mr. Damm was asked. He replied: "If by this question it is meant how soon can a station make a profit, I would say that it is dependent upon the diligence with which the operator goes about rendering a service to his community, which will justify the buying of sets that will pick up FM signals. We have heard estimates to the effect that within one year after the war, there will be 5,000,000 FM sets sold, and that within four years, we may expect 20,000,000 sets in the hands of listeners. Frankly, it is my opinion that in view of the pent-up purchasing power, this is a very conservative estimation. I have not kept secret the fact that our FM stations operation in Milwaukee by the end of this year, its second full year of commercial operation, will practically be self-sustaining."

FM Applications

There is no discrimination between newspaper and non-newspaper ownership, he stated in response to a query on how the FCC is now handling FM applications filed by newspapers. All applications at present are placed in a pending file awaiting servicing by the Commission's engineering and legal departments. In reply to the question as to any advantage of placing an application on file with the FCC now, rather than waiting until the FCC was seriously considering FM applications, Mr. Damm said that the first and foremost reason for filing now is that the most ideal sites for FM transmitters locations are not going to last forever.

"In Los Angeles, for instance, there are 17 applications for the best site to cover that area," he asserted. "In Chicago practically every important site already has been leased. In addition to this fact, it would be much better to get the engineering work out of the way than wait until the gold rush starts. If you are going to get into FM at all, why wait?"

No Tie-up

Asked if there is any tie-up between FM and television, he stated that not only is there no tie-up but that sound broadcasting will live forever and that television can never supply the sound broadcasting entertainment needs of the American public. Even before its introduction to the public on a general scale there are those who feel that the ultimate television will be a color television and that the black and white television, which is being talked about now, is only a stop-gap. In response to a question from the floor Mr. Damm stated that facsimile presented many advantages and that the "television propagandists" were not talking too much about facsimile "for a very good reason."

The GE film on FM was exhibited to the publishers. Many said they intended to file FM applications as soon as they could get an application in order.

Publishers Hear FM Opportunities

(Continued from page 8)
STATISTICS MAKE NICE READING but there must be an audience before statistics begin, in the opinion of Paul F. McCarthy, publicity director of WLB, to institute the plan five years "insofar as the advertisers are concerned, let's work together to get the audience, then the statistics will take care of themselves," he said last week, supplementing a statement before the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati last month. Members of a radio panel, who heard Mr. McCarthy praise radio as a medium for the retailer, are (1 to r): Walter Johnson, commercial manager, WTC Harrow; The New York Times, Louis; Joe Ryan, Washington; Betty Wells, Charles Logan, Lyle Flanagan, Hall, Thomas, New York, and the advertising agency.

A DECISION which likely will determine whether independently operated stations must adopt the assigned fee plan in paying announcers for commercial broadcast work is expected to be handed down soon by the War Labor Board following a recommendation submitted last week by a WLB hearing officer in the dispute between WMAL Washington and AFRA.

While agreeing with many of the station's contentions opposing the fee system, Royal E. Montgomery, hearing officer, recommended that WMAL pay its announcers a base salary of $200 a month plus fees for assigned commercial broadcasts. The station's position that any change in salary arrangements be made retroactive to the date the case was certified to the Board was upheld.

Comments on the report and findings of the hearing officer are expected to be filed this week by Lewis E. Cohen, station attorney, WMAL is owned by the Evening Star Broadcasting Co. and is an affiliate of the Blue.

The principal issue in the case involves the method of payment to station announcers who are assigned local commercial broadcasts by the station. There is no disagreement over fees for "selected" broadcasts in which the announcer is selected by the sponsor or advertising agency.

WMAL agreed to increase the salaries of its announcers to an amount substantially equal to the fee system demanded by AFRA but objected on "principle" to paying separate "fees for commercials," which, it contended, are part of an announcer's regular duties. The company argued that if it accepted the fee system for announcers, other employees participating in commercials could demand this method of payment. WMAL claimed that the plan would cause announcers to favor commercial programs rather than the detriment of sustaining features.

AFRA took the position that the fee system was the prevailing method of payment in Washington and elsewhere, that the flat increase proposed by the station would not be permitted under the "Little Steel" formula of the WLB, that the WMAL method of payment would have an injurious effect upon employer-employee relations in other Washington stations, and that assigned commercial broadcast fees should be considered in the nature of artists' fees separate from the base salary.

In his analysis of the case, the hearing officer found that the fee system does not occupy the place in the national pattern that it does in Washington but that the plan is not peculiar to Washington. He concluded, however, that while "the method of payment is not a controlling factor in this case" the fact that WMAL is the only important station in the Washington area which does not employ the system "appears ... to be deserving of considerable weight."

At the same time, the report concluded that the last contract between the station and AFRA, "while containing provisions which made possible negotiations between the Union and WMAL of the same terms and conditions" established by agreement between the Union and the competing radio stations in Washington, does not impose a contractual obligation upon the company to pay the same rates of wages that now obtains in the case of employers by WRC WOL and WTOP.

Other conclusions were that any effect of the adoption of the system would be to equalize competitive conditions in the area and that while the WLB has approved the method of payment requested by AFRA, "in the case of radio announcers specifically approved the salary increase of the monetary equivalent to the fees asked by the Union."

Network Officials To Attend Meeting
Columbus Roster to Include Many Key Radio Officials

A large number of network and station officials plan to attend the Institute for Education by Radio, meeting at Columbus May 6-8 (see page 54). Among those from the network and its affiliates planning to attend are:

MBS—John L. Carpenter. KALE; E. J. Content, Eleis Dick, WOR New York; Dr. J. N. Adam & Co. for the last five years. "Insofar as the advertisers are concerned, let's work together to get the audience, then the statistics will take care of themselves," he said last week, supplementing a statement before the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati last month. Members of a radio panel, who heard Mr. McCarthy praise radio as a medium for the retailer, are (1 to r): Walter Johnson, commercial manager, WTC Harrow; The New York Times, Louis; Joe Ryan, Washington; Betty Wells, Charles Logan, Lyle Flanagan, Hall, Thomas, New York, and the advertising agency.

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AP ELECTS HOYT AS BOARD MEMBER

PALMER HOYT, editor and publisher, Portland Oregonian (KGW-KEX), and former OWI Domestic Director, was elected a director of the Associated Press at the annual AP membership meeting in Philadelphia, April 24, before the opening session of the NAPA convention. Six other directors, all reelected at the meeting, are: George E. Booth, Worcester Telegram (WTAG); E. H. Butler, Buffalo Evening News (WBEN); Robert McLean, Philadelphia Evening Bulletin, AP president; Frank B. Noyes, Washington Evening Star (WMAL); Paul Patterson, Baltimore Sun; Josh L. Horne, Rocky Mount Telegram.

Mr. McLean was reelected AP president; Houston Harte, San Angelo Standard-Times (KGK), was elected first vice-president and Norman Chandler, Los Angeles Times, second vice-president. Mr. Noyes continues as honorary president. Kent Cooper remains executive director and general manager. The Philadelphia Bulletins, a subsidiary of the Associated Press, its adjunct [BROADCASTING, Jan. 17] Lloyd Stratton was reelected secretary and L. F. Curtis treasurer.

WE Promotes White

JOHN W. WHITE has been elected president and general manager of Westinghouse Electric International Co., subsidiary of Westinghouse Electric & Mfg. Co., it was announced last week. Former vice-president and general manager, he succeeds George H. Bucher, who became chairman of the board of the International company. Mr. Bucher also is president of the parent organization. Mr. White, a native of Indianapolis, joined Westinghouse 39 years ago. William E. Knox, is new vice-president.

Sears on WFIL

SEARS, ROEBUCK & Co., Philadelphia, will start a 26-week series Sears Crosstown Quiz on May 11 on WFIL. Agency is Le Brun & Hanson, Phila.

KABC Seeks 50 kw 680 kc

(Continued From Page 10)

Mr. Hoyt, editor and publisher, Portland Oregonian, is a member and former wife of Col. Roosevelt, son of the President, now oversees with the Army Air Forces and who also is a director in the licensee corporation. Hoijt was also major stockholder in KFJZ Fort Worth.

Nearly all of the materials required for the change, the application states, is to be acquired by dismantling XENT, 50,000 w Class 1-B border station operating on 1140 kc, and transferring the equipment to San Antonio for installation and modification. Alamo Broadcasting, through Gene L. Cagle, general manager of the company and affiliated operations, has acquired an option to buy XENT from its present owner and licensee, Compania Industrial Universal de Mexico, S.A., it is stated.

The application points out that in dismantling the Nuevo Laredo outlet, objectionable interference to WRVA Richmond, Va., (which operates with 50,000 w on 1140 kc) would be removed and that frequency released for utilization by a "station in Mexico City or some other point centrally located in Mexico and far enough removed to eliminate interference with WRVA." XENT was one of the several Mexican stations not reallocated in the unexpected revision of allocations sent by the South American neighbor to Washington in the eleventh hour before the Havana Treaty (adopted in 1937) officially went into effect March 29, 1941 [BROADCASTING, March 24, 1941]. According to the Agreement, the Class 1-B station on that frequency located in Mexico should be situated farther West in the state of Chihuahua, and would be entitled to protection within the country to the Texas border.

It is also contended in the application that the enlarged KABC operation would vastly increase the broadcasting service to the San Antonio region, would bring Blue network programs to many countries in that locality not now receiving them; and that such operation would also constitute successful completion with the existing services. KABC would operate a minimum of 18 hours a day on the new assignment.

An area of 990,072 sq. mi. with a population of nearly 2,000,000 persons would be included in the daytime 0.5 mv contour of the station under the proposed operation. The nighttime coverage within the 3.7 mv contour would be approximately 340,000 persons in an area of 1,724 sq. mi. Estimated total cost involved in the shift is set at $196,000. KABC assets as of March 31 were nearly $70,000 and arrangements have been made for a loan of up to $175,000 from the Republic National Bank of Dallas to carry out the proposals, contingent upon FCC approval.

The present KABC studios would be used for the enlarged operations, with no changes in the present personnel contemplated, except for addition of several new people to the engineering staff. A site approximately 10½ miles Northwest of San Antonio has been selected as the location for the transmitter, a Composite T1K-60. The directional array is to consist of four 300 ft. towers arranged in a rectangle. Two of these towers would constitute part of the XENT equipment, the others would have to be purchased.

WFLA Gets 5 kw Night

KMIL Petition Granted

CONSTRUCTION PERMIT was granted by the FCC last week to WFLA Tampa, Fla., to increase nighttime power from 1 kw to 5 kw and make corresponding changes in its directional antenna, subject to the January 26 FCC-WPB statement of policy, and upon condition that the station submit certain engineering data.

The station's petition at the same action granted the petition of KMIL Monroe, La., for reinstatement of its application for construction permit to increase power from 250 w to 1,000 w and change frequency from 1230 kc to 1410 kc. KMIL petition was denied for rehearing, reconsideration and designation for hearing of the application of KNOE Inc., Monroe, for a construction permit for a new local station (granted Feb. 17).

Sibson to Army

KEN L. SIBSON, general sales manager of the Taylor-Howe-Snowden newscasts in Texas (KGNC KFYO KTSA KRGT), has been called for Army service and shortly will be induced. Sales executives for the stations during the last three years, Mr. Sibson has been in Texas Radio for over 30 years, starting a announcer. He became assistant manager of KRGV Weslaco in 1934 and was made manager in 1936. In 1941 he opened general sales offices in Dallas for the group and last year also took over sales of the Lone Star Chain, becoming its managing director.
and other radio and electronic developments directly related to newspaper publishing activities, was advanced by President Noyes in his annual address which opened the full convention session on Wednesday.

Citing the current interest in FM, so great that the Association had taken the unprecedented step of devoting an entire session to that topic, Mr. Noyes continued: "The time is now ripe for a greater interest in all phases of electronics as time goes on. By and large, the majority of newspapers have no source from which to receive authoritative general information on the operation of radio and the advisability of radio affiliation."

"I project the thought," he said, "that the time is approaching rapidly when this Association should have its own radio division for the purpose of serving newspaper members who desire service along the general lines necessary to familiarize themselves with newspaper radio problems."

Mooney Urges Prestige Fight

Mr. Noyes emphasized the stand of the ANPA board opposing the Bankhead and Cannon newspaper subsidy bills, now in the House Rules Committee, against all paid Government advertising in certain classes of newspapers which have been presented to Congress.

"The need for Government advertising is one question," he declared; "the approach to Government advertising is another. We oppose the principle of class legislation and have fought it in the courts. We likewise oppose any plan which will arbitrarily have as its aim the purchase of blanket advertising contracts and disregard the analysis of markets and needs. We are equally opposed to the Government using public monies for a program which disregards radio and proven advertising practices."

"If we fight hard and intelligently, nothing can stop the newspapers of America from going back to their old position of first place in national advertising in the years that lie ahead," Herbert W. Mooney, vice-president, American Association of Newspaper Representatives, told the Bureau of Advertising session of the convention last Wednesday afternoon.

"Your representatives have overhauled their operations and equipment and have already shown definite evidence that they are adequately prepared for the media battle of post-war years," Mr. Mooney declared in a report on the work of the ANAR in presenting the story of newspaper advertising to advertisers and agencies. He listed newspaper campaigns for prominent radio advertisers (Pepsodent, Raleigh cigarettes and Wheaties as among the definite results already achieved.

These presentations, made in the interests of all newspapers, Mr. Mooney declared, "are not made to advertisers and agents from coast to coast a clear, concise and forceful reminder of what newspapers have done, are doing and will continue to do for America and American industry."

He reported that when a presentation was made to Pedlar, Ryan & Lusk, the agency requested reprints of several pages, commenting on their receipt with a letter that read in part: "We were quite interested in some of the material covered in the presentation, particularly the figures about advertisers spending 15 cents to 25 cents per year per unit of audience reached in radio, and also how you arrive at the figures 10 per cent per year per family reached in newspapers, 50,000 line schedules, etc. If you have the detailed figures on these computations and explanations of how you arrived at them, I'm sure they will be very interested in seeing them."

Frank E. Tripp, general manager of the Gannett Newspapers, and Bureau chairman, who presided at the afternoon session, opened the meeting with a plea for greater showmanship on the part of newspapers and a greater willingness to play up their own accomplishments.

William A. Thompson, Bureau director, and Fred Dickinson, Bureau sales manager, reported on activities of the last year. William T. Cresmer, ANAR president, described the group formation and the presentations it has prepared.

Frederick C. Crawford, president, Thompson Products, and chairman of the board of the National Assn. of Manufacturers, urged the publishers to give their readers new and interesting news items and the opportunities they can base their plans for the future in the same easy-to-understand style as the box-scores for baseball games which the market reports for speculators.

Howard Davis Retires

Complete roster of officers and directors was reelected with one exception. Charles F. McCahill, Cleveland News (WCLE WHK WHKC) was elected a director to succeed Howard Davis, New York Herald Tribune, who resigned after 23 years as an officer or director, including three terms as president.

Officers are:


Directors in addition to McCahill are: George C. Biggers, Atlanta Journal (WSB); Ted Dealey, Dallas News (WFAA Dallas KDFW Ft. Worth); Walter M. Dear, Jersey City Journal; David W. Howe, Burlington (Vt.); Herb Printz, F. T. Ker, Hamilton (Ont.) Spectator; W. E. MacFarlane, Chicago Tribune (WGN); William F. Schnick, Baltimore Sun; J. L. Statchuk, Boston Pa.) Representative, B. R. Winch, Portland (Or.) Journal (RALE KOIN).

C. E. Hooper, president of C. E. Hooper Inc., outlined the principles and methods of radio audience measurement last Tuesday in an address before the National Newspaper Promotion Assn., which held its convention at New York this week concurrently with the ANPA meeting.

John Cowles, Minneapolis Star-Tribune (WTCN), was keynote speaker of the ANPA meeting on Monday.

See Video Demonstration

Approximately 150 publishers accepted the invitation of General Electric Co. to visit WRGB, GE video station in Schenectady, on Friday, for a demonstration of television treatment of newspaper news and features. In cooperation with the New York Herald-Tribune, the station staff showed how television would cover a front-page story, a sports page, a woman's page feature and other stories.

Demonstration was preceded by addresses from Robert S. Peare, manager of broadcasting for GE, who discussed sound and-prosound programming, and James D. McLean, electronics engineer, who repeated the outline of television broadcasting in the post-war era as envisaged by GE engineers that he had presented earlier in the month [BROADCASTING, April 10].

Program also included a 12-minute sketch prepared by J. Wal- ther Thompson Co. on behalf of Libby Glass Co. as a preview of television commercial programs. Rehearsal had been filmed by the agency's movie department under the direction of Sherman Price, president of Filmedia Corp., television film producer, and will be shown on other video stations at later dates.

During the ANPA convention, GE maintained an exhibit of television and FM receivers which attracted much attention from publishers who seemed eager to learn all they could about these two new media of electronic communication and advertising in the post-war era.

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television standards would create. But we see more clearly the serious predicament which deliber-
ate delay would create.”

Outlining the problems posed to the Government, the equipment manufacturers, broad-
casting authorities and the public, the report states that a wide-band, fine-screen picture
means moving television “up-stairs” above 200 mc, a space once free but now in demand for Army,
Navy, Coast Guard, ship-to-ship, ship-to-shore, plane-to-ship, plane-to-plane communications,
which military, naval and civilian manufacturers must, when planning the public service, agree
that certain federal allocations, while being the property of the Government, should remain
with the broadcasters. This is the job of producing and broadcasting costly television programs
through the years of television ownership—long before sufficient homes have sets to provide a
profitable audience.

“Anything which shortens this period—anything which induces more people to buy more sets and
and view more television programs—reduces the broadcasters’ problem. No single thing could quicken and
stimulate television broadcasting more surely, on a nationwide scale, than vastly better television
image in the home.

Success or Failure

“A truly finer picture may make the difference, in television broad-
casting, between eventual success and failure. Mediocre pictures
may sell enough sets to provide an economic basis for broadcasting, or if they sold enough sets,
might never create enough hours of viewing to lift television broadcasting to a sound plane of
operations. There was some evidence before the war that families who bought television sets
might then less and less after the first novelty wore off.”

Better pictures are also of interest to advertisers who will in-
evitably compare their television investment in their newspaper, mag-
azine and billboard ads, the report declares, continuing: “Thus the
question, ‘Are pre-war pictures good enough?’ sounds academic,
but interesting to the broadcaster. His central, overwhelming need
is a better television image on re-
ceiving sets. A picture which will
reproduce, at its best, the best he
can put into programs. Any com-
promise with this ideal betrays his interests, threatens his posi-
tion.”

As to the public, the report
points out that the present in-
vestment in sight-and-sound re-
ceivers is perhaps $2,000,000, a
trivial sum compared to the $200,-
000 investment in sets when a
million have been sold, by which
time the manufacturers and broad-
casters must have similarly in-
creased their investments in the
medium, if it achieves its full po-
tential.

“Delay, itself, may prove deci-
sive,” the report explains. “If the
lag lengthens, if sets are sold for
four or five years on pre-war stand-
ards, a later change to higher
standards might go by default for
fear of jeopardizing too largely a
public investment. And American homes might be indefinitely de-
prived of brilliant, detailed television
pictures.”

But if, through united effort of Government and industry, higher
standards can be demonstrated in a year and sets roll off the line in
another year, the public should be told, the report states. The present
broadcasters of television programs could continue operations on the low
standards until through shortening they are ready, closing down their
old transmitters when they open up the new ones. People able to
buy sets which might be obso-
lated in a year or two could be en-
couraged to buy with full knowl-
edge of the probable change.

This course, which Mr. Kesten
said CBS proposes to adopt, is the
road of good faith with the public,
the report continues, even though it may mean millions of dollars of
interim broadcasting to prove that
set owners and the eventual scrapping of more millions worth of
equipment. But to manufactur-
ers, “such frankness should pay
handsome dividends” as the higher
standard should compress into
two years or three years set-buying which might otherwise lag for
twice that long.

Winding up its admittedly op-
timistic report with the admission
that although no engineer familiar
with recent electronic progress
doubts that television can be better
than it is, how much and how
soon have yet to be demon-
strated, tested in the field and em-
braced in fool-proof production
methods, CBS concludes:

“This much seems sure: A single year of concentrated effort in a
dozen engineering laboratories should prove the case for better
television pictures or else disprove it. Hundreds of American
engineers have done ten times as much in two years of war, as re-
ains to be done in one full year of peace. They have done the im-
possible. This is not the impossible. This is the mathematically prob-
able.”

“We have implicit faith in the technical know-how of these engineer-
ues once they turn their skills to peacetime television. The real
problems lie, we believe, not in the laboratories where engineering is
done, but in the offices where policy is made.”

WIBW has developed America’s most success-
ful radio selling tech-
nique—“reasons why”
delivered as the recom-
pensation of one friend

to another.

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Fate of FCC’s 1945 Budget Up to Conference This Week

Final Decision on $2,163,857 Cut Due; 153 Employees May Need Senate Confirmation

By BILL BAILEY

FATE of the Radio Intelligence Division, the Foreign Broadcast Intelligence Service and of 153 employees of the FCC will depend on action this week of Senate-House conferences on the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070).

Although House conferees had not been named as Broadcasting went to press, Speaker Rayburn (D-Tex.) is expected to follow custom and appoint members of the Independent Offices subcommittee of the Appropriations Committee, of which Woodrum (D-Va.) is chairman. Rep. Woodrum said his subcommittee will be ready to confer with Senate members the middle of this week.

Only Printing Untouched

Total cuts of $2,163,857 have been taken out of the requested FCC budget for 1945 by the House and Senate. The House originally pared $1,654,857 from the requested $8,371,000. Of that amount the Senate specified that $1,000,000 be taken from the requested $2,800,000 budget for R&D and another $500,000 from the FBIS. The remaining $1,654,857 was ordered slaged from national defense activities of the Commission.

When the Senate got the bill, another $500,000 was whacked off, $300,000 from national defense and the other $200,000 from normal operations, reducing the FCC appropriation to an even $2,000,000 for regular functions and $4,191,145 for national defense. Only item untouched by either House was a request for $16,700 for printing and binding.

Among Senate amendments which will be taken up by the conference is one introduced by Sen. McKellar (D-Tenn.), chairman of the Senate subcommittee which considered the bill, providing that no part of “any appropriation available for the executive departments and independent establishments” shall be “available to pay the salary of any person at the rate of $4,500 per annum or more unless such person shall be appointed by the President, by and with the advice and consent of the Senate.”

Should the conference leave that amendment in the bill, 153 employees of the FCC would have to be confirmed by the Senate to draw their $945 salaries. Of that number 107 are on duty in Washington and 46 in the field, according to the FCC personnel office.

Employed in the FBIS are 23 persons out of salaries $509,000. Of duty in Washington are 20, with 8 in the field. Engineering Dept. has the greatest number of $4,500 and up personnel, 39 being on duty in Washington and 28 in the field. The upper-bracket employees, exclusive of Commissioners who are confirmed by the Senate, were listed by the FCC as follows:

Washington—Administration 9; Engineering 39; Accounting 12; Law 27; Management 17; Planning 6; Com- petition 0; Engineering 28; Accounting 7; Law 3; FBIS 5; total 46.

Conferees who will decide the issues are: Senate—Glass, Va.; Russell, Ga.; Truman, Mo.; Green, I. I.; McKellar, Tenn.; Democrats; White, Me.; Bridges, N. H.; Republicans. House—Woodrum, Va.; Starnes, Ala.; Hendricks, Ind.; Fitzpatrick, N. Y. Democrats; Wiggins, Mass.; Dirksen, Ill.; Case, S. D.; Republicans.

American Network To Build Stations

Outlets in New York, Chicago, Washington, Los Angeles

A MERICAN NETWORK, FM chain, will build and operate its own stations in New York, Chicago, Washington and Los Angeles. It was announced last week in a meeting of the board, which approved a lease on the roof of the La Salle-Wacker Bldg., Chicago.

Purchase of a transmitter site for its Washington station was announced, but the location was not disclosed.

Board voted to accept memberships from 11 additional markets as of date originally planned. New ones will be: San Diego; Charleston, W. Va.; Duluth (including Superior); Scranton (including Wilkes-Barre); Tampa; Allenstown, Pa. (including Bethlehem and Easton); Miami; Jacksonville; Mobile; Salt Lake City; Syracuse.

KFMB San Diego and KTOP Oklahoma City were elected to membership in addition to WCAE Pittsburgh and WFBM Indianapolis [Broadcasting, April 24], giving the American Network representation in 25 of the 51 markets. In addition, affiliation contracts are being drawn up for operators of FM stations in markets not included in the 51 areas.

Waiver Extended

PETITION filed with the FCC by WIP-FM, WFIL-FM, WCUA-FM, WPX-FM, and WFM Philadelphi a for extension of the waiver of Sec. 326 of the Commission’s Rules and Regulations was granted by the Commission last week to permit operation of the five FM stations on a cooperative basis to provide a daily eight-hour schedule of programming for the Philadelphia area. Extension is for the period running May 1, 1945. Each station operates a fixed day each week with the remaining two days covered by a rotating schedule.

WESTERN ELECTRIC CO. is now producing a 25 lb. loudspeaker designed by Bell Telephone Labs for the Navy. It is resistant to shock, salt spray, gun blast, and is easy to service because of the simplicity of its construction.

Co-Op FM Plan

EDUCATIONAL directors and editors of the Cooperative League of the U.S.A., meeting in Chicago April 24-26, appointed a special committee, under the chairmanship of Wallace Campbell, publicity director, to survey the possibilities of cooperative ownership of FM stations. Committee’s recommendations will be submitted for action at Columbus June 7 before a meeting of the board of directors.

Doubling In Bass, Gayle Grubb (left) manager of WKY Oklahoma City and was WKY’s first commercial network program, starting Dec. 21, 1928. Cities Service Co., Fotte, Cone & Belding, agency handling the account, and WKY arranged several guest appearances for Miss Manners before patients of three Army hospitals, a Navy hospital, war workers.
Television Broadcasters Take Issue With CBS on Quality

IN A STRONGLY worded statement issued following a five-hour meeting in New York Friday afternoon, the board of directors of the Television Broadcasters Assn. declared that the CBS statement on television (see page 9) is contrary to the recommendations of the Radio Technical Planning Board and that it omits the provision that the present television standards “provide an excellent basis for commercial television in the post-war era.”

The statement follows in full text:

The public statement issued on April 21 by CBS is contrary to the recommendations of the Radio Technical Planning Board and omits the provision that the present television standards “provide an excellent basis for commercial television in the post-war era.”

Mutual Executives Form Sales Staff

MUTUAL network last week set up an executive sales staff headed by Edward Wood, MBS general sales manager. Comprising network executives, the new unit will meet in New York each week to study sales problems of the network, working in conjunction with the sales and sales promotion department. Group will determine sales policies and consider sales presentations among other matters.

Edward Wood as chairman of the group includes Robert Schmid, director of sales promotion and research, Herbert Eickelberg, Harry Trenner, account executives; J. C. Barnes, director of sales administration and Ade Hulte, sales manager of the Chicago division, the latter journeying to New York once a month to attend the meetings.

Network has augmented its sales staff with the addition of Robert E. Somerville as assistant to Mr. Wood, and Edward Otis, former manager of the eastern division of MBS station relations who has been transferred to the sales service department as eastern sales service supervisor. Mr. Somerville comes to Mutual from MBS network sales division, where he served from 1938-1944. He was formerly with Joseph Hershey Millvra Inc., station representative.

Kesten Going Abroad

PAUL KESTEN, executive vice-president of CBS, will probably leave for England within the week, travel restrictions permitting. Unlike CBS President William S. Paley, currently overseas on special assignment for the OWI, Mr. Kesten is making his trip in the interest of the network and not as a member of Government or military mission.

More than 1,000 high school editors and reporters from New York gathered at NJO’s Studio 8H in New York last Saturday for a demonstration of news pick-ups by shortwave from war zones and to view television.

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“Pioneer in FM”

1900 F St., N.W.—Washington, D. C.

Phone: Metropolitan 0340

Broadcast Advertising
 Wander if you would 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?

WLB'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 Direction WLB, Coslery Square, Cincinnati 2, Ohio.
WANTED

Excellent small opportunity in organization with NBC affiliate in city of 80,000 for experienced radio announcer. Pleasant working and living conditions. Address Box 221, BROADCASTING.

ANNOUNCER—For basic major network station in New England area, any qualifications other than experience, $60,000, box 66, BROADCASTING.

WANTED—Transmitter Engineer holding radiofrequency first license for 5 KW west coast station. $45,000 week and eight, or more hours overtime. Supply outline of experience, education, draft status, and enclosure a snapshot. Address Box 99, BROADCASTING.

Experience paid announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

RIP SNORTIN’ double-barreled, punch-packin’ hillbilly. We all miss you up rich, virgin territory. Must have face to match. Please send photo. Box 205, broadcast, BROADCASTING, then await request for recording. Lightning action imperative.

Washington Engineering Firm needs draftsman to work on major contract. Must be good. State Starting Salary desired and complete classification. Box 599, BROADCASTING.

Engineer with first class telephone license. Please apply Box 396, BROADCASTING.

Experience newsmen for radio writing. Must be fast, colorful writer; well informed; good emotional background. This job is not for hacks or incompetents seeking experience in news field. Must send samples of writing. Box 259, BROADCASTING.

ANNOUNCER-NEWSCASTER. Draft exempt. Good opportunity. Some experience. Basic salary $45.00 for 40 hours. If personal audition impossible, send photo, and transcription to WIBX, Utica, New York.

OPERATOR—First class license for new 5 KW transmitter KINY, Juneau, Alaska. Opening for experienced P.E. man or amateur. Travelling expenses paid from Seattle. Address Vincent I. Kraft, 706 American Avenue, Seattle, Wash.

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

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; newscast writers. Radio telephone, telegraph work. Wilson Employment Service, Radio Employment and Training Commerce Building, Cleveland, Ohio.

WANTED—First or second class operator, 1 KW Blue-Network station. State working conditions, Salary ex- amination. Draft status. Radio Station WJOS, Jackson, Tenn., WANTED.

CHIEF ENGINEER—Position offers splendid opportunity, KTRI, Sioux City, Iowa.

WANTED—Experienced general staff worker. Ideal working conditions. Will consider man with limited experience. WKBX, LaCrosse, Wisconsin.

CHIEF ENGINEER—Position offers splendid opportunity, KTRI, Sioux City, Iowa.

WANTED—Experienced announcer, Midwest Blue Network. State working conditions for right man, State salary requirements and send photo. Fred W. Wagenvoort, Station W212M, Lansing, Michigan.

Help Wanted

Help Wanted (Cont’d)

NEWSMAN—Applications wanted from radio newsmen who really know something. Pay is competitive for position on professional staff employing five less than 25 years and salary unnamed on all broadcasts. Must be able to both write clean copy and to broadcast it acceptably. Good face, clear voice, first class station. Fairly young, newspaper-trained and must be able to write or wire, but write full particulars to Jack Sheldon, News Editor, Station WBO, Des Moines, Iowa.

Chief Announcer-Sportscaster—M. C. experience—50 years to 80 years, or West Lake Board ceiling 850 hr per month permits $84.00. 500 CB. Adjex Ugh to town. $20,000. Moderate working dates. East coast. Pay, by batch or round. Also Newscaster @ 750 hr. range $84.00 to $100.00. Address: Lt. Larry. KOR, Des Moines, lowa.

Wanted Transmitter Engineer. First or second class license, if desired. For details write or wire Chief Engineer, WIXD, Utica, New York.

Situations Wanted

COMPETENT STATION MANAGER—New employed looking for better opportunity. Needs experience in commercial program and technical operation. Excellent results, experienced in sales and station promotion, 14 years radio experience, age 25-35. Box 142, BROADCASTING.

STATION OR SALES MANAGER AVAILABLE MAY 3. Family man, middle foage. Sale manager or station managernent experience, available for long time employment. Now in Chicago area but will go any place. Box 190, BROADCASTING.

COMMERCIAL MANAGER with 12 years highly successful managerial and sales experience, especially in New York, desire change of locaion. Will accept $25,000 plus commission, plus income for pleasant opportunity with progressive station. Salary or percentage, or wishing gain national reputation as cutting-edge, in Sales, Showmanship, Programming, Public Service, etc. Will accept moderate salary plus commission, guaranteed 10% or permission. Don't hesitate write in confidence. Box 191, BROADCASTING.

Producer-Director. Idea man. Extensive musical, stage experience. Excellent character with strong studio connection. Box 198, BROADCASTING.

COMMERCIAL MANAGER—Now employed West Coast desire change. Draft exempt. Pleasing personality. Top references. Box 200, BROADCASTING.

VERSATILE, conscientious young woman. Professional production, network writing, public service programming. Desires permanent position with progressive station. Available May 15. Box 201, BROADCASTING.

FOUR TRAINED, EXPERIENCED ANNOUNCERS specialised or general staff position on major market. Desires cooperation. Production moodshow man write and general. News Feature, Psy. Director. General commercial announcer. All four trained to work together. Ads, newscasts, disk shows 4F, Box 202, BROADCASTING.

OPERATOR. Girl. Third class license. Training by N.A. and studies. Northeast area preferred. Apply Box 204, Birmingham, ALA.

Answered: 4 years experience. Colored. Married 24, 4F. third class license. Available at once. Box 206 BROADCASTING.

Help Wanted (Cont’d)

Excellent, draft-exempt producer-writer seeks position. Box 211, BROADCASTING.

Engineer, Writer, Radiotelegrapher—First telephone, second telegraph license. Commercial, Desert West Coast opportunity, paying, radio copy experience, 27-4F. No announcements. Permanent desired. Any- thing considered. Box 216, BROADCASTING.

Experienced, dependable program director, producer available, 4F. Box 212, BROADCASTING.

SPORTS COMMENTATOR: 4 years experience. Top notch play by play baseball, football. Write your offers and show. Draft exempt. Transcriptions available. Box 213, BROADCASTING.

PROGRAM DIRECTOR—17 years experience in program direction, production, writing, sales. All standing outlets. Want permanent position where ability equals dividends. Box 214, BROADCASTING.

Chief Engineer—Complete charge AM-FM. Graduate engineer. 29, 10 years experience. Not cheap but good. Airmail data, photo. Box 215, BROADCASTING.

Capable Announcer—Desires association with progressive, high grade, stations on west coast. Have really know sales man. Box 216, BROADCASTING.

ANNOUNCER—Some experience, go anywhere, 4F. Permanent, box 219, BROADCASTING.


Just released from Army 11 years in radio. Producer, program director, announcer. 7 years musical director, 35 years old—singer. Desires work and a good benefit package. Box 309, BROADCASTING.

WANTED—5 KW Transmitter and Associate Equipment. Also tower, platform and line termination equipment. Write Box 225, BROADCASTING.

WANTED—Speech equipment, any kind. Also frequency modulation equipment. Box 175, BROADCASTING.

WANTED TO BUY—Auxiliary Power Supply. Direct current, gasoline engine driven. 5 KW, 60 cycle, complete with battery charger and panel. Box 230, BROADCASTING.

WE 276 A tubes new used or burnt out. Box 276, BROADCASTING.

WANTED—Vertical radiator 160 to 200 feet. Any make. Good cash price. WKNJ. Address, WKNJ, Des Moines, lowa.

RECORDING EQUIPMENT—Standard make, good condition. KTRI, Sioux City, lowa.

Studio Console, Any Make. Any Model. F. O., Box 225, Birmingham, Ala.

For Sale

Unused RCA 6856 diamond head: 800, 900 CR tubes. Offers Box 216, BROADCASTING.

Transfer model "K" recorder, R. T. Patton. 3034 Newark St. Washington, D.C.

Equipment Wanted

250 Watt Transmitter. Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment. Box 199, BROADCASTING.

A LA COURSE GIVES PRACTICAL TRAINING

TRAINING course for broadcast technicians, established last year in Philadelphia through the cooperative efforts of the broadcasters and the local of American Communications Assn., the Philadelphia broadcasters and the city's Board of Edu- cation, has placed approximately 31 licensed personnel in radio stations, 20 in allied electronic indus- try and has a reserve of five ready for employment, with others now completing the course, the union has reported.

Course consists of three phases of training: Basic theory, comprising lectures and demonstrations of radio theory, construction, with each student given at least one complete project to assemble, wire and operate and actual operating practice, with selected trainees receiving instruction in mile place- ment, and study, who will be placed in programs and maintenance in the studios of WIP and WCAU KYW W31.

“Our training is contributing to the war effort in that students are gladly accepted by all employ- ers and the training program is designed to produce FCC licensed replacements capa- ble of doing all phases of studio and transmission work,” Mr. Shipps said.

Mr. Shipps pays tribute to Lt. Col. Samuel Rosenbaum, past president of WIP and now with AMG, for his enthusiastic support of the training plan, stating, “It was through his untiring efforts that the union secured the co- operation of the broadcasting sta- tions.”

Armond Collette

ARMOND COLLETTE, recording engineer of CBS central division, died of a heart attack at the studio on April 26. Mr. Collette, who had been a member of the CBS staff for more than a year, is survived by a wife and child.

Thomas S. Buechner

THOMAS S. BUECHNER, 41, vice-president and chairman of the plans board of Ted Bates Inc. advertising agency, died of a heart attack at his home in Bronxville, N.Y., Sat- urday, April 22. He leaves his widow and three children.

WANTED

Experienced staff announcer by 50,000 watt southern station. For appointment for in- terview, address Manager, Station WPTF, Raleigh, N. C., giving full particulars.

STATION WPTF

raleigh, N. C.
Devil Dogs One-Man Battle Recorder

Pacific Action Caught By Sgt. Hardin Under Fire

By MARY ZURHORST

THE ONE-MAN Battle Broadcasting unit for the Marines—Sgt. James O. Hardin Jr.—has just returned from the South Pacific to enter Officer Candidate School at Quantico, Va. In the Pacific, Sgt. Hardin pioneered radio recording in the tropic battle zones.

Sgt. Hardin

Before joining Marine Corps Public Relations, Sgt. Hardin was with WMGA Moultrie, Ga., and WSB and WATL Atlanta as announcer and promotion man. Due to the effect of Lt. John A. DeChant, an efficient sound man, he was sent to the Pacific under Lt. DeChant to do the Battle Broadcasts.

Covers Pacific

With the portable unit housed in a converted trailer, he covered the South and Central Pacific, sending back recordings from Guadalcanal, Bougainville, New Guinea, and other front-line battle areas.

Despite warnings of the delicacy of the equipment, and of difficulties ahead with rust, corrosion, mold and the effects of heat-and-dampness, Sgt. Hardin "can't say enough for the way the equipment stood up under the worst possible conditions."

"On the way to Bougainville," he told Broadcasting in an exclusive interview last week, "we loaded the trailer onto a Navy landing boat. Somehow we got lost from the convoy and ran into a terrible storm. Water was pouring over the trailer constantly. The equipment got soaked. And even though it was protected with heavy padding we were sure it was finished when we got ashore. That iron bar holding down the trailer bent like a hairpin."

"But when we reached the island—through good navigation and luck it is turned out to be an occupied beach strip on Bougainville—we set up the unit and it worked without a hitch."

On Bougainville Sgt. Hardin made outstanding records of a Japanese bombing attack on the Allied-held position. "The trailer was set up just off the field, with a long lead line so that we had to take the mike out into the bombing area. It was at night, and all the electricity on the field was cut off except for the searchlights and the broadcast unit. Just after the raid started, a Japanese bomb was dropped and we began describing the action as the plane was caught in the crossfire beams of the searchlights, with trails of ack-ack fire shooting into the sky."

"Then," he said, "when I could tell from the direction of the bombs that they were about to hit pretty close, I dropped to the ground and kept the mike going. In a few seconds I went back and described what had just happened. And the equipment stood up under it all."

"There were times, however, when trouble did develop with the equipment. Rust and corrosion had to be combated constantly."

Engineer's Aid

"Just before a Battle Broadcast from a front line position, Sgt. Hardin found that all the transcriptions were molded. He tried everything to remove it, but nothing helped. "Then I pulled my old trick of looking around for an ex-radio engineer. Somehow, whenever I ran into trouble, I always managed to find an engineer ready to help, no matter what service he was in. A radio maintenance man with the AACS, named Ackerman who was formerly a radio engineer with Eastern Air Lines, experimented with all sorts of solutions. Finally he tried carbon tetrachloride and it worked."

"Being just a one-man outfit and an ex-announcer, I often ran into technical problems that I couldn't handle," Sgt. Hardin said. "In the Russell Islands it was Marine T/Sgt. Cecil Hamrick, who used to be with WTEM Temple, Tex., who came to the rescue. At Guadalcanal I found Navy Radio Technician Scanlon, a former RCA engineer, and he ironed out the kinks in the equipment that had stumped me. Then on Vella Lavella John R. Skelton was a tremendous help. He's in the Navy now as chief radio technician. He was with WATL Atlanta, WAIM Anderson, S.C. and WSAV Savannah, as announcer and engineer before he got into the service."

Mr. Skelton aided in the recordings on Vella Lavella of a Christmas service for natives of the island [Broadcasting, Feb. 28]. The trailer was parked on the beach, about six miles from the open air amphitheatre where the service was to be recorded. They had to use type E telephone lines already set up by the New Zealand Government.

"I'd love to see the expression of some engineers back in the states if they had seen the equipment used," said Sgt. Hardin. "We rigged up an old receiver set that wouldn't work as a receiver, but the amplifier was still good, so we used it for the amplification system. That broadcast was really improvised but it turned out very well."

"The sergeant recalled one incident while recording an air raid when a short circuit occurred in the lines, and the soldier holding the microphone flung it into a pile of rocks several yards away. "We thought the mike was done for, then," he said, "but we picked it up and that instrument I had always been warned was so delicate, wasn't even jarred."

"Battle Broadcasts are made on instantaneous transcription discs and aired right back to Washington where the music division of the Library of Congress re-records them on more permanent discs. Lt. James W. Hurbut, Marine Corps public relations officer in Washington, handles distribution of the records."

"Sgt. Hardin made many interviews with groups of boys from the same location and sent the recordings back to their local stations. Among outstanding records he made are: Last interview with Marine Ace Maj. Boyington just after he had shot down his 26th plane; bombing of a Jap bridge as described by the Navy flier making the attack; interview with the ground crew on a front line airfield, made under the wing of a bomber because of a teeming rain; and innumerable recordings of battle action."

FMBI Authorizes FM Rules Inquiry

Special Study Group Named; 16 New Members Approved

APPOINTMENT of a special committee to study FCC rules and regulations affecting FM service areas and classification of stations, approving 16 new members, authorized by the FM Broadcast Committee's Recommendation 3 were passed on by the FMBI Board at a meeting Monday in the Waldorf-Astoria Hotel, New York.

On the special committee, which will make recommendations to the board, are Walter J. Dann, WTMJ-WMFM Milwaukee, FMBI president; Franklin M. Doolittle, WDRC, WDRC-FM Hartford; J. Leonard Reinsch, director of the Cox stations WSB WHIO WIOD; Cecil Martin, and E. E. Hill, WCJW New York.

Classification Depends on Board

President Dann, Dr. C. M. Jan- sky, counsel, and Philip G. Loucks, legal counsel, were authorized to confer with the FCC with respect to common antenna support and processing of applications. Hugo H. Mansfield, of Stromberg-Carlson Co., Rochester, reported the new FMBI booklet, on which an original print order for 200,000 was authorized, is in the process of printing.

The Board clarified Recommendation 3 of the Engineering Committee's report as follows: "The need for classification of FM stations for determination of the number of channels to be assigned to each class of station, if more than one are required, is unavoidably dependent upon the number of stations and width of the band assigned to FM broadcasting. Therefore at this time the Committee has no recommendation to make on this subject. If and when enough suitable channels shall be made available, no classification of stations will be necessary."


Attending the Board meeting were the following directors, in addition to President Dann: Dr. Marjorie, George Lang, WGN-WGNB Chicago; Arthur B. Church, KMBC Kansas City; John Whitehead, New York; Paul Horn, Yankee Network; John V. L. Hogan, WQXR-WQXL New York; Theodore Streithorn, WOR; WOR-Radio New York; WOR, Doolittle. Philip G. Loucks, Dr. Jan- sky and Myles Loucks, Washington manager, were present.

Waverley Root, commentator of WBN, published a weekly newspaper summary of his views as expressed during the week.
Kansas City's Typical Shopgirl, Hildegard Guenther of Berkson's, has this to say of Radio, "After a particularly trying day with shoppers, I can think of no better way in which to spend a quiet evening at home than to turn on the radio and relax. I'd hate to think what life would be these days without the entertainment and fun of my favorite radio programs."

Radio Service Is Deep-Rooted

The service of broadcasting to the community is many times unapparent. Because radio tints the mosaic of American living, its influence is deep-rooted. Listeners from every walk of life depend more and more upon the service of radio, and KMBC strives constantly to improve that service. That is why advertisers utilizing the facilities of KMBC find themselves in good company. A friendly acceptance into the homes of the Heart of America is theirs, for KMBC has spent a lifetime in building a reputation of ethical and worthwhile service to the community.
SPEAKING of tall tales, which those three joke-swapping experts, Harry Hershfield, "Senator" Ed Ford and Joe Laurie, Jr., do every Saturday evening over WKY and NBC, WKY has a tale about a tall tower which these super story tellers, or anyone, would have to reach far back into their bags to top.

WKY's tall tower tale is fact, not fiction. The new 915-foot Truscon antenna which WKY has built as part of its new transmission facilities is one of the two highest radio towers and one of the six highest man-made structures in the Western Hemisphere.

As part of an improvement program entailing the expenditure of approximately a quarter million dollars, WKY is putting finishing touches on new transmission facilities on which every effort is being made to make them the finest, most advanced in technical design in the country.

With these new facilities, WKY's daytime coverage in Oklahoma will be increased materially and its nighttime coverage will nearly double. Even today, and until these new facilities go into operation, no other Oklahoma City station can top WKY in coverage in Oklahoma and, what's more important, WKY tops all other stations in Oklahoma City in number of listeners morning, afternoon and evening.