why WOR can tell you things nobody else can

quietly in August 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, "A Continuing Study of Radio Listening in Greater-New York."

It was—and is—the most scientifically accurate, complete and informative study ever launched by any station anywhere.

Why?

Because—planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because—its personal interviewers talk to all kinds of people in all kinds of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are not talked to by telephone interviewers.

Because—it its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they’ve heard your broadcast. They speak to listeners while the impression you’ve made is fresh; before they’ve had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR's "A Continuing Study of Radio Listening in Greater-New York." For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guesswork out of timebuying; bring you a greater per-penny profit on every penny you invest.

that power-ful
station WOR

at 1440 Broadway, in New York
FIFTY thousand WLS listeners sent in a dime for a map showing all the battlefronts of the war. The maps, prepared by the WLS News Department, were offered for two weeks at varied times of day. The result: 50,000 requests—769 per announcement! All our 50,000 available maps are gone, and we’ll have to return the dimes which are still rolling in at the rate of several hundred a day. Such phenomenal response is another indication that people in Chicago and Midwest America listen to WLS...listen and respond. For further proof, ask any John Blair man.
No matter how powerful a long range broadcast may be, it is bucking the competition of a strong local station in every important market — a local station that can and does deliver more audience throughout the day, every day.

This locally accepted station is The Yankee Network outlet in its area. There are twenty-one of these hometown stations in twenty-one key markets where New England buying power is concentrated.

The Yankee Network brings together and welds into one rich and populous unit the twenty-one cities and their suburban areas that otherwise would be separate and distinct markets.

With The Yankee Network, you can put equal energy and emphasis into your selling at all points where you have distribution or want to get it.

It is the only group of stations that gives you New England all in one piece.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Omaha has its United Benefit

Omaha is a Rich, Stable Market

Omaha's prosperity is based upon those "most-stable-of-all" industries ... food, transportation, insurance, etc.

While, quite naturally, Omaha is now enjoying its greatest prosperity in history ... it is well to bear in mind that Omaha was a RICH Market before the war ... that it will continue to be a STABLE one after the war.

Omaha is truly a "ripe" market for immediate sales ... and one very much worth cultivating now for the promising future. To reach and sell the RICH Omaha Market at lowest cost ... the best buy is KOIL. Let us send you availabilities.

Represented Nationally by Edward Petry Co., Inc.

KOIL in Omaha
5000 WATTS ... 1290 KILOCYCLES

KOIL Columbia, of course
The Radio Buy of OMAHA

Newark has its Prudential

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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IN THIS ISSUE—

Petriello Blitz Meets Joint Resistance. 9
'Timebuying Tips' From Linnea Nelson. 9
NAB Supports Ryan Program. 10
NAB Limits War Meeting to Key Officials. 10
Dewey Looms as Air Threat to FDR.
—By Prof. Louis Foley. 11
McIntosh Leaves WPB to Enter Consulting Practice. 12
New Draft Rules Ease Radio's Problem. 12
Probers subpoena Fly Letter to 'Digest'. 14
Revised Radio Bill About Ready. 14
Educators Probe Radio from All Angles. 18
Hag Heads Farm Radio Group. 22
Hearings Ordered in WOV, WSAR Sales. 26
Video Delay Endorsed by CBS Affiliates. 28
New Sponsors Top Summer Shows. 60
New Canada Data Explained to AMA. 68
'Town Hall' Goes Commercial. 69
Canadian Stations Get More Power. 70
4 Standard, 6 FM Outlets Requested. 74
Sponsored Radio Criticized by Durr. 74

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Page 4 • May 15, 1944

BROADCASTING • Broadcast Advertising
PORTRAIT OF A

Balanced MARKET

* Down in KWKH-land the average customer of your product does not have “all his eggs in one basket.” For his income is not dependent upon one resource or industry. Every week of the year there is new wealth circulated from the rich oil and natural gas fields of the area. Taking advantage of a mild year-round climate such industries as lumber and forest products, agriculture and livestock operate with little hindrance from bad weather. All of these factors help to make East Texas, South Arkansas and North Louisiana a balanced market. Here you can plan your sales effort without regard to seasonal income. And you can cover this rich, balanced market with only one medium—KWKH. Let us give you more information on this market to help you sell now and build sales for the future.

KWKH
50,000 WATTS

A Shreveport Times Station
CBS

THE SELLING POWER IN THE BUYING MARKET
FOR ALL KINDS OF BROADCASTING

RCA manufactures a complete line of broadcast equipment—including not only such operating units as microphones, amplifiers and transmitters, but also such necessary accessories as modulation, frequency and phase monitors; audio measuring equipment; and field intensity meters.

RCA Test and Measuring Equipment units meet all the needs of FM, Television and Short-Wave Broadcasting as well as AM Broadcasting.

The proof of these RCA equipments is in their widespread use. Almost every broadcast station has one or more; nearly all the networks have several. Other manufacturers use them. The RCA companies—NBC, RCA Communications, Radiomarine Corporation and RCA Laboratories—use them in large numbers.

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
**TELEVISION MONITORS**

For Television Broadcasting
RCA developed and produced the only line of test and monitoring equipment specifically designed for Television use. This line includes the 351-A Video Sweep Oscillator shown above, the 350-A Square-Wave Generator, the 715-A Laboratory-type Oscilloscope and other units of matching design.

**AUDIO MEASURING EQUIPMENT**

The 68-B Beat Frequency Oscillator (at right) and the 69-C Distortion and Noise Meter (below) are matched units developed for the single purpose of measuring the frequency response, distortion and noise characteristics of broadcast equipment. The only audio measuring units designed especially for the purpose, they are ideally suited for measurements on separate amplifiers, complete audio channels and transmitters of all types, including AM, FM and Television Audio. These or the preceding models of the same series are in use in nearly every medium or large station, in network studios and in the laboratories and test set-ups of most manufacturers.

**FIELD INTENSITY METERS** — RCA field intensity meters have been the industry's standard for over ten years. The latest models are the 308-A Broadcast Field Intensity Meter, covering the range from 120 kc. to 18,000 kc., and the 301-B High-Frequency Field Intensity Meter, covering the range from 20 mc. to 125 mc. They may be used as portables, as shown here, or adapted for permanent mounting in station wagon or truck.
ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WILLIAM LARCOMBEE
Vice-President and Partner, J. D. Tarcher & Co., New York

Says—"Changing markets, shifting populations now make spot broadcasting more effective than ever"

• Well said, Mr. Larcombe! Especially since so many people seem to overlook the shifts that are going on right now—shifts involved in War-contract cancellations, and the discontinuation of numerous training camps and centers, not to mention the inevitable adjustment of activities as the war in the Pacific really goes into high gear.

• No neither we nor anybody else can foresee the extent and rapidity of these changes in time to forecast complete market potentials for many months in advance. But if you advertisers or agencies will get in touch with us before you release spot-broadcasting schedules, we'll gladly check your markets as of the present and the immediate future. We feel sure we can point out some rather surprising opportunities. Say when.

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

EXCLUSIVE REPRESENTATIVES:
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WCKY, Cincinnati
KDAL, Duluth
WDAY, Fargo
WISH, Indianapolis
WKZO, Kalamazoo
KMER, Kansas City
WAVE, Louisville
WTCN, Minneapolis-St. Paul
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KSD, St. Louis
WFIL, Syracuse
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WOC, Davenport
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WCBM, Baltimore
WCSH, Charleston
WSH, Columbia
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WDBN, Roanoke

SOUTHWEST . . .
KOB, Albuquerque
KOKA, Oklahoma City
KTUL, Tulsa

PACIFIC COAST
KBEA, Los Angeles
KOM, Portland
KROW, Oakland-San Francisco
EKO, Seattle
KFAR, Fairbanks, Alaska
and WRIGHT & SONTOX, Inc.
Pancake Blitz Meets Joint Resistance

Two Unions, NAB Act to Check Petrillo

By JACK LEVY

JAMES C. PETRILLO’S plans to move in on radio via the “pancake turning” route precipitated a tidal wave last week, with the NAB, National Assn. of Broadcasting Engineers & Technicians and IBEW each taking separate actions to resist the projected AFM invasion into broadcasting stations and the appointment of the AFM’s President James C. Petrillo.*

WHEREAS, James C. Petrillo, President, American Federation of Musicians, has in the April issue of the official journal of his union commended to the locals of his union a plan to force upon the broadcasting industry and in particular upon the smaller units thereof, the employment of more than 2500 additional unneeded members of the Musicians Union, and

WHEREAS, the sole duties of these unneeded union members will be that charac-
teristic of Mr. Petrillo’s pancake turning, namely, to place records and transcriptions on turntables, a minor and incidental part of the work of others now employed by all broadcasting stations, and

WHEREAS, Mr. Petrillo in the City of Chicago has succeeded in imposing this made work upon some broadcasting sta-
tions at a salary scale of $30.00 a week for a 25 hour work week, and

NOW, THEREFORE, the NAB is deter-
mind in its opposition to this unjustified and needless employment, and urges its membership of broadcasters to resist any demands of the American Federation of Musicians to employ such pancake turners, and

FURTHER, that the NAB pledges its support and aid to all broadcasting stations which resist these demands as cunary to the best interests of labor, industry and our nation.

*Appendix to the resolution was the transcript of Mr. Petrillo’s testimony before the Senate subcommittee to investigate the transcription ban in January (Broadcasting, Jan. 18, 1948), in which he said he thought the unionization of all turners was a mistake, but that the Chi-
cago stations okayed it.

Timebuying Tips From Linnea Nelson

Offers Some Suggestions To Stations on What Agencies Want

By LINNEA NELSON*

Head, Timebuying Department
J. Walter Thompson Co.
New York

TIMEBUYERS are probably not going through any greater difficulties than did the early printed media buyers. Each radio seems to be having far more difficulty in presenting itself to the satisfaction of all concerned than

*Text of address delivered May 11 before meeting of American Marketing Assn.

May 15, 1944 • Page 9

Broadcasting • Broadcast Advertising
Ryan Program Supported by NAB Board

Will Oppose AFM; Easing of Disc Rule Sought

CLEARING the way for action on all radio fronts under the new leadership of President J. Harold Ryan, the NAB Board of Directors, in a three-day whirlwind session in Washington last week, started in motion new projects covering regulatory, legislative and business aspects of broadcasting.

Seven Achievements
Among other things, the Board, at its May 8-10 sessions, accomplished these things:

1. Adopted a resolution opposing the demands of American Federation of Musicians that stations employ musicians as "platter turners" and pledged its support to stations which resist the demands (see page 9).

2. Reaffirmed holding of annual meeting as an executive war conference in Chicago in latter August (probably Aug. 28-31), if war transportation conditions permit.

3. Adopted a resolution requesting FCC to modify regulations requiring identification of recordings and electrical transcriptions to lessen the frequency of such announcements.

4. Got behind plans for establishment of standard audience measurement and station coverage formulas, with further study by a board subcommittee.

5. Referred to the NAB Music Committee deliberations with ASCAP over royalty payments on spot announcements contiguous to programs using music.

6. Authorized the association to intervenors, if deemed expedient, in the WMAL Washington dispute with AFRA before War Labor Board, as the fee system in paying announcers for commercial broadcasts is against straight salary.

7. Adopted proposals for by-law amendment in connection with classification of dues. Increased mileage allowance for directors and standing committee members from six to seven cents per mile.

FCC Chairman James Lawrence Fly was the board's guest at luncheon last Monday and informally answered questions regarding radio regulatory problems. In some quarters, this was viewed as marking a new era in the relationship between the FCC chairman and the NAB, who, under the former regime of President Neville Miller was constantly at sharp points with the trade association.

Willard Egolf, heretofore assistant to the present in charge of public relations, was assigned full-time to head the NAB's public relations bureau. All personnel matters were left to Mr. Ryan's discretion. Considered was a suggestion by Mr. Ryan that an attorney, experienced in labor relations, be retained. Both the posts of NAB counsel and labor relations director have been vacant since the last incumbents—Russell P. Place and Joseph L. Miller—entered Government service.

The board, following the lead of the North Carolina Broadcasters Assn., formally adopted a resolution on announcement of transcriptions. The matter had been discussed with Chairman Fly at the Monday luncheon and it is understood he reiterated his previous view that relief could be obtained, but that he felt some protection should be afforded to avoid giving the impression that record-ed talent actually was performing in the studio. The resolution adopted reads:

We respectfully request and urge the FCC to modify existing regulations regarding identification of recordings and electrical transcriptions so as to lessen the frequency of such announcements which become obnoxious and repetitious to the listening public.

The board approved the ensuing year's budget, running in the neighborhood of $250,000, and approximating that for the current year. NAB membership now totals 560 stations, 11 associate members, and two networks, for a total of 299—the highest in its history. An amendment to the by-laws authorized by the board for consideration at the next annual meeting would provide that the amounts of dues in the established classifications be left to board discretion. The increase in mileage expense from 6 to 7 cents was voted because of increased traveling costs. There are approximately 150 members of the board and of the standing committees. The present schedule calls for 24 meetings during the year.

Reports on the proposed establishment of an audience measurement standards bureau and on a standard method for measuring station coverage were delivered to the committee by Paul F. Peter, NAB research director. The plans were drafted by the research committee, headed by Hugh Feltis, KOIL Omaha, and the technical subcommittee of the research committee, headed by Roger W. Clipp, WFIL Philadelphia. The board of directors' committee, to which the whole matter was referred for study and report, comprises Frank King, WMBR Jacksonville; Hugh A. L. Half, WOAI San Antonio. (Continued on page 66)

NAB Board Limits Executive War Meeting to Key Officials

BARRING a transportation emergency, an executive war conference of the NAB membership will be held in Chicago in latter August as scheduled, but with attendance limited to executives and key personnel, the NAB Board of Directors decided last week upon recommendation of President J. Harold Ryan.

The board reaffirmed its previous action tentatively setting the annual meeting in Chicago for August 27-31 at the Palmer House. The dates are subject to change.

War Needs Paramount

Mr. Ryan, in announcing the board's action, said: "The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many war problems. It is imperative that these problems be met effectively, and after full consultation with military and other Government leaders. A con-
Dewey Looms as Radio Threat to FDR

A NEW radio voice is beginning to make itself clearly heard in the land. It is worthy of attention, for it is likely to be increasingly audible during the next few months. And it might turn out to be something like the Voice of America.

Prof. Foley

From the point of view of radio, the national political scene seems to be entering a new phase. For 12 years now, presidential campaigning has been one-sided. As a "radio personality" there was no opponent to confront, even remotely to affect the effectiveness of Franklin D. Roosevelt. We had a kind of feeling that things would go on like that indefinitely. But now it is not so sure—not sure at all. We have been listening to Gov. Thomas E. Dewey.

Mr. Dewey has a fine, manly voice that is a pleasure to hear. It is clear, ringing tones are not marred by rough edges or fuzzy overtones. It is strong without any evidence of strain or over-exertion. Apparently its owner knows how to use it and not abuse it, so that it will hold up under frequent public speaking. It is not a "flying" or "sawing" voice, however, but rather one that is steadily exciting.

Considered around, it represents about the best basic vocal equipment displayed on the air by any political leader in this country in recent years. It sounds like the voice of a person who is thoroughly well-born and bred, yet without any exaggeration of refinement, and certainly without weakness or indecision.

Enunciation Good

For clean-cut enunciation and pronunciation, Mr. Dewey's new voice need not fear comparison with any political speaker we have ever heard by radio. Back in 1932, it may be recalled, Canadian listeners were much impressed by the diction of President Hoover's broadcasts. They could not help noticing such details as his "reveroo," "constuh-took-tuar," or "keep" or "key." The Ottawa Journal mentioned the "harsh, rasping" quality of his voice, and warned Canadians to be careful lest they be contaminated by listening to Mr. Hoover's Americanize.

Now we may confidently assure our friends of the North that they can listen to Mr. Dewey to their hearts' content without the slightest danger: we can even challenge them to do any better themselves.

One of the basic elements of good speech is the decent treatment of the syllables of words, and here again Mr. Dewey's language is practically above reproach. He does not hurdle syllables or jam them together or split them in the wrong place. He does not telescope a three- or four-syllable word into one or two. Such distortions as "government" (or "guh-ment"), "cabinet," "claps" (collapse), "prinpsll," "evenly," "par" (power), "bleeve," "wan-tuh," or "tell yuh," which Mr. Willie was continually inflicting upon our ears in the fall of 1940, will not be heard from the lips of the New York Governor.

Anyone who has ever seriously studied phonetics knows that proper syllabication is absolutely fundamental for speech that people can listen to comfortably and understand with minimum effort. In this respect Mr. Dewey's speech habits are quite satisfactory.

In any kind of natural or really coherent speech, however, the unit is not the word but the phrase, clause, or sentence. That is the way we speak and understand, just as it is the way we naturally think. So it is worth noticing that Mr. Dewey has a very definite and reliable feeling for the unified phrase. He has a well-developed knack of breaking his sentences at the right places and spacing the segments neatly, so that the sub-units are distinct and yet coalesce smoothly in the larger thought-grouping to which they belong.

This is really something of an art. It is one of the basic "tricks" of forceful oratory, and he has a firm hold on it.

Indeed, so long as a man writes his own speeches, this matter of handling thought-units goes much deeper than mere oral delivery and indicates his organization of ideas. The reason why some speakers bore us with their dull, dry delivery is that their sentences simply can't be manipulated effectively; they are just the wrong kind. They do not carry over with any vividness, because they are words grouped abstractly on paper and have not the intrinsic quality, the natural rhythm of living speech.

What counts, of course, is not just clean-cut speaking for its own sake. Only a narrow-minded speech-critic would consider that something finally important in itself. It is simply the physical or technical aspect of incisive presentation of ideas. What counts is that the speaker gives the impression of courage, decision, confidence, straightforwardness, getting to the point without bungling.

"Good American"

One thing which may well be a valuable asset to Mr. Dewey in nationwide broadcasting is the fact that his speech shows no marks of regional or sectional dialect. His r's are unmistakably distinct, and he has no "Hahvud" accent. At the same time he is equally free from the well-known Midwestern linguistic peculiarities which sound almost barbaric to people from other parts.

He does not go in for vocal affectations, and has steered clear of offensive mannerisms. His language bears no suggestion of British, any more than it does of Hollywood. It is just good American—but good American, such as we need not be ashamed of anyhow. He is just the right kind.

With so much in his favor, it might seem that Mr. Dewey's broadcasting could leave little to be desired. Nevertheless as a radio personality, he still has considerable room for improvement. While we may appreciate his not having the "bedside manner" of some broadcasters, yet he apparently does that talking over the radio is not the same as orating in a lecture-hall. Naturally a political speaker frequently has to do both at the same time, but he can make adjustments.

Mr. Dewey could come nearer than he does to the private-conversation tone advisable to members of a radio audience who are listening as individuals. He needs to make his broadcast speeches sound a little more like talk.

In his addresses that we have heard thus-far, it was apparent that they were being read. To be sure, they were well-read—excellently read, in fact—so that with monotonous rhythm at times, not quite enough of the varying intonation that goes with living speech at its best.

Mr. Dewey has heard that Gov. Dewey has had some coaching in radio speaking from Lowell Thomas. In this we think he was ill advised. It goes without saying that a great many people enjoy listening to Lowell Thomas. His chief special appeal, however, is the natural quality and particular timbre of his voice—something which he can hardly teach anyone else, and which Mr. Dewey does not need to learn. His own voice-quality is quite good enough, and he will be wise to use it himself.

Moreover, Mr. Dewey's most noticeable fault in delivery—a degree of monotony in intonation—is precisely the worst fault of Mr. Thomas. He would only be thought to offset that handicap in other ways. He seems to have no relative values; he announces all sorts of things with the same inflection. Both of these gentlemen could do with a little more flexibility.

This much is clear at the start: not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's calibre as a broadcaster. So without any party prejudice, it looks to us as if the Administration may lose its monopoly on radio appeal.

IF DEWEY wins the Republican nomination next month, and Roosevelt runs again—both appear ordained—it will mark the first time that radio campaigners of top-flight calibre will battle it out. Everyone knows FDR is radio's No. 1 personality. To appraise Dewey's microphone "it", BROADCASTING asked Prof. Louis Foley, Professor of English and Language Consultant of Western Michigan College to give his impressions.

"Not since radio became a first-class medium for political campaigning, has there been a Republican leader who approached Dewey's calibre as a broadcaster," he reports. In this article he analyzes the voice and technique of New York's governor.
McIntosh Resigns From WPB To Enter Consulting Practice

Assistant Director of Radio & Radar Division Will Engage in Allocations, Studio Design

FRANK H. McINTOSH, assistant to the director of the War Production Board's Radio and Radar Division, in charge of civilian radio requirements, last week submitted his resignation, to establish a radio consulting engineering practice in Washington. His resignation is to become effective June 1 or 15.

Mr. McIntosh joined WPB in April 1942 as chief of its radio branch, charged with civilian radio requirements. He is credited with having kept regular broadcast operations on an even keel through judicious allocations of critical materials during the most difficult period of the war production emergency.

Temporary offices will be established by Mr. McIntosh at 47 Lenox Street, Chevy Chase, Md. In his consulting practice, he will engage in studio design and acoustics, as well as in allocations, and later will establish an induction heating department. Offices later will be located in downtown Washington.

Coming to the Government from the Fort Industry Co., where he was technical advisor of its six stations, Mr. McIntosh, shortly after he undertook the Government assignment, proposed a wartime basis of operation for radio, which was adopted in November 1942. Under this program, stations were able to obtain maximum use of component parts without impairing service to the listener.

Before joining Fort Industry in 1940, Mr. McIntosh was for four years Pacific Coast district sales manager of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, Radio Development Department, Bell Laboratories, New York, where he engaged in considerable research on communications equipment, studio layout and antenna design. Mr. McIntosh was born in Omaha on July 12, 1906. He is a graduate of Omaha U. and MIT.

With the reorganization of WPB in March 1945, Mr. McIntosh became assistant to Ray C. Ellis, director of the Radio and Radar Division, and continued in charge of foreign and domestic broadcasting. His assistant, John Creutz, is expected to serve as acting chief until Mr. McIntosh's successor is named.

Harris a Lt. Col.

JACK W. HARRIS, executive officer, Radio Branch, Bureau of Public Relations, War Dept., has been promoted to lieutenant colonel. He is in charge of news and special events at WSM Nashville, Col. Harris became director of news and special events at the War Dept. Radio Branch in 1941, when Col. Ed M. Kirby, was named assistant aid to the Secretary of War. In 1942 Col. Harris joined the Army Specialist Corps as a major, and when the Army took over the ASC he was promoted to lieutenant colonel because of his age. He was promoted to major last summer.

House Rules Committee Shelves Press Subsidies

FATE of newspaper subsidies was sealed for the present session of Congress last week when the House Rules Committee, by a narrow margin, voted to postpone the Bankhead (S-1457) and Cannon (HR-3698) bills which would authorize temporary subsidies amounting to 12-1/2 per cent annually for War Bond advertising in small newspapers.

House Ways & Means Committee last December tabled the bills after hearings. Early this year the Cannon bill was rescinded in civilian one-vote majority reported out. It was placed on the Union calendar and referred to Rules Committee. Both the Senate and House boards, measures were opposed by the metropolitan press and radio as discriminatory.

Pressure on Radio Manpower Eased by New Draft Policies

RELIEF against further serious manpower losses in the broadcasting industry was indicated by National Headquarters of Selective Service last week in new regulations issued to local draft boards.

Registrants in the 26 to 29 age group who are "necessary to and regularly engaged" in essential activities, the boards were advised, are to be retained in civilian life for the time being, subject to adjustment as the needs of the armed forces change.

Registrants over 30 as well as those in the 19 to 25 age group who are either disqualified for general military service or qualified for limited military service only "who are in essential work are likely to remain in essential service or boards ofregistration" under the new policies.

Selective Service instructed the boards that the War Manpower Commission List of Essential Activities, which includes broadcasting, should be used as a guide in determining essentiality of registrants. "The activities contained in this list," the Service advised, "are sponsored, regulated or national in basis the most important activities in war production and in support of the national health, safety or interest."

Under the new policies, broadcasters will be able to retain all men over 30, all men between 26 and 29 inclusive who are "necessary" to the industry, and those of any age in IV-F or qualified for limited military service only. Men aged 26 in the broadcasting industry who are physically qualified for service are subject to immediate induction.

Registrants aged 26 to 29 who are "necessary to and regularly engaged" in a war production or war supporting industry. Fathers in this age group will be accorded occupational deferment in preference to nonfathers.

In announcing the new regulations, Lt. Gen. L. Hershey, Selective Service director, stated that registrants over 26 who have been ordered to report for induction may appeal if they find themselves entitled to deferment. Local boards have been ordered to review all other 1-A cases and to reclassify those over 26 who are qualified for deferment.

Gen. Hershey stated that draft boards have been authorized to place men in essential activities in deferred classes but he advised employers and registrants to take the precaution of filing formal requests for deferment.

ESSO WAVE DRIVE BOOSTS RECRUITING

INTENSIVE two-week WAVE recruiting drive in North Carolina hands 17,200 public relations in conjunction with the Standard Oil Co. of N. J. and Marshak & Pratt Agency (Broadcasting, Feb. 21, March 6), resulted in a 54% increase in enlistments during the seven weeks following the campaign.

The project was broadcast on the state's 29 stations, testing the concentrated type statewide drive. Enlistments for the first seven weeks totaled 11,500, as compared to 7,600 for the same period preceding the drive, and enlistments have been going in at the rate of 1,821 a week as compared to 7-11 a week before.

More than 71 hours of air time were donated to the drive, 15 spot announcements, and 128 recordings were used. WAVE recruiting kits, included two disc versions of a Mutual Navy program; record, "Two Are Better than One" and "Laughter in Navy Blue"; and five quarter-hour transcriptions from American Woman, CBS program sponsored by Wm. Wrigley Jr. Co., Marshak & Pratt supplied spot announcements along with the Office of War Information, which cancelled all localizations for other campaigns during the two-week period. All ESso Reporter commercials were turned over to the drive, and Esso incorporated the appeals into advertising and promotion in other media.
Look at all Three in Radio too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!

WITH

THE PEOPLE'S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
Editor Denies Threats; Committee Sees RID Exhibit

CHARGES that FCC Chairman James F. A. Miller attempted to halt publication by Reader's Digest of a story about the House Select Committee investigation of the Commission, will be aired Wednes-
day (May 17) by Sen. Martin F. T. Jett (R-Mo.), Committee member, dis-
closed last week.

Acting Chairman Hart (D-N.J.), at rep. Miller's request, issued subpoena for DefWitt Wallis, edi-
tor-in-chief of the Digest; Greta Palmer, writer who spent several weeks in Washington assembling facts for a story on the investiga-
tion; a letter Chairman Fly al-
legedly wrote Mr. Wallace and Miss Palmer's script.

Wallace's Views

ce Division; Charles R. Denny, FCC general counsel, and others describe work of the RID, accompanied by demonstrations. When hearings adjourned Friday Acting Chairman Hart continued them until Wednesday morning (May 17), when it will go into the Reader's Digest charges.

Rep. Miller said he had been ad-
vised that veiled threats of prose-
cution under the Sherman Anti-
Trust Act were made to the Read-
er's Digest and that its editors had decided against publication of the article, after receiving the letter from Chairman Fly.

In New York, however, Mr. Wal-
lace told Broadcasting that the whole affair was "greatly exagger-
ated and blown up by now". He admitted receiving a let-
ter from Chairman Fly, but denied it contained any threats.

Mr. Wallace added that after dis-
cussing the idea with Miss Pal-
mer he dismissed it. He described the ado following publication last week of a story that Rep. Miller had received as "a tempest in a teapot" and said he understood Mr. Miller only wanted to see the Fly letter. Mr. Wallace said the Congressmen would be "surprised to see what the letter contains . . . .

To Examine Letter

"I don't know what action, if any, the Committee will take until after we see the letter," said Rep. Miller. "I told Stanley High of Reader's Digest that no further action would be necessary for Mr. Wallace, but Miss Palmer to appear at the Wednesday hearing. I want to read the letter first." He said the sub-
pons were given to a U.S. mar-
shal in New York to serve.

When the Committee resumed hearings Monday, it heard Mr. Jett explain the radio direction-
finding system developed by RID, which checks the primary and sec-
ondary monitoring stations in the U. S. and Territories and the mo-
 bile intercepter units.

He suspended testimony to per-
mit Charles A. Ellert, RID techni-
cal supervisor, to demonstrate the operation of the direction-finder in locating hidden transmitters. With an assistant taking down the bear-
ings indicated by the machine, Mr. Ellert showed the Committee, with the aid of diagrams, that the trans-
mitter was located in the center of the hearing room. With the gen-
eral location known, a user could be used a personal radio to pick up the signals, fixing the source on the person of an RID engineer who was wearing a small transmitter under his coat.

Mr. Jett described the principal functions of RID as follows:

1. Maintaining continuous pol-
icol on the entire radio spectrum to insure against unlicensed trans-
misions and taking appropriate action to suppress such operation.

2. Locating and eliminating in-
terference to licensed services.

3. Maintaining continuous sur-
veillance of licensed stations to in-
sure adherence to applicable laws, treaties, regulations and terms of licenses.

4. Making intercepts of foreign non-military radiotelegraph traf-
fic for use of other civilian agen-
cies of the Government.

5. Recording foreign broadcasts for the FBIS.

In addition, he said, RID per-
forms various other activities such as emergency direction-finding service to civilian and military air-
craft, training personnel in radio intelligence for Government branches, and furnishing equip-
ment to other agencies.

He told the Committee that the RID maintains 12 primary and 59 secondary monitoring stations of which 9 primary and 44 secondary are within continental U. S. and which are linked together for in-
stantaneous communication by private telephone or by radio links. Each of the primary stations, he said, is located on a large tract of land to permit erection of ex-
tensive receiving antennas and lo-
cated so as to be far away as possible from electrical interfer-
ence.

Secondary Stations.

The secondary stations are lo-
cated with regard to density of population and radio activity and are situated on leased property at permitted radio locations. With each secondary station, he

Revised Draft of Radio Bill Reported Near Consideration

Wheeler Indicates Provisions Will Be 'Acceptable'

But Keeps Them Secret; Confers With President

ALTHOUGH only about six weeks remain before Congress recesses for the political contests of pre-election campaigning, optimis-
tic reports continue from Senate Interstate Commerce Committee spokes-
man on passage of Senate bill that revised White-Wheeler Bill (S-814) to amend the Commu-
nications Act of 1934.

The revised draft has been kept secret, but, according to best avail-
able information, will be brought before the full Committee this week or next. The NAB Legislative Com-
mittee, which met in Washington last week, was familiarized with its detailed terms.

Wheeler Sees President

While Chairman Wheeler (D. Mont.) made no public statement regarding the scope of the revised measure, he did indicate that he thought it would be "entirely ac-
ceptable" to most interested par-
ties. He conferred with Sen. White (R-Me.), acting Minority Leader and co-author, on May 4, prepara-
tory to a full Committee hearing.

Chairman Wheeler conferred with President Roosevelt last Wed-
nesday for 45 minutes—his first

IMAGINE meeting you, here, La. Zimmermann! When L. Carl Zimmer-
man (left) and George Hicks war correspondent, appeared on this photo sent to WEMP Milwau-
kee to be used in its window display for the invasion, the station got quite a surprise. Zimmerman had been chief announcer at WEMP be-
fore he left for his present post directing Army Naples station.

tion operations and negative

program control features.

(2) Establishes a "cease and desist" procedure as an action short of license revoked-

parliament the Federal Trade Commission law.

(3) Provides that second offenders in "cease and desist" cases be subject to revocation

proceedings, but with appro-

priate legal recourse.

There were reports that Chair-
man Wheeler, bitter critic of radio commentators of the Winchell and

Pearson type, is insistent upon a provision banning sponsorship of such commentators. Originally, it was stated, Chairman Wheeler pro-

posed that all foreign broadcasts be restricted to sustations. It was

doubted whether such a provision could be made to stick.

'Equal Time' Declaration?

In a statement read to the Insti-

tute for Education by Radio in Co-

umbus a fortnight ago, Sen. Wheeler condemned stations for selling news broadcasts and sug-
gested that radio follow the ex-
ample laid down by newspapers in "preventing unhampered, factual news".

In the first revised draft of the bill, Chairman Wheeler insisted upon a "declaration of Congres-
sional intent" which would express it as the sense of Congress that identical time be given to anyone in public life criticized in news broadcasts. Difficulty in writing any legislative provision of this nature was experienced. It is indi-
cated now that this expression surprisingly well in the Commit-
tee's report on the White-Wheeler Bill, rather than as an integral part of the measure.

Chairman Wheeler also has championed a limitation on power of standard broadcast stations of

50,000 w. Strong opposition has been voiced to this provision as placing an arbitrary power limita-

on a dynamic technical art. Whether it remains in the draft was not ascertainable.
On March 1, 1944, there were approximately 224,000 women working in war plants in the Detroit area. As Selective Service dips deeper into the manpower supply, this number will probably increase in the coming months. The average wage of these women war workers is estimated at $50.25 weekly!

This is another factor that advertisers should consider when thinking of the postwar Detroit market. For the savings bank deposits and War Bond purchases now being made by these women will provide a substantial reserve for whatever temporary loss of employment that may occur through reconversion here.

Detroit’s women war workers may well be your best customers when peace comes. Keep them advised of your postwar plans and products.
Vet MBS Newsmen To Cover Invasion

Combine 195 Years in Radio To Report Biggest War News

WHEN THE 18 veteran newsmen regularly featured by the Mutual Network step to the microphone with the latest word on the biggest news story of all time—the European invasion—they represent an aggregate total of 195 years of radio experience.

More years of radio news work are represented in Mutual's overseas staff, headquartered in London, with expert observers in such news centers as Naples, Cairo, Honolulu and the South Pacific. And the network has continuous, exclusive call on over 850 "Christian Science Monitor" men throughout the world.

The Mutual newsmen's career has been packed with adventure. Take Royal Arch Gunnison, for example. During the decade that he has followed the news, and vice versa, across the world, Gunnison has had the knack of being precisely where the news was hottest. Vienna, Berlin, Geneva, Singapore, Chungking, Manila—wherever and whenever big stories were breaking, there was Gunnison.

Trained for his spectacular career at four universities including Geneva, Switzerland, Gunnison began as an Associated Press man during the last days of the League of Nations. He roved Europe in subsequent years, timing his arrival in Marseilles to coincide with the assassination of King Alexander and Minister Barthou; checking into Vienna just before the Dolfuss murder.

Perhaps the most notable phase of the Gunnison saga took place in the Far East, where he contrived to be in Manila, after a 42,000-mile air tour of Eastern Asia and the South Pacific, when the Japs first struck. When Manila fell, Gunnison and his wife were imprisoned by the Japs for 16 months. Repatriated last fall, he is now home again, ready to add his vast store of first-hand knowledge to Mutual's war news coverage. He's heard Wednesdays and Saturdays at 10 p.m., EWT.

The other 17 Mutual analysts who regularly bring world news home to listening America are strategically located at key points throughout the nation. New York presents Gabriel Heatter, Boake Carter, Arthur Hale, Cecil Brown, Leo Cherne, Henry Gladstone, Charles Hodges, and Frank Singiser. From Boston come Volney Hurd and Cedric Foster. Fulton Lewis, Jr., and Walter Compton are heard from Washington; Alexander Griffin from Philadelphia; Upton Close from Los Angeles. Further west, Ray Dady broadcasts from St. Louis; Stanley Dixon from Des Moines; Arthur Gaeth from Salt Lake City.
Here is an amazed man.

His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.

Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take ‘national’ measurements.

Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.

Facts like these are already popping up... facts about Mutual programs in Mutual markets:

**PEOPLE LISTEN MORE...** sets-in-use averages are up to 15% greater than in four-network cities.

**MORE PEOPLE LISTEN...** share-of-audience averages are up to 400% greater than in four-network cities.

**RATINGS ARE HIGHER...** program-rating averages are up to 900% greater than in four-network cities.

Such facts are of prime significance to clients of the world’s largest network. Mutual’s 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately? •
Educators Probe Radio From All Angles

Public Usefulness Debate Topics Of Institute

By J. FRANK BEATTY

BROADCASTERS were exposed to a general and at times penetrating examination at the hands of radio educators, other broadcasters and interested parties during the May 5-8 sessions of the 15th Institute for Education by Radio at the Deshler-Wallick hotel, Columbus. The final session, on "Post-War Problems," only faint voices were heard in response to criticism of radio's management and technique.

Absence Is Criticized

At the opening meeting three network officials voiced radio's side of the subject. They were Edgar Kobak, Blue executive vice-president; Gilbert Seldes, CBS director of television programs; Tom Slister, MBS director of special features and war programs. And that meeting was a disappointment because three highly advertised speakers failed to show.

Radio representation at the Institute included big delegations from the networks. Considerable criticism of the commercial radio was voiced around the corridors because some of the big-name speakers failed to attend. About 300 station representatives attended the meetings and appeared on many of the panels.

The annual Institute citations for educational radio programs were made after the awards group had listened to transmissions for six weeks. The awards were announced in the May 8 Broadcasting.


Many broadcasters at the sessions felt the "going-over" at the hands of representatives of diverse lines offered a chance to see broadcasting from many angles. As expected, the human urge to criticize was exercised frequently and copiously, but many of the comments were considered pertinent and justified.

Mr. Kobak headed a large Blue crew including H. B. Summers, manager of the public service division, and Thomas P. Robinson, of the division. The Blue is conducting a study to determine if radio is free, and if so, how free. The Institute proceedings were carefully observed by the Blue group.

The final session, Radio and Post-War Problems, drew a discussion of radio's role in post-war planning. After the problems had been explained by Paul Hoffman, chairman, board of trustees, Committee for Economic Development and also president of Studebaker Corp., a panel of four went into radio's role.

Lyman Bryson, CBS director of education, observed that only general ideas about complicated economic and social problems can be put over on the air, since Joe Doakes is interested in whether he has his pay in his pocket rather than the profound economic factors that affect his life. But radio, Mr. Bryson said, can help Joe Doakes detect the phonies when he hears discussion of public issues.

George V. Denny Jr., moderator, America's Town Meeting of the Air, heard the Blue, said radio can bring labor and business into closer understanding. He advised educators to inject plenty of showmanship into their programs. Promotion of motion is aided by radio's ability to stimulate interest in public issues, he concluded.

Neil M. Morrison, supervisor of talks and public affairs, Canadian Broadcasting Corp., took the position that radio perpetuates the status quo and promotes confusion. He drew a comeback from Mr. Bryson, who said radio is essentially a dissolving and revolutionary social force. He added that the entire industry doesn't do a fourth of the business done by Montgomerie Ward & Co. in a year and reminded that minority groups get the same audience as majorities.

Kenneth G. Bartlett, director of the Syracuse U. Workshop, told about the famed Syracuse post-war planning project conducted with funds provided by the city and Farm magazines.

Several months of planning, publicity and meetings failed to make much progress, he said, and Fortune sent investigators to find out why. And along came radio. A public hearing program was devised, with a judge in charge, aided by two lawyers (one for planners and one for citizens) and three citizens familiar with the subject. A jury reaches verdicts after each program. Witnesses are sworn.

The results of the 17-week Sunday afternoon program were astounding. Mr. Bartlett revealed as he described business and community reaction, with even anti-radio Syracuse newspapers enthusiastically supporting the program.

Panel Meetings

Here is a summary of proceedings at some of the panel sessions:

RELIGIOUS BROADCASTING—Concerned over so-called "televisioning religious campaigns," a group decided to organize an association of religious broadcasters. A committee will report on organizational details and motives at a meeting to be called next autumn. Development of broadcasting technique is sought with the idea of attracting wider listening. Group was inclined to confine sponsored religious broadcasts if the sponsoring groups submit annual statements by certified public accountants and if they be endorsed by an investigating organization.

FARM BROADCASTING—Sponsored speech was helpful to farmers, with more and better time available. Commercial programs were declared to have a larger audience than those not sponsored. Many programs of long-standing were found to have direct increase in audience when taken over by a sponsor.

Emphasis referred to an offering relief from static, interference and fading for listeners. Despite disclaimers, sponsorship of programs based on government material and personnel was felt by some to provide automatic endorsement of sponsor products.

More night broadcasts were advocated for farmers, along with more careful preparation. RBC farm broadcasts were praised because of skilled programming. Once television is commercialized it will reach

FARM BROADCASTERS met during the recent radio education institute at Columbus to form the National Assn. of Radio Farm Directors. Members of the Executive Council are (seated l to r): Emerson Markham, WGY Schenectady; William Mosher, KOIN-KALE Portland, Ore.; Larry Haag, WCCO Minneapolis; Herb Plambeck, WHO Des Moines. Standing (l to r): WEAF New York; Cliff Gray, WSPA, Spartanburg, S. C.; Ed Mason, WLW Cincinnati; George Round, Nebraska Extension Service; Sam Schneider, KVOO Tulsa.
Now and again, it seems worth while to examine the verb "broadcast" for its pre-radio meaning: "To disseminate widely." For here, obviously, is a basic difference between radio and other forms of mass communication. Radio may address a national audience simultaneously. It literally broadcasts wherever there are sets to receive and ears to hear.

The stations of Westinghouse are situated to broadcast to a large segment of the national audience... some 18,000,000 Americans living within audible reach. Here is a sizable crowd, able to hear NBC's Parade of Stars, the carefully planned local programs, and the sales-messages that are nicely integrated with both. Are you tapping these major markets?
urban listeners first but may reach farmers more quickly than now believed. Music on farm programs was opposed, since farmers can get most of the music they want on non-commercial broadcasts.

Radio in the War—Frank Cicill, Overseas Branch of OWI, presented the story of D. Broadcasters, recited the story of D. Broadcasting Corp., New York, and briefly discussed plans to cover the invasion by trained combat recording units. Radio reporters have been thoroughly schooled for their work and are nearly fully-equipped trucks, portable recorders and aircraft. Specialists in different branches will do the reporting. Correspondents going with the first waves to Normandy, he said, will describe operations as they happen. Correspondents on ships off shore will report with a wider perspective. Those back on the English coast will have still broader perspective and finally the whole assembly of broadcast material will be put into perspective. No exclusivity will exist on any invasion broadcast, he said.

John Daly, CBS correspondent, explained broadcasting from the war front, reviewing communications difficulties and living conditions. He recalled several news beats. D. G. McArthur, chief news editor, Canadian Broadcasting Corp., recited the story of CBC’s war reporting starting with the design of engineers. He explained how mobile units are used in the field and played recordings. Lt. Col. Henry W. Kent, after serving as president for three years, retired in favor of Dr. J. Keith Tyler, acting Director of Radio Education, Ohio State U.

In the Radio Department:

President, PAST and present, of the Assn. for Education by Radio got together at this Ohio State U. Institute for Education by Radio to discuss expansion plans. Lt. Col. Harold W. Kent (l), after serving the ARB as president for three years, retired in favor of Dr. J. Keith Tyler (r), acting Director of Radio Education, Ohio State U.

Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, played several recordings of combat reporting. Maj. Jack W. Harris, Radio Branch, Navy Bureau of Public Relations, told how the Army is handling war coverage.

MORALE ON THE FIGHTING FRONT—Capt. Martin Work, Radio Branch, War Dept. Morale Services, explained how regular commercial broadcasts which he described as the best programs in the world from a substantial part of the broadcast to troops. He explained how transmissions, 123 short-wave stations and 85 American Expeditionary Stations are providing entertainment for troops along with broadcasts and p. a. systems at 158 installations. The Surgeon General is equipping many hospitals with playback equipment, he said. He observed that over 100 submarine transmitters have been sent out. Lt. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, discussed Navy activity in maintaining morale. The Navy has access to the Army’s broadcast facilities.

Radio’s Role in Understanding—Broadcasters were criticized for portraying lanky in promoting racial and labor relations and for handling of news broadcasts.

Television and Education—Application of the visual medium to education was discussed. Gilbert Selbes, CBS Director of television programs, explained on the network’s policy of waiting until the medium is improved technically before launching commercial television. James M. McLean, commercial engineer, CBS, Department of Electronics, showed a movie on television.

Research—Radio was described as the most effective medium in the 1940 political campaign by Dr. Heria Herzog, of McCann-Erickson. Though he believed that the medium may be losing popular appeal. Dr. Herzog doubted if many people changed their vote because of radio listening after they had decided how they would vote. Sidney Fishman, of MBS, discussed the

KCKN makes no pretense of covering out-state Missouri and Kansas. KCKN is programmed specifically and exclusively for Greater Kansas City’s 861,603 persons within KCKN’s primary-service area, wherein is centered, by far, concentration of population and effective buying income in the Kansas City trading area. No other Kansas City station is programmed exclusively for metropolitan listeners.

No other Kansas City station broadcasts on a day and night, all night, schedule.

No other Kansas City station maintains broadcasting facilities in both Kansas City, Missouri, and Kansas City, Kansas—KCKN is the only station.

Greater Kansas City station.

Wire or phone your nearest Capper office for availability.
WHY AMPEREX

WATER AND AIR COOLED
TRANSMITTING and RECTIFYING TUBES

You can’t see many of our “Amperextras”, but their effects are apparent in the quality, efficiency and longer life of Amperex tubes. Illustrated is a highly specialized method of glass fabrication. Among our other novel techniques are sealing operation on rotating fires, precise welding, unique way of sealing glass to copper, extremely careful chemical cleaning. These operations are characteristic of the standards of Amperex—the scientific laboratory on an enlarged scale.

Still Your Best Investment . . United States War Bonds

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET BROOKLYN 1, N. Y.
UNTIL victory, Freed-Eisemann is at the command of the world's most exacting customer, Uncle Sam, in the manufacture of wondrous radio devices for the armed forces. Thereafter, we will once again be at the command of the exacting American music lover.

Those who own a Freed-Eisemann radio-phonograph today—among them many great musicians and famous decorators—know the exquisite pleasure of its possession—the true and rich glories of FM at its finest, its perfect standard radio, and its superb reproduction of recorded music. They know also the ease with which Freed-Eisemann cabinets harmonize with period decorative themes.

After the war, we will produce an even finer Freed-Eisemann. Then, no one who can appreciate and afford one need be without one.

"For Extraordinary Performance"

REMEMBER THE NAME FREED-EISEMANN
WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM

Freed Radio Corporation, New York, N. Y.
BUY MORE WAR BONDS!

Freed-Eisemann
ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

tion of pedagogical broadcasts by demonstration and discussion of radio technique.

MUSIC—The panel agreed that too many listeners try to understand music broadcasts instead of merely enjoying them.

FM AND EDUCATION—Schools were urged to use the educational value of FM, and to put a central FM station on the network idea also mentioned.

BROADCASTS TO WOMEN—The National Association of Women, Directors discussed problems of broadcasts to women and closed by affirming faith in the American way of radio.

Radio Recruitment—Advertising technique employing radio to a considerable extent has successfully recruited personnel for the armed forces, according to Arthur Meyerhoff, head of the agency bearing his name. He described how the agency had conducted recruiting campaigns, leading the country in wave recruitment, and emphasized the success to good merchandising followed up on the air, and the use of a psychological approach.

"Recruiting is not like a bar of soap," he said. "It is more like selling a woman on the idea of getting married, one of the biggest decisions of her life. We feel the recruiting of women is an advertising sales and merchandising job. Wrigley has been successful in its campaign because that is the job it knows most about."

Dr. I. Keith Tyler, acting director of radio education at the university, was elected president of AER, succeeding Lt. Col. Harold W. Kent, Army liaison at the U.S. Office of Education. Other officers are: vice-president, Robert F. Roberts, educational director of KOIN Portland, Ore.; second vice-president, Robert L. Hudson, director of Rocky Mountain Council, Denver; secretary, Elizabeth Govdy Noel, U. S. Office of Education; treasurer, George Jennings, acting director, Radio Council of Chicago Public Schools.

The AER voted to abolish the operating and by-laws committees, in 1945, substituting three representatives-at-large. A committee will consider affiliation with the National Education Assn. and report by July 1. AER resolved to work in harmony with local radio councils originated by Dorothy Lewis, NAB director of listener activities.

Col. Edward M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, told AER luncheon guests that radio is ready for the invasion, explaining briefly the 24-hour transmission facilities available to the networks, the plan to pool coverage and lifting of the ban on recording (Broadcasting, May 8). American radio is ready, he said.

CRUGER RADIO PRODUCTIONS, Hollywood, has sold all rights to the transcribed 105 episode quarter-hour adventure serial, Phantom Indian, to Continental Radio & Television Productions, that city.

LARRY HAEG HEADS FARM RADIO GROUP

National Association Formed; Promotion Campaign Mapped

PROMOTION of farm broadcasts is planned by the new National Assn. of Radio Farm Directors, which held its organizational meeting during the 15th Institute for Education by Radio held May 5-8 in Columbus. O. Elected president of the association was Larry Haeg, WCOY Muncie, Ind.

Farm service directors from all parts of the country are enrolled in the group. Cited as objectives are: Promotion of closer relationship between farm broadcasting and station management; higher standards of farm broadcasting; development of farm broadcasts in areas lacking such service; fostering of understanding between urban and rural listeners; closer relationship with advertising agencies, Government and others interested in reaching farmers.

Committees Named

Officers elected besides Mr. Haeg were: Vice-President, Emerson Markham, WGY Schenectady; secretary, Herb Plambeck, WHO Des Moines; treasurer, William Mohier, KOIN-KALE Portland, Ore. Named to the Executive Council were three members from each of the three divisions of the country. They are:

Eastern Division — Merton Emmert, WEAF New York; Clifford Gray, WBAP, Spartanburg, S. C.; Mr. Markham, Midwest Division—George Round, Nebraska Extension Service; Ed Mason, WLC Cincinnati; Sam Schneider, KVOO Tulsa, WVE West Division—John MacNaughton, KFI Los Angeles; Henry Schacht, KPO San Francisco; Mr. Mohier.

The following committees were named:

Code of Ethics—John Merrifield, WHAS Louisville, chairman; Art Page, WLS Chicago; Mr. Markham, manager, public service and station relations, NBC western division, Hollywood.

By-laws and Constitution—William E. Dries, NBC director of agriculture, Chicago chairman; Mr. Markham; Mr. Mohier.

Home Organ and Publicity—Mr. Round, chairman; Homer Martin, KDKA Pittsburgh; Mr. Markham, chairman, WOAI San Antonio; North Dakota; Lane Beatty, WBAP Fort Worth.

Radio Directory—George German, WNAX Yankton, chairman; Charles Shofner, WCAU Philadelphia; Mr. Schacht; Mr. Plambeck.

Membership—Phil Evans, KMBO Kansas City, chairman; Chuck Worchester, WGR Washington; Harold Moshier; McClyle stations; Mr. Gray.

Regional meetings are to be held during the year, with the next annual session scheduled for the 1945 Institute in Columbus.

M-G-M ‘Screen Test’

M-G-M's new Mutual program starting June 12 [Broadcasting, May 1] will be titled Screen Test and will feature amateurs contesting for chance to appear in movies. M-G-M professional talent will be scheduled on program. Radio performances of amateurs will be auditioned at film company's Hollywood studios.

A "Network of Power" keeping the wheels rolling at one of the many new permanent industries, representing a Half-Billion Dollar investment, making Spokane the "Light Metals Capital of the world." KHQ, too, is a "Network of Power" whose Primary Area alone completely covers 38 Counties in 4 States. (Photo Courtesy ALCOA).
The Advisory Board of the George Foster Peabody Radio Awards has completed its judging of 1943 radio programs eligible to award in seven classifications. The Columbia Network and its affiliates are the gratified recipients of six citations in five classes:

1. For Outstanding Reporting of the News:
   EDWARD R. MURROW, CBS News Chief in London.

2. For Outstanding Entertainment in Drama:
   "LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.
   —and

   "AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943—with a summary by Wendell Willkie.

3. For the Outstanding Children's Program:
   "LET'S PRETEND", a notable children’s fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

4. For Outstanding Entertainment in Music:
   MUSIC AND THE SPOKEN WORD, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on April 30th presented its 603rd consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.
CBS LEADS IN PEABODY RADIO AWARDS

5. For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. These Are Americans was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "...designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry", and significant because they illustrate the common ideal of this network and those who are components of it. The ideal is not only public service, but excellence of public service.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

This is CBS....the Columbia Broadcasting System
Hearings Ordered on WOV, WSAR Sale, Calumet Broadcasting Reassignment

TWO CASES involving proposed sale of broadcast stations and a third proposing reinstatement of a forfeited station, but to a new owner, were designated for hearing last Tuesday by the FCC.

Proposed sale of WOV, New York; foreign language outlet, by Arde Bulova to Mester Bros., Brooklyn, for $395,000, was designated for hearing after several months of pending. Richard F. O'Dea, minority stockholder in Wodaam Corp., operator of the station, protested the sale, but it is understood that the FCC felt the Mester application was incomplete and that additional data should be produced in public hearing. The Bulova interests also control WNEW New York, and sale of one of the outlets would be in keeping with the FCC's so-called "duopoly" order.

WSAR Hearing

The Commission also set for hearing the long pending transfer application of WSAR Fall River, Mass., from Doughty & Welch Electric Co., owned by William T. Welch, to the Fall River Herald, for approximately $175,000. The application has been pending for several years and was designated for further hearing on two new issues—one understood to involve operation of the station by the proposed new owners through a trusteeship and the other the question of purported "local monopoly" since the newspaper and station are the only such operators in the town. Moreover, it was reported that because of the tax situation, Mr. Welch was not now as ready disposed to sell.

In the third action, the FCC designated for hearing the application of Calumet Broadcasting Corp., former licensee of WJOB Hammond, Ind., for reinstatement on 1520 kc with 5,000 w. The station was sold by Dr. George F. Courrier, Methodist Episcopal pastor, and Doris Keane, to Marshall Field, Chicago, merchant and publisher of the Chicago Sun, in 1942. The station went off the air in January 1943, after John W. Clarke, now in the Army, who subsequently became principal stockholder, notified the Commission of his intention to surrender the license because of war conditions. Equipment of the station subsequently was purchased by Dr. Courrier and Miss Keane at a public sale, following which an application for the old facilities of WJWC (successor to WWAE) was filed with the Commission. The hearing on the application for the new station, scheduled for May 25 in Washington, was shifted to Chicago on that date, provided "that the hearing may be adjourned by the presiding officer at the request of the Commission in Washington for presentation of additional evidence."

BOARD CALLS OFF ANNUAL AFA MEET

DUE TO WARTIME restrictions on travel and other facilities the Advertising Federation of America has canceled plans for its 40th annual national convention, according to Joe M. Dawson president.

Originally scheduled for Chicago June 4-7, the Federation board of directors voted unanimously to call off the convention and at the same time recommended that the present officers and directors be held over until their successors can be elected at a convention.

This is the first time in its 39 years that the Federation has failed to hold its annual meeting.

Seeman Extends

SEEMAN Bros., New York, increased its spot campaign for Air Wick, an air deodorant to 10 stations during the first half of May, and will expand further towards the end of the month with extension of distribution to additional cities to stimulate its use of news, recorded music and women's interest program. Seeman added WAGA Atlanta, WFAN New York and WLB Cincinnati on May 1 and starts participating on WOR New York Monday May 15. Schedule, which got underway in January with gradual expansion, includes WBZA, WDAY, KDRA, WILF, WBBM, WABC. Newspaper drive has also been augmented. Agency is William H. Weintraub & Co., New York.

Canadian Survey Group Names Phenner as Head

LOU PHENNER, Canadian Cellucotton Co., Toronto, has been named president of the new Bureau of Broadcast Measurement, with Adrian Head, J. Walter Thompson Co., Toronto, as vice-president; Athol McQuarrie, secretary of the Assn. of Canadian Advertisers, has been appointed BBM secretary-treasurer, and offices have been established in the Federal Bldg., Toronto.

With no contracts signed, it is understood Elliott Brothers, Toronto, will undertake the coverage data. First coverage maps and statistics may be available by July 1. About one third of Canadian stations plan to join BBM.

Board of directors consists of nine members, three from ACA, three from the Canadian Assn. of Advertising Agencies, two from the Canadian Assn. of Broadcasters, and one from the Canadian Broadcasting Corp. In addition to J. L. Anderson, Cockfield Brown Co., Toronto; Roy Mathieson, J. J. Gibbons Ltd., Toronto; R. L. Sperber, Sterling Products Ltd., Windsor; A. F. Foster, RCA Victor Ltd., Montreal; H. Gooderham, CKOC Toronto; Horace Stovin, Bovin & Wright, Toronto.

WELO Joins MBS

WELO Tupelo, Miss., newly constructed station owned and operated by Capt. Birney Imer Jr., owner of WCBT Columbus, Miss., will go into operation May 15 as an affiliate of Mutual. It is assigned to 250 w, 1490 kc.
IT ISN'T OFTEN THAT 3 RADIO STATIONS IN THE SAME TOWN Agree!

But we feel that you will agree too, that Knoxville is even more worthy of consideration. Always a good market, Knoxville has moved to the front! As the home of the great T. V. A., Knoxville is the Hub of giant War Industries, employing countless thousands of workers, steadily increasing the Knoxville payrolls, steadily increasing Knoxville's Sales.

Agree ON KNOXVILLE FOR YOUR SALES MESSAGE

According to Sales Management's "Retail Sales and Services Forecast for May 1944", with May 1943 as a base of 100%, Knoxville showed an increase to 155% . . . leading the nation!

Quick Facts

KNOXVILLE: Now a city of more than 200,000 . . .
Has highest percentage radio homes and white population of any Tennessee City . . .
Metropolitan Area includes ALCOA and other big industries . . .

WNOX | WROL | WBIR

BROADCASTING • Broadcast Advertising
Delay Pending Better Video
Is Endorsed by CBS Affiliates

Support Network Stand on Post-War Television
And Kesten Statement on RTPB Panel

SUPPORTING its proposal for the application of wartime electronic developments to post-war television before it is granted full commercialization, CBS last week released the results of a survey of its affiliated stations. They voted overwhelmingly in favor of improved standards and a statement by Paul W. Kesten, CBS executive vice-president, pointing out that Committee 3 of the Television Panel of the Radio Technical Planning Board had unanimously passed a motion which "contained recommendations almost identical with Columbia's recent proposals.

CBS statement noted the following similarities between its own proposals and the recommendations of the committee, whose members included representatives of RCA, Philco, General Electric, Du Mont, Zenith, Farnsworth, Stromberg-Carlson, Howard Hughes Productions, NBC and CBS:

CBS RECOMMENDATIONS: vastly improved television pictures as soon as possible after the war. RTPB recommendation: "This committee looks forward to the eventual establishment of a television service of exceptional quality.

CBS RECOMMENDATIONS: wider channels to permit more detailed pictures, channels at least 14 or 16 megacycles wide. RTPB recommendation: "...considerably wider channels will be required for such service... at least 20 megacycles wide.

CBS RECOMMENDATION: move television "upstairs" in frequencies above 200 megacycles. RTPB recommendation: "The Committee recommends that a number of channels be allocated above the 6 megacycles channels (this means above 280 megacycles)."

CBS RECOMMENDATION: double the present number of channels from 18 to 36, to increase competition and provide better service. RTPB recommendation: "It should be understood that at least 30 channels... would be required for national allocation..."

THE RTPB COMMITTEE ADDED: "It was felt that ample provision should be made at such frequencies for experimentation with color television and high definition monochrome (black and white) television." CBS similarly recommended that the proposed new standards should be used for full color television, as well as vastly improved black and white pictures.

CBS statement did not, however, conclude the quotation from the committee, which wound up: "It was the firm belief of the committee that it would be premature to consider standards for television operation in wide channels at ultra-high carrier frequencies since laboratory and field experience with television systems operating at these frequencies is wholly lacking."

Explaining that CBS was calling attention to this committee action because the committee's other motions approving present video standards had been publicized, Mr. Kesten pointed out that the present standards were approved only as the best means of using the present narrow bands for black-and-white pictures, adding that CBS agreed wholly with this.

"The idea that any informed engineer of any responsible company has closed the door on the improved television we are pleading for is absurd," Mr. Kesten declared. "Engineers aren't like that—as this courageous and honest resolution which they passed clearly indicates.

"The differences between the RTPB recommendation and our own position in neither one of time and timing. The 15 company spokesmen who passed this recommendation used the word 'eventual.' We say 'eventually' may be too late. Let's whittle down the period of delay to a year or so, let's get better pictures at the earliest possible date, let's give them to the public quickly instead of 'eventually'."

Returns From Questionnaire

Returns of the CBS video questionnaire from 91 of its affiliates showed all but one favoring the stand that even though a year or two may be needed to accomplish it, the degree of improvement over pre-war video standards represented by the "post-war" illustrations in the CBS report justifies the concerted efforts of manufacturers, broadcasters and Government toward that end.

All stations answering believed that some increase in television effectiveness and popularity would result from full-color pictures, with estimates of the amount of this increase ranging from 55% to 1,000% and averaging 268%.

Of the broadcasters who had seen present television pictures, only 19% thought them good enough to induce widespread consumer purchasing of receivers at $200 and up and only 1% thought them good enough to permit two hours of continuous viewing without eye-strain.

Detroit Video Sought

INTERNATIONAL Detroit Corp., Elkhard, Ind., pre-war manufacturers of receiving sets and equipment now engaged in war production, has applied to the FCC for a construction permit to build a Channel 2 commercial television station in Detroit. A similar application has also been filed for a Detroit commercial video outlet by the Jam Handy Organization, industrial motion picture firm, Detroit. Channel is assignment requested. WJAR Norfolk, owned by Norfolk Newspapers Inc. (Ledo, Dispatch and Virginia Pilot) also filed last week for a new FM station to be operated on 46,500 kc with coverage of 5,700 sq. mi. Estimated cost is $39,805.

By Leaps and Bounds

The combined effective buying income of San Antonio, Austin and Corpus Christi—three key markets in WOAI's primary area—skyrocketed 41.6% in 1943 over 1942! Figures are from "Effective Buying Income" estimates in the Survey of Buying Power issue of Sales Management, published May 10.

Use WOAI to tap this immense buying power. WOAI sells more merchandise to more people in Central and South Texas than any other single medium—at a lower cost per sale!
Another Outstanding WGN Origination—
The Chicago Theater of the Air Symphony Hour

As a complement to the Chicago Theater of the Air operetta series, WGN now gives the people of Chicago and the Midwest the Chicago Theater of the Air Symphony Hour featuring a full hour broadcast every Monday night by the famous WGN Symphonic Orchestra under the baton of Henry Weber.

No single station in the nation has a musical organization its equal in size and musical ability. In its ranks are musicians who have established enviable reputations in the great symphony orchestras of the world.

To give the radio listeners the very best in fine music has long been a WGN policy and to further that aim the scores of the great symphonic works are played in their entirety.

These weekly broadcasts on a year round basis are another example of WGN enterprise, community-mindedness and program building resourcefulness.
Who Knows Radio

Radio Service Men!...
311 of them report fine, clear reception in every section of Metropolitan New York.

This Story of WJZ's Great New Voice in the World's Richest Market Is Another Reason Why The BLUE Is a Better Buy than ever...
Most About Reception?

WJZ has been broadcasting from its new transmitting location for several months now. Reports pouring in from every part of the New York trading area were gratifying to say the least.

But we wanted expert opinion—a report from the men who hear all about the troubles of radio owners.

We questioned 195 radio repair men in New York City alone. Almost to a man (182 to be exact) they reported that WJZ now is being received with the greatest possible clarity—in many cases, the clearest of any station. That’s good news for listeners.

And it’s even better news for you who want those listeners to hear your sales messages and not miss a single word.

Here’s a vibrant new voice for the Blue’s Key Station—bringing the Blue’s tradition-free programming to the world’s richest market with new strength and clarity.

NOW! Your Strongest Voice in the WORLD’S RICHEST MARKET...

WJZ
Key Station of The BLUE NETWORK
770 on your dial
Giveaway Policy Of Y&R Watched
Such Shows Distort Survey Figures, Franco Claims

ALTHOUGH the new Young & Rubicam policy of not placing business with stations broadcasting money give-away programs was being watched with interest, there were no indications last week of its general adoption by the advertising agency group. Policy was adopted by Y & R for purely practical reasons and not from an evangelistic fervor, according to Carlos Franco, manager of the agency's time buying department.

"We have no wish to crusaders," he said, "but neither do we want to encourage the continuation of a practice which we feel is contrary to our own best interests, as well as to those of other agencies, advertisers and radio stations."

'Kidding Agencies'

Mr. Franco explained that since, a couple of years ago, WFIL Philadelphia started picking names out of the phone book and giving away rats, many other stations used similar systems at first, and that because they have a better picture of the results we have fewer people being cut out than in previous times.

LUTE IS RIGHT!

According to Sales Management's "Retail Sales and Services Forecast" for June 1944, with June 1943 as a base of 100.0, Knoxville showed an increase to 160.0...leading the nation! Everyone is busy as a beaver. Believe us—no one is sitting around under a magnolia tree sipping mint juleps and watching the clouds float by!

INCIDENTALLY—

Why not wire or write John Ballard, WBIR, today for availabilities on the station that gives you the needed coverage in the concentrated Knoxville market?

WBIR
Blue — Mutual
KNOXVILLE, TENNESSEE
"The Home of TVA"

WLAP
Lexington, Ky.
Mutual Network

KFDA
Amarillo, Texas
Blue and Mutual

WCMN
Ashland, Ky.-Huntington, W. Va.
Mutual Network

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsey Nunn

NO RIVALRY HERE

RIVAL STATIONS in Miami, WIOD and WQAM, forgot competition May 2 when they joined forces to bring the complete Democratic primary election returns to the public. James LeGate, manager of WIOD, and Fred Mizer, WQAM manager, engineered the plans. Station staffs worked on statistics and kept a steady flow of returns to announcers. A compometer operator kept up a running tally for both stations.

WQAM furnished its public address system, which was installed on May 1. WIOD's public address system was installed on the main floor of the Dade County courthouse.

Broadcasting returns are Marvin Burick, WIOD announcer (1), and Harry Muntan, WQAM announcer (2), while Mr. Mizer supplies late information.

DU MONT STATION NOW COMMERCIAL

WXXV, Du Mont television station in New York, last week went on the air with its new call letters WABD, signifying that it is now out of the experimental class and licensed as a full fledged commercial station.

"It is a change in name only for the present," said Mr. Cuff, commercial program director, explained. Until the manufacture and sale of television receivers is resumed and there is an audience large enough to interest advertisers, WABD will continue its present policy of cooperating with advertisers and agencies by making its facilities available for their experiments, without charge.

Work on WABD's new studios is well along, Mr. Cuff reported. They will be dedicated with a series of special telecasts during the week of July 10-15. An agency programming service under the direction of Eleanor Bals, formerly of WRGB Schenectady, has been set up.

WOR Sales Boost

WITH RENEWALS for the first quarter of this year breaking all previous records, WOR New York reveals an 8% increase in total sales over the same period of 1943. The record-breaking renewal total, interpreted as a desire on the part of advertisers to retain their time on the air, was 18% over last year's total. Station reports 93 new sales for the same period.

BROADCASTING • Broadcast Advertising
Once upon a time, there lived in Bagdad-on-the-Cuyahoga, which is called Cleveland, a sad and unvisited merchant. Trade passed him by. Yet, upon his very street, shop after shop was daily thronged with customers.

Then upon a certain day, the forlorn merchant—disguised as a vendor of lotus buds—mingled with the populace. And in shop after shop, on all lips, he heard a strange and magic word . . . "WHK."

Quoth customers by the score, "Over WHK hath come news of this thing—and, forsooth, I must purchase it!"
The disregarded merchant pondered this magic word.
At the close of day he bespoken a fellow shopkeeper—

Cleveland merchants buy more time over WHK than over any other leading station.

WHK is RETAILERS' CHOICE IN CLEVELAND

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus
If at Pancake Turning, You'd Be A Gem, Here's the Way to Join Petrillo's AFM

THE FOLLOWING dissertation on how to join the American Federation of Musicians, was received by Broadcasting last week from one who signed himself “Anonymous Enginee”:

You too can join the American Federation of Musicians. Here are the seven cardinal requirements.

You must be able to perform the following actions:

First: Remove the record from its envelope by grasping the bottom of the envelope with one hand and the record with the other and moving the hands in opposite directions.

Second: Holding the record pointed above a turntable, align the hole in the record so that it is directly above the small cylindrical projection on the surface of the turntable.

Third: Lower the record until it rests upon the surface of the turntable with the hole in it in the record completely surrounding the aforementioned small cylindrical projection.

Fourth: Raise the pickup head from its support and swing it out over the record in such a manner that the stylus is directly above the first groove in the record.

Fifth: With the head (the pickup head, not the musician’s head) poised in this manner slowly lower it until the stylus rests in the first groove of the record.

Sixth: Throw the switch. This should start the motor. (If not, run to the control room and here for an engineer.)

Seventh: (This requires the most musical ability. You must NEVER so much as TOUCH any MUSICAL INSTRUMENT.)

If you think you can pass the above test, we would suggest you contact “Caesar” and tell him you want to join. He expects to have any number of jobs for musicians who can pass the above test in the very near future.

INDIANA AER GROUP IS TOLD ABOUT FM

FIRST conference of the newly-organized Indiana chapter, AEm, for Education by radio, was held last Thursday at the Indiana World War Memorial building, Indianapolis. The FM was discussed by William D. Boutwell of the U. S. Office of Education, Washington. Following his address Dr. William M. H. Mays, one of the organizers, and very interesting and enlightening.

Organized April 27, the Indiana chapter elected Dr. Blanche Young, director of radio activities of the Indianapolis Public Schools, president. Other officers are: Gilbert W. Chamberlain, secretary. The chapter is made up of people interested in radio and newspaper advertising.

Executive committee members are: Felix Adams, program director, WISH Indianapolis; H. J. Skornia, director of radio programs, Indiana U.; Eugene Van Sickle, Van Sickle Radio Supply Co., Indianapolis; Dr. Clarence Morgan, director of radio, Indiana State Teachers’ College; Rex Schepp, general manager, WIRE Indianapolis.

Executive members are: Chosen vice president; R. E. A. Irons, secretary and treasurer.

Vick Considering

VICK CHEMICAL Co., New York, is considering half-hour dramatic program on CBS, Sundays at 2 p.m. The time, previously occupied by Lockheed Aircraft Corp.’s America—Ceiling Unlimited, which went off the air April 30, was purchased several weeks ago by Vick for one of its products. Starting date has yet not been decided. Agency is Morse International, New York.

WKMO to CBS

WKMO Kokomo, Ind., on May 10 joined CBS as a special supplementary station, available at a rate of $50 per nighttime hour. Station is operated by Kokomo Broadcasting Corp., on 1,400 kc, with 250 watts.

Take NRDGA Course

A COURSE in retail advertising in the form of a sales promotion school plan, announced by the National Retail Dry Goods Assn., has been requested by 40 cities which have formed committees comprising representatives of at least one radio and one radio station, according to Llewellyn Harries, sales promotion director. Material for the training of inexperienced and untrained personnel in retail stores in basic elements of radio, newspaper advertising and store display is being prepared. Set-up for minimum of six sessions cost for cities of less than 50,000 population is $50 and $200 for those over 150,000. School was developed and completed with aid of the NAB, Newspaper Advertising Executives Assn., display managers of leading stores, New York Times, Life Magazine and mat services.

Lee Radio Elects

AT THE first annual meeting of Lee Radio Inc., owners of KGLO Mason City, Ia., Lee P. Loomis, publisher of the Mason City Globe Gazette (Lee Syndicate newspaper), was elected president. Heard R. Duncan was chosen vice-president; F. C. Eighmy, secretary-treasurer and station general manager, and Ray N. Rorick, assistant treasurer. Serving with those officers on the board are W. Earl Hall, managing editor of the Globe Gazette; Herbert R. Ohr, assistant manager of KGLO, and Maj. Ralph Norris. Lee Radio Inc. was organized to effect separation of KGLO from the newspaper (Broadcasting, April 10). The Globe Gazette Publishing Co. was organized to take over newspaper holdings. Application for transfer of license to Lee Radio is pending before the FCC.

Benrus Expands

WITH AN EYE toward cementing future consumer relationship, Benrus is expanding its advertising campaign on WCAU Philadelphia and in other centers to be announced later. Agency is J. D. Tarcher & Co., New York.
... and paid to do it!

At NBC, keeping a constant eye on the time isn’t an office weakness. Far from it! It’s an exacting job—a job to be done as conscientiously as any other, because in no other business is split-second accuracy more important.

At NBC there are men who have the task of traveling from studio to studio, in and out of control rooms, faithfully making all the rounds, to look clocks in the face and check their behavior.

Some might think that unnecessary because the hundreds of NBC clocks are electrically synchronized with a master-control system that does not vary more than one-third of a second a day.

But the clock-watcher with his master timepiece is a double check against possible mechanical failure...just one more precaution in avoiding error...just another example of the attention NBC gives to the “little things” that make the big things possible.

* * *

The accomplishments that have earned NBC its recognition as America’s Number One Network are the sums of a multitude of small tasks that get great attention...small tasks which are combined with the efforts of the advertisers and agencies who use its services with the result that NBC is "the Network Most People Listen to Most."

They all tune to the National Broadcasting Company
It’s a National Habit
BROADCASTING • Broadcast Advertising

BROADWAY TURNING TO AIR PROMOTION

ON THE BASIS of tests conducted by Blaine-Thompson Co., New York, over the past year on the use of radio in promoting Broadway plays, six theatrical accounts have made substantial increases in their radio appropriations, according to Marlo Lewis, radio director of the agency.

Increases have been effected over the past two months, following a radio symposium which brought out the fact that radio had done an outstanding job for many Broadway productions using this medium in the past, and that a unified effort should be made to include radio in future advertising. Review conference, attended by theatrical press agents who do the actual timebuying for their shows was called by Blaine-Thompson Co.

Net result has been increased radio budgets, or in other cases first use of radio, amounting in several instances to a radio appropriation representing 50% of the entire allocation, according to the agency. Trend toward radio was prompted by the "success stories" of several accounts, and encouraged to some extent by the shortage of newspaper advertising space.

The six firms are now using from three to five stations (WJZ WOR WMCA WQXR WNEW), with contracts on a "run-of-the-show" or "all-forbidden" basis. The advertisers are: Select Theatres (Schubert enterprise), for "The Ziegfeld Follies"; The Theatre Guild, for "Othello" and "Jacobowzky the Colonel," and the companies of Mr. January and Mrs. X; "Tomorrow the World," and "Angel Street."

KOMO-KJR Switch

ONLY 39 dialers called KOMO and KJR Seattle, when they switched call letters May 6 to inquire about the dial location of the two stations. Promotion prior to the switch was handled by their own facilities along with newspapers and bus cards in Seattle and nearby towns.

Emich WMAM Partner

HOWARD L. EMICH, known professionally as Howard Lewis, has resigned as morning newscaster at WJR Detroit to become part owner and station manager of WMAM Marinette, Wis. Mr. Emich formerly served as program manager of WMAM and has been active in radio for 12 years. His radio connections included service on the CBS news staff Chicago, as Indiana-Kentucky radio manager of UP, as news and sports announcing at WHBF Rock Island and combination newspaper and radio jobs at Madison and Green Bay, Wis. He attended the University of Wisconsin and was engaged in Government publicity work for two years.

Ewings Seek Local CP

P. K. EWING Jr., manager of WMIS Natchez, Miss., and his brother, F. C. Ewing, manager of WGRM Greenwood, Miss., May 5 filed with the FCC an application for a new standard local station in Jackson, Miss. Facilities requested for the new outlet are 250 w on 1490 kc, unlimited time. The two brothers each own 3% interest in WMIS in which their father, P. K. Ewing Sr., holds 91% interest and who also individually owns WGRM. The other 3% interest in WMIS is held by M. M. Ewing. Application was filed through Wessey, Wheeler & Prince, Washington law firm.

Pa. Net Sponsor

PENNSYLVANIA Network, a regional network in that State utilized for political campaigns keyed from WCAU Philadelphia, is being used for the first time commercially for promotion of RKO's Days of Glory movie in series of four half-hour broadcasts. Gil Babbitt, WCAU special events director, is serving as director of the Pennsylvania Network. The station list includes: WCAU WPJA WBDE WHP WMBS WJPA WDRF WAZL WEST WKBG WRCI WOKK WQII WRRK WJBC WGAL WJAS WOR WRAW WDEL WWVA.

Kesten Trip Delayed

PLANS of Paul Kesten, executive vice-president of CBS, for a trip to England [BROADCASTING, May 1] have been indefinitely postponed because of the recently imposed travel restrictions.

PHILCO Corp., Philadelphia, will stage its first demonstration of television since the start of the war on May 22 at the Franklin Institute.

Want Returns Now—and Tomorrow?

Whether you want to increase sales today or build for the future, both are yours for the price of one when you cover the Nashville market via WSIX.

Right now, returns to WSIX advertisers are the greatest in the station's history.

And tomorrow — because Nashville's prosperity is founded on permanent agriculture and permanent industries — there's another big dividend for those investing their advertising dollars in this area.

The Katy Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

Delaware Punch Plans

APPOINTMENT of Grant Adv. Inc., Dallas, and W. V. (Smoke) Ballew & Associates by the Delaware Punch Co. of America, San Antonio, Texas, to merchandise its product in the Latin American market as well as domestically was announced last week by C. T. Abbey, Delaware Punch president. Mr. Abbey's announcement said the move is the first of record in which an agency and a sales organization have been retained to coordinate an effective merchandising plan. Delaware Punch bottlers are located in the Southwest and in South America.

Hutton Co. Views Video Future in Market Survey

THE CURRENT ISSUE of Foilightly Market and Business Survey, released by E. F. Hutton & Co., exhaustively analyzes the challenge to investors in the optimistic forecasts for the magic television industry. High cost of over-optimism to the security buyer years ago in air-conditioning, color movies and radio and its relation to television shares today is discussed.

Profits secured by foresight in stocks and an approach to insure participation by the investor in television development and the Hutton Survey attempts to point out in which companies, when and to what extent the benefits of television may be reflected.

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Page 36 • May 15, 1944
An experienced telephone operator handles calls quickly and accurately... habit enables her to make and break connections almost automatically.

In Southern New England, habit exerts a powerful influence on radio listening. After more than 19 years, the people of this area have come to depend so much on WTIC for fine radio entertainment that they tune to this station's wavelength as a matter of course.

This habitual listening is of supreme importance to you national advertisers for it guarantees a constant and attentive audience for your sales message. Coupled with this distinct advantage is the fact that WTIC's listeners possess a buying income 60% in excess of the national average. That means that they're able to BUY what you have to SELL.

SELL them through the medium they respect and trust... the powerful and friendly voice of WTIC.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**
TIME...For Sale

This company devotes itself exclusively to the sale of radio time and programs. We believe this is a full time job. Our attention is not divided by efforts to sell other advertising media, transcription or engineering services.

By far the largest amount of this time sold is for programs of five minutes and longer. The stations we represent are particularly pleased with this program business in these days of increasing demand for announcement availabilities.

This is further evidence of the success of our policy of doing one thing... well.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES
Dewey's Radio 'It'

LAST FEBRUARY, before the Dewey political star began to twinkle—we stated in these columns:

It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio race in 1944.

In that editorial we observed the politicians seemed to have overlooked the importance of "radio prenence" in campaigning. We essayed to show, by fact and figure, that FDR, radio perfectionist, had walked away from his Republican opponents in three campaigns because they were radio fops.

While awaiting Republican favor to settle upon a candidate, this publication commissioned Prof. Louis Foley, speech expert of Western Michigan College, to be prepared to analyze the voice of the probable Republican nominee. When things appeared headed Dewey's way—even though not an avowed candidate—Dr. Foley followed through.

He finds Dewey the Republican millenium. "Not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's caliber as a broadcaster," he asserts. Of Dewey's voice, he says: "Considered all around, it represents about the best vocal equipment displayed on the air by any political leader in this country in recent years".

Unless all signs of the political zodiac go askew, it looks like Roosevelt, the microphone master, versus Dewey, blessed with radio "it", in November. From July until election day, political preference aside, Mr. & Mrs. Joe D. Voter, will be regaled with the most delectable siege of unexcelled radio oratory ever.

Jimmy's Inside Job

IN HIS effort to make radio a subsidiary of his musicians' union, Jimmy Petrillo has gone to amazing extremes. His drive to make all "platter-turners" AFM members, and thereby snatch program control of all independent stations appeared well along the road to victory—until the facts became known. Now Jimmy is battling not only radio but contemporary unions in a neat jurisdictional dispute.

The National Assn. of Broadcast Engineers & Technicians isn't disposed to take the Petrillo edict lying down. It already has served notice it will call a strike next month, in the event NBC, CBS and Mutual carry out their contract to unionize pancake turners at their key stations. And IBEW members likewise aren't very happy about the deal.

The whole thing is another Petrillo "make-work" invention which he doesn't even try to defend. The NAB board of directors acted wisely in urging all stations to resist this latest Petrillo onslaught. To Cal Smith, operator of KPAC, Los Angeles independent, goes credit for bringing the fight into the open.

Perhaps Jimmy won't be able to film-fan fellow unionists in the way he has radio.

Durr's Slurs

SLUGGING radio as "big business" has become a sort of political industry by the radical fringe, who choose to call themselves "liberals". Hackneyed lines about advertiser-domination of news and commentaries, nighttime power monopolies and vanishing sustaining are bandied about under the general head of "free radio."

Commissioner C. J. Durr, of the FCC, is the latest crusader. He hasn't talked often but his remarks have been all in the same general vein. A week ago he addressed the 15th Institute for Education by Radio in Columbus.

A few days later, in addressing the Greater Cleveland Radio Council, he again whaled away at commercial radio, with smile innuendoes that could only be interpreted as indicating support of Government-operated radio.

Mr. Durr began by giving lip service to advertising as a "sound" feature of American radio, and from there on lambasted advertising as choking off radio's freedom. It was an anti-commercial speech. It carried the theme that it's a sin to make money.

Mr. Durr drew the usual analogy between radio and the newspaper. Advertising "sponsored" news columns, editorial pages, etc., he said, wouldn't be regarded as conducive to freedom of the press. Therefore, he concluded, advertising sponsorship of radio freedoms of a similar type isn't conducive to freedom of the air.

We wonder what Mr. Durr calls display ads appearing in newspapers alongside press association dispatches or signed columns and commentaries. The telegraphic news is produced by the same press associations who supply radio.

Are Information Please, or the Metropolitan Opera, or Report to the Nation any less informative or entertaining because they are sponsored? Would Town Meeting of the Air be anything other than Town Meeting if General Motors, or whatever paid the bill? Mr. Durr told his educator-broadcaster audience that the affiliated stations of the four networks utilize "about 95% of the nighttime broadcasting power"—a startling revelation if it hadn't been used so often and if the answer wasn't so obvious. To use Mr. Durr's newspaper comparison, we imagine that in better than 95% of the nation's daily newspaper circulation and an equivalent amount of the newsprint so consumed are carried the wire dispatches of the three press associations—AP, UP and INS. All those newspapers save one—the redoubtable PM in New York—carry advertising to pay the freight. And Mr. Durr himself brought out that there are "30-odd non-profit stations". He made the rather startling deduction that all other broadcasters are in business to "make money and they make money by selling time."

Mr. Durr, as an American citizen, is free to express his own views. But they are his own and not those of a constituency. He holds political appointive office, not elective office. His task is to participate as one of seven men in the regulation of radio and communications, with lines prescribed by the statute. These gratuitous slurs and attacks upon commercial radio and programs do not appear to fall within his official province. We haven't heard members of the Interstate Commerce Commission attack the railroads, for example.

(Continued on page 80)
Musical instruments are treated like prima donnas at Milwaukee's Radio City, home of WMFM, The Milwaukee Journal FM station. That cello, for example, is reposing in a special air conditioned locker which is maintained at constant temperature and humidity. Because of such care, it will live a longer life and play a sweeter tune.

That sweeter tune will be played to an eager audience... an audience that looks to WMFM for distinctive, quality programs, keyed to the wants and needs of the community.

WMFM carries a variety of programs, appealing to all of its listeners. News, dramatic programs, variety shows, popular and classic music. All mold together forming a schedule that has won a loyal listenership from a discriminating audience.

Whenever you make plans for FM broadcasting, or for reaching the Wisconsin market, remember the call letters WMFM... Milwaukee, one of America's outstanding FM stations.
Our Respects to

(Continued from page 40)

ress in electronics and when he was offered a position with General Electric, he accepted immediately, going to work in the General Engineering Laboratory of GE, experimenting on radio circuits employing the newly-developed heat-vacuum tubes. That was 1917.

During the last war, Dr. Baker worked with the Army and the Navy in the use of radio for submarine warfare and airplanes. In this period, he applied the water-cooled high-power vacuum tube to radio use, and through his efforts was developed the first high-power broadcasting transmitter, WGY.

The work Dr. Baker carried on in the early twenties earned for him the title "one of the country's leading radio pioneers." He saw the possibilities of short-wave for distance transmission, and was greatly responsible for the development of the short-wave equipment used for trans-oceanic communication by the Radio Corporation of America. He did much of the early experimental work with high-power transmission at WGY, and supervised the pioneering progress of the GE station.

A Practical Scientist

From managing engineer of GE's Radio Dept. at Schenectady, in 1930, he moved to RCA Camden, together with a large part of the radio staff. He became successively vice-president in charge of engineering, vice-president in charge of engineering and manufacturing, and finally, vice-president and general manager. In 1935, he returned to GE as managing engineer. Later he became manager, and now, vice-president in charge of electronics.

With a mind as imaginative as the electronics with which he works, Dr. Baker is the rare combination of scientist and administrator. He thinks of science not in the abstract but in terms of human progress and enlightenment. A complete internationalist, he feels that broadcasting is the greatest power in the world today for international understanding.

"In the last war, Wilson had the same ideals we have now, but not the means to communicate them successfully," Dr. Baker feels. "In one Fireside Chat, Mr. Roosevelt could reach more millions than Wilson in all his travels. People now are prepared to accept the plans of the leaders, because they have been conditioned to them through broadcasting."

The tremendous influence of electronics on the post-war world as Dr. Baker sees it, is a little breathtaking. "When you consider the potentiality of radio as combined with television—one picture worth 10,000 words—there is estimating where it will lead." He believes that "Television will create as revolutionary a change in the world as the invention of the printing press."

*However, he reminds that it took broadcasting until about 1924 to come age—many years after it was a working medium of communication. The same is apt to apply to television, he says. But when it does come, Dr. Baker sees a highly perfected medium, no longer distorted by flicker or streak. As yet, it cannot be transmitted internationally.

"But," he adds characteristically, "a way will be found."

Sees FM Progress

Dr. Baker thinks FM will be the post-war industry for jobs. He points out that FM can use existing telephone wires, and sees in it a "great art that means tremendous progress to the industry."

The industry is his favorite topic next to electronics. With all his knowledge and experience, he sublimes himself to the power of the complete broadcasting field, which he feels is bigger for any one man in it.

It was with this in mind that he helped found the Radio Technical Planning Board, a group whose result, he believes, should be the submission to the proper governmental agencies of a plan incorporating the recommendations of the industry on all pertinent technical matters.

"We want to present to the [Federal Communications] Commission a clear-cut definite plan of what the industry wants. If we can do it, we will, in all probability just what we want. RTPB has to be the clearing house, and for successful results, there must be cooperation with the FCC."

Although "the industry" is the real hobby of Dr. Baker, occasionally he does play a game of golf—but "I don't brag about it"—at the Mohawk Golf Club in Schenectady. He is also a member of the Century Club of Syracuse and Sigma Psi, scientific honorary fraternity.

In 1935 his travels took him to South America where he studied the markets. "That is the country for a young man under 25 if he wants to make something of himself," says Dr. Baker.

Brief vital statistics include the fact that he was born on Nov. 30, 1892 in Lockport, New York, and several years later married the former Naomi Longdyke.

With a scientist's vision of things to come, Dr. Baker feels that "in the next 15-30 or 40 years the changes in our way of living will be phenomenal." And in the future as before, Dr. Baker will doubtless be responsible for many of them.

RAYMOND COLLINS, technical supervisor of WFAA-KGKO-Dallas, and Velma Boyce, secretary to Martin Campbell, managing director of WFAA-KGKO, were married May 9. Mr. Collins, with WFAA since 1926, has been a technical supervisor for ten years and for the past year has been on loan to the Radio Research Laboratories at Harvard. He now is on overseas assignment for several months.

JAMES J. McGUINN, Chicago correspondent for Broadcasting since June 1943, has resigned because of imminent military service. Florence Small, formerly of the Chicago bureau and now at Washington headquarters, has transferred to Chicago. Isabel Taylor continues in the Chicago bureau.

DR. JAMES ROWLAND ANGELL, public service manager of NBC, was fated last Monday by a surprise dinner party given by his associates at NBC in honor of his 75th birthday.

ROBERT HUBBARD, former secretary to Commissioner Ray C. Wakefield of the FCC, has been named secretary to Chairman James Lawrince Fly, succeeding Norman F. Johnson, who is to enter military service.

GEORGE ARNOTT, former commercial manager of CKX Brandon, has joined the sales staff of Stovin & Right, Toronto, station representative.

DONALD HALL, who has done agency and sales work, has been added to the sales staff of KSFQ San Francisco.

JONATHON SNOW, formerly in the sales promotion department of the Deseret News, Salt Lake City, has joined the sales promotion staff of WBBM Chicago.

CHARLES O. DABNEY, WBBM Chicago sales service manager, has joined the WBBM sales department as account executive. Replacing Mr. Collins as service manager is Dorothy De Muth, formerly his assistant.

NOTES

RAYMOND R. TOWN, now in charge of the Editorial Department at Mutual, has been transferred to the advertising department of Mutual.

DR. J. C. WARD of San Francisco, has been named assistant secretary-treasurer of the Radio Manufacturers Association.

GEORGE L. MOSKOVIC of the Ford Motor Company, has been named a member of the board of directors of the AMERAS.

GEORGE HUDSON of the Chicago Board of Trade, has been named assistant secretary-treasurer of the AMERAS.

ISAAC M. BLOOM of the City School Committee of New York City, has been named a member of the board of directors of the AMERAS.

GEORGE K. MOORE of the Chicago Board of Trade, has been named a member of the board of directors of the AMERAS.

GEORGE E. MORIN, representing CBS Pacific network in New York for the past 10 months, has assumed his new post of Pacific Coast sales manager of the network with headquarters in Hollywood. He succeeds George L. Moskovics, transferred to the New York Pacific Division of CBS [Broadcasting, April 3].

ROBERT W. SOMERVILLE, formerly with CBS sales division, has joined MBS as assistant to Edward W. Wood Jr., Mutual's general sales manager.

DR. GEORGE E. MORIN, representing CBS Pacific network in New York for the past 10 months, has assumed his new post of Pacific Coast sales manager of the network with headquarters in Hollywood. He succeeds George L. Moskovics, transferred to the New York Pacific Division of CBS [Broadcasting, April 3].

H. J. QUILLIAM, manager of KIRO Seattle, and J. F. Huddleston, KIRO local salesman, have been named members of the Victory Square Committee in charge of Wednesday programs to promote War Bond sales.

W. J. McEDWARDS, NBC Chicago account executive, is the father of a boy.

WILMER SARGENT CLARK, formerly with the Burm-Smith Co., New York, has joined the New York staff of the Howard H. Wilcox Co., Chicago, station representatives. Mr. Clark has been in sales and sales promotion with stations, agencies and representative organizations since 1930.

We want to present to the [Federal Communications] Commission a clear-cut definite plan of what the industry wants. If we can do it, we will, in all probability just what we want. RTPB has to be the clearing house, and for successful results, there must be cooperation with the FCC.

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It happens May 28th

CLEVELAND'S FRIENDLY STATION

WGAN

MOVES TO
1220

A BETTER SPOT ON THE DIAL
A BIGGER AUDIENCE
A BETTER BUY THAN EVER

* BASIC STATION ... COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., National Representative

May 15, 1944 • Page 43
JOHN J. KELLY, former news and publicity director of KYW Philadelphia, now completing boot training as a Marine, is the father of a boy.

ROBERT HECKERT, former news analyst and commentator, has joined the staff of KYW Philadelphia as news analyst and commentator.

PAUL KINGSLEY, formerly of KFAS Pasadena, Cal., has been added to the news staff of WING Philadelphia.

CLEAH HICKMAN, formerly with the editorial department of the Memphis Press-Scimitar, has been added to the staff of WMPS Memphis, as a news editor.

WILLIAM SPIER, formerly executive producer of KNX-CBS Hollywood, has signed a term contract with M-G-M as producer.

MARION ANNENBERG, former promotion manager of WCAE Pittsburgh, is now sales promotion manager of Popular Science magazine, New York.

ROBERT S. AYERS, honorably discharged from the Army, has been added to WOR New York promotion department. He previously was an investment analyst for Delphi & Co. and also served as vice-president of Arthron Inc.

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MELVILLE H. SWANTON, former personnel manager of Canal Project, Alaska, has been appointed western division night traffic supervisor of the Blue, with headquarters in Hollywood.
Millions of New Yorkers
will eavesdrop on the invasion...

... thanks to WEAF!

"If, as and when" may be a non-committal trinity of words, but there's nothing non-committal about NBC's foresighted preparations for reporting a major military invasion of Europe—if, as and when it occurs!

Then millions of New Yorkers will hear first-hand reports by direct short wave over their favorite news station WEAF. As NBC's key station, WEAF commands the personnel and resources of a vast news-gathering organization detailed to cover the invasion.

That's why WEAF stands to gain an enormous increase in its large, established news-cast audience—countless New York listeners who have come to depend upon such topflight WEAF reporters, analysts and commentators as Lowell Thomas, H. V. Kaltenborn, Robert St. John, Don Hollenbeck, John W. Vandercook, Lyle Van, Richard Harkness, Charles McCarthy, Don Goddard, Elmer Peterson and a notable line-up of foreign correspondents spotted on strategic fronts around the world.

More than ever before, New Yorkers are keeping their ears cocked to WEAF for last-minute news around the clock. Advertisers can make an effective sales approach to this enormous, ready-made audience with some of these WEAF news programs (still open for sponsorship at press time):

- "WEAF NEWS" 6:30-6:35 AM, Daily except Sunday.
- "WEAF NEWS" 7:00-7:05 AM, Mon. thru Sat.
- "WORLD NEWS ROUND-UP" 8:00-8:15 AM, Mon. thru Sat.
- "MORGAN BEATTY NEWSCAST" 1:45-2:00 PM, Mon. thru Fri.
- "HARKNESS OF WASHINGTON" 11:15-11:30 PM, Available Tues. and Thurs.
- "WEAF MIDNIGHT NEWS" 12:00-12:05 AM, Daily except Wed.
- "WEAF NEWS" 9:55-10:00 AM, Sunday only.

For complete facts, get in touch with your nearest NBC Spot Sales office.

WEAF  NEW YORK—NBC's Key Station
660 on your dial—50,000 watts
The Story of a Local Store
That Made Good in an Un-local Way

Here is a story of a local store that made good in an un-local way. It's the Morris B. Sachs clothing store and it's doing business at its stand some 10 miles from Chicago's Loop. So what do they do?

Since 1934, Morris B. Sachs has been sponsoring an Amateur Hour over WENR. And once again this station (often misnamed merely a "Chicago" station) proves how it has tentacles that reach out far from the Loop—not only ten miles as in the case of Morris B. Sachs, but to the upper reaches of Wisconsin and well down into Indiana.

So powerful is its voice and its results that Morris B. Sachs' store has used no other advertising medium since 1934.

Details of this one operation—and dozens more like it are yours for the asking—details that will prove to you in no uncertain terms that WENR gets results—not only in Chicago, not only in Cook County, Illinois, but in no less than four states—in no less than One-Tenth of the Nation.

It's yours for the broadcasting!

Charles Paul, new to radio, has joined KSFO San Francisco as announcer.

Lewis Hayden, new to radio, is a new member of the program staff of KSFO San Francisco.

Charles Shortridge, formerly of KHUB Waterville, is now with KSFO San Francisco as announcer-producer.

Leslie Raddatz of NBC Hollywood publicity staff is the father of a girl.

Donald Ross, formerly USO Los Angeles promotion and publicity director, has joined the KFVB Hollywood publicity staff.

Don Wilson resigned May 15 as staff announcer of WSAU Wausau, Wis., to enter the radio advertising field.

Bob Frey, promotion manager of WSAU Wausau, Wis., entered the Army on May 13.

Bob Lee, program director and announcer at WABI Middletown, N. Y., is the father of a boy.

Rupe Werling, WIBG Philadelphia production manager, will teach a course in radio writing and production at the Ben J. Hicks school during the summer.

Webley Edwards, CBS war correspondent covering the Central Pacific, has returned to his Hawaii headquarters following New York conferences on war news coverage with Paul White, network director of public affairs.

George H. (Pat) Hill, former ESSO reporter of WBEN Buffalo, now serving with the Army Air Forces in England, has been promoted to sergeant.

Doug Montell, former sportscaster for City Water Associated Oil Co., and now a captain in the Marines, has been transferred to Quantico Marine Base.

Clifford J. Rian, newscaster at WGN St. Paul, has been named news editor in addition to his duties as promotion manager.

Edwards Deferred

Ralph Edwards, m.c. of NBC's Truth or Consequences, Saturdays 8:30 p.m., has been placed in the over 26, was supporting occupational category and his draft board notified him it doesn't expect to call him for several months. Harry Von Zell, who was chosen over 93 contestants for replacing Mr. Edwards, has left the program, on which he has been sharing the m.c. job, but will remain in readiness to take over if and when Mr. Edwards is again called for induction.

Dunniger to Tour

Ralph Dunniger, mental telepathist, takes his Blue Network program for Kem-Tone on a War Bond tour, starting June 7 with a broadcast from Halloran Hospital, Staten Island. He will broadcast from Washington June 14, Chicago June 21 and Cleveland June 28.

Mark Smith

Mark Smith, 57, New York actor, a founder of the American Federation of Radio Artists, died last Tuesday at his home in New York after an illness of about a year. Mr. Smith was first president of the New York local of AFRA and served for three years on the Union's national board, taking an active part in AFRA's early negotiations with broadcasters and other employers of radio talent.
Jonquils from Georgia...

to WGY

(major station in eastern and central New York and western New England)

Moved from Ballston Spa, New York, to Eatonton, Georgia, Mrs. S. writes that she is still a loyal WGY listener, sent jonquils from her garden for WGY's 22nd birthday.

WGY ENGINEERS don't guarantee a steady signal in Eatonton, Georgia, nor do they claim it for the thousands of other far-away places where people like Mrs. S. frequently tune to WGY for their radio entertainment. All this "extra-area" drawing power merely indicates the tremendous pull WGY gives you, closer home, in its own primary and secondary areas.

In this essential 1 3/4-billion-dollar market in the heart of the great Northeast there are 1,045,717 radio families. And WGY is the ONLY station that can combine the market into ONE coverage area.

MORE people in this valuable region, popularly known as the "Hudson Circle," stay tuned to WGY than to all other stations throughout the vast territory combined.
ON WMPS

A quick glance at the latest C. E. Hooper survey proves that in Memphis WMPS not only has the "top o' the mornin", but a good chunk of the afternoon as well.

Without a doubt your daytime dollars are best spent in Memphis on WMPS—and yet our rates are among the most advantageous when you buy WMPS.

"THIS IS THE Blue NETWORK"

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

C. E. HOOPER—Memphis Audience Measurements—February and March, '44

<table>
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<th>Morning Index 6:00 - 12:00 A.M.</th>
<th>WMPS</th>
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<th>Station &quot;G&quot;</th>
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<td>19.5</td>
</tr>
</tbody>
</table>

Merchandising & Promotion

NBC Handbook—Matches—A & P Promotion

Scoreboard—Window Studio—Folders

Collection of reprints from past issues of Broadcasting magazine relating to the use of radio by retailers has been prepared by the broadcast advertising department of the NAB for distribution to managers and commercial managers of NAB affiliated stations. Compiled by Lewis H. Avery, NAB director of broadcast advertising, the folder contains a letter which queries whether or not radio will get its rightful share of the greatly expanded retail advertising foreseen in the post-war period, also pointing out and quoting advertising dollar advances made so far.

NBC Handbook

HANDLE OF promotion and publicity for The Weird Circle, mystery series of transcribed programs issued by NBC Radio Recording Division, has been sent by NBC to stations carrying the series. Book describes advance recorded announcements, newspaper publicity material and advertising copy and mats, counter cards, window streamers and other display material obtainable to promote the programs. Also given are suggestions for tie-ins with bookstores, libraries, motion picture houses and other means of reaching mystery fans who should be especially interested in the programs.

Matches

DRUGSTORES, smoke shops, and other outlets featuring smoking accessories in the middle Iowa territory are distributing 2,000,000 KRNT Des Moines match booklets, telling the story of KRNT's complete local news service in the area served by the Cowles CBS station. The folders are royal blue in color with copy printed in red and white, and carry the theme, "Right now, news is happening. Get it first on KRNT, 1350 kc." Inside papers lists the eight local daily newspapers, mention national commentators.

A & P Promotion

EXTENSIVE store promotion has been undertaken by the Atlantic & Pacific Tea Co. to tie-in with its first radio venture on WPIL Philadelphia with sponsorship of a daily news program. Promotion includes window signs in all A & P food stores and super-markets in the area, 500 counter-display cards and 50,000 fillers for customer distribution. A & P in addition features the program in all of its press advertising and in dash cards on the city's tramcar facilities.

Scoreboard

WIBC Philadelphia attracts the attention of passersby to its sidewalk studio with a giant baseball scoreboard. The station carries the play-by-play descriptions of the major league ball games locally.

Posters

TO PROMOTE its transcribed history series The World and America, sponsored on WQXR New York by Eagle Pencil Co., the radio programs department of Time Magazine is distributing to some 350 teachers on the WQXR listening area posters representing the Statue of Liberty against the world, with the legend "Learn History By Radio." Time is mentioned as the producer of the program and Eagle Pencil Co. as the sponsor.

Window Studio

COMPLETE soundproof studio has been installed in a main show window of Corcoran's Department Store, Boston, for the presentation of its daily Stephen James newscasts over WEEI Boston. Window studio contains world maps, tele-type news printers, pictures of CBS correspondents, as well as engineering, monitoring and microphone equipment, in full view of sidewalk audiences. Public address loudspeaker is installed on the street.

Spot Savings

A VOLUNTARY SPOT campaign aimed at retail merchants to impress upon them the necessity for saving merchandise coupons and returning them to the manufacturer has been inaugurated by WKRC Cincinnati. Spots emphasize the importance of keeping the coupons intact and returning them to manufacturers' representatives to eliminate the long process of turning old boxes into the paper salvage for their eventual re-use.

WLAB Folder

PROMOTION PIECE featuring Devy Edwards, styled as radio's "Girl of the War" has been released by WLAB Lawrence, Mass. Miss Edwards has just returned from a tour of Army camps in the North with her "caravan" of musicians, singers and dancers. The large promotion folder, done in red, white and blue, consists of a layout of pictures showing Miss Edwards and her troupe at various camps.

Theatre Tie-In

WWNC Asheville, N. C., has effected a promotion arrangement with the Imperial and Plaza Theatres whereby WWNC announces the attractions adjacent to the CBS Passing Parade program and the theatres in return use a trailer to advertise the show on the station following the Nesbitt films of the same name.

KFAB Folders

KFAB Lincoln, Neb., has released four promotion folders giving information and availability on the KFAB Dinner Bell Hour and Jessie Young's Homemaker program as well as program listings and mail-pull data.
WEATHER DATA
WMTW MT. WASHINGTON (N. H.) OBSERVATORY
ALTITUDE—6288 FT.
TEMPERATURE—Range: −46°F to +70°F
WIND—Velocity: 75 M.P.H. (1 out of 3 days)—
Max. Vel.—231 M.P.H. on Apr. 12, 1939*
SNOW—Falls 1 day out of 3
Mean annual fall
192.6 ins.

CONDITIONS—Considered “world’s worst weather
recorded anywhere in the world.”
Highest natural velocity ever recorded in the world. At this point the meter broke.

THE FORERUNNER OF POSTWAR
MOUNTAIN-TOP FM TRANSMITTERS

EXPERIENCE REL is the only manufacturer of FM
transmitters able to furnish, from experience over a period
of years, exact engineering information and cost data on
mountain-top installations.

PIONEERING The first installation of this sort ever
made was the 1-kw. REL transmitter at Yankee Network’s
WMTW on Mt. Washington, where scheduled broadcasting
started December 18, 1940. In November, 1941 this was
replaced by a 10-kw. REL model 520 DL transmitter.

RELIABILITY The record of performance is truly
amazing. Operating under conditions described by metero-
ologists as “the worst weather in the world,” this transmitter
has been on the air for over 18,000 hours, with a present
schedule of 24 hours per day.

FM PROGRAM LINK All programs are picked up
on 44.3 mc. from the 50-kw. REL transmitter at Yankee
Network’s WGTR, Paxton, 142 miles away, and are re-
broadcast from WMTW on 43.9 mc.

ST LINK All programs originate, however, at Boston,
and are beamed to Paxton by a 156-mc. REL studio-to-
transmitter link which has been on daily schedule since
July 24, 1939.

ACCEPTANCE Prior to the “war-freeze” there were
more AM broadcasters using REL FM transmitters than the
combined total of all other manufacturers.

POSTWAR REL is ready, as soon as conditions per-
mit, to handle all details of planning and constructing
mountain-top FM stations and unattended satellite trans-
mitters.

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
Vernon D. Davis, account executive of The Meyers Co., Los Angeles, has joined Pacific Adv. Service, Los Angeles, in a similar capacity.

T. F. Wright has joined J. J. Gibson Ltd., Montreal, as account executive. For the past three years he has been with Spitzer & Mills, Montreal.

Ellis Adv. Co., Toronto, has moved from 465 Bay St., to larger quarters at 74 Rathburn Rd. S., New York.

Granville Tooood, vice-president of N. W. Ayer & Son, Philadelphia, who has been associated with the agency for nearly 20 years, leaves at the end of the month to join J. Walter Thompson Co., New York.

Lee Ramsdell, Jr., has joined the staff of John Falkner Arndt & Co., Philadelphia, in an executive capacity as a member of the plans board. He has been a former agency account executive.

Harold R. Buschhorn, former sales promotion and advertising manager of Falstaff Brewing Corp., St. Louis, Omaha and New Orleans, has joined the staff of Anfenger Adv., St. Louis.

Mel Roach, production manager of Allied Adv., Los Angeles, has shifted to Smith & Bull Adv., in a similar capacity.

Frank Oxarart, former account executive with CBS Hollywood, has joined Garfield & Guild, San Francisco, as vice-president in charge of the agency's Hollywood branch. Agency expects to open new offices in Hollywood shortly. Bertha Biss leaves the G & G San Francisco office as office manager to take that post with the agency.

Mary Lewis, former account executive of KFY San Francisco and KROW Oakland, has joined The Maytag Co., Los Angeles, in a similar capacity. Florence Cook has also joined the agency as a shift executive. She formerly operated her own Chicago publicity service, and prior to that was copy chief of R. H. Macy Co., New York.

Bernard-Paulin Unite

A partnership to serve agencies and stations with programs, production and scripts has been formed by George S. Bernard, New York business man and Leo J. Paulin, Washington radio producer-writer. Mr. Bernard is head of the Sales Dept. for American Broadcasting Co., New York, and owner of the George S. Bernard Enterprises. Mr. Paulin was formerly an assistant Trade Commissioner in the Dept. of Commerce and an account executive with the U.S. Adv. Agency, New York. Since 1940 he has operated his own public relations and radio production office in Washington. The Bernard-Paulin partnership's Washington offices are at 2027 K Street N.W. The New York offices are at 220 Fifth Ave.

H. L. Mooney, former research director of Gardner Adv., St. Louis, has joined Mayon Inc., New York, as director of media and research.

Howard Worden, former account executive of Young & Rubicam, New York, has been appointed to the executive contact staff of Foots, Cone & Beling, New York.

C. C. Chapelle Co., Chicago, market research firm, has opened a New York office at 424 W. 42nd St., under management of George Fisk, who formerly did research work at Cornell U.


Knollin Adv. Agency has moved its Los Angeles office to 530 W. Sixth St. Telephone is Vandyke 4007.

Frederic Kammann has resigned as vice-president of Fuller & Sons, and has joined the Cincinnati office of Roy S. Durstine Inc., New York, succeeding R. J. Jones.

Robert Monroe, radio production manager of Donahue & Coe, New York, has resigned as produce Forest Test, new Mutual program to be sponsored by M-G-M, a D&M account.

Col. Arthur G. White, a member of N. W. Ayers & Son's Montreal office before joining the Royal Air Force, is returning to civilian life and will rejoin the agency as a member of the New York service staff.

Bernard Katz, former advertising manager of Hearst's Department Store, New York, has joined Brown & Gravenos, New York, as vice-president.
SYLVANIA was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers.

That was back in the early 1930's. Prior to the introduction of these tubes, there was no agreement as to what types of radio tubes should be used for automobile service. Existing 2.5- or 5-volt types were either wasteful of battery current or did not have the efficiency needed. Standardization on 6.3-volt tubes of high efficiency would make it possible to effect manufacturing economies, to avoid complicated filament wiring arrangements, to save automobile battery drain, and to improve operating efficiency.

Sylvania's proposal met with opposition, but its common sense won the day. More and more radio-set manufacturers specified 6.3-volt tubes in all types of new equipment. And, in time, 2.5-volt tubes became practically extinct except for replacements.

Winning this battle of radio tube standardization, furthermore, proved to be a boon to radio broadcast listeners. Elimination of the transformer in AC-DC sets reduced both the size and the cost of radio receivers. Millions who otherwise would not have been able to afford sets were able to take full advantage of broadcast information and entertainment.

You will always find Sylvania, exemplar of radio tube quality, on the side of standardization for the mass market.

That is why it pays to sell Sylvania.

Quality that Serves the War Shall Serve the Peace

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO DIVISION EMPORIUM PENNSYLVANIA

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS
We like to check through their Kids. Gaining making stations click, talking that a "ace" seeing the show A average American who demand their language Pop the formula for can on sales figures.

1944 & join his beginning associated with as advertising manager. HARRY CONE, head of Young & Rubicam, has joined NRC Hollywood staff in a similar capacity. He replaces Robert Seal, who resigned to join Ruthrauff & Ryan, Hollywood, as producer.

Gigi Opens Agency C. R. GIGLI, in newspaper advertising for the last 14 years, has opened an advertising agency at 551 Fifth Ave., New York. Firm bears the tentative name Twentieth Century Adv. Co., but this will be changed shortly to avoid confusion with another inactive agency of the same name at 22 W. 40th St. New firm has started radio for Clean-O Chemical Co., New York, and plans radio for two other accounts in June.

Col. Alderman Returns COL. ROYAL M. ALDERMAN, a vice-president of McCann-Erickson, and former manager of the Cleveland office, is returning to the agency's New York office in June after 34 years military leave. Col. Alderman will work in the new business department. Resigning as president of the Cleveland Advertising Club to enter the Army in the fall of 1940, Col. Alderman served for over two years as assistant executive officer in the War Department bureau of public relations. His military service includes 10 months as executive officer of the South Pacific general depot.

Fear to Williams FRED FEAR & Co., Brooklyn, season spot radio advertiser for Chick Chick & Preto Egg Colors, has appointed Williams Adv., New York, as agency for its dyes, extracts and clan broths. Media plans are under discussion.

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with photographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO. 912 Walnut St., Des Moines, Iowa.
NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1!

Yes sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month...

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your first hand experiences with all types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
Radio Advertisers

SEARS, ROEBUCK & Co., Chicago (mail order house), on May 15 will begin sponsorship of "Crest Whit- en's Town & Farm" program, Monday through Saturday, 7:15-7:45 a.m. on WMAQ Chicago. Heard on WMAQ and NBC since 1930, Mr. Mitchell was named director of agriculture for the NBC Central Division in 1945. Soil and crop culture, victory gardens, scientific livestock raising and food rationing, reports from OPA, WPB and the Dept. of Agriculture, are features of the program. Contract is for 52 weeks. Agency is Schwinmer & Scott, Chicago.

RAULAND Corp., Chicago (electrical devices), on May 2 began sponsorship of a quarter-hour program, Monday through Friday on WGN Chicago, featuring "Two Ten Baker's songs and piano numbers. Contract for 26 weeks was placed through Lieber Adv. Co., Chicago.

GROVE LABS, St. Louis (B-Complex vitamins), on May 8 began sponsorship of a new series of quarter-hour new programs, for a total by the company of 18 news periods weekly, on WMAQ Chicago. Contract is for 13 weeks. Agency is Russell M. Seeds Co., Chicago.

Field Tries Video
MARSHALL FIELD & Co., Chicago department store, on May 5 sponsored a test television program, claimed to be the first in the Midwest. Don McNeill was m.c. of the variety program, broadcast from 8-8:30 p.m. (CWT) on W9XKB Chicago. The video show featured a fashion review and a talk by L. B. Sizer, Marshall Field executive. Agency is Rutherfarr & Ryan, Chicago.

Jewel Tea Sponsors
JEWEL TEA Co., Chicago, on May 1 began sponsorship of a quarter-hour news program featuring Paul Gibson, Mondays, Wednesdays and Fridays on WBEM Chicago. Contract is for 52 weeks. Agency is Goodkind, Joice & Morgan Adv., Chicago.

GIVE A LOOK!

Place your sights on that part of California and the West covered by the Beeline. It ranks in population with Los Angeles, and exceeds San Francisco in Retail Sales. It covers 41 primary counties, has a population of 1,561,254 and has retail sales of $2.7 billion.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community...combined on a new basis for National spot business.

*See McCallacey Beeline rate list- ing first under California in Standard Rate and Data.

SALENO - MEGOWEN BISCUIT Co., Chicago, on May 1 began sponsorship of Fulton Lewis jr. on WGN Chicago, Monday, Tuesday, Thursday and Friday. Length of contract not announced. Agency is Schwinmer & Scott, Chicago.

WALGREEN & 52 and the Dept. rationing, reports WMAQ Chicago.

ELL'S TOWN & FARM ANNOUNCEMENTS the city, Los Angeles.

BOWSER Inc., Cleveland, has bought the account of New York, for its Winter show program, Monday through Friday, 7:45-8:30 p.m. Contract is for 13 weeks. Agency is Goodkind, Joice & Morgan Adv., Chicago.

ANNE Bernet, Minneapolis, has placed its account with BOWSER Inc., Fort Wayne, for its Winter show program, Monday through Friday, 7:45-8:30 p.m. Contract is for 13 weeks. Agency is Goodkind, Joice & Morgan Adv., Chicago.

AMERICAN EXPRESS Co., through Caples Co. of New York, has renewed its schedule on KROW Oakland, for 13 additional weeks to promote money order service.

CLAREMONT HOTEL, Berkeley, Cal., has bought a schedule of spot announcements on KROW Oakland. Contract is for 52 weeks. Agency is Newby, Perrone & Flitcraft, Chicago.

GASSMAN BROS., Chicago (wearing apparel), on May 7 began sponsorship of "This is Your Life" program, Monday through Thursday, 12:30-12:35 p.m. Contract is for 13 weeks. Agency is Newby, Perrone & Flitcraft, Chicago.

MAY-FRICH Pet Food Co., Los Angeles (dog food), new to radio on May 29, will start sponsoring a five-week quarter-hour program "It's a Boy's Life" on KMPC Hollywood. Contract is for 22 weeks. David Dunn Agency, Los Angeles, has the account.

GAVIN CELEBRATES, St. Louis (Baker's Fresh), on May 5 began sponsorship of a new series of quarter-hour new programs, for a total by the company of 18 news periods weekly, on WMAQ Chicago. Contract is for 13 weeks. Agency is Russell M. Seeds Co., Chicago.

PROMOTIONAL BROADCASTING ADVERTISING

TASTEE BEVERAGE Co., Los Angeles (Kleen with Kleen, an air freshener), new to radio on May 12 started for 13 weeks using weekly spot announcements on KECA with four per week on KPFW. Agency is Pacific Adv. Service, Los Angeles.

ERAM-Y-FRESH Pet Food Co., Los Angeles (dog food), new to radio on May 29, will start sponsoring a five-week quarter-hour program "It's a Boy's Life" on KMPC Hollywood. Contract is for 22 weeks. David Dunn Agency, Los Angeles, has the account.

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5000 WATTS DAY & NIGHT

The Blue horizon in Northeastern, Ohio for Advertisers

WOW - DAY & NIGHT

The Blue horizon in Northeasterner, Ohio for Advertisers

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

SALENO - MEGOWEN BISCUIT Co., Chicago, on May 1 began sponsorship of Fulton Lewis jr. on WGN Chicago, Monday, Tuesday, Thursday and Friday. Length of contract not announced. Agency is Schwinmer & Scott, Chicago.

RAULAND Corp., Chicago (electrical devices), on May 2 began sponsorship of a quarter-hour program, Monday through Friday on WGN Chicago, featuring "Two Ten Baker's songs and piano numbers. Contract for 26 weeks was placed through Lieber Adv. Co., Chicago.

GROVE LABS, St. Louis (B-Complex vitamins), on May 8 began sponsorship of a new six-week quarterly series of new programs, for a total by the company of 18 news periods weekly, on WMAQ Chicago. Contract is for 13 weeks. Agency is Russell M. Seeds Co., Chicago.

Field Tries Video
MARSHALL FIELD & Co., Chicago department store, on May 5 sponsored a test television program, claimed to be the first in the Midwest. Don McNeill was m.c. of the variety program, broadcast from 8-8:30 p.m. (CWT) on W9XKB Chicago. The video show featured a fashion review and a talk by L. B. Sizer, Marshall Field executive. Agency is Rutherfarr & Ryan, Chicago.

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*See McCallacey Beeline rate listing first under California in Standard Rate and Data.

*Ration Book No. 4
*February 1943

5000 WATTS DAY & NIGHT

Sales Representative

PAUL H. RAYMER

5500 KC

NBC Basic Network Station

WATS

DAW & NIGHT

Sales Representative

PAUL H. RAYMER

Stockton - KWG

Fresno - KMJ

Bakersfield - KERN

Broadcasting - Broadcast Advertising

May 15, 1944 - Page 55
BROADCASTING • Broadcast Advertising
HELP HIM GET THAT LONG DISTANCE CALL THROUGH TONIGHT

You can do it by not using Long Distance between 7 and 10 P.M. Those are the night-time hours when many service men are off duty and it's their best chance to call the folks at home.

BELL TELEPHONE SYSTEM
Conservation Theme Stressed in War Message Allocations on OWI Packet

CONSERVATION subjects hold the spotlight in the war message allocations scheduled for the week beginning June 5 by the OWI Domestic Radio Bureau, with campaigns on rationing and price ceilings given secondary importance.

Attention is focused during the week on Food Waste, assigned to Station Announcement and live and transcribed National Spot Allocation plans. Radio is asked to help cut down the immense food waste which is defeating part of the tremendous effort of the American farmer to set food production records.

Scheduled for Network Allocation is Rubber Conservation, calling for continued adherence to conservation measures until synthetic production is sufficient to meet civilian requirements. Messages will inform listeners that military demands for tires and rubber products, plus manpower shortages, make it impossible to meet normal civilian needs, much less the huge backlog which has accumulated over the past two years.

Play Square With Gasoline, urging compliance with rationing rules and car sharing, also asks motorists to conserve fuel by using only what is needed for absolutely essential driving.

Hold Prices Down emphasizes the importance of wise spending in fighting the threat of runaway prices. It is a money conservation campaign, urging listeners to invest in War Bonds and other anti-inflationary savings rather than spending for things which are not needed.

Ceiling Price Lists, assigned to Station Announcement Allocation, asks consumers to insist on paying ceiling prices only—to ask their dealers when in doubt and to obtain copies of price lists from local ration boards. The messages are planned for the overall Home Front Pledge campaign.

Careless Talk messages caution against conversations involving war information, particularly now with so many thousands of soldiers home on furlough from overseas. Transcribed messages on the subject are scheduled to independent stations of the KW and OI groups.

Stations may find sponsors for Ceiling Price messages among supermarkets, department stores and other large merchant establishments. Food dealers of all kinds are prospects for Food Waste announcements. Institutional advertisers are regarded as most likely sponsors for Careless Talk spots.
Two Great Leaders Introduce
Two Great Songs!

TOMMY DORSEY

"When You Put on That Old Blue Suit Again"

Words and Music by Robert Sour, Floria West and Gordon Andrews.

Introduced by Tommy Dorsey

“COCA-COLA”—Monday Nights, 9:30 P. M., and Panther Room, Sherman Hotel, Chicago

GUY LOMBARDO

"Kentucky"

Words and Music by Henry Prichard

Introduced by Guy Lombardo on the CHELSEA Cigarettes, EDGEWORTH Tobacco Show 10:00 P. M. Saturday—Blue Network

Blue Suit: Savoy 142, Lang-Worth
Kentucky: Savoy 142, Lang-Worth, Standard

BROADCAST MUSIC, Inc.

NEW YORK  CHICAGO  HOLLYWOOD
News Sponsors Top Net Summer Rush

Sinclair, Holland Sign As Invasion Nears; Others Expand

PRIOR TO the invasion, at least two advertisers are starting network news programs (Sinclair Oil Refining Co., MBS, Holland Furnace Co., NBC), each is shifting from straight entertainment to news (Welch Grape Juice Time Views the News, Blue), a fourth, J. B. Williams Co., is more than doubling the CBS network for William Shirer, and several others including Time Inc., for March of Time, NBC, appear to be holding up decisions on summer vacation plans pending developments overseas.

Indicating that 1944 summer radio rates high with network advertisers, at least three sponsors will break long-term precedents by continuing on through the summer—Sherwin-Williams Paint Co., with World of Music, successor to Metropolitan Auditions, Blue, Campagna Sales Co., with First Nightly, MBS, and Procter & Gamble, carrying Abie's Irish Rose on through with a reduced NBC network of 50 instead of 124 stations.

New Programs

Another outstanding factor in this year's summer network outlook is the roster of new programs at a time when most network advertisers are usually drawing in their horns, and conserving forces for the winter. The Blue for example reports eight new clients and a total of 47 summer advertisers, as against 59 in 1942 and 20 in 1941.

Some 13 or 14 sponsors have just started or are starting new or expanded programs on the four networks, according to recent issues of Broadcasting, and with one exception, all are out to sell products, including drugs, petroleum, oil and car services, cereals, films, clothes and cosmetics.

In contrast, outstanding among the shows going off permanently or for the summer, with future plans indefinite are the non-product selling or institutional shows, notably National Small Business Men's Abe Lincoln's Story, off MBS permanently May 28, Roots Nut & Aircraft Corp.'s Wide Horizons, off MBS May 28, with the possibility of continuing on a weekly basis, and Aluminum Co. of America's Lighted Windows, off for the summer May 27. Major balance of the lay-off list [BROADCASTING, May 1] is made up of top net advertisers who have enough other shows on the air to keep the company name to the fore during the hot months.

There will be plenty of new and light entertainment fare in the form of mystery, music, comedy and variety, judging from the way 25 or more summer replacements are lining up. Standard Brands is slated to substitute Gracie Fields for Charlie McCarthy, CBS, for 12 weeks after May 28, Colgate-Palmolive-Peet will replace Judy Canova with a CBS-built love-story romance, July 4, and a musical variety show is being considered to replace Texaco Star Theatre, off CBS June 25 for 13 weeks, if Goodyear Tire & Rubber Co. decides on a vacation for Star and the Story in mid-June, there will be a substitute in the works for Silvers Theatricals which is working on a summer musical condensation for Blue Ribbon Time, CBS.

Decision is pending on whether to replace Lever's Bob Burns, NBC, on starting date for Charley Chan, mystery substitute for Amos 'n Andy, NBC, and on a vacation for Du Pont's Camelot, NBC, also on the replacement for Reynold's Abbott & Costello, NBC.

General Foods will discontinue Maxwell House Coffee Time on NBC for 10 weeks, starting with the June 22 broadcast. In relinking the time for the summer, indications are that a summer version of Maxwell House Coffee Time will be heard in the first half of the vacated Kate Smith Hour, on CBS for General Foods. Latest word is that General Foods will take a six-week hiatus for the Aldrich Family, with the last broadcast July 13 on NBC. Summer replacement for Duffy's Tavern on the Blue is still undecided by Bristol-Myers.

Changes already arranged or tentatively planned follow:

CBS

Coca-Cola Co., Atlanta, May 14-Aug. 27 or Sept. 1 replaces Andre Kostelanetz with Percy Faith on Paus that refreshes Lunch Hour, 136 CBS stations, Sun., 4:30 p.m. Agency: D'Arcy Adv., N. Y.

Capt. Fenn to London

AT THE REQUEST of the Board of War Communications Capt. H. F. Fenn, USN, chief cable censor, has left for London to serve as liaison representative of the BWC in England to aid in coordinating the flow of commercial and press traffic from the British Isles to the U. S. during the invasion.

GENERAL FOODS Corp., New York (Bird's-Eye Frosted Foods), on June 29 for 10 weeks discontinues Dinah Shore show program on 125 CBS stations Thurs., 9-11 p.m. Agency: Young & Rubicam, N. Y.


LEVER BROS., Cambridge (Swan Soap), probably July 4 for 8 weeks discontinues Burns and Allen on 129 CBS stations.

GENERAL FOODS Corp., New York (Fruita), on June 8 for 13 weeks discontinues Kate Smith Hour on 121 CBS stations, Fri., 9-11 p.m. Agency: Young & Rubicam, N. Y.

ANCHOR HOCKING GLASS Corp., Lancaster, O., on June 11 permanently shifts Carlisle Archer from Sat., 5-5:30 p.m. on 122 CBS stations to Sun., 7-7:30 p.m. Agency, William H. Miller, N. Y.

PRUDENTIAL INSURANCE Co. of America, New York (insurance services), on May 28 for summer replaces Gladys Swarthout with Aileen Farrell on Prudential Family Hour on 97 CBS stations, Sun., 9-9:45 p.m. Agency: Benton & Bowles Inc., N. Y.

NBC

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), on June 4 shifts Your All Time Hit Parade from 127 NBC stations, Fri., 8-8:30 p.m. to 132 NBC stations Sun., 7-7:30 p.m. Agency: Foote, Cone & Belding, N. Y.

BRISTOL-MYERS Co., with First Nightly, MBS, and Procter & Gamble, carrying Abie's Irish Rose on through with a reduced NBC network of 50 instead of 124 stations.

MEREDITH Corp., New York (Lipton Teas), on June 21 for 13 weeks discontinues Kate Smith Hour on 121 CBS stations, Fri., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN FOODS Corp., New York (Grapefruits flakes and Grapefruit), on June 4 discontinues permanently Jack Benny Program, 124 NBC stations Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.


GENERAL FOODS Corp., New York (Postum), on June 28 for 8 weeks discontinues The Aldrich Family on 127 NBC stations Thurs., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (heels and ales), on May 13 discontinues permanently Aline MacMahon Show on 128 NBC stations, Sat., 11-11:30 a.m. and on May 16 replaced with Andy Devine in Musical Revue for summer or permanent. Agency: W. A. Narver & Son, N. Y.

H. J. HEINZ Co., Pittsburgh, Pa. (food products), on July 10 for 8 week period replaces Information Please on 132 NBC stations, Mon. 10-11:30 p.m. with Vacation Specials. Agency: Marion Inc., Detroit.

US FERTILIZER CO. OF AMERICA, Pittsburgh, Pa., on May 27 discontinues for summer Lighted Window on 128 NBC stations, Sat., 11:15-12 noon. Agency: Fuller & Smith & Ross, N. Y.

PEPSODENT Co., Chicago (toothpaste, toothbrushes), on June 15 for 10 weeks.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 50% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX for promulgating public service, the reason why many of the country's largest advertisers today are using WBNX considerably. If your products are merchandised in New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availability or call Melrose 5-0382.
Blue WANDER Co., Chicago (Ovaltine), on June 13 discontinued 76,000-watt 81 blue-station service. Mon., thru Fri., 7:45-6 p.m. Agency: Hill Blackett & Co., Chicago.

SHERWIN-WILLIAMS Co., Cleveland ( maxX ), on April 16 for 22 weeks replaced Metropolitan Opera Auditions of the Air with World of Song on 165 blue stations, Sun., 9:30-4 p.m. Agency: Warner & Legler, N. Y.

SWEETS CO. OF AMERICA (Footsie Rolls), Hoboken, N. J., on May 24 discontinued summer Drick Tracy on 86 blue stations Mon., Wed., and Fri., and for Tootsie V.M. on 18 blue stations Tuesday, & Thurs., 11:15-6 p.m. Agency: Duane Jones Co., N. Y.


JERGENS Co., Cincinnati (Jerens Lot- ton), for August or September replaces WJZ. Wednesday and Thursday 10 p.m. on 165 blue stations, Sun., 9-11:15 p.m. Agency: Lennen & Mitchell, N. Y.

Baltimore Renews Hooper CERTAIN of the Baltimore radio stations which were announced in the February 28th issue of Broadcasting as having suspended the Hooper "Continuing Measurement of Radio Listening" have renewed the contracts. "City Zone" audi- ence information on Baltimore will, therefore, be forthcoming without interruption, C. E. Hooper Inc. said last week. Other cities in which the research organization has set up "continuing measurements of radio listening" since January include South Bend, Norfolk, Toledo, and Wichita.

W. E. Long in Baltimore

W. E. Long Co., Chicago, announced last week that "not satisf - 1 to increased programming" the company has instituted its own continuous telephone survey in Baltimore, to be in use during the third month of operation "and is beginning to tell stories completely different from former survey meth - ods". It was stated that as far as is possible the "continuous survey method" will be expanded to other key cities having W. E. Long clients.

"WFDF Flint says his brother is on the state highway commission."

Medical Journal Hits Air Accounts
Tampering With Pocketbooks And Health, It Charges

CALLING on the radio industry to emulate newspapers in eliminating exploitation of the sick through patent medicine advertising, the American Medical Assn., Chicago, in its May issue of the AMA Jour- nal, declares "the interests which exploit the sick, through patent medicine advertising on the radio should not be allowed to tamper longer with the health and pocket- books of the American people!"

In the same issue of the Journal, Roy R. Kracke, M.D., and W. R. Platt, M.D., of Emory U., in Georgia, report cases of two men suffering chronic prolonged bromi- mide intoxication. Their condition was said to have arisen from pro - longed self-administration of cer - tain brands of radio advertised headache powders. Commenting on the report, the Journal says:

"Although many leading publica - tions of the country have made a serious effort to eliminate the worst of the patent medicines from their ad - vertising pages, numerous radio sta - tions remain notoriously backward in this respect. Hour after hour, day after day, loud speakers of radio blare forth outrageous claims for some nostrum or patented home re - medy. The patent remedies advertised range from those that may be pos - sibly harmless, as is said of the rest of the delivery, to those that are merely grossly overpriced in re - lation to their value.

Even these, however, tend to delay the use of dependable foods or ser - vices and initiate the expenditure of funds that might better be applied to securing scientific diagnosis and treatment. Recently newspapers as widely different as the Chicago Tribu - ne and the F.M. have almost simultan - eously exposed one of the most no - torious of the patent medicines. But newspapers alone cannot solve this problem.

The situation requires the house - cleaning efforts of the radio industry itself, and the cooperation of those governmental agencies, such as the Federal Trade Commission, Food & Drug Adm., and Post Office.

589 NAB Members

TO BRING the NAB total membership upward to an all-time high of 589, the NAB Board of Directors, at its meeting in Washington May 8-10, approved applications of 19 stations for active membership, along with four associate applications. New station members are: KCMC Texarkana, Texas; KKFP Stockton, Wash.; KFDD Anchorage, Alaska; KGKL San Angelo, Texas; KMYR Denver; KRTN Pine Bluff, Ark.; KSWO Lawton, Okla.; KYKX Logan, Utah; KWTO Springfield, Mo.; WBBB Ponca City, Okla.; WELO Tupelo, Miss.; WIND Gary, Ind.; WGW&WE Nesbitt, Okla.; WAKU Auburn, N. Y.; WMIS Natchez, Miss.; WMQ Hamilton, O.; WQBC Vicksburg, Miss.; WROX Chicago; WSHH and WSHU, Bridgeport, Conn.; WSLI and WSH, Assy, Ill.; WFLY Laredo, Tex.; WHSF Steelton, Pa.; WCHL Jefferson City, Mo.; and WORC Boston.

Their Associate members are: Freeeland & Olson Products Inc., New Orleans; The Katz Agency of Chicago, Illinois; Knickerbocker Broadcasting System Inc., New York City; and Spot Sales, N. Y.

CEILINGS REVISED ON RECEIVER TUBES

TO COMBAT the black market in retail radio tubes, OPA has had revised ceiling prices on new standard radio replacement tubes for civilian radios and phonographs, effective May 30. The revision standardizes list prices throughout the country at the average March, 1942, level. Here - tofore, manufacturers' "list prices" have varied for different sections of the country, and often a retailer whose price was below the ceiling for a certain tube was willing to sell a tube at a lower price than the ceiling. The revised ceiling prices will vary the list prices showing a higher price and post this list as the prevailing one. Numerous radio manufacturers have brought to OPA's attention which were charged three or four times the proper price for tubes.

The OPA action also specified the maximum service charge for testing radio receiver tubes which brought to the shop. When a portable or table model radio or phonograph is brought to a dealer's shop for testing the tubes, the dealer may charge maximum of 60 cents for testing all the tubes in the set. If the mechanism has to be removed in order to test and replace the dealer, the service charge may charge $1.00 for testing the tubes.

P & G Appoints B & B

PROCTER & GAMBLE, Cin - cinnati, has appointed Benton & Bowles, New York, to handle White Laundry soap effective July 1. Media plans were not set last Fri - day.

H. H. RAINIER, formerly east cen - tral manager of the Radio Division of Sylvania Electric Products, New York, has been advanced to the position of assistant manager of distribu - tor sales in the Radio Division of the organization. Mr. Rainier will main - tain offices in Sylvania's Chicago office. (Sylvana)

Joe Breese, former assistant to General Manager, left in a surprise tendered resignation. The change was to be effective as of May 20. Frank Hearst and Jack Cottone, general managers of the New York office, will take over the disposal of the New York office as of May 20.

Two other changes were announced last week. Paul S. Shaw was appointed assistant to George H. Katzenmeyer, president, with charge of the radio division of the General Manager's office. Frank H. Butler, formerly assistant to Mr. Shaw, was appointed assistant to Mr. Shaw.

(Continued on page 62.)
Probers Subpena Fly Letter

(Continued from page 14)

added, there is at least one mobile unit carrying receivers, equipment for taking radio bearings at short range and for intercepting signals. Many of these units can communicate with each other by radio.

Mr. Jett explained that the portion of the spectrum which RID must police is over 300 times the size of the standard broadcast band on a home receiver. Licensed stations, he said, occupy that part of the spectrum from 10 kc to 300,000 kc and even this, he pointed out, is only part of the job as frequencies above 300,000 kc can now be used for radio transmissions. For reasons of security, he told the Committee, he would not take up frequencies above 300,000 kc.

He asserted that in detecting subversive or other illegal use of radio, RID monitors continuously patrol the assigned limits of the spectrum and must be able to readily identify hundreds of thousands of radio signals in time.

Mr. Jett took up in detail the radio direction-finding work of RID. He told of an incident in the course of routine monitoring as an illustration of how the direction-finding system operates. In this particular case, long-range finders in Oregon, California, Nebraska, Michigan, Georgia, Maryland, and Massachusetts were brought into action to identify suspicious signals. They located the station in the vicinity of Peoria.

Three mobile units were dispatched from Chicago, Des Moines and Kansas City, taking bearings from various points in southern Illinois, which clearly showed that the illegal station was somewhere in the city of Peoria. The units then cruised the city itself, taking bearings which, identified the neighborhood and finally locating the station in a designated house.

Mr. Jett described other uses of direction-finding, including interference to licensed broadcast stations, due to improper operations of another station or some medical or industrial devices generating interference. Direction-finding also is used in fixing the position of lost aircraft and, in a case, taking bearings on a plane’s position and advising the pilot by radio of the proper course to his destination, he said.

Another RID function described by Mr. Jett includes maintaining continuous surveillance of the technical operations of licensed stations which RID performs in cooperation with the Broadcasting Dept. field division. He pointed out, however, that RID has exclusive jurisdiction with respect to tracking down unlicensed transmitters and locating and eliminating interfering regardless of whether it is caused by a licensed station or a commercial or medical device.

Other functions of RID, he testified, include the making of intercepts of foreign non-military radio-telegraph traffic for other agencies and recording foreign voice broadcasts for FBIS.

Mr. Jett traced the history of the RID back to the Radio Act of 1910 which placed jurisdiction over radio apparatus on certain ocean steamers in the then Dept. of Commerce and Labor.

Mr. Jett cited incidents in radio’s development to show that all of the basic functions of radio intelligence performed by the FCC were part of the stock in trade of the old Radio Division of the Dept. of Commerce and Labor and to show “the extent to which the Department of Justice and the Coast Guard recognized the jurisdiction and sought the cooperation of the Radio Division with respect to law enforcement activities involving radio.”

Intelligence Work Uninterrupted

Mr. Jett told the Committee that the radio intelligence work was continued in the Dept. of Commerce after the creation of the Federal Radio Commission in 1927 but this division of jurisdiction proved unsatisfactory and the Radio Division was transferred by executive order of President Hoover in 1932 to the Radio Commission.

Radio intelligence work was expanded under the Federal Radio Commission, Mr. Jett testified, approximately 76,000 frequency measurements of American and foreign stations being performed and more than 2,000 complaints investigated during the fiscal year 1933. Substantially all the basic radio intelligence functions of the FCC were undertaken by the Radio Commission as early as July 20, 1932, he said.

When the Communications Act of 1934 transferred functions of the Radio Commission to the FCC, he asserted, W. D. Terrell, who had been director of the Radio Division of the Dept. of Commerce and Chief of the Division of Field Operations of the Radio Commission, came to the FCC as Chief of the field division of the Engineering Department, which was originally charged with radio intelligence work. The continuity of radio intelligence work was thus maintained without lapse, he pointed out.

Under the Communications Act, Mr. Jett explained, the FCC is charged with surveillance of the entire radio spectrum to insure against unlicensed radio transmissions. Prior to July 1, 1940, such cases ranged from signals by amateurs operating without license to clandestine operations by race-track gamblers, smugglers, rum-runners and other law-breakers.

RID Expanded

For War Emergency

This experience prepared the Commission for the more serious work ahead and expansion of its activities in radio intelligence following the national emergency was unanimously approved by the military, the State Dept., the FBI and other interested agencies, Mr. Jett declared.

When the hearings resumed Wednesday, Mr. Barger suggested that testimony relating to RID’s beginnings in other agencies and exhibits relating to direction-finding operations be omitted from the record on the grounds of irrelevance. He was overruled by Chairman Hart who declared that since the Committee permitted other Government agencies over which FCC has no control to be castigated in previous hearings, Mr. Jett’s testimony should be included.

Mr. Jett then continued his recital on the expansion of RID to meet the needs of the national emergency. He recounted a few uses of radio by the Nazi fifth column in Europe, including German agents landed in Great Britain by parachute and carrying complete shortwave transmitters in their suitcases, secret radio transmitters found in Rotterdam before the Dutch invasion, Nazi spies in France dressed as French officers and transmitting misleading information to the French High Command by pocket shortwave sets.

Clandestine radio activities in South America and Mexico in which German agents transmitted messages on ship movements and
reports of similar activities in the United States required that the nation and its possessions be "sealed" against possible illicit radio transmissions. With thousands of shortwave transmitters in the hands of private individuals and 50,000 amateurs operating, stern measures were necessary, he said.

To meet national defense needs, $1,600,000 was appropriated from the Presidential budget on June 24, 1940, and funds necessary for RID upkeep have since been provided by Congress.

Section Expansion Upheld by Jett

Mr. Jett testified that both the Army and Navy were fully ac-
ger of the proposed expansion of the Commission's radio intelligence activities and both the Army and Navy approved and, in fact, afford-
red the Commission the fullest co-
operation in putting the expansion program into effect. He said that the Army made 40 posts available to the Commission in 1940 for temporary secondary monitoring stations, with the un-
standing that the Commission would find its own sites as soon as conveniently possible. This has been done in all but four stations, he de-
clared.

An agreement with the Navy was made in July, 1940, placing respon-
sibility in the Commission for sur-
veillance of unauthorized transmitters not only in the United States but also in Hawaii, Puerto Rico and the Virgin Islands, Mr. Jett testified, and Rear Admiral Inger-
soll, Acting Chief of Naval Opera-
tions, informed all naval ships and stations to this effect on Aug. 31, 1940.

Concluding his presentation, Mr. Jett defended the operations of RID and its qualifications for radio intelligence. He said that former
Committee General Counsel Eugene Garey's charge that there was something improper or ulterior in elevating the Commission's radio intelligence functions from a section to a division "hasn't the slight-
est basis in fact!"

He declared that what RID has done with its small unit is the best an-
swer to the charges of waste and unwise expansion which were made by Mr. Garey.

Questioned by Mr. Barger, Mr. Jett said the FCC had no intention of having Army and Navy wit-
nesses present testimony.

He estimated that foreign pro-
grams recorded daily for FBIS would aggregate 1½ to 2 million words a day. He said a "very large" number of frequencies are dealt with in RID's radio operations.

In reply to further questioning, he said that Congress has made three proposals for radio land purchases for monitoring sta-
tions and that FCC has never bought land without Congressional authority. He said site for primary stations averages 200 acres. All but four of the secondary stations are on leased land, he added.

Questioned at length regarding a computation offered by Mr. Barger to contradict his testimony that RID maintains "continuous" monitoring of the radio spectrum, Mr. Jett explained that patrolling of the spectrum is analogous to a policeman patrolling his beat. He said that RID could not possibly patrol each signal 24 hours a day any more than a policeman can pa-
trol every house on his beat 24 hours a day.

To maintain "strictly contin-
uous" monitoring of the spectrum would require some 20,000 men, he estimated.

He said he was glad to have Mr. Barger's signals go into the record because "it looks absolutely silly."

Questioned regarding the former 500 kw transmitter of WLW, Cros-
ley Corp., Cincinnati, he said the station was dismantled and that he did not know whether it is being used for OWI's new station in Great Britain or where it was sent. He said the RID direction-finding operations entered into the con-
viction of 39 Nazi spies by the FBI. When Mr. Barger asked Mr. Jett to comment on Commissioner T. A. M. Craven's opinion of RID, he said: "I've given two days of commitment on that".

"Do you disagree with Craven that RID is inefficient and amate-
urish?" Mr. Barger asked.

"Yes," Mr. Jett replied.

"Have you heard criticism of the RID from the Army and Navy?" asked Mr. Barger.

"I've never heard anything but praise from the Army and Navy regarding RID," said Mr. Jett.

One of 70 Signals Checked is Bad

On Thursday the Committee heard a detailed presentation by Mr. Sterling of the RID operations relative to uncovering clandestine radio activity. He demonstrated how radio bearings were taken to locate important enemy transmit-
ters.

Mr. Sterling estimated there are about 100,000 stations, com-
mercial and Government, in the U. S. alone, as well as more than 100,-
000 U. S. military transmitters formerly overseas. "Conservatively estimated," he said, "the number of stations throughout the world ex-
ceeds half a million. Of course all of these stations are not on the air all the time, and many of them operate on frequencies which are useful for only very short range transmission and hence are not im-
portant from the point of view of transoceanic clandestine opera-

tions. Nevertheless the task of separ-
ing the clandestine stations throughout the world from the half million or more authorized stations is no easy one.

"In cruising through the spec-
trum, RID monitors examine approxi-
ately 70 signals for each un-
identified or suspicious signal that is turned up; that is to say, 69 out of 70 signals are satisfactorily identified by our monitoring sta-
tions after a sufficient sample of the transmission has been inter-
cepted."

He declared that hundreds of suspicious signals are reported to RID each month, that more than 6,000 radio bearings are taken monthly and more than 800 charts prepared each month showing loca-
tions of the sources of the signals.

Between July 1, 1940, and Jan. 1, 1944, he testified, the Commission
located some 361 unlicensed trans-
mitters in the U. S. and its Vic-
tories, all operating in violation of the Communications Act. During the same period 8,573 cases of other alleged unlicensed or clandestine transmis-
sions were investigated, of which approximately a third in-
volved reports of subversive ac-
tivities.

Mr. Sterling gave the Committee a detailed account of the discovery
two days after Pearl Harbor of a station operating on a frequency cap-
able of transatlantic transmis-

tion. He told how the RID brought in to play its various types of detec-
tion finders to finally fix the lo-
cation of the transmitter at the Ger-
man Embassy in Washington. The signals of this station was inter-
cepted almost as soon as it went on

WHAT'S HOLDING YOU BACK IN BARRIER(Ky.)?

Lack of buying power is of course the real obstacle to doing big
business in little towns like Bar-
rier (Ky.). But there's no such
hindrance in the rich, booming
Louisville Trading Area—where
war production has swollen the
Area's normal 57.5% of Ken-
cucky's buying power. To record
proportions!...To cover this
market—while paying extra for
a lot of little Barriers—you need
only WAVE, the only NBC station
within 100 miles. Try
WAVE, and see!
the air and the RlD had located the transmitter before it had succeeded in making contact with Germany. He added that the discovery was immediately communicated to the FBI and the State Dept., which took charge of the matter from that point.

Illegal Stations Spotted by RID

Mr. Sterling said that RID's success in tracking down enemy transmitters in this country caused Axis agents to give the United States a wide berth and to curtail their activity in South America. He said that Japanese officials voted a proposal by Japanese agents to establish a clandestine station here in 1941. By then the FCC would discover it as soon as it went on the air.

Referring to former Counsel Garey's charges that RID operations have not been of a serious character, Mr. Sterling declared: "I readily admit that this country has been practically free of espionage radio activity, and I am extremely proud of that fact. Instead of being an indication of the inadequacy of RID, as former counsel seemed to think, to me it is positive proof of the complete effectiveness of our operations. The success of RID, like the success of any police organization, is properly measured, not by the amount of crime which is detected, but rather by the organization's success in preventing illegal conduct and maintaining order."

Mr. Sterling stated that almost half the reports of suspicious signals received by RID since July 1940 came from the Army, Navy and FBI. Some of these reports, he said, involved surveillance of Japanese internees at War Relocation centers. Within the last few weeks as a result of RID surveillance, operators of a station broadcasting Japanese programs at Tule Lake were indicted by the Federal Grand Jury for violating the Communications Act, he added.

Mr. Sterling expressed confidence that RID is prepared to cope successfully with any attempt to establish enemy espionage radio activity. In support of his belief, he cited various instances in which RID has located espionage stations in the United States, Latin America, and throughout the world.

Mr. Sterling devoted a large part of his testimony to the role played by RID in assisting Latin American and European Armed Forces in eliminating espionage activities. He told of RID intercepts which uncovered widespread Nazi activities in South America, resulting in severe loss of American lives. He also submitted excerpts from radio communications from Axis agents in South America to Germany regarding ship movements, air traffic, and American airfields.

As a result of RID activities, he said, a program in South America to eliminate illegal transmissions was effected. The division sent engineers to various South and Central American countries to determine the location of the transmitters and to help in intercepting signals and direction finding equipment. Training in radio intelligence was also given to 30 South Americans at the divisions station in Laurel, Md.

Government Approval On So. America Work

Approval of the RID operations in South America was submitted to the commission through correspondence from State Department officials to the commission. Acknowledgment of FCC services in Chile was cited in a letter dated Dec. 15, 1946, from Assistant Secretary of State Berle which stated: "...The results in the under-taking to locate and eliminate clandestine radio stations in this hemisphere have been most gratifying. On behalf of the State Department, I wish to take this opportunity to thank you and your staff for the valuable assistance which has been and is being rendered to this Department."

Mr. Sterling told the Committee that his experience in radio dates from 1908 when he established his first amateur station. He was a radio operator with the merchant marine and during World War I was ordered to the First Corps School of the Infantry in Gondrecourt, France, to study radio signal tactics. Later he was commissioned a 2nd lieutenant in the Corps Reserve.

Following the war he went back to sea as a radio operator and later became a radio inspector for the Radio Inspector Corpo of America. In 1923 he was appointed assistant radio inspector for the Bureau of Navigation of the Department of Commerce and in 1935 he became Inspector in Charge of the 3rd Radio District for the old Federal Radio Commission.

In 1937 he was appointed Assistant Chief of the Field Division of the FCC Engineering Department and became chief of RID in June, 1942. His experience in the enforcement of radio laws, regulations and policies embraces more than 20 years.

Mr. Sterling is the author of "The Radio Manual," a textbook on radio theory, communication equipment and procedures. More than 46,000 volumes of the book have been sold, he testified.

Correspondence of the FCC with the OWI, FBI, and other Government agencies, classified as "confidential," was submitted Friday by Mr. Denny for the Committee's benefit. In the public record, he said, Mr. Barger questioned the propriety of OWI "binding this Congress" by entering certain of its documents "confidential!"

"Well I say the OWI cannot bind Congress," remarked Acting Chairman "It. I hope we haven't yet come to that". Rep. Hart ruled that the exhibit, since it was submitted voluntarily, would be admitted. Before the last executive session and, if the Committee deemed it necessary, would subpena any portion for the public record.

Cross-examination of Mr. Sterling on his statement Thursday consumed most of the session. He added that before Pearl Harbor" FCC mobile units were patrolling "certain embassies" in Washington at the request of the FBI.

His testimony that FCC engineers were sent to South America to track "up" stations at the request of the State Dept. caused considerable argument in which Rep. Hart; Mr. Barger and Mr. Denny engaged. Mr. Denny asked agreed and agreed to furnish for the record a reply to the question: "Why did the FCC get its authority to send representatives to South America?"

Charles A. Eillet, technical superior of the engineer of the engineer in charge of the internees at the request of the State Dept. caused considerable argument in which Rep. Hart; Mr. Barger and Mr. Denny engaged. Mr. Denny asked agreed and agreed to furnish for the record a reply to the question: "Why did the FCC get its authority to send representatives to South America?"

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Kobak Says Video Plans ‘Oversold’

Previews Delay in Television Before Advertising Club

TERMINING premature the attitude of those who have “oversold” the immediate post-war possibilities of television, Edgar Kobak, vice-president of the Blue Network, said last week that television “will not be here as fast as some people think. Stations and sets must be built first.” Mr. Kobak spoke before several hundred advertising agency and radio men at a luncheon meeting in Chicago Federated Advertising Club in the Hotel Sherman.

Stating that radio engineers are “way ahead” in their plans for television, he commended both CBS for its stand against wishful thinking in regard to the sudden post-war emergence of commercial television, and the agencies that were spending the money to learn the mechanics of television, which, he said, would unquestionably be “the greatest medium of communication”.

Blue Policy

Following a resume of the rise of the Blue Network from 71 to over 183 stations since its separation from NBC, Kobak said they might profit by the example of the Blue’s policy of “balanced editorial content” in radio, fashioned after successful departure from established tradition, new ideas and believing they are the industry’s “leaders,” has been responsible for their success, he added.

Kobak said Blue salesmen were out to sell broadcasting first and then the network, and gave as proof of the value of that policy the rise for Blue from 6 to a million more listeners than it had three years ago. He announced the Blue’s sustaining Town Meeting of the Air program would soon be sponsored, later adding that he believed the Blue would be “sold out some time this fall”.

OBI Needs Men

FOREIGN language writers, announcers, translators, editors and radio production men with expert qualifications in one of the Western European languages as well as English are needed by the OBI for psychological warfare overseas, “in view of impending military operations”, the OBI Overseas Branch, New York, announced last week.

Blue Honors La Roche

As He Takes New Post

CHESTER J. LA ROCHE, who last week assumed his new duties as chairman of the Blue Network executive committee, was honored guest at luncheon last Friday at the University Club, New York, given to introduce him to the network’s officers and department heads.

Former board chairman of Young and Rubicam and for the last year chairman of the War Advertising Council, Mr. La Roche purchased a minority interest in the Blue about the first of the year and at the same time became a director of the network and chairman of its executive committee [WAR, May 3], has prevented his becoming active at the Blue until now.

RADIO AND PRESS CRITICIZED BY FDR

RADIO NEWS handling of the Government seizure of Montgomery Ward & Co., along with the manner in which the press reported the story, drew criticism last week from President Roosevelt at his first news conference following his return to the capital.

Defending the Government’s action, Mr. Roosevelt outlined the Ward case history and remarked that he didn’t know about it because of the manner in which radio and the press had handled it. He wasn’t making any charges, he said, but merely stating a fact.

On several occasions President Roosevelt has criticized newspaper’s for the manner in which they have reported certain stories and he has singled out certain radio commentators whom he thought were prejudiced, but White House correspondents recalled that this was the first time in their recollection that the Chief Executive has linked radio and the press as equal news media.

AFRA Pact Approved

REVISED transcription contracts, negotiated last fall between the American Federation of Radio Artists and the employers of talent for transcribed programs, were approved in full last week by the National War Labor Board. Contracts bring transcribed programs into parity with live broadcasts, calling for increases of 30% for programs of 15 minutes or more and of 100% for spots of five minutes or less, retroactive to Nov. 1, 1943. Contracts run for one year, expiring concurrently with AFRA’s network, commercial and sustaining contracts on Oct. 31, 1944 [BROADCASTING, Nov. 8, other IBEW locals throughout the country.

The IBEW members expressed themselves as “unalterably opposed” to giving up any of their newly gained AFM and that the AFM should get upon the officers of the national organization to clarify the details of any action taken.

It is expected that a number of other IBEW locals will follow the action of the Washington technicians in resisting the Pctrillo novel. Protests had previously been made by IBEW members in San Francisco who had asked the concurrence of Los Angeles technicians in opposing the agreement.

Early action on the dispute was indicated as a result of NABET’s strike threat. Council for the union expected that the Secretary of Labor would certify the case to the NLWB. NABET would then ask that a restraining order be issued to safeguard continuance of its jurisdiction pending settlement of the dispute.

SHIFTS OF KAVE, KTKC ARE SOUGHT

APPLICATION was filed with the FCC last week requesting consent to transfer control and license of KAVE Carlsbad, N. M., from Barlow Realty Hubs, Mr. and Mrs. Hawkins and Harold Miller doing business as Carlsbad Broadcasto Co. to a new corporation of the same name for $22,000.

New owners would be Val Lawrence—president (52.8%), now general manager of KROD El Paso, Tex.; Gene Rethmeyer—treasurer (21.1%), KROD salesman; Norman E. Losse—vice-president (10.5%), newspaper advertising; and Edward W. Tal bott—secretary (15.8%), chief engineer of KROD. None hold any ownership interest in the El Paso outlet.

Messrs. Hubbs and Hawkins are owners of KJUN Pecos, Tex., and are selling their KAVE interests in order to devote more time to that station, it is stated.

Filed last week was the application of KTKC Visalia, Cal. for voluntary assignment of its license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same persons and Morley M. Maddox and Charles A. Whitmore, replacing the Visalia Publishing Co. interest, and operating under the same name. Messrs. Maddox and Whitmore, owners of Visalia Publishing Co., have been identified with the KTKC licensee through the interest of their company, which is planning dissolution and liquidation. The company has been sub-
Barney Lavin, WDAY Fargo, N. D.; and Harry R. Spence, KXRO Aberdeen, Wash.

After receiving a progress report of the NAB Music Committee regarding conversations with ASCAP on interpretation of its per-program contracts, the board condemned the committee for its work and re-referred the whole matter to it for the issuance of a complete statement. Some 100 communications from stations had been received regarding ASCAP's interpretation of the contract terms.

Also on the music front, the board heard reports from Sydney M. Kaye, vice-president and general counsel, and Merritt Tompkins, general manager of BMI. They outlined the present status of BMI and discussed its problems as radio's wholly-owned music subsidiary. Mr. Ryan has become president of BMI in succession to Mr. Miller.

After hearing a report from Don S. Elias, WWNC Asheville, N. C., chairman of the legislative committee, on the status of the White-Wheeler bill, the board adopted a resolution praising the committee for its constructive results attained. Mr. Elias said it was possible that a bill would be presented to the full Interstate Commerce Committee within a week or ten days.

On the important WML matter, in which AFRA is seeking payment of staff announcers upon a fee basis, the board adopted a resolution instructing President Ryan to take whatever action he deems advisable to assist WML in its case before the War Labor Board.

Two resolutions recommended by the NAB Sales Managers Executive Committee, dealing with radio sales promotion, were adopted by the board. They follow in full text:

WHEREAS the NAB Board of Directors recognizes the desirability of a public relations effort on the part of the radio industry, as evidenced by requests from stations throughout the country following the showing of "Air Force and the Retailer," therefore,

BE IT RESOLVED that the NAB Board of Directors suggests to the President that the board, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, be appointed to investigate the possibility of making a talking motion picture or some other suitable presentation that could be used by stations before schools, civic organizations, trade groups and for general consumer showings through motion picture theater channels.

WHEREAS the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called Continuing Discount Clause and believes that its inclusion in the NAB-AAA Standard Contract for Station Facilities would be advantageous alike to broadcasters and advertisers, and

WHEREAS the provision of a continuing discount is believed to be the trend of a majority of broadcasting stations, now, therefore,

BE IT RESOLVED by the NAB Board of Directors that the following CONTINUING DISCOUNT CLAUSE be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAA Standard Contract for Station Facilities as a new paragraph (d) under section b:,

"If this contract is renewed for identical service, without interruption, beyond its fifteenth year, the same earned rate will be allowed for the duration of such extended time, together with the rate earned for the original fifty-two (52) week term. This shall be extended for every additional fifty-two (52) weeks from the date of such effective date of any revision of rates or discounts.

In which event, present paragraph (d) will become (e), etc.

Board Supports Ryan Program
(Continued from page 10)
Tips From Linnea Nelson
(Continued from page 9)

various so-called circulation figures cannot be compared accurately one with the other—but does that matter to the account man, whose problem it frequently is to decide whether the budget will go into magazine, newspapers or radio. Of course it doesn’t—he wants everything boilded down to black and white figures without any explanations.

Various groups have worked for years to attempt to get radio stations and networks to adopt one uniform plan. Meetings are held—there are arguments because Joe Doakes likes his system better than his competitors—meetings end—and nothing happens. And have they ever taken a complete over-all vote of the buyer’s opinions? Even if they tore up the votes later they could at least find out what it is the buyer needs to know before selling the account man or advertiser.

The main trouble seems to be that too many concerned with working out a recommended plan are looking for the final plan that will serve for all time. I don’t think we can hope to achieve that as yet—but I do think it is about time—in fact long since has passed the time—that radio people get together and adopt a standard plan and use the standard plan until further experiments showed that something better would be found.

Adopt Standard Plan

My early days in radio date back prior to the publication of the standard rate book. And to the days when we drew circles around a city to indicate station coverage—the size of the circles was dependent on the wattage of the station. Then came attempts at coverage surveys—and directional antennas. One job I remember well was writing two presentations in the same day—one for an advertiser whose distribution ran north of the city desired and another for an advertiser whose distribution ran south of that city. The directional antenna did the trick for those two different stations in the same city. And for

weeks I wondered whether the two men ever compared notes!

On the basis of the various kinds of surveys that come to my desk daily I often wonder whether we’ve made very much progress beyond the guess-work involved in those early circles!

Spot broadcasting has certainly “come of age” at this point and stations should be able to meet on a common ground. Many have been studying—and holding out in connection with little details that have nothing at all to do with the selling, buying or actual use of radio time—and merely hamper smooth operations.

Simplify Rate Cards

Among the timebuyers pet hates are the varied and very confusing rate cards. There is no standard set up. Each of the four networks has different methods of computing discounts. The newest is the full network discount and some mathematical expert has figured out that if the network company cannot deliver the full network you are penalized as far as discount is concerned. If a certain percentage of the stations ordered cannot take the program, your full network discount is reduced by that percentage until it is liable to become 9.68456789%. And then you apply that percentage to the total amount you would have spent if you had been able to get all the stations. Even their own salesmen, can’t figure it out... and then the client wants an explanation. Hours I could spend drawing plans for adding stations, I spend explaining these things.

But here I started talking about “spot broadcasting.” I have never counted the various forms of rate cards. There could be dozens of them. One station will list rates one way—another a different way. Some stations have a 52-time rate, others a 52-week rate, others a discount based on the number of times used weekly or the dollar volume weekly. Then again, rates are broken down for the different hours of the day and night-time. In some cases you can combine day and evening to earn a rate and in others you can’t. I don’t care how the rates are set by the station—let them choose which ones they think they are worth—but when you think of hundreds of estimators doing the same figuring, in various parts of the country, for similar services—which one could publish a simple card with all the discounts already figured—it seems mighty ridiculous.

I can think of no better punishment than to make every station make its own communiqué. A sales manager and salesman sit down and figure out a 50-station campaign—most of which stations he would not be familiar with. And then they ask timebuyers and their

groups why they burn the midnight oil.

Then you start querying for availabilities. And the way some of these are submitted shouldn’t be mentioned! Somewhere in this space of time you agree with:

First—The account man or client to convince them that they won’t be able to carry the one-minute spots they want in good position on a single station. You talk local programs. Sometimes you win. You take your breaks. The copywriter can’t get the message into so short a time. You’ve sold the advertiser on the value of a break against a minute—so the copywriter has you.

Next—When all are agreed, you try to get permission from the ad agency to buy whatever is really good without first submitting it to the client. The account man says “no.” So while he’s considering your recommendations, you lose all the good positions and the client raises the roof. So the account man comes to you with a red face and says—“You win—from here on buy!” I’d love to be the president of all the good positions lost in this way.

Third—The stations start getting copies of their transmissions. The copy never has time to live up to—but there is no central point. What our station thinks is excellent copy—and tells you so—another station turns down. The speaker thinks it is approved in many instances—but there is a station that says “I’m no.” The station then blame the buyer for putting one over on them—the copywriter says you lost your “touch” in deal with the station because you didn’t accept. Then we all listen to the radio and wonder why the worse copy on the air for a competitor.

Clear Contract Forms

When the locations are set and the costs figured, you get a campaign approved and start placing contracts. The majority of the stations have accepted and adopted the standard 4A contract form. But there are still too many stations that have not. What does this mean? It means that after your campaign goes out, you can’t type up the information you have sent out on your form, on a form of its own, and return it to you so that you have to have someone check the schedule, rates, clauses, and any other details against the contract you sent out. Then you sign all four or six or more copies, initial any clauses that have been deleted on both the front and back of the sheets and return the contracts to the stations. Then someone there executes them and they are returned to you to be attached to the carbon copy of the letter you originally sent out. Can you imagine what it would be like if you had to go through this routine for every station in the country? Well, I can because certain stations or groups stubbornly insist on keeping their own contract forms.

Some of these things are taken into consideration by the buyer when recommending a station for use. If another station is available that is easier to work with—that one is on the recommended list.

Buyers are known for tearing apart station promotion—but I
wonder how many of you have seen
the amount of mail that comes over
a time-buyer's desk daily. It
all starts like this—a lot of sta-
tion addresses and letters ask you which publica-
tions they read so that they will
know which ones to advertise in.
You fill out the blank and return it
and that is—how many of you
want to. Then the publications come in. You spend
odd moments—even while com-
muting or waiting for the dentist
—reading through the trade publi-
cations so that you know what
you get on and what your competitors are
doing. Then day after day
every doggone station is sending you
reprints of the ads they are running in said publications.
On a spring day like today I want
to make little paper airplanes of all
these reprints and sail them out
the window. But I manage to pre-
save some semblance of dignity
and toss them quietly into the
waste basket. Station promotion should be factual, interesting
and concise—and there is a difference between advertising material
and promotion developed for a specific
purpose.

No matter how many times you
ask station to Quit sending you
the same requests year after year
are usually out-of-date by the
time you get them—they continue. That
adds to the wastebasket pile. It
is really much easier to check with
the New York representative
for the latest information regarding program
schedules—and as he doesn't seem
to have so much time to sell now-
adays he should be delighted to
look over the list of stuff and agen-
cies he's sold in the past!

What I'm driving at is that
there's a lot of useless motion,
energy and material wasted that
could be put to a far more intelli-
gent purpose.

Another thing that makes the
buyer break out in a cold sweat—
the first glimpse by the account
man and the client at each new
program-reporting date.

Program Rating

There is one fervent prayer in
the minds of time buyers today—
and that is for the war to come to
an end. That prayer is, of course,
in the minds and hearts of all of
us—but for buyers it has a very
special significance. We thought we had
trouble several years ago when it came to checking and proving
sales in the areas covered by
radio advertising. Today many ad-
vertising sensitivities are limited—and everybody in the
manufacturer's company, whether
or not concerned with advertising,
have become a research expert and
the lowest point about the
program rating—and how it com-
pared with the leaders and with the
competitors.

Every tenth of a point is
watched. Whenever the rating goes
up, it's as a result of a good pro-
gram. When a rating goes down,
the time buyer has bought the
wrong network, or the wrong sta-
tion, or the wrong day or the
wrong hour. Even if the rating
goes up slightly, but the competi-
tor's rating goes up more—the
buyer must answer. So immediate-
ly the machines start working,
charts are referred to, tapes are
checked—everything possible is
done to prove that the cam-
paign is still a good buy—and
when the typist finally gets the
director of the campaign to
read the report of the new one the
report arrives and the rating is up and you
breathe a sigh of relief with trepidation
as to what the next report will bring.

Come the end of the war and
sales results will again take first
place—and if sales are as good as
we think they're going to be, life
will be comparatively simple. We
buyers are always looking forward
to utopia—if we didn't combine
that with a sense of humor we'd
all go completely mad. No matter
how bad things seem when we
look back on them, we're always
sure that the future cannot be
worse.

I could probably go on airing
the timebuyer's gripes for hours—
but I'll at least leave room for
some of the others to have their
say another day. We do get to-
gether at times and weep on each
other's shoulder.

Don't think radio won't have to
be sold after the end of the war—
it will. Radio will be used by ad-
ters to make sales—
not to keep their names in the
public mind.

And all those cry that they have
nothing to sell today and therefore
need not do anything constructive in that direction—
might spend their time improving
the business end of radio because
competitors in other forms of me-
dia are working hard to show how
ably they give more for less—and
in language everyone can under-
stand even if they do not fully ac-
tend. And today the greater part
of our job rests on the mighty thin
air we as buyers must continue to
sell.

Yes, it's hell at times—but we
love it.

CAB Ratings

KAY KYSER'S College of Musical
Knowledge and Bill Stern's Sports
Newsreel are rated most popular
evening network commercial pro-
grams in the full-hour and the
quarter-hour once weekly sched-
ulations, according to the April re-
port of the Cooperative Analysis of
Broadcasting which for the
first time covers programs broad-
cast from 10:30-11:30 p.m. on

SUNDAY, MAY 1. Red Skelton
ranked fourth among the half-hour evening programs, according to
the CAB report, in which 14 late eve-
nings showed were given their first
national ratings.

Four Leave Agency

FOUR executives of Pedlar, Ryan
Lusk, New York, have submitted
their resignations to the agency—
Lawrence L. Shenfield, Francis J.
Doherty and Donald K. Clifford,
vice-presidents, and Arthur Cobb
Jr., secretary-treasurer.

Six Reasons why Ray McIn-
tosh, WBEN Buffalo announcer,
claims that he's the champion
father of radio are (1) to r) Billy,
Dick, Stuart and Brenda. Jimmy
and Virginia, twins, are seated in
Papa MacIntosh's lap.

New Canada Data

Explained to AMA

FUNCTIONS, scope and mode
of operation of the new Bureau of
Broadcast Measurement were ex-
plained by Glen Bannerman,
president and general manager of
the Canadian Assn. of Broadcasters
in a luncheon at the American Mark-
eting Assn. at its luncheon meet-
ing May 11 (see address by Linvea
Nelson) on the problems of setting
up a joint committee of Canadian advertisers and
representatives of the Canadian Assn.
of Advertising to establish an au-
tority of measuring radio's broadcasting stations' audience and their
listening habits.

Coverage Question Studied

The Joint Committee, Mr. Ban-
nerman pointed out, set out to
study the question of coverage and
was faced with the following three
requirements: 1, method of mea-
urement must be standard for all
stations; 2, method must be ac-
tceptable to advertisers and agen-
cies; 3, method must arrive at the
happy medium of effectiveness con-
sistent with reasonable costs.

To meet these requirements, the
Bureau of Broadcast Measure-
ment has evolved a "Controlled
Sample Method" which provides a
uniform standard for measuring
the coverage of all Canadian sta-
tions at a cost that is within lim-
lits that can be carried by the in-
dustry. Method consists of sam-
ping a carefully selected cross-
section of radio homes using the
same type of ballot as that used by
CBS.
Digest to Sponsor
Air Town Meeting

Full Blue Taken, Beginning
In September; Same Format
ANNOUNCEMENT that America's Town Meeting of the Air, probably the country's best known
forum discussion series, will go commercial under the
sponsorship of Readers Digest Assn., Chappaqua, N. Y., publisher, is ex-
pected to be made Tuesday, follow-
ing a meeting of the board of trus-
tees of Town Hall Inc., New York, owner of the program.

Arrangements are understood to
call for the publishing company to begin sponsoring the program in
September, continuing for 52 con-
secutive broadcasts. Program for-
mat will remain unchanged, with George V. Denny Jr., president of
Town Hall, as moderator. It is un-
derstood the sponsor has agreed that full control of the program,
including selection of both the sub-
jects to be discussed and the speak-
ers, is to remain with Town Hall.

Nine Year Sustainer

Series is to be aired over more
than 173 Blue stations in the pres-
ent time, 8:30-9:30 p.m. Thurs-
days. Time costs, after deduction of discounts for radio and for 52 weeks of consecutive broadcasts,
were estimated in the neighborhood
of $600,000 for the year. How much
Readers Digest will pay Town Hall
for broadcast rights was not reveal-
ed. Agency is BBDO, New York.

Program, which has been on the
air since 1935 as a sustaining fea-
ture, has been reported as "under consideration" or "about to be sold" a number of times since it was made available for sponsorship two
years ago. B. F. Goodrich Co., and more recently National Cash
Register and the New York Stock Exchange have been named as prospective sponsors.

Readers Digest, with the largest
circulation of any American maga-
zine, has in the past sponsored
radio spots to advertise special articles and in the fall of 1942 used daily spots on four college campus radio systems.

Magazine has considered network
radio on several occasions, in 1942 sponsoring a one-time broadcast of Elmer Davis on WABC New York,
reportedly as a test for a network campaign, and last fall announcing that it would sponsor Frazier Hunt on the Blue, but cancelling before the first broadcast.

A radio version of the magazine, Radio Readers Digest, comprising dramatizations of feature stories and adaptations of other material from the publication, is broadcast on CBS, Sunday, 9-9:30 p.m., under sponsorship of Campbell Soup Co., Camden, placed by Ward Wheelock Co., Philadelphia.

WMAQ Chicago, coinciding with the
expanded NBC network spots, ran
May 5 added an hour to its broadcast-
ing day, extending the closing time to
2 a.m.

Robert M. Thompson Sr.

ROBERT M. THOMPSON Sr., 61, pioneer Pittsburgh broadcaster and
manager of WJAS & KQV in Pittsburgh, died May 6 fol-
ing a long illness.

Mr. Thompson had been in charge of a blood malady similar to that
which proved fatal to Lou Gehrig, New York baseball star. He had
undergone treatment in recent months in New England but had
returned to his home in suburban Pittsburgh a short time ago.

Mr. Thompson entered radio with H. B. Rittenbauer, principal
owner of the Pittsburgh stations, in 1922. He served as advertising
manager of Pickering's Furniture Store, a well-known Pittsburgh
house owned by Mr. Rittenbauer, before establishment of WJAS. KQV
and WHJB Greensburg subsequently were acquired.

Mr. Thompson was born in Pitts-
burgh. He is survived by his wife and brother, Frank L. Thompson,
and four children, Lee Cool, John Edward, Robert M. Jr. and
Mrs. J. H. Heckman.

Waring Break

LAST BROADCAST of Fred War-
ing on sponsorship of Liggett &
Myers Tobacco Co., New York,
O'Brien is set for June 9, bringing
to a close an association of five
years. According to Mr. Waring's
office the separation is a friendly
one, and the change is in line with L&M's practice of not retaining
the same talent over a long pe-
riod. Mr. Waring has four pro-
sal from other network adver-
tisers, it was reported. A show
featuring Johnny Mercer has been
discussed for the 9-7:15 p.m. strip.

Wakefield to S. A.

FCC Commissioner Ray C. Wake-
field, FCC assistant chief engineer
in charge of broadcasting, Philip
F. Binge, and Harvey B. Otter-
man, assistant chief of the State
Dept. Telecommunications Di-
vision, will leave May 20 for South
America where they will visit a
number of countries to discuss the
adoption of a unified plain language-
code, cable-radiotelegraph rate
northbound to the U. S.

War Time Repeal Opposed by WPB

Seven Measures Considered
By House Subcommittee

HEARINGS on four bills and three
resolutions to repeal War Time will be
continued Thursday (May 18) before a subcommittee of the House
Interstate & Foreign Commerce Committee, of which Rep. Boren
(D-Okl.) is chairman.

In hearings last Thursday and
Friday the subcommittee heard
Reps. Cannon (D-Mo.), Knutson (R-Minn.), Cole (R-Mo.), and A.
K. Byrwalde, vice-president of the Motion Picture Owners Assn.,
urge return to Standard Time. Brig. Gen. I. D. Weaver of the
Army Service Forces and officials of the War Production Board told
the subcommittee that repeal of
War Time would endanger the
program.

Production Problem

Rep. Cannon, sponsor of two bills
(HR-4489, 4428), one for complete
repeal of War Time and the other
for repeal during winter months only, said fast time "has interfered
with production, reflected adversely upon the health of the
nation as a whole, has contributed to absenteeism in war plants and
worked a distinct hardship on
farmers".

A letter from Donald M. Nelson,
WPB chairman, to Rep. Cannon,
who also is chairman of the House
Appropriations Committee, said re-
peal would add 1,500,000 kw to the
country's power load and entail use
of a million tons of coal additional
annually, which would force power
rationing of the strictest type and
curtail war production.

Edward Falk, director of the Of-
cice of War Utilities, used charts
to show the damaging effect of re-
turning to standard time now. Con-
stantine Bary, special consultant
ata, opposed a change in time.

On the subcommittee, besides
George Boren, are Reps. Kenny
(O.N.Y.), Harris (D-Ark.), How-
ell (R-Ill.) and O'Hara
(R-Minn.).

Bailey's 3d Term

GEORGE W. BAILEY for the
third term has been elected presi-
dent of the American Radio Relay
League and the International Amate-
uer Radio Union for a two-year
term. Since May 1941 Mr. Bailey
has been engaged in volunteer work
for the Government, which includes
procurings trained communications,
radio and engineering personnel
for the armed forces and secur-
ing commissioned officers from
electrical and radio engineering
graduating classes and industry
for manning radar instruments.

AMP's New Pacts

ASSOCIATED MUSIC Publishers, when formed, has signed general
contracts with WRQA, WLJB KMA, and has received extended contracts from
WLOL WJZJ KNR KORE KIT
KICA KIISL KFEL KDON.

May 15, 1944 • Page 69
Canadian Stations Get More Power Under Freeze Lifting
Modification Gives 46 Outlets 5 kw; Frigon Opposes CAB Plan for Private Network

POWER FREEZE of 1 kw. in force in Canada since 1936, has been modified to allow 46 Canadian stations to go to 5 kw under Havana Treaty regulations. Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp., told the House of Commons Committee on Broadcasting at Ottawa last Wednesday.

This is "not a change of policy" but "strictly an adjustment to meet technical conditions as they exist today," he said. The CBC Board of Governors has recommended to the Dept. of Transport Minister, under whose jurisdiction comes licensing of stations, that the ceiling be raised from 1 kw to 5 kw.

Dr. Frigon said criticism of the Canadian Assn. of Broadcasters (Broadcasting, May 1) on the power freeze was not correct, in that 25 stations had been granted power increases. Dr. Frigon said the stations had done nothing about the increases. (No private stations, from the record of increases since 1936, had been given permission to increase over 1 kw.) "Due precaution" had to be taken in granting any television, FM facsimile or other rights, Dr. Frigon told the Committee, in replying to CAB criticism, to allow anyone to occupy a frequency "with the purpose of simply claiming vested interest at some later date."

Dr. Frigon did not agree that a second network should be operated by private stations, rather than one by the CAB. He said: "It is hard to believe that 30-odd stations in Canada would rather lose money with a private network than make money on CBC network."

Principal objection to a private network in Canada is "that such a powerful instrument of communication and propaganda would inevitably come under the control of very few individuals. Even if operated on a mutual basis such a concentration of power in the hands of a few could not be prevented," he declared, but offered to discuss network programs from a competitive angle with the private stations.

Price mention on Canadian stations would invite strong competition between advertisers on different stations and advertisers broadcasting at different times, he explained. "In small communities, especially, it would unquestionably compete with the local newspaper," said Dr. Frigon. "This would invite abuses and would not be in the interest of the public."

Dr. Frigon told the Committee that the CBC Board of Governors has decided to give one hour per month to free political network broadcasts, instead of the half-hour weekly earlier this year. This would give 24 half-hour periods. A new definition would have to be made on political parties to allow some of the newer parties to be heard, he reported. He asked the Committee for recommendations.

Dr. Frigon stated that while no pressure would be brought on private stations to carry free political broadcasts, they are invited to do so, with the CBC bearing line costs. Stations which refuse to cooperate with the CBC on the freedom of opinion broadcasts stand a chance of losing their licenses, it was pointed out. Committee members reported greater opinion freedom on the air than in the press.

An application by the Halifax Chronicle for a station was announced by Dr. Frigon, who reported it had come up before the CBC Board meeting at Ottawa on May 8. Applications for stations at Gravelbourg, Sask.; St. Boniface, Man.; Prince Albert and Edmonton, also had been considered by the CBC Board.

Ray Ellis Back
RAY C. ELLIS, director of the WPB's Radio & Radar Division, returned to Washington last week after two months in the Soviet Union where he observed production methods of the Russians.

MBS Board Talks Post-War Policies
Current Outlook, Future Plan Feature Three Day Agenda
POST-WAR and current plans were discussed May 8-11 in Chicago by Mutual executives, members of the Board of Directors and shareholders, in the second MBS meeting of the Drake Hotel.

Program heads of five key MBS stations and network program officials met May 8 to discuss program policy. Officers of the MBS Program Operations Committee include Chairman Miller McClinton, MBS president; vice-chairman Adolph Opfinger, MBS program director; Lewis Allen Weiss, Don Lee, Holly- wood; C. M. Hunter, WHK Clevel- land; Julius F. Seebach Jr., WOR New York; Frank Schreiber, WGN Chicago; and Linus Travers, Yan- kee Network, Boston.

Executive Committee Meets
The executive committee, which met May 9-10, included Chairman W. E. Macfarlane, WGN Chicago; John Shepard, III, Yankee Net- work, Boston; H. K. Carpenter, WHK Cleveland; Mr. McClinton; T. C. Streiblert, WOR New York; and Lewis A. Weiss.

Members of the board of directors and shareholders, who met May 11 included Chairman Alfred J. McCooker; E. M. Antrim, WGN Chicago; H. K. Barroll Jr., WFB; Baltimore; Bernard Gimbel Jr., WIP Philadelphia; Leonard Kapper, WCAE Pittsburgh; Mr. Macfarlane; Mr. McClinton; Mr. Shepard; Mr. Streibert; Mr. Weiss.

Miles on Coast
RESUMING advertising on CBS after a 10-year hiatus, Miles California Co., Los Angeles, on May 1, started sponsorship of Lady of the Press, a five weekly quarter-hour series in eight CBS Pacific Coast stations, in behalf of all Alka-Seltzer acceptable to the network. Contract for 52 weeks was placed through Wade Adv., Chicago.

NBC Disc Boom
THREE times as many contracts for syndicated transcribed programs were signed during the first four months of 1944 as in the same period of 1943, Claude Barret, in charge of syndicated program sales of NBC's radio recording division, has announced.

Versatile Joe
JOE DINEEN, WORL Bos- ton commentator, was the only male civilian to accompany 87 WAVE recruits from Boston to Hunter College, Bronx, N.Y., where they were to undergo indoctrination training. Boston WAVEs, who completed boot training, persuaded the newscaster to cover the New York night spots, an assignment Joe quickly accepted.
George Higgins Will Be Executive Head of KSO

GEORGE HIGGINS, manager of the St. Paul sales office of WTCN Minneapolis, will become executive vice-president and general manager of KSO Des Moines, upon acquisition of that station, with FCC approval, according to an announcement last week by Kingsley H. Murphy of Minneapolis, purchaser of that station. Contracts covering sale of KSO by the Iowa Broadcasting Co. to Mr. Murphy, who is identified with the ownership of WTCN, was announced May 4, for $275,000 [BROADCASTING, May 8].

Transfer of the station to Mr. Murphy, assuming FCC approval in the interim, is to take place about July 1. Mr. Murphy, a former sports announcer of WTCN and afterward on the sales staff, is expected to transfer to Des Moines next month to arrange for the new operation. Mr. Murphy also announced that H. F. Holm will be secretary-treasurer of the new company operating KSO.

Bentley V-P at Seeds

E. G. BENTLEY, with Brown & Williamson Tobacco Corp.'s premium and radio departments, has been appointed vice-president of Russel M. Seeds Co., Chicago, handling the Mennen and Grove Labs accounts. Jack Simpson, formerly on the production staff of NBC Chicago, has joined Seeds as national radio director.

Palmer Elected Foundation's Head

William G. Palmer Expands Membership of Board

WILLIAM G. PALMER, vice-president, J. Walter Thompson Co., was re-elected chairman of the Advertising Research Foundation at its recent annual meeting, which also voted to expand its board of directors from 12 to 18 members and to establish an underwriting fund for financing basic research projects.

Stuart Peabody, advertising director, J. Walter Thompson Co., was elected vice-chairman. Paul B. West, president, and Assn. of National Advertisers, was re-elected secretary, and Frederic R. Gamble, president, American Assn. of Advertising Agencies, was elected treasurer. The foundation is sponsored jointly by the ANA and the AAAA.

Lehman Appointed

A. W. Lehman, who has been serving as technical director, was appointed managing director, which was established as a permanent part of the foundation organization. Mr. Lehman continues as president of the Cooperative Analysis of Broadcasting, to which office he was recently elected after 10 years as manager and secretary [BROADCASTING, March 27].

B. B. Geyer, president, Geyer, Conwell & Newell; Everett J. Grady, executive vice-president, Rothbush & Ryan; Carleton Hoadley, vice-president, Hiram Walker; Turner Jones, vice-president, Coca-Cola; H. R. Kynett, partner, Aitkin-Kynett; D. P. Smelter, director of research, Frontier & Gamble; Howard D. Williams, vice-president, Erwin, Wasey & Co.

Other members of the foundation, who were re-elected to the board, are:


NO RTPB STATEMENT READY SAYS BAKER

"THE RADIO Technical Planning Board has not yet made any formal recommendations with respect to the location of television in the frequency spectrum because the work of the television panel of the board has not yet been completed," Dr. W. R. G. Baker, chairman of the board, stated last Thursday. "When the television panel and its six committees have completed their work the board will issue a statement. Any statements issued prior to completion of this matter would be premature. Dr. Baker's statement was made in response to requests for a statement on a recent report to the television panel of the board by one of its committees.

Objectives of the board are to formulate plans for the technical future of the radio, television, and other branches of the electronics industry, including frequency allocations and systems of standardization, in accordance with the public interest and the technical facts. It will advise the Government, industry, and the public of its recommendations. Planning will be restricted to engineering considerations.

Bakery Spots

QUALITY BAKERS of America, New York, cooperative group of independent bakers, is understood to be releasing next week a series of eight one-minute transmitted musical jingles to be placed on some 90 stations by member bakers. Projected series, which will run for six months, will supplement Sam Adams—Your Home Front Quartermaster. Produced by Harry Jacobs Productions, the latter program is used by QBA members and other food firms on 126 stations. Radio appropriation for the spot project is said to amount to $17,000, Jingles are produced by Kermit-Raymond Corp., New York.

Hudson Aide to Fly

ROBERT HUDSON, former secretary to Commissioner Ray C. Wakefield of FCC, last week was appointed assistant to Chairman James Lawrence Fly. Before joining the Commission in March 1943 he was in the law department of Aacea Mutual Life Ins. Co. Mr. Hudson comes from Tulsa, Okla., attended from the University of Tulsa in 1939 and from the George Washington U. Law School in 1943.

Correction

NET INCOME of RCA for the first quarter of 1944, after provision for Federal income taxes, was $2,401,254, a decrease of 9% from the net of $2,584,011 for the same period of 1943. Latter figure was incorrectly reported in BROADCASTING, May 8.

ITALIAN Radio Meet

ITALIAN SALESMEN’S ASSN., Philadelphia, whose membership comprises the foreign language radio salesmen will hold its annual dinner at Frank Palumbo's Cafe on May 28. William A. Banks, president of WHAT Philadelphia, will be honor guest.

AND THE SALESMAN said", quoted E. E. Hill (r), managing director of WTAG Worcester, Mass., to Howard Lane, CBS director of stations relations (l) and Joseph H. Ream, CBS vice-president at the WTAG cocktail party in New York for 150 timebuyers. Station promised no promotion—just a get-together—and business talk was taboo (except the usual gossip).

News on KOIN, KIRO

NEWS PROGRAM on KOIN Portland, titled Five Star Final News, now includes KIRO Seattle as well on weekdays at 10 p.m., sponsored by Fahey-Brockman Clothiers, who have outlets in both cities. Agent is Mac Willkins, Cole & Weber.
MAY 10
Olympic Broadcasting Co., Port Angeles, Wash.—CP new standard station, 1,290 kc, 150 w, unlimited.

MAY 12
RAVE Carlisle, N. D.—Voluntary assignment license from Barry Hughes, A. J. Crawford, Jack Hawkins and Harold Bibler to d/b Carlsbad Broadcasting Co. to Carlsbad Broadcasting Co., Inc., 1,000 kw, unlimited.

Fred Jones Broadcasting Co.—CP new FM station, 91,500 kc, $113,800 estimated cost.

Tune Play Television Publishing Co., New Orleans—CP new FM station, 44,300 kc, 4,000 w, unlimited.

WICC-FM, New Haven, Conn.—CP new FM station, 148,000 kc, 12,400 sq. mi., $12,800 estimated cost.

Statement of Correction by FCC: Under application received and returned on report dated May 4, entry of Jackson City Board of Education, Jackson, Mich., should read Jackson, Ohio.

Network Accounts
All time Eastern wartime unless indicated

GROVE Labs., St. Louis—(Defender Multiple Vitamins), on July 2 for 52 weeks starts undetermined program on 175 Blue stations, Sun., 1:55-2 p.m.; Agency: Donahoe & Cow, N. Y.


DR. CORLEY’S DIET FOODS, San Francisco—(Dr. Corley’s Diet Food), on July 11 on 100 stations, 5 minutes. WPTW-San Francisco, 7:45-8:10 a.m.; Agency: Haines & Davis Adv., San Francisco.

WINTER-GOLDWYN-MAYER, New York, on June 12 for 13 weeks Starts Variety on 16 MBS stations, Mon. thru Fri., 9:15-9:30 p.m. and on June 25 for 7 weeks starts undetermined program on MBS Mon., Wed. and Fri., 11:55 a.m. to 12 Noon; Agency: Donahoe & Co., N. Y.

Every issue of

On the following
New York News
stands now

■ RCA Building
■ Times Square Bldg.
■ 247 Park Ave.
■ 250 Park Ave.
■ 285 Madison Ave.

HOTELS
ROOSEVELT
AMBASSADOR
WALDorf-ASTORIA

250 WATT EQUIPMENT

Top prices for any or all of the equipment needed for a 250 Watt station. In your reply advise what you have and the price you want.

Stuart Ballantine
STUART BALLANTINE, 46, inventor of the throat microphone used by aviators, and vice-president of the Institute of Radio Engineers, died May 7 in All Souls’ Hospital, Morristown, N. J., after a short illness. He lived in Boonton, N. J., where he headed Ballantine Laboratories Inc. A native of Philadelphia, he was a graduate of Drexel Institute there and the Harvard Graduate School. During the last war he served at the Philadelphia Navy Yard in the research and development of radio direction-finding apparatus. He was national president of the Institute of Radio Engineers in 1935.

Stanley W. Goulden
STANLEY W. GOULDEN, 55, commercial engineer with the RCA Victor Division, Camden, N. J., died of a heart attack in his home in Philadelphia on May 7. Born in Mt. Airy, Md. Goulden studied at the U. of Virginia. He joined Western Electric Co. in 1914 and five years later became affiliated with the Marline Wireless Telegraph Co. which was later acquired by RCA. He leaves a widow and his mother.
Help Wanted

WANTED — TRANSMITTER ENGINEER HOLDING RACASTLE COLLEGE FIRST LICENSE FOR 5 KW MIDWEST STA- TION. Must be good technician and have MORE HOURS OVERTIME. SUPPLY OUTLINE OF EXPERIENCE, EDUCA- TION, DRAFTS, OR ENCLOSE A SNAPSHOT. ADDRESS BOX 269, BROADCASTING.

Broadcast engineer, experienced, practical, serious and with progressive ideas has sizable amount of capital plus unlimited amount of ability for hard work desires contact capable businessman, with large station for investment, interested in estab- lishing postwar FM station in New England Box 268, BROADCASTING.

Washington Engineering Firm needs drafts- man and a qualified radio engineer. Must be good draftsmen, experienced and desired and draft classification. Box 265, BROADCASTING.

WANTED—Chief engineer for progressive independent station in Texas. Excellent working conditions, splendid opposition for salary wanted. Box 263, BROADCASTING.

WANTED—Two announcers. Must be tops and draft experienced. Excellent working conditions, $30.00 weekly. Station operates 120 hours weekly. An- nouncers must have excellent voice shifts. Box 268, BROADCASTING.

An experienced, draft exempt for Gulf Coast operations, would like to find a position with experience and restricted license preferred. If not ambitious for radio, not interested in earning a draft, will not apply. Include full qualifications in first letter. Forty Nine, Box 266, BROADCASTING.

A national selling agency, with offices throughout the nation, is looking for a competent, draft exempt, experienced individual with experience earned in both radio and newspaper sales to New York. Permanent position, salary good and an excel- lent opportunity for advancement. Address with complete story of advertising experience, background and connections. Box 268, BROADCASTING.

WANTED—Experienced Announcer. State salary expected and availability first letter. Box 270, BROADCASTING.

CHIEF ENGINEER—For 5 kw Station. Capable of taking complete charge, experi- enced in all phases of modern recording equipment. Address with qualifications, experience, age, draft status, references and salary expected. All replies confidential. Box 996, BROADCASTING.

KTAR, Phoenix, Arizona, has excellent opening for the position of Chief Engineer, responsible for all phases of modern recording equipment. Address with complete story of background and connections. Box 268, BROADCASTING.

Salesman or Commercial Manager—Per- manent position with successful network, good salary and benefits for man with ambition and ability; pros- pects unlimited; commission; reasonable advance. KGFW, Kearney, Neb.

Engineer—First or second class; perm- anent position, with secure future. Must be eligible for first class; excellent starting salary. Address with full details first letter including salary requirements. KGFW, Kearney, Neb.

THOROUGHLY GOOD DEAL. Two first or second class licenses, good price. Short hours. Pleasant working schedule. KFNP, Shenandoah, Iowa.

Wanted, Radio Operator with first class license. Apply C. W. Orser, Room 7, Utilities Bidg., South Laura Street, Jacksonville, Florida. $45.00 weekly to start, increase in six months.

Help Wanted: We are enlarging our staff and need a fifth announcer, $40.00 weekly to start. CBS 5,000 watts. WTAQ, Green Bay, Wisc.

Help Wanted (Cont’d)

All openings are payable in advance. Applies to those wishing to apply for the advertised positions. Broadcast Advertising, 870 National Press Bldg., Washington, D. C.

Situations Wanted

COMMERCIAL MANAGER with 12 years highly responsible experience, manag- ing record in Radio's most competitive mar- ket, New York desires change of location. Willing substitute $15,000 annual income for pleasant opportunity with progressive network. Mail complete story, experience, background, to 322 Park Ave. New York 17, N. Y.

Man high morals, highest recommendations, employed, seeks top position all phases of their work. etc. Complete story, education, experience, age, etc. to Box 266, BROADCASTING.

ANNOUNCER—Versatile, fully experi- enced in all phases of Announcing, quali- fied 4-F. Salary requirements $50.00. Available on two weeks notice. Box 219, BROADCASTING.


Manager for small station—midwest or east $500 per month. Box 226, BROADCASTING.

AMBITIOUS ANNOUNCER—Two years' experience at news—commercial shows complete background. Age 22—Draft 4-W. WANTED, BROADCASTING.

Versatile radio and advertising executive: writer, particularly comic producer; sales and promotions, both national and local manager position; programming, pro- duction, management, account executive, Music, sales manager, operations manager operations manager. Box 228, BROADCASTING.

Station Manager or Commercial Manager interested only in good, solid proposition that offers opportunity to prove ability and build sound future. Address Box 228, BROADCASTING.

Turns 25 in June, now employed on NBC Inter- net. Address with complete story of background and connections. Box 229, BROADCASTING.

MUSICAL DIRECTOR to take over director of radio station, Southern background. Will produce, perform, conduct, or manage as preferred. Box 231, BROADCASTING.


Engineer, first class license—3 years ex- perience in all phases of operation, age 25, $5,000 plus. Box 233, BROADCASTING.

Box 234, BROADCASTING.

COLLEGE GRADUATE—4-F, 23, an- nouncer—specialize in sports. Also pro- duction man, writer. Western inter- net. Box 235, BROADCASTING.

Top-Bright, versatile announcer-producer with hilarious interview show that has turned some radios into Wheaties station connection. Box 261, BROADCASTING.

FORMER MANAGING EDITOR LARGE METROPOLITAN DAILY. At pres- ent, two years' experience with large news station. Seeks new con- nection. Box 262, BROADCASTING.

NEWS-ANNOUNCER: Experienced ex- cellent reader. Employed on 50 kw. station, Married, 4-F. No duration job considered. Box 267, BROADCASTING.

Asst. Director desires opportunity with small station, or second class network experience. Can announce. Stud- ied at RFC. Married 1st, 4-A; 2nd, 4-F. Edward Franck, 110 West 69 St., New York 22.

First class Radio telephone operator de- sires position. Two years experience in Broadcasting. Draft status 4-F. Paul P. Graves, 58 Chapel St., Augusta, Maine.

Wanted to Buy

Wanted—Speech equipment, any kind. Also frequency and instrumentation monitor. Box 177, BROADCASTING.

WANTED—BROADCAST EQUIPMENT including all phases of business. Anything from turntables to turntables. If you have a 150 foot tower, transmitter, frequency counting, amplifiers, turntables for immediate cash sale address Box 238, BROADCASTING. Wanted to buy either 500-, 5000-, or 1000- watt approved broadcast transmitter. Also so approved modulation and frequency monitors. Address Box 260, BROADCASTING.

WANTED—to buy Local station in South- western, Pacific or Inter-Mountain states. Box 265, BROADCASTING.

WANTED: Complete equipment for 250-Watt Station or any part. Box 266, BROADCASTING.

WANTED—STUDIO CONSOLE, ANY MAK- E, ANY MODEL. P. O. BOX 224, BIRMINGHAM, ALA.

WANTED—1st or 2nd class transmitter en- gineer for 500-watt CBS station. Post war plans include 10 KW FM station. Excellent opportunity, Address H. R. Business Manager, WEAF, 555 Fifth Ave., New York 36, N. Y.

WANTED—One or two BCA 72C Recording Amplifiers. Will pay top price. WLBH, Bowling Green, Kentucky.

Wanted—5 kw Linear amplifier in first class condition. Complete with two sets of tubes. Prefer good amplifier. Give complete particulars first letter. Box 272, BROADCASTING.

Wanted: To buy a 250 Watt radio station in community, Box 276, BROADCASTING.

Radio Saves Life

Doctor Turns to WWDC When—Press Stories Fail!

Radio last week was credited with prolonging the life of Baby Cecelia Marie Wilkerson, danger- ously ill at Children’s Hospital, Washington. Her physician, Dr. Alfred N. Ceballos, told local newspapers the child had a rare type of blood. Published articles failed to produce donors. With the infant's survival top priority, Dr. Ceballos called on WWDC. At 10:38 a.m. Alice Lane, m. c. of the Good Neighbor pro- gram told the story of little Cecelia—how she must have blood if she were to live. Less than six hours later many volunteers had reported to Children's Hospital and by 5:30 that afternoon the child had been given sufficient blood and was reported doing nicely.

NBC Staff Texts

TWO TEXTS of the new Hough- ton Mifflin Radio Series, authored by NBC staff members, will be re- leased in time for use at the third annual NBC-Northwestern Uni- versity Radio Institute. An outgrowth of the NBC Radio Institute, the upcoming session for the year 1944, June 26— Aug. 26, the books are Radio—the Medium, and Radio—the Instrument. Edited by J. B. H. Waller, director of public serv- ice for NBC central division and Institute director, and a lecture RADIO, Radio Production, by Albert R. Cresw, NBC central division production director.

WEBR Seeks FM

WEBR Buffalo, N. Y., has filed with the FCC an application for a new FM station to be operated on 46,500 kc with coverage of 30 air- way. Estimated cost given in the application is $100,000 to $125,000. WEBR is a Blue affiliate, operating on 1440 kc with 250 w, unlimited time.

WOMI Owenboro, Ky., whose affil- iation with Mutual was an announced last April, starts operations as an MBS outlet June 5.

For Sale

For Sale: 125 foot tower suitable support FM tower, also 250 watts to 1500 kw. Radio tower. Box 269, BROADCASTING.

For sale by WLBC, Muncie, Indiana, two Western Electric turntable amplifiers, 2 1/2 RPM. In good condition with World Transcriptions. Includes both vertical and horizontal. $25.00. Wester Electric 3 channel mixer and equalizer. First West- ern use of six hour automatic thirty-two-ten ($325) dollars takes equip- ment, WLBC, Muncie, Indiana. No parts sold separately.

Painting Radio Towers

From Coast To Coast

C A A Specifications

H. K. Rhodes
Painting & Decorating Co.
Roaring Spring, Pa.

May 15, 1944 — Page 73
Sponsored Radio Threat to Freedom, Drawback to Local Radio, Says Durr

TWICE within four days Commissioner Clifford J. Durr of the FCC attacked commercial radio in speeches before educational and civic groups in Ohio.

Speaking before the Ohio Institute for Education by Broadcast in Columbia, May 5, Mr. Durr blamed sponsored programs for a "worse situation than the Kaiser had brought about in Europe."

Mr. Durr declared that "freedom" [Broadcast, May 5]. In Cleveland last Tuesday he hinted before the Greater Cleveland Radio Council that commercial radio was a drawback to "local" programs.

Programs His Concern

In Columbus Mr. Durr told the Greater Cleveland Radio Council: "My concern is not with the technical implications that are sent out from the radio transmitter but with the programs which are conveyed into our homes, into the corner store, and which follow us even when we are traveling away from home by automobile or train." He urged the FCC to take action against "many authorities—whether justly or unjustly I am not qualified to say—have insisted that radio must share in the blame for juvenile delinquency." Mr. Durr said "the radio industry is telling us about the contribution it is making toward uniting the people of this country behind our war effort. At the same time," he continued, "with a distressing lack of discrimination, it is permitting its advertisers to arouse our trust emotions and then to exploit them for the sale of their goods. Thus patriotism is little more than an attractive wrapper for a package of merchandise."

He urged the Council, as radio listeners, to resist bad programs, and second to encourage good ones. "Letters of complaint about "bad" ones are not sufficient," he said; listeners must cease buying the sponsored merchandise. He denied that the so-called "soap operas" are on the air because of public demand. Rather it's "because they are selling soap—or breakfast food, or whatever the product may be," he added. He blamed the networks for such programs, declaring the nets are interested only in "selling time."

Critizes Child Programs

Taking up commercial copy he said "much of the advertising is in good taste or done with such cleverness that few listeners object. But unfortunately the price we have to pay for many programs is to listen to a constant repetition of the virtues of a particular product or to be reminded that poor, old inside are not as young and as active as they used to be."

"The affirmative side," said Commissioner Durr, "getting good programs on the air, is more difficult and, in my judgment, more important." He spoke of the "protection" against "bad" programs by turning the dial to another program, but Mr. Durr expressed the fear that the "other program" might not be of high standard. He decried the lack of programs which "approach our children primarily as future citizens" and criticized those broadcasts which "approach" children "primarily as purchasers of breakfast foods."

"Children's programs are not the only victims of the increasing pressure of advertisers," Commissioner Durr asserted. He listed several sustaining stations which he said were dropped by the networks, "in favor of commercially sponsored programs."

He called upon his hearers to devote their efforts, not so much to criticizing network programs of "poor taste" but to encouraging their local stations to carry "more local interest" programs and less broadcasts of general "national" import. "In addition to local dramatic possibilities, there is local music—and here radio can be of particular service," he said. "And finally, there is the discussion of local issues."

"Perhaps such home-grown programs may not have the professional polish of network programs; but it is at least possible that they will make up for it in interest what they lack in professional craftsmanship. And they will serve a most important cultural function—the preservation and perhaps even the revival of those regional varieties of culture without which our national life would be the poorer," he said.

Commissioner Durr paid high tribute to non-commercial educational stations and expressed the view there should be more non-commercial stations in the country. "I am hopeful that adequate room will be available in the FM band for commercial and non-commercial radio alike," he said.

Expressing regret at the "trend toward concentration which is taking place both in business and in Government," Commissioner Durr said: "It may be that this trend is inevitable, but even so we need not let it destroy the community life which is so cherished a part of our American tradition."

Paducah Assignment

CONSENT has been granted by the FCC to Paducah Broadcasting Co., licensee of WHOP Hopkinsville, Ky., for voluntary assignment of the licenses of WHOP and WSON to Hopkinsville Broadcasting Co. and Henderson Broadcasting Co., respectively, new corporations formed to take over operation of the stations. In consideration of the transactions, Paducah Broadcasting receives 49 shares (65.3%) in Hopkinsville Broadcasting, plus $1,500 and 44 shares (58.6%) in Henderson Broadcasting plus $8,251.38. Management of Paducah Broadcasting is also identified with the new corporations [Broadcasting, March 6].

6 FM, 4 Standard Outlets Requested

Times-Picayune Co. Files For New Orleans FM Permit

CONSTRUCTION PERMITS for six new FM stations, four standard stations, a commercial television outlet and an experimental video station were sought in applications filed with the FCC last week.

The Times Picayune Publishing Co., New Orleans, publisher of the Times-Picayune and the States-Pilot, applied for a new FM station to be operated on 44,300 kc. Major interest holder in the company is L. K. Nicholson, editor. Estimated cost, studio and transmitter sites for the new outlet were not given.

Fred Jones, Tulsa, Okla., auto distributor and businessman, and his wife, Mary Eddy Jones, have applied as the Fred Jones Broadcasting Co. for a FM outlet for their station KJRU in Tulsa. Estimated cost is $113,800.

Other FM applicants are WCBS Springfield, III.; WHKC Columbus, Ohio; WFFA Dallas, Tex.; and WPOR Cuyahoga Ind. Estimated cost for the new Columbus station is $97,000; for the Springfield outlet, $89,500; and for the Hammond new FM, $12,800. Estimated cost for the Dallas station was not given.

Three Locals

A 1,000 w standard station to operate daytime on 1060 kc was requested for Milwaukee in an application filed by Myron H. Johnson, owner of WOSH Oshkosh, Wis.

Standard local stations were filed for by Olympic Broadcasting Co., Port Angeles, Wash., Cen- tre Broadcasters Inc., State College, Pa., and Valley Broadcasting Co., Pomona, Cal.

C. H. Fisher, president and manager of Tower Sales & Erecting Co., a general construction firm, and B. N. Phillips, president of the Port Angeles First National Bank, each have an interest in Olympic Broadcasting, a partnership. Centre Broadcasters is owned by Richard J. Kinnard, H. M. Himes and W. K. Ulerich, State College businessmen with no radio interests other than the application. Valley Broadcasting, a partnership, is 40% owned by Myron E. Kluge, chief engineer of KFSG Los Angeles, 30% interest is held by Earl E. Williams, producer and director of programs for KFSG. C. Harvey Hass, instructor of radio and electricity for the Los Angeles Board of Education, and who is also relief engineer of KFSG, holds the remaining interest.

M. J. Dennis of WPDS Jacksonville, Fla., Jacksonville Broadcasting Corp., has applied for a Channel 1 commercial television station. The experimental video outlet is sought by WJAX Jacksonville.

KSFJ Los, J. D. Rempe, U. S. Customs, seeks reinstatement of WPXEP. Facilities requested for these stations may be found in Actions of the FCC on page 72.
Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—not tomorrow, but right now—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already in the works.
ONE of the many war-vital products of Denver industry is the huge, 45-ton tank transport trailer used to rush heavy tanks to the front and rescue them swiftly if disabled on the battlefield.

These "Dragon Wagons" saved the day for the Yanks during the critical period of the African campaign when they were pressed into service to transport munitions to the front in huge quantities.

Denver industry has fabricated parts for destroyer escorts, landing ships, and pontoons; has produced 65 items of equipment from submarine parts to high explosives. Denver's pre-war industries were ready to deliver the needs of war. They will be needed and ready to produce for a world at peace.

The war has taken the attention of the outside world from Colorado's beautiful scenery and focused it on the remarkable production records of its factories, farms and mines which, to be sure, were there all the time.

Denver Delivers LIVESTOCK

Denver is the fifth largest livestock market in the nation and the largest sheep market. With vast expanses of land for grazing and the pulp by-product of the sugar beet industry for fattening, livestock raising in Colorado is important and profitable.

Denver Delivers MINERALS

Long before the war, men were tunneling the mountains of Colorado for its minerals. With the world's largest deposits of steel toughening molybdenum and vanadium and huge reserves of other war-vital, strategic minerals, Colorado's mines are producing at record rates.

Denver Delivers SALES

The Denver Market which in 1942 ranked 20th in retail sales volume, outranking such markets as Buffalo, Indianapolis and Memphis, is even more important today, both from the standpoint of sales activity and sales volume. Retail sales the first two months of 1944 in Colorado were 7% ahead of the same months a year ago, compared to a general decline of 1% in the U.S. as a whole during the period.