Each an Outstanding Leader in the Market Served!

In the teeming steel and coal belt of the nation spearheaded by WHEELING—

**WWVA**
50,000 WATTS

In the booming No. 1 Florida market spearheaded by MIAMI—

**WFTL**
10,000 WATTS

In the record producing market of Northwestern Ohio and Southern Michigan spearheaded by TOLEDO—

**WSPD**
5,000 WATTS

In the great metropolitan market of the South, spearheaded by ATLANTA—

**WAGA**
5,000 WATTS

In the famous direct response market spearheaded by FORT INDUSTRY, West Virginia—

**WMMN**
5,000 WATTS

In the thriving Ohio Industrial market spearheaded by LIMA—

**WLOK**
250 WATTS

In the rich Southeastern Ohio market spearheaded by ZANESVILLE—

**WHIZ**
250 WATTS

Skilled Individual Station Management and Pooling of Collective Experience Have Established Leadership of Fort Industry Stations!

FORT INDUSTRY COMPANY

If It's a Fort Industry Station You Can Bank on It!
AH-H! A HORSE OF A DIFFERENT FEATHER!

Who knows? Maybe the horse which Bing Crosby needs is lurking among the clouds around the tip of WKY's new 915-foot antenna. But shucks, with Pegasus in the Crosby stables, what would the writers do for jokes?

Flying horses around Oklahoma City these days, as a matter of fact, are harnessed to P-38's, B-29's, C-47's and sundry other military aircraft being built, flown and serviced at Oklahoma City's aircraft plant, Air Service Command depot, and various army and navy establishments.

WKY's new 915-foot tower, already a landmark easily visible from miles around, is just one of the distinctive features of a new transmitter installation nearing completion at a cost of nearly a quarter-million dollars. With these new facilities, WKY's daytime coverage, already greater than that of any other Oklahoma City station, will be materially increased and its nighttime coverage nearly doubled. The extraordinary height of the tower, one of the two highest in America, was designed especially for the coming of FM and Television for which WKY is preparing in earnest.

WKY's dominant position in Oklahoma today is the result of forward-looking planning yesterday. Its position tomorrow is being determined by its building and planning today.
In the Nashville Market

AT A LOW COST

Analyze This Hooper Rating

Months—February—March, 1944
Total Coincidental Calls—This Period 13,090

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>WSIX</th>
<th>B</th>
<th>Others</th>
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<tr>
<td>MORNING INDEX</td>
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<tr>
<td>Mon. thru Fri.</td>
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<tr>
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<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>12:00-6:00 P. M.</td>
<td>29.5</td>
<td>32.4</td>
<td>38.1</td>
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<td>EVENING INDEX</td>
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<td>Sun. thru Sat.</td>
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<tr>
<td>6:00-10:00 P. M.</td>
<td>30.0</td>
<td>19.7</td>
<td>50.2</td>
<td>0.1</td>
</tr>
</tbody>
</table>

WSIX has shown a steady listener increase for the past six consecutive months and is still gaining.
The Katz Agency, Inc., National Representatives

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.
When You Think of NEW ORLEANS

... You Think of
Consolidated Vultee PBY Patrol Bombers
MADE IN NEW ORLEANS

... AND

WWL
NEW ORLEANS

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

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
CPL. ROSCOE JACKSON was a fountain pen repair man before Pearl Harbor. It was in the Mediterranean theater where gun fire cut him down, and sent him to bed at Ashford General Hospital in White Sulphur Springs, W. Va., near Charleston.

Although Cpl. Jackson was bedridden, he resumed his former trade—repairing pens for the military detachment and other patients at Ashford General.

His story came over our UP wire, and mentioned that he was having a hard time trying to find pen parts to continue his work.

We carried the story on our Purity Maid Journal of the Air, and after reading it, our announcer casually mentioned that anyone having an old fountain pen could put it to good use by sending it to Cpl. Jackson.

Yes, Cpl. Jackson needed fountain pens—and got them through WCHS listeners.

Not only did they send worn-out pens, but many sent pens to be repaired (3542 within a few days). Cpl. Jackson is "head over heels" in the pen repair business now—with plenty of parts to do the job.

* * *

Here indeed is an example of the influence WCHS exerts upon its listeners—an influence that means sales for advertisers.

WCHS
CHARLESTON, W. VA.
5000 on 580 • CBS

John A. Kennedy
Managing Director

Howard L. Chernoff
President

Represented by THE BRANHAM CO.
SHE’S WONDERFUL—

BUT WHAT’S HER NAME?

Pity the plight of the poor advertiser who woos the public with charm and ardor (not to mention good dollars)—but who sometimes finds that the public remembers everything except the name of the product being advertised!

When you use Sonovox in your radio commercials, your prospects know what you’re advertising. Sonovox puts the same attention-value into your plugs that entertainment puts into your shows. How do we know? Because sponsor identification ratings prove it.

If you haven’t seen the charts, you’ve missed one of the prettiest sights in radio! Because they show how Sonovox users actually have made very substantial increases in the dollars-and-cents value of radio advertising, at fractional increases in cost.

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

WRIGHT-SONOVOX, INC.

“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives

CHICAGO: 180 N. Michigan
Franklin 6373
NEW YORK: 444 Madison Ave.
Plaza 5-4130
SAN FRANCISCO: 111 Sutter
Sutter 4353
HOLLYWOOD: 6337 Hollywood
Hollywood 2151
ATLANTA: 322 Palmer Bldg.
Main 5667

Page 6 • May 22, 1944

BROADCASTING • Broadcast Advertising
Westinghouse Gets KEX; WNBC to O'Neill; KTBS-KTHS Swap

By SOL TAISHOFF

IN A record-breaking siege of statistical transfers and other happenings involving approximately $1,725,000, were completed last week. The transactions, subject to FCC approval, were:


(2) Sale of WBNO Hartfield, by the Bulova interests to W. O'Neil, president of General Tire & Rubber Co. and of the Yankee Network, for $225,000.

(3) Purchase of WHOM Jersey City, covering the New York area, by the Iowa Broadcasting Co., headed by Gardner Cowles Jr., for $350,000 net (overall price, including receivables, of $403,000) from Joseph Lang and Paul P. Harron and their wives.

(4) Purchase of KEX Portland, Ore., sister station of KGW, by Westinghouse Radio Stations Inc., from the Portland Oregonian for $400,000.

(5) Exchange of KTBS Shreveport, La., sister station of KWKH, by the John D. Ewing newspaper interests to a group headed by John C. McCormack, former general manager of both stations, for KTHS Hot Springs, Ark. No monetary consideration involved.

(6) Sale of WFPG Atlantic City, by a score of stockholders, including Rep. Elmer H. Wene (D-N.J.), Democratic nominee for senator, for $83,775.

Duopoly Sales

Several of the transactions were prompted by the FCC's "duopoly" regulations. At least a half-dozen others are in the offing. A quick check of sales of standard stations consummated during the last few months, still awaiting FCC approval, shows a total of a dozen transactions involving considerations totalling approximately $5,000,000. These include sale of WQXR New York to the New York Times for approximately $1,100,000; WJJD Chicago to Marshall Field, Chicago Sun publisher, for a total of $700,000; WINX Washington to the Washington Post for $500,000; WIBC Indianapolis to the Indianapolis News for $440,000; KSO Des Moines by the Cowles interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000; WCOL Columbus to the Pixley family for $250,000; and KID Idaho Falls to a group of Idaho businessmen, for $101,000. Another dozen transfers, however, are pending, based on transactions which anticipated the FCC's duopoly order barring dual ownership of stations in the same or overlapping areas.

The Cowles purchase of WHOM is seen as the forerunner of other station acquisitions by Gardner Cowles Jr. and his brother, John Cowles. T. A. M. Craven, member of the FCC who retires June 30, will become a vice-president of the Iowa Broadcasting Co. and presumably will supervise Eastern operations, including WHOM. Negotiations for the acquisition of other outlets by the Cowles group in the West are understood to be in progress.

Bulova Interests

With the sale of WPEN and WNBC, subject to Commission approval, Mr. Bulova, head of the watch company, is left with the unrestricted control of two stations—WNEW New York and WCOP Boston. He has already contracted for the sale of WOV New York to the Muster Bros., food merchants, for $300,000 (set for hearing by the FCC) and for the disposition of WELI New Haven to Col. Harry C. Wilder, operator of WSTY Syracuse, WTRI Troy, and WKNE Keene, N. H., for $225,000. It is understood that WNEW will be retained by Mr. Bulova and his associates, including Milton F. Blowe, head of the advertising agency.

Mr. Bulova, under the WPEN-WELI-WOV-WNBC transactions, would realize approximately $1,350,000. It was announced that the WPEN transaction, if completed, would yield in the neighborhood of a quarter of a million dollars.

Harold A. Lafount, former radio commissioner and general manager of Bulova station operations, is identified in the ownership of certain of these stations and is the licensee of WORL Boston. It is presumed Mr. Lafount will retain that station. Both the WOV transaction and that contemplated for WCOP would grow out of the FCC duopoly order, which covers management as well as ownership in the same areas.

Announcement of the sale of KEX was made jointly by Walter Evans, vice-president of Westinghouse, and Palmer Hoyt, publisher of the Oregonian. The transaction, after approval by the FCC, would become effective on Dec. 31.

It was announced that the disposition of KEX by the Oregonian complies with the recent duopoly order of the FCC, KEX, an af

(Continued on Page 54)

Comdr. Craven to Join Cowles' Station

Takes Executive Post; Dr. Irving Stewart Mentioned

UPON HIS retirement from the FCC on June 30, Commissioner T. A. M. Craven, will become vice-president of the Iowa Broadcasting Co., that Commissioner Craven had notified the President he did not seek reappointment, confirming the story published in Broadcasting May 8, Mr. Cowles stated that Comdr. Craven would hold a top executive post with his stations. He also will supervise expanded IBC operations in radio, which already include acquisition of WHOM Jersey City, subject to FCC approval.

Other stations in the East also may be acquired and the organization contemplates a large scale television and FM development program, probably seeking the limit of six FM stations under a single ownership, as well as the maximum of five television stations permitted under the regulations Comdr. Craven will have executive duties beyond those of a strictly engineering nature.

Dr. Stewart Mentioned

The only name heard mentioned for the Craven post was that of Dr. Irving Stewart, former member of the FCC, and who was Commissioner Craven's predecessor. Dr. Stewart served on the FCC from 1934 until 1937, when he resigned to join the Carnegie-endowed Committee on Scientific Aid to Learning as director. Since 1940 he has been serving as executive secretary of the National Defense Research Committee, highly important scientific agency created to handle secret war developments.

A resident of Fort Worth, Dr. Stewart participated in the framing of the Communications Act of 1934 as aide to Speaker Sam Rayburn, then chairman of the House Interstate & Foreign Commerce Committee. He was former radio expert of the State Department and has attended a number of international radio conferences on allocations. During his tenure on the FCC, he was chairman of the Telegraph Division at the time the Commission was separated. He participated in consideration of broadcast matters, however, then considered by the FCC on base.

A Democrat from the District of Columbia, Commissioner Craven will be succeeded by one of like political faith so there will be re

(Continued on Page 58)
Mystery Shrouds Bill; Meeting Tuesday?

AN AURA of mystery last week enveloped the Senate Interstate Commerce Committee over widely circulated reports that Chairman Wheeler (D-Mont.) proposes to include in the Little-Wheeler Bill (S-814) a provision banning sponsorship of news and commentators as a matter of law. A Committee meeting, it was learned, has been called for Tuesday (May 23).

Wheeler Silent

Efforts to get from Chairman Wheeler any answer to the question brought the report that he would have a statement to make later. He would give no inkling of the scope of the bill or of Committee plans. All of the news associations—AP, UP and INS—were perturbed over the reports which for some time have been current in radio circles. [Broadcasting, May 16]. Efforts by these associations to ascertain whether the revised bill would contain such a far-reaching ban proved futile. Similarly, Sen. White (R-Me.), co-author of the bill, was non-committal but, along with Sen. Wheeler, predicted that the revised draft would be available soon.

It is generally felt that if the bill contains such a provision, it would never get out of Committee or past Sen. Gurney, a Senate aide, there are no questions the report that Sen. Wheeler, a persistent critic of the Winchell-Pearson type of commentator, would like to impose such a ban, it is felt that the provision would amount to restrictive legislation of the worst sort.

Chairman Wheeler met all inquiries with the oblique hints that he would have something to say on “Monday” (today, May 22) about the bill. Aside from Sen. White, all other Committee members contacted appeared to be in the dark, except Sen. Moore (D-Okl.), who said Chairman Wheeler had asked him the Committee would hold a revised draft of S-814 on Tuesday, May 23.

“I don’t know why all the secrecy about legislation,” he commented. “I understand there are some cutbacks which were not discussed when we held hearings on the bill. If such is the case I think the full Committee should conduct further hearings before writing any legislation. Certainly, I want to get the viewpoint of broadcasters and engineers, if I am asked to vote on legislation involving sponsored news and the clear channel stations.”

Little Hope of Passage

Although secrecy shrouded Chairman Wheeler’s move to prohibit radio legislation and the Tuesday meeting were topics of Capitol Hill conversation. Considered significant was a lengthy visit last Thursday of Judge Samuel Rosenman, confidante and advisor to President Roosevelt, with Chairman Wheeler. Judge Rosenman went to Sen. Wheeler’s office for lunch and remained nearly three hours.

Although the Senate declined to discuss the visit, which followed a 45-minute conference between the President and Sen. Wheeler a fortnight ago at the White House, speculation was that Chairman Wheeler and Judge Rosenman discussed pending radio legislation, the proposed international communications merger and the status of FCC Chairman James Lawrence Fly.

The NAB Legislative Committee, which met in Washington Monday, felt that the visit was given as much importance as to Sen. Wheeler’s plans. The Committee, however, desires to see the Senate group consider the White-Wheeler bill, whatever its form, in the hope of procuring desired amendments or of catching things up in the House.

There appears to be little hope anyway of enactment of legislation with Congress expected to recess to within a few weeks for the political conventions and the campaigning ahead. Rep. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce, has said there was “little chance” that the House would consider any radio legislation of the type through S-814 should pass the Senate.

The bill, aside from the controverted news sponsorship provision, is understood to provide for a seven-man Commission to fill the late RCA broadcasting chairmanship in lieu of the present seven-man Commission with the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC.

Some light on Sen. Wheeler’s views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in presenting unhampered, factual news and condemned the practice of selling news broadcasts.

The bill also is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as ex officio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn’t be sponsored.

It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.

News Sponsoring Ban Reported in S-814

Film Industry Big Timebuyer; MGM Spends $1,000,000 in ’44

Stations to Furnish As Exhibitors Turn

By DAVID GLICKMAN

FILM industry will contribute several million dollars to radio advertising during the coming 12 months according to the present film timetable and reports. Since curtailment of newspaper advertising, film executives have learned the effectiveness of paid radio plugs. As a result more studios show inclination to expand their radio time beyond the spot classification, if and when desirable regional and transcontinental network time is made available.

MGM-RKO Big Users

Universal is developing its radio department in an effort to fill the void created by the newspaper shortage and restriction on space permitted for films, according to John Joseph, advertising-publicity director. Studio doesn’t plan its own program, but will use radio for direct advertising.

MGM and RKO are using the medium most extensively, as are Warner Bros. and Paramount. Columbia, United Artists and Republic have found the current film attractions coming and current film attractions. 20th Century-Fox, in addition to announcements, utilizes quarter-hour programs on local stations. Other studios are coming in on a gradually with increased use of spot announcements, five-minute programs and quarter-hour broadcasts, in on of local exhibitors’ current showings.

RKO following a 13-week test, with broadcast of May 29 expands the five-weekly Hollywood Star Test, on 20 Blue West Coast stations to 177 stations, Monday through Friday, 3:15-3:30 p.m. (EWT). A showcase for current films and talent, program originates from film studio’s Hollywood commissary. RKO pioneered in radio exploitation with highly successful campaigns for “Hitler’s Children” and “Behind the Rising Sun”. Warner Bros. will be launching a new spot on some 200 stations through... (Continued on page 56)
Broadcasting's Impact on the Listener

Sales Effectiveness in Relation to Conscious Impression Explained

By DR. MATTHEW N. CHAPPELL,
Consultant to C. E. Hooper Inc.

NEWSPAPER space salesmen may be licking their chops over the New York dailies' survey purporting to show that newspaper advertising in the retail field outpulls radio 5-1. Before they bubble over, however, we commend attention to the new book *Radio Audience Measurement* by Matthew N. Chappell, Ph.D. and C. E. Hooper, M.B.A. [Stephen Daye, Inc., New York, $3.50]. One study, titled "Sales Effectiveness of Programs in Relation to 'Conscious Impression" is particularly apropos. It was written long before the New York newspaper study, with its obvious fallacies, was plastered in the newspaper trade press. A direct response to the analysis, to be prepared by Dr. Chappell, former Columbia psychology professor, will appear in an early issue.

The problem of "Horse and Cart" has dogged the footsteps of measures in the magazine field, is solved in large part by the present method of studying program effectiveness. This method has a further advantage in that the use of "verified" groups reveals product effectiveness for new programs long before it can be discovered by most other methods of studying product use. The average sales effectiveness of the program is obtained by comparing the use of the product in the total listening group (verified listeners plus non-verified listeners) with the verified non-listeners group. In these over-all comparisons the listening and non-listening groups are weighted according to their distribution in the population sampled.

These studies of program effectiveness are based on a minimum sample of 1,000 previously recorded listening homes and 2,000 to 3,000 homes that have been recorded as non-listening. The size of the latter group depends upon the popularity of the program and is typically larger than the sample of listeners because of the excessive shrinkage in verification.

### TABLE XIII

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>LISTENERS</th>
<th>NON-LISTENERS</th>
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<tbody>
<tr>
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<td>Identify</td>
<td>Do Not Identify</td>
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<tr>
<td></td>
<td>Sponsor</td>
<td>Sponsor</td>
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<tr>
<td>C</td>
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*Sales Effectiveness of Programs in Relation to 'Conscious Impression' (Percent of Sample Using Sponsor's Brand)*

May 22, 1944 • Page 9

A SECOND Radio Research volume, a symposium of scientific investigation in the field, has made its appearance under the editing of Paul F. Lazarsfeld, director of the Columbia U. Office of Radio Research, and Dr. Frank N. Stanton, CBS vice-president. [RADIO RESEARCH, 1942-1943, Duell, Sloan & Pearce, New York $5].

First survey results of the Program Analyzer are contained in the new volume. An overall integrated picture of the daytime serial and a roundup of new techniques in listener research, all pointing, according to the editors, to the conclusion that far from arresting research, the war has "strengthened the demands for its continued development."

Readers will find a goldmine of new and original data in such chapters as the one dealing with experiences with the Lazarsfeld-Stanton program analyser, by Tom Hallonquist, CBS study director. Stewart A. Suchman, of the research branch, Special Service Division, War Department, applied to commercial announcement, for example, the analyzer chart has

(Continued on page 58)

New 'Radio Research' Volume Says Commercials Can Please

Stanton and Lazarsfeld Find Listeners Gratified With Serials Which Provide Emotional Release

Inherited from the magazine field, it may be called the problem of the "Horse and Cart". The question asked concerning magazines is: Do people who read a magazine come to use a product because of the reading of a client's advertisement, or do they read the advertisement because they already use or are interested in the client's product? Which is the casual factor? Which is the Horse and which the Cart?

In Magazine Field

The answer to this problem has proved very difficult to obtain in the magazine field. It is not surprising that the same question should be raised concerning radio. Specifically the question for radio is: Do people who listen to a program buy the product advertised as a result of the listening or do they listen to the program because they already use the product or are otherwise pleasantly disposed toward the sponsor?

If the program recruited listeners already favorably disposed to the sponsor, two conditions would follow as corollaries. First, all or most of the listeners should identify the sponsor. Secondly, those listeners who do not identify the sponsor should be no more favorably disposed toward the sponsor than are the non-listeners. Both of these corollaries are proved to be false by the results presented in Table XIII. In the case of listeners who do not identify the sponsor, the possibility that the listener listens because he has an interest in the sponsor reduces to an absurdity.

Use of Product

It will be seen from the table that in the case of each program the use of the product is much greater in homes that listen to the program than in homes that do not. The use is greatest in homes that are interested in non-identifiers than among identifiers. However, in the experience of the present writers there has been no case known where the non-identifiers completely equalled the identifiers in use of the product. It is clear from these findings that a program's effectiveness in influencing the behavior of listeners is quite independent of any "conscious impression".

While it is true that listeners who identify the sponsor are influenced to a somewhat greater degree than those who do not, it does not follow that the one even contributes to the other. More probably both are the results of something else—the length of listening time. The longer a listener had listened to a given program the greater would be the probability that he would have learned the sponsor's name. By the same token, the greater would have been the program's opportunity to influence the listener's buying behavior. But the important point to be noted is that buying or other behavior may be influenced long before a "conscious impression" is established.

These findings also have bearing on another problem which radio has inherited from the magazine field. The problem of the "Horse and Cart". The question asked concerning magazines is: Do people who read a magazine come to use a product because of the reading of a client's advertisement, or do they read the advertisement because they already use or are interested in the client's product? Which is the casual factor? Which is the Horse and which the Cart?

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(Continued on page 58)
No Stopping Television, Fly Tells REC

Chairman Lauds "Great Job" Of RTPB

By BRUCE ROBERTSON

THERE IS going to be no stopping of television, FCC Chairman James Lawrence Fly declared last Thursday. Commercial television, he said, has been fully authorized by the FCC, he stated, and there is no question as to the continuance of "a green light." Mr. Fly was one of three speakers at the opening session of the television seminar of the Radio Executives Club, which will continue for a 16-week term of Thursday evening meetings in NBC studio 6-A, RCA Bldg., New York. Murray Grabhorn, manager of National Spot Sales for the Blue Network and chairman of the seminar, introduced the speakers. Richard Hubbell, television producer and writer, conducted the question and answer session that followed the addresses.

Niles Trammell, NBC president, who opened the seminar, declared that advertising and radio executives should not only be ahead but ahead of television because, "If a radio or advertising executive chooses to remain ignorant about television, he is in the rear." A few more years, he is not going to be a radio or advertising executive any more.

Television will present "actual, living events in the same instant that they are taking place miles away, will present them both to the eye and ear, in motion, exactly the way they look and sound," and will present them "primarily in the home, where the whole family can look and listen with the utmost convenience, economy and relaxation," he stated.

For these reasons, Mr. Trammell said, "television is going to be the greatest thing in radio since broadcasting was invented and the greatest medium for advertising since the invention of the printing press." Opening his talk, delivered from penciled notes, Mr. Fly said that he would not follow Mr. Trammell's "gentlemanly example" of avoiding controversial issues. In a hard-hitting discussion of the status of television, he decried the statements of newspaper editorial writers and other "amateurs who will not admit that they are amateurs" on such highly technical problems as the increase in "ghost images" in television pictures transmitted on higher frequencies. He declared that the FAA has been entirely too much talk on matters that can be settled only by research and urged that everyone concerned "stop talking and get back to the research laboratories and experimental stations". Lauding the Radio Technical Planning Board for a "great job", Chairman Fly said that the television panel of the board had two recommendations in the "green light". First is a somewhat improved system of 6-mc black-and-white picture transmission—and he said he saw no reason why the FCC should not incorporate the proposed changes in its television engineering standards. Second RTPB suggestion is that provision be made for 30 channels, each 50-mc wide, in the upper frequencies to be used for experimentation in the immediate future and subsequently for an improved commercial service. Encouragement to Industry For both proposals are "highly meritorious," he said, stating that it is important that "no one erect commercial, technical or legal barriers" to television progress. The Commission has given the industry "full authority to move forward", he stated, adding that as improvements are developed, the Commission will lift its engineering standards accordingly.

Pointing out that while much of the wartime scientific progress is cloaked in military secrecy, there is reason to believe that many developments have been made which can be applied to post-war television, Mr. Fly predicted that as the war progresses control of information may be reclassified and made available to video engineers. Lack of critical material has also halted any expansion of commercial television for the present, he continued, but he declared that materials are available for research and experimentation.

This "beneficent stalemate" of commercial television may well afford the industry an opportunity for scientific advancement which should be utilized to the utmost, Chairman Fly declared. "Why talk of any of the technical standards at their present level of efficiency, or at any level below that achieved by the military and to be made known to industry?" he asked.

Companies Control Development Pointing to the possibility that these military developments may enable post-war television to start with a broad sweep that will give better pictures, perhaps in full color, from the outset, Chairman Fly admitted that he could not say for a certainty that this will happen, but he challenged anyone to say that it will not. Mr. Fly reiterated his statement that this question cannot be settled by propaganda, but that the best technical advice is needed. The speed and degree of development will be largely determined by the manufacturers themselves, he stated, with RCA possibly in the best position to set the pace and project the outcome. He labeled "a grave responsibility", he added.

The long range interest of the manufacturers must ultimately conform to that of the broadcasters, Mr. Fly averred, pointing out that if they make a false start to the detriment of the public, it will certainly boomerang. If, with only 7,000 receivers sold to the public, there is an editorial demand that standards be frozen, he said, there will never be any progress when the public investment runs into the millions.

No one should delay television and its service to the public, Mr. Fly concluded, expressing disbelief that anyone, for a momentary advantage, would attempt to interfere with the ultimate progress of this new means of communication, "Television is too important for that!", he said.

There is no "one-man show" but rather "a cooperative effort of major complexity and magnitude," Dr. A. N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the opening evening audience. Beginning with the public tele, whose willingness to support this enterprise and applaud its improvements will supply incentive and encouragement to the operators of television, Dr. Gold operation, noted the broadcaster as playing a major role as program originators and distributors.

Then he listed the collaborating industries, such as motion-picture producers, "who may be called upon to provide transcribed program on film and perhaps even package shows utilizing live talent": a "vas and advertising groups, to manufacturer transmitters and receivers; the advertisers who will sponsor video programs and the agencies who will represent the advertisers, another, the Government, which will "through its appropriate agency study the needs and practices of television, promulgate the governing regulations and doubtless establish a deavor broadly to guide certain of the trends of television broadcasting operations."

Fears Dual Operation In the question-and-answer period that concluded the meeting Chairman Fly was asked to comment on the proposal made several months ago by Dr. Goldsmith that while commercial television operation goes on at one level, research continues at a higher level and when a better system has been developed: an interim period of dual operation be permitted, to avoid obsoleting receivers too rapidly. After a suitable period of commercial operation, it would be allowed only on the improved standards.

Mr. Fly expressed fear of dual operation, pointing out that if the industry had to develop and maintain a 20-mc system embodying color as well as a 6-mc system of black-and-white pictures, with different programming, it would be an almost impossible burden. In addition, he said, dual operation would require the allocation of many more frequencies to television than would be needed otherwise.

Mr. Trammell, asked if in view of Chairman Fly's insistence on improved standards he had relaxed "the pressure of the CBS proposals", answered that if he understood Mr. Fly correctly, the Chairman was in favor of television going forward without delay after the war. "The Chairman, in fact, took the position that if we go into "NBC", he stated. "The public should get television without any undue delay of two or three years. We must think of the public on the best possible standards as soon as possible after the war."
Many a time-buyer has been confused by conflicting coverage claims of reputable radio stations. Often, perhaps, because station-promotion copywriters haven't consulted their own engineers.

Radio engineers generally accept the following definition by Jansky & Bailey: “The primary coverage area of a broadcast station is that area throughout which interference-free reception is possible practically all of the time. By interference in this definition is meant any disturbance to clear reception resulting from static, electrical interference from non-radio electrical devices and interference from other broadcasting stations which may be operating on the same or closely adjacent frequency assignments.”

“Primary daytime coverage as defined above cannot be determined by mere measurement of field intensity, nor can it be defined by computing the total population residing within the 0.5 millivolt or any other contour line.”

F.C.C. STANDARDS DEFINE “PRIMARY COVERAGE”

The FCC engineering department has set up minimum standards for determining “primary coverage”. They include:

1. Minimum standards of signal strength required by the FCC engineering department, for primary coverage, are:
   - Cities of 10,000 or more . . . . . . . 10 millivolts
   - Cities of 2,500 to 10,000 . . 2 millivolts
   - (Residential areas)
   - Rural . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 0.5 millivolt

2. Since “cross-talk” or side-band interference by stations on adjacent channels severely limits primary coverage, the FCC engineering standards require that field intensity at the point of reception from the station being surveyed should be at least twice as strong as for any station on an adjacent channel—a 2 to 1 ratio.

Thus, Omaha, Nebraska (for instance) lies within WHO’s 0.5 daytime millivolt contour line, but is not considered a part of WHO’s “primary daytime coverage area”.

WE REPEAT...

A reputable firm of consulting engineers has determined the true “primary coverage area” of WHO and other Iowa stations, by the above FCC standards. So again we say—

WHO has the largest daytime “primary coverage area” of any radio station in Iowa.

WHO +
for IOWA PLUS! +

DES MOINES . . . . 50,000 WATTS

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

FREE & PETERS, INC. . . . National Representatives
FCC Acts to Ease Rule on Recordings

Hourly Announcements Under Tentative Amendment

IN A MOVE to liberalize the requirements concerning announce-
ments, consistent with pleas of broadcasters, the FCC last Tuesday unanimously adopted a tentative amendment to Section 3.407 of its rules and regulations, which would require identification announce-
ments only at one-half intervals, and still safeguard against mis-
leading the public into the belief that its not blank. The existing regulations require announce-
ments each 30 minutes, except when a continuous program would be interrupted.

Instead of establishing an ef-
fective date for the proposed regulation, the Commission, by resolution (Order No. 120), served notice that interested parties may file statements or briefs in oppo-
sition to the new regulation. It added that requests for oral argu-
ments would be considered. Briefs or statements must be filed by June 15.

To Study Comments

The proposed rule, which will not become effective until the Commis-
sion reappraises it in the light of comments it receives, is due by June 15, is designed to eliminate the constant repetition of the recording announcement. For example, in the case of transcribed spots, at station breaks or in par-
ticipating programs, no announce-
ment would have to be made ex-
cept at the end of a one-hour pe-
od. Then, it is pointed out, the only announcement required would be a recapitulation such as:

“During the past hour you have heard recordings, except for two exceptions which are as follows...

Inherent in the language of the rule is the thought that the lis-
tenee must not indicate to the public that live talent is being used when it is not. There should be no dialogue between the announcer or emcee and fictitious stars or performers. The hope is that the desired result can be ob-
tained without too much scrutiny or re-ge on the existing rules, it is felt that in some cases announcers pay their respects to the letter of the law but violate its spirit.

NAB Urged Modification

Requests for modification of the transcription order have been made intermittently over the years. The National Association of Broadcasters, meeting at Asheville last month with FCC Chairman James Law-
rence Fly, inquired into the possi-
bility of a modification of the regulation to make it less string-
ent. The NAB Board of Directors,
at its meeting in Washington May 8-10, adopted a resolution formal-
ly petitioning the Commission to modify the regulations so as to les-
sen the frequency of the identifying announce-
ment, contending that they became “obnoxious and repetitious” to the listening pub-
lic. Transmission companies long have held that the electrical tran-
scription requirement stigmatized recordings with the public.

The new regulation would be in two sections, as against four sec-
tions in the existing regulation. It would provide that no record pro-
gram consisting of a speech, news, news commentator, or such pro-
grams where the element of time is of special significance, would be broad-
cast without an appropriate announcement being made at the begin-
ning and end that it is re-
corded. The identifying announce-
ment, it is stated, shall “accurately describe” the type of mechanical recording.

Any other program consisting of a mechanical record or a ser-
ies need not be so announced, but

the licensee must not create the impression that the program being broadcast consists of live talent. In such cases, the identifying announce-
ment need be made only once each hour.

Text of Order

Following is the text of the FCC’s order (No. 120) on the pro-
posed change in rule:

At a meeting of the Federal Communications Commission, held at its offices in Wash-
ington, D.C., on the 16th day of May, 1944.

WHEREAS is the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

(Continued on page 60)

FCC Interferes Rigid Enforcement By Denying Duopoly Petitions

Dyer Contend WAIT, WGES Unaffected By Multiple Ownership; Others Ask Extension

INDICATIONS that the FCC plans to enforce with an iron hand, without regard to wartime condi-
tions, its multiple ownership ban (Sec. 3.35 under Order 84-B) be-
came apparent last week as peti-
tions of two broadcasters, asking for additional time to dispose of their multiple holdings, were de-
nied. A third petition was given 60 days, rather than the year re-
quested.

Meeting en banc last Tuesday the Commission denied petitions and set for hearing license renew-
als of KFI and KECA Los An-
geles, owned by Earle C. Anthony Inc. Petition of the Spartanburg Advertising Co., requesting a six-
month extension to afford separa-
tion of WORD and WSPA and “ordinarily disposition” of one of the stations was denied. Commission
ers Craven and Wakefield dissent-
ed in the Spartanburg and An-
thony decisions.

Westhouseing Petitions

Petition of Westhouseing Radio Stations Inc. for a year’s grace in which to dispose of WGL and the operation of a war-time station, WOWO (now on temporary until May 31) was granted as amended by the Commission. License of WOWO was extended 60 days beyond May 31 to permit Westing-
house to “comply with Sec. 3.35”. Commissioner Durr dissented.

Only one petition was granted in connection with the duopoly rule. The Commission held that 3.35 is inapplicable to WMFR High Point, N.C., and WGBG Greens-
boro, N. C. Petition had set out the type of programming of WMFR was de-
vised as follows: James E. Lam-
beth, 75 shares; Mrs. Helen M. Lambeth, his wife, 24 shares; James E. Lambeth, Jr., 35 shares. Division of WGBG stock was listed: James E. Lambeth 40 shares; Helen M. Lambeth 100 shares; Frank F. Lambeth, a son, 10 shares; Ralph M. Lambeth, son and president, 100 shares.

Other Petitions Filed

Meantime several other petitions have been filed under Order 84-B, adopted April 4, [Broadcasting, April 10]. Effective date of the multiple ownership ban was sus-
pended and the Commission voted unanimously to pass each case on its individual merits. Some broadcasters had one of three al-
ternatives: (1) On or before May 31, 1944, file application effecting compliance with Sec. 3.35; (2) submit petition for extension of license for “such period as may be necessary to complete negotia-
tions for an orderly disposition or otherwise to comply with the terms of the Regulation”; or (3) submit petition for a hearing to

WHEN JEB at Anzio broadcast the first program direct from the front line [Broadcasting, May 1] this type, SCR-299, halfcartridge transmitters was used. Mr. W. R. Halligan, president of the company, and Irene Varek test the in-
strument at the Coro office. The Anzio transmitter also sent the first eyewitness accounts of the beachhead invasion in Morse code.
Is Your Baltimore Radio Dollar Working Efficiently?

What are you getting for your money? Here's the 3-way test of your Baltimore radio dollar:

1. Coverage . . . find out how many radio homes you're getting in the Baltimore trading area.
2. Then check how many of those people are listening to the station you use at the time you use it.
3. Then divide the number of actual listeners by the cost of your program.

You'll know then how hard your dollar is producing. All the facts prove that there is one station that delivers more listeners-per-dollar-spent than any other.

That's W-I-T-H . . . and the facts are all down in black and white. Like to see them?

TOM TINSLEY, President

Represented Nationally by Headley-Reed

WITH

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Fly Admits Contempt of Cox Inquiry

Blocking of Article for ‘Reader’s Digest’ Described

By BILL BAILEY

ANOTHER STORMY episode in the Congressional investigation of the FCC flared up last week as Commission Chairman James Lawrence Fly again hurled invective at Rep. E. E. Cox (D-Fla.), former chairman of the House Select Committee to Investigate the FCC, and its former general counsel, Eugene L. Garey.

Mr. Fly heard himself charged with successfully blocking a story by Gretta Palmer, New York writer, in Reader’s Digest after Mrs. Palmer had spent several weeks in Washington gathering material for the article. He didn’t back down when he told the Committee he refused to give his version to the writer; rather he attempted to hide his “contempt” for the “Cox Committee”.

Widely Condemned

“I was certainly in contempt of the Cox Committee as it was handled by the former chairman and by the general counsel,” he said when Rep. Miller (R-Mo.), asked if he held the Committee “in contempt.” Mr. Fly hastened to say that he had no criticism of the “present chairman”, Rep. Lea (D-Cal.)

In his letter of last Dec. 29 to Mr. Wallace, editor of Reader’s Digest, Chairman Fly wrote: “The procedures of the Cox organization and of its unscrupulous counsel have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all this the present counsel (Mr. Garey) although not the present chairman, is determined to do a destructive job upon me by any and all devices regardless of the low character these devices might assume.” (See this.

Reading from a memorandum she wrote Digest editors after the Fly letter was received, Mrs. Palmer said: “This article was suggested to me by counsel, as Mr. Wallace knows, and not by anybody connected with the Select Committee.” In New York Mr. Garey had suggested the article but said he did talk to Mrs. Palmer about it and referred her to William S. Paley, CBS president, and others in radio.

Mr. Garey, in Washington last week, declared he had not met Mrs. Palmer until “several weeks after she began working on her story”. Harry S. Barger, chief investigator and now assistant general counsel, said Mrs. Palmer came to him and asked to see copies of the Committee hearing records and that later he introduced her to Mr. Garey.

Other disclosures before the Committee last week included these:

The FCC assisted the Navy in a simulated attack on Pearl Harbor Nov. 23, 1941, just two weeks before the Japanese sneak attack.

No longer does the FCC perform military radio intelligence functions except on request of the armed forces. All such work will be discontinued in full by June 30. George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division, denies the cause of the Congressional cut of $1,000,000 from the RID 1945 fiscal year budget.

The Foreign Broadcast Intelligence Service, whose analyses and legacies have been attacked in charges before the Committee, is performing a necessary wartime function and was “authorized by Acts of Congress” by Dr. Robert D. Lea, its director, testified.

Rep. Hart (D-N.J.), adjourning Friday’s session, said future hearings would be held at the “call of the chair”. Chairman Lea is expected back this week from California, where he has been campaign- ing for renomination. Attending last week’s sessions were Reps. Hart, Miller and Wigglesworth (R-Mass.).

When Mrs. Palmer took the stand Wednesday Rep. Miller read into the record the recommendation of Chairman Fly wrote Editor Wallace, protesting her article. She identified it as the one shown her by her editors and testified that she had written a fresh draft of the story but never completed a final draft.

Rep. Miller asked her to read a note she had given the Digest editors regarding the article. She said she had “talked to Paley (William S., CBS president) and Paul Hol- lister of CBS, Niles Trammell of NBC, Lou Weis of the Don Lee Company, Neville Miller of NAB, Sol Taishoff of Broadcasting mag- azine, and Louis Caldwell, lawyer for the Mutual chain, before I ever approached Eugene Garey or any member of the Select Committee.”

Her memo told of attempts to see Mr. Fly, of his refusal to grant an interview, of her move through Mutual, New York attorney, and White House “supporter of Fly”, and Commissioner C. J. Dur to an effort to see Chairman Fly After outlining her contacts and work, Mrs. Palmer read: “Fly great unsolved puzzle . . . is how Mr. Fly has won a position to which he can win arguments, the military field, against Knox and Stimson—and can even refuse to give out fingerprints to the FBI on request.

Even if he were the business hating, power-loving, table-thump- ing radical his enemies say, the central question remains unsolved: That question is: Is Fly really th- President or chief of the inner circle—New Deal?”

Rep. Miller asked Mrs. Palmer to read the first draft of her ar- ticle and the Committee itself was plunged into argument over the relevancy of such document. “don’t see what value it has,” re marked Acting Chairman Hari “It does seem important that some steps were taken to suppress this article.” Rep. Miller countered: “I think we ought to be concerned if Mr. Fly charges this Committee puts scandalous testimony in the record.” Chairman Fly interceded: “At the time of my letter th article hadn’t even been drafted. Rep. Hart ruled it out. Rep. Mille moved its admission. The vote was 2-0. Rep. Hart not voting and Mr. Palmer began reading her 21-page document.

Throughout the above reads Rep. Miller. The interrupted t

(Continued on page 61)

Fly-Wallace Letter Exchange Distributed by FCC Chairman

JUMPING the gun on Rep. Louis E. Miller (R-Mo.), who last Wed- nesday read in to the House Select Committee to Investi- gate the FCC, a letter written Dec. 29, 1943, by Commission Chairman James Lawrence Fly to DeWitt Wallace, editor of Reader’s Digest, Mr. Fly distributed mimeographed copies of the missive, together with Mr. Wallace’s reply, before Rep. Miller started reading. The two letters follow:

Dear Mr. Wallace:

I have been more than shocked recently to receive word that one of your writers, Miss Gretta Palmer, has been assigned the task of “doing a job” on me. She has made it clear to me and to others that the writ- ing which she is doing will be based up- on ‘false information’ and disinformation by the Cox Committee. This Committee has attained a nation-wide reputation as being the most odious and the most under- hitherto of any investigative committee that pur- suit to do constructive work on behalf of the Congress. I am reluctant to be- come involved in mischievous subject matter you would have the Reader’s Digest read into the House of Representatives.

I want to advise you that although this disruptive effort to ‘get’ me has been ill-advised it has failed. Neither I nor the Commission have ever been per- mitted to put a witness on the stand to ask a single question of any witness, to correct the record so that the deleted por- tions of statements might be read, to refute charges wrangled from context or to answer by document unfounded and irresponsible charges that literally have been forced into the record. In short, no word of ours has been permitted to be read or placed in print of more than 300 words of material that may reflect upon any respectable or responsible evidence. I have had the slightest opportunity extended to me to refute them. When the Committee is the Select Committee to Investi- gate the FCC, the recent reply of the reader with examples which conclusively prove that it is and I alone that this Committee and its counsel set out to destroy.

The procedures of the Cox organization are of the unscrupulous type, have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all this the present counsel (although not the new Chairman) is determined to do a destructive job on me by any and all devices regardless of the low character these devices might ultimately assume. One of the effective ways of accomplishing this is the introduction of the widest circulation like the Reader’s Digest to give the charges relevancy and currency, and that is using a seeming validity. I understand that counsel for the Committee has cooperated most grudgingly with your Miss Palmer, with the threat that if the trial is in any way involved.

It is true that Miss Palmer offered to talk with me throughout the week but the Reader’s Digest must hear in mind that for quite important reasons it was necessary for me to know the substance of a few hours or even days to lay out be- fore her the real indecipherable and dissemi- nated documents, and the great bulk of evi- dence which eventually will be submitted in these one single document. It might improve every one of the serious and unfair charges that have been made against me.

I am quite sure that any and all will be overwhelming. The Committee and the Committee counsel have spent this past year raking among disgruntled and

(Continued on page 61)

GR freya. PALMER, New Yori write assign me by Reader’s Digest to do an article on a House Inves- tigation of the Commission, testi- fied last week that her story was shelved after FCC Chairman James Lawrence Fly wrote DeWitt Wal- face, Digest editor, “warning” against publication of her article
A DOUBLE-HEADER means PULLING POWER

COUPLED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP

WOV
New York
THE KEY TO TWO MARKETS
‘Town Hall’ Signed By Reader’s Digest
Program Trustees Retain Hold
On Type of Material

AS ANTICIPATED, the board of trustees of Town Hall, New York, last Thursday approved a new contract for the program, which was signed by the moderator, the contract for a commercial network forum is the first in the history of radio.

Others Nixed

In urging favorable action on the proposed sponsorship, Mr. Denny told the trustees that Dr. James Rowland Angell, NBC public service director, who had surveyed Town Hall, recommended that the program find a sponsor, to insure its broadcast by a large number of stations, who are under no obligation to carry a sustaining feature. A number of other sponsors have sought the program, but their inquiries were not favorably regarded by the trustees, according to Town Hall. Mr. Denny described the Reader’s Digest Assn., as the “ideal sponsor.”

Each broadcast will announce the forthcoming control of the program subjects and the speakers remains in the hands of Town Hall, as provided in the contract. Town Hall’s board of trustees is the policy consultant body for all Town Hall activities, including the radio forum division, which is under the direction of Marian Carter.

Three-Year Contract

Commercial sponsorship of network forums, and the danger of placing them under the aegis of a single radio advertiser, has been the subject of heated debates in Washington, in connection with POC’s attempt to monopolize the Control of Town Hall and the hands of Town Hall. Mr. Denny has expressed the wish that the ad

Outposts Brought In

LESS published work of servicemen stationed in Alaska, Panama, and other theaters removed from actual battle areas will now be included as a weekly feature of NBC Arm, Navy. The new policy went into effect with the May 21 broadcast, which was to originate from Alaska. The program was to include an explanation of the Army’s press communication and public relations system, showing how news of every major campaign has been transmitted by radio and press back to that country with the least possible delay.

is roughly estimated that Reader’s Digest will be paying $4,000-$5,000 per week for talent and production costs, and in the neighborhood of $15,000 in time costs for the weekly hour on the Blue.

Charles Edison, former governor of New Jersey and Secretary of Navy from 1939-1940, was elected chairman of the board of trustees at the same meeting, succeeding the late Frederick H. Wood. Mr. Denny was re-elected president for his eighth term.

Edwin King Cohan Joins World Wide as Advisor

EDWIN KING COHAN, who resigned last January as CBS director of engineering, has been appointed technical advisor to World Wide Broadcasting Corp., operator of international radio stations W R U A, W R S and W R U X, whose transmitter are located at Scituate, Mass. He will be concerned with transmission and programming expansion plans which World Wide hopes to put into effect at the end of the war. He will also work with Walter W. Lenmon, president of World Wide and an executive of International Business Machines Corp. on other technical post-war problems. His headquarters are in the New York offices of World Wide, at 588 Madison Ave.

Westinghouse Planning To Re-enter Set Field, Including FM and Video

STANDARD and FM sets, phonograph combinations and home television equipment will be built by Westinghouse Electric & Mfg. Co., Pittsburgh, following the war according to Walter Evans, vice-president in charge of the radio division.

The company discontinued home receiver production in 1928, Mr. Evans said, and is now manufacturing 51 times and stage equipment it produced before the war. With these expanded facilities at hand Westinghouse has decided to re-enter the radio set field because of the great demand for sets created by the deterioration of a large portion of some 50,000,000 sets in use at the start of the war.

Prospects for high quality in post-war television transmission and reception are excellent, he said, because many of the basic principles of television are similar to those used in modern military devices and because of expanded research in radio and electronics.

Chicago Agency Becomes Roche, Williams & Cleary

ROCHE, WILLIAMS & CUNYNGHAM agency and Chicago offices of Mary L. Roche, Williams & Cleary effective June 1. James M. Cleary joined the advertising firm 11 years ago as vice-president. He was formerly general sales manager of Studabaker, and prior to that was manager of promotion of WGN Chicago.

J. V. Gilmore is new vice-president of the company. After several years in agency work he organized the J. V. Gilmore Co. which merged with Williams & Cunyngham in 1927. The agency is moving its Chicago offices to the 22nd floor of the Field Bldg., 135 South LaSalle St.

Mr. Cleary is a former president of the company. After several years in agency work he organized the J. V. Gilmore Co. which merged with Williams & Cunyngham in 1927. The agency is moving its Chicago offices to the 22nd floor of the Field Bldg., 135 South LaSalle St.

A SPECIAL wartime award for “Dickinson” published at that time was presented May 17 to the Camden Plant, RCA Victor Division of RCA, by the National Safety Council.

Cohen to Manage ABSIE for OW

American Station Broadcast to Germany, Low Countries

PHILIP H. COHEN, former chief of the OWI Domestic Radio Bureau, has been appointed director of the new OWI radio station ABSIE, in Great Britain and will leave soon to take over the post of "Broadcasting learned well last year.

Mr. Cohen, who resigned last month to take a more active part in the "Future of the World" broadcast, will work closely with William S. Paley, CBS president, who is on leave with OWI as liaison to Gen. Dwight D. Eisenhower, Allied Commander in the European Theatre.

Reaches Low Countries

ABSIE (American Broadcasting Station in Europe) began operations three weeks ago, carrying the Voice of America to many, France, Scandinavia at the Low Countries by both medium and shortwave [BROADCASTING May 1]. Planned nearly two years ago by Robert E. Sherwood, OWI over-seas director, the station uses 12 transmitters and is believed to be one of the most powerful in the world.

ABSIE is playing a leading role in OWI psychological warfare operations in connection with the coming invasion, broadcasting various languages to reach enemy and occupied countries. In addition to OWI news hours daily, American programs, the station being used for BBC broadcasts the continent.

Many well known figures of American broadcasting will be associated with Mr. Cohen in this operation of ABSIE. These include the following names: Davidioon Taylor, former Assis and Director of Broadcasts, CBS; M. Gerald Mautsky, former Assista to Director of Broadcasts, CBS; Brewster Morgan, former CBS; Beza Cian, former CBS program director; Edward Codel, former general manager, New Jersey Broadcast Co; Hermann Flores, former CBS, transmitting engineer George Funkey, former supervising engineer for BBC Broadcasters Inc., Detroit; Constance Erner, formerly with CBS and Allied Recording Corp., Los Angeles as James F. Kenney, former CBS field engineer.

Started With OFF

Mr. Cohen has been with OWI Domestic Branch for approximately 2 years, entering its predesession and OFF, in 1940 as chief of government liaison of the Radio Bureau, then headed by Bi Lewis, former CBS vice-president. He had previously been associated with the Office of Education when he produced many education programs and was responsible for some of the most important documentaries produced in the United States. He is 32 years of age.
This "chair"—the chair of Mayor in Los Angeles—is given time to speak over KFI each week. Thus, the people of Los Angeles have the opportunity to hear directly from the man in office concerning the conduct of their city government. This is democracy in action.

Such public service has been 50,000 Watt Station KFI's privilege, its obligation, and its opportunity to become an increasingly vital force in this community's welfare.

KFI's undisputed leadership in Los Angeles is the natural result of top-ranking NBC programs combined with purposeful local programming in the local public interest.

Mayor Fletcher Bowron Says: "KFI renders an invaluable service to the citizens of Los Angeles by allotting time to the office of Mayor for a weekly report on civic problems and governmental affairs. A greater unity of understanding between the people and their government has been the obvious result."

The Mayor's Weekly Report over KFI is informal and completely non-partisan. Problems occupying the attention and energies of city officials are discussed, and suggestions are made by which citizens of the community may help in solving these problems. Citizens are invited to submit questions and complaints which are answered on subsequent broadcasts.

This Public Service Program is now in its fifth year.
Rubicam to Leave Agency on July 1

Continues as Director But Retiring From Activity

RAYMOND RUBICAM will resign as chairman of the board of Young & Rubicam on July 1, upon the completion of his holdings in the agency, of which he was a founder in 1923 and retiring from active business. The choice of him as the new Director, of the company and a consultant to the management.

No other changes in officers or directors are anticipated, the agency statement says. President, Mr. Rubicam's stock will be made available to members of the organization over a period of time.

Born in Brooklyn, June 16, 1892, Mr. Rubicam was a reporter and salesman before entering advertising in 1916 as a copywriter for F. W. Waring & Co. Three years later he moved to N. W. Ayer & Sons and in 1923 he and John Orr Young founded Young & Rubicam. Noted for his copy and for advertising devices, he is known as the "Squibb's "The Priceless Ingredient," he also pioneered in search into the reading and listening habits of the American public.

His retirement is motivated by the wish to devote some of the good years of his life to work outside of advertising and business, Mr. Rubicam said. He has made no specific immediate plans.

WMCA to Air Sedition Trial as Public Service

IN KEEPING with his public-service features since assuming the presidency of WMCA New York, Nathan Straus has made arrangements to carry the trial of the conviction trial in Washington of the 29 persons charged with conspiracy against the United States from WINX, Washington to WMCA will be installed. Other stations in the East are being contacted to carry the sustaining program if they are interested.

Frank Kingdon, commentator, author and educator, will cover the trial and broadcast two-hour daily, Monday through Thursday, beginning May 27. He will be heard over WMCA at 1:15 and 5:45 p.m. and over WINX at 1250 and 6:45 p.m. The cost will be approximately $1,000 a week.

No Sets to Be Made

CONTRARY to reports in the press, WEB has not authorized the production of new receiving sets for civilians and there is no prospect of such authorization this summer, Mr. Division said Friday. Production of sets for civilians has been prohibited by WPBR.

Three Video CPs Sought

THREE new commercial television stations were sought in application with the FCC for use by the United Detroit Theatre Corp., Detroit, which is 74.36 per cent owned by Ford Motor Co., and another by WKBW. Cleveland, a commercial video station. Licensee of WXYZ Detroit, King Trendline Broadcasting Corp., has applied for Channel 6 and WOW Omaha requests a Channel 1 station.

UNITED PRESS has established a new bureau at Franklin, Ky., for service to clients in that state. James C. Petiter, formerly night manager in Pittsburgh, heads the new bureau, with offices in the Capitol Blade.

Dellinger Allays Fear of Long-Distance Interference in FM Portion of Spectrum

FEAR that frequencies now allocated to FM are sometimes affected by long-distance interference including "bursts" is not well founded, Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, has notified C. M. Janysky, Jr., of Jansky & Bailey, consulting radio engineers, chairman of Panel 5, VHF Broadcast (FM) of the Radio Technical Planning Board.

At its April 11 meeting in Chicago, Panel 5 adopted a resolution "subject to information to the contrary" that "it is the consensus of the committee that the present position of FM broadcasting in the spectrum should not be changed." The Committee agreed to submit the long-distance interference problem to Dr. Dellinger and be guided by his advice.

The point in question is that the broadcast frequencies sometimes affected by long-distance interference," Dr. Dellinger advised. "The contrary to an expectation that was held widely at one time and I also feel that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. . . . I believe I may with propriety respond to that request, and the answer is that fear is not well founded."

Dr. Dellinger's letter continued: "During certain years of the sun-spot cycle, F2-layer transmission occurs at great distances, but the long distance for short parts of the day, and sporadic-E transmission occurs at irregular times in all areas. The intermittence of these short bursts of long distance interference appears to be closely associated with, and possibly manifestation of, sporadic-E transmission. It may also be stated that no radio frequencies are free from transmission vagaries."

Dr. Jansky referred Dr. Dellinger's letter to members of Panel 5 to go together and make a vote on the question. Drs. R. W. G. Baker, RTPB chairman, advised the VHF Broadcast Panel that its title should not be changed and forms that the change is "restrictive" and "does not appear necessary for purposes of clarification."

New York Radio Club Names Jennings Head

OFFICERS of the Radio Executives Club for 1944 were installed at the final luncheon meeting of the club for the 1943-1944 season, held last Thursday at the Shelton Hotel. New York, officers are: President, Warren Jennings of the New York office of WLYC Cincinnati; vice-president, Linnea N., Walter Thompson Co.; secretary, Claude Malo, Rickenbacker Television Co.; treasurer, Helen Thomas, Spot Broadcasting.

Membership has increased to over 130 this year. New officers at the meeting were R. W. G. Baker, Dellinger, WCAU; John Carey, WIND; William Malo and Walter Hasse, WDR; R. H. Swintz, WSBT; B. B. Baylor, WMAL.

FCC Authorizes Transfer of WCLE

Shifts Channel With WHKC; Both Increase to 1,000 w

IN A THREE-PLY move growing out of the FCC's "dupoly" order, the FCC last Tuesday authorized the transfer of WCLE Cleveland to Akron, along with a shift in frequency assignments for that station and for WHKC Columbus, to the United Broadcasting Co., Cleveland Plain Dealer radio subsidiary. The third station in the UBC group is WHK Cleveland.

WCLE was granted a construction permit to change frequency from 610 to 640 kc. (now used limited time by WHKC) and increase its power from 500 to 1,000 w, and increase its hours of operation from daytime to limited time, and to remove from Cleveland to Akron. Dominant station on 640 kc. is KFI Los Angeles. WCLE would operate at Akron until three hours after local sunset in that city.

WHKC was authorized to change frequency to 610 kc., increase its power from 500 to 1,000 w, and increase its hours of operation from limited time to fulltime, with a directional antenna for night use.

All three stations are Mutual outlets. The shifts were devised following the FCC's multiple ownership order banning joint operations in the same or overlapping areas.

NAB SALES GROUP WANTS IRE PANEL

NAB Sales Managers Executive Committee, meeting at the Hotel Roosevelt, New York, May 15-17, following a dinner with New York Newspaper Promotion Managers Assoc. study of radio and television recruiting, voted to refer the survey to the NAB Research Dept. and return with recommendations.

The Committee attended the pre-survey program and an IRE panel (see p. 20) and reviewed plans for participation of the Sales Managers group in the IRE conference.

As a result of the recent meeting of the Institute for Education by Radio at Ohio State U. (Broadcasting, May 8, 15), the committee passed a resolution requesting NAB president, J. Harold Ryan, to arrange a panel discussion by outstanding educators and broadcasters on the American System of Broadcasting.

Present was the Wednesday committee meeting: Dietrich Drino, KTRI Sioux City, 115, Arthur Hall Hayes, OBS, Walter Johnson, WTLI Hartford, James W. McConnell, NRC, John M. O'Neill, Jr., Raleigh, John E. Surrick, WPJL, Philadelphia and Lewis H. Avery, NAB.

Schenley Change

SCHENLEY DISTILLERS Corp. has changed the format of its national series on CBS for Penillin, a dramatic program starting June 6, 1944, from 10 p.m. to 11 p.m. Est. Cresta Blanc Carnival, off for the summer, will remain in the category, Schenley's radio director, leaves for the coast in May to be radio director of Cresta Blanc and Wm. H. Weintraub & Co., Debbonett.

BCO 1944 • May 22, 1944
"Farmers, just as well as city folks, must keep up on world events. We've got an important food production job to do. We must find out just how we fit into the world food picture...for both now and after this war.

"That's the reason we like to talk to men like Wendell Willkie. Regardless of whether we're Democrats or Republicans, we want facts on world conditions. In that way we can get an idea of just how much of the world's food we Central States farmers must contribute.

"We are always trying to do a better farming job. That's why we depend so much on our friendly neighbor station, KFAB. For more than 20 years, KFAB has aided us with special weather forecasts, farm service programs, market reports, as well as all kinds of entertainment. In fact, we look upon KFAB as one of the important parts of our lives."

"The BIG Farmer of the Central States"
PAA Meeting Stresses Commercials

Members See NAB Film; Dialogue Highlights Host-Guest Idea

THE RIGHT and wrong way to prepare radio commercials for medicinal products were vividly demonstrated last Tuesday in an NAB presentation before the 65th annual convention of the Proprietary Assn. of America, held Monday through Wednesday at the Biltmore Hotel, New York.

Radio presentation, including a showing of the sound motion picture "Why Radio Works" and a half-hour transcription devoted exclusively to the problems of proprietary advertisers, was part of an advertising clinic to which most of the Tuesday meeting was devoted. Presentations of newspapers, magazines and drug trade papers were also made at this meeting.

Hailed as Pioneers

Dietrich Dirks, KTRI Sioux City, chairman of the NAB Sales Managers Executive Committee, which supervised preparation of the radio presentation, opened this part of the program by hailing the proprietary advertisers not only as pioneers in the use of radio as an advertising medium, but also as continuing users of radio in such quantity as to make this group radio's number one client, leading all other classes of business in expenditures for national and regional network and for spot radio.

J. Harold Ryan, NAB president who handled the presentation, briefly reviewed the growth of broadcast advertising from the first commercial program 21 years ago—10 minutes on WEAF New York, costing $250, up to including 750 words of copy—to 1933, when radio's advertising revenue was $57,000,000, of which drug products accounted for $8,000,000, and to 1943, when some $30,000,000 of the industry's $307,000,000 gross came from drug advertisers.

Following the film, originally produced to illustrate the point about preparation of a radio promotional presentation as an appropriate radio technique for answering the questions of proprietary advertisers.

Want It Clean

In the form of a dialogue between a broadcaster and a proprietary manufacturer, the presentation opened with a summary of the NAB rules against advertising "any product whose sale, or whose method of sale is against the law," against advertising "cures in health products that claim to cure," against "statements that the stations know are false or deceptive or exaggerated."

"The broadcaster continued, "don't want repellant dramatizations of disagreeable things that go on in the human body. Radio believes that there's a right place for all of that, and that place is in a clinic or a doctor's office, or in the bathroom with the door closed. . . . And we believe that the air is no place for misleading statements about price or value—or no place for attacks on competitors, or other industries, or professions, or institutions." When the manufacturer points out that "some radio people have rules so strict they won't even let some kinds of product on the air at all—even if the product is a perfectly good and effective one" and wonders "when that limitation may be tightened up some more," the broadcaster answers: "The rules for fluid advertising will be clamped down just as fast as the audience wants them clamped down. Radio has nothing to edit but the audience. If any advertiser or group of advertisers offends the radio audience, that audience will walk out. Radio doesn't dare let that happen—in the primary interest of the manufacturer himself, who is radio's customer."

No More Ballyhoo

Contrasting the ballyhoo of an old-time medicine man at a county fair with the radio medicinal commercials to illustrate the progress in taste and believability of proprietary advertising in the last 25 years, the presentation described listener reactions to inept commercials generally, contrasting them with the memorable commercial that Fred Astaire and Bill Goodwin did for Swan Soap on the Benna & Allen show not long ago with Astaire tapping to Goodwin's rhythmic delivery of the sales talk. This was dubbed into the presentation.

Citing this as an example of the host-guest relationship between sponsor and listener which was termed "the whole basic premise of radio," the presentation continued:

"If the sponsor is the host—the listener is the guest. The party is free. The entertainment, and by large, is the richest spread of laughs, music, education or instruction, or even inspiration that the American public ever got invited to. Most people are absolutely delighted. They like being invited; they find the good programs unintrusive and are cheerfully glad to remember to thank their host. Not only, but beyond the party each sponsor is putting on the air, the station is also the host. As host, every station has the obligation to all its guests not to broadcast things that are pretty sure to offend a lot of people. Things about the internal workings of the human body in some cases, and less offensive moments. Things about decay and bad odors. Sour notes spoil a party. They don't convey the taste of sour notes in life, but the place to talk about them is not in front of the guests; the place is in a doctor's office or pharmacy. Any sponsor who thinks he can short-circuit the doctors by going on the air and making a statement against the overwhelming mass formation of public taste. Radio is too strong for that. The listener who finds that advertising practice offensive or disagreeable may and should stop the station. That is the basic premise of free enterprise."

Radio welcomes the instant and strong protest of the public against sour stories on the air, because radio's business is to sell. Like other medium, radio is not liable for the conduct of agents. If any, no sponsor, has the right to scare the pants off the audience, or even make them feel sick.

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A revised 13-point code of advertising practices was unani mously adopted by the Proprietary Assn. of America at its New York convention last week, incorporating five new standards for advertising copy into the association's 10-year-old code for the protection of the public.

The revisions provide that advertising containing the word "guaranty" or money-back offers should not be used by radio advertisers without first submitting the promises to the association. The new standards, among other things, emphasize that "true and honest advertising is the fundamental tenet of free enterprise"; coinage to be confined to presenting the product advertised, with no derogatory reflections on other product or persons; and the association's advertising service bureau will assist member companies by certifying to the new code: "The association's advertising service bureau will assist member companies, including the makers of 50% of the packaged medicine sold in the U. S., in keeping their advertising in conformity with the revised code. Set up in 1934, when the original code was adopted, the bureau has in the past decade reviewed and approved individual pieces of advertising submitted by PAA members, with more than 15,000 ads reviewed in 1945 alone.

AMA MEETING

AMERICAN MARKETING Assn., will hold its annual meeting June 8-9 at the Benjamin Franklin Hotel, Philadelphia under the title of "Trends and the Market" for the restoration and expansion of a free enterprise system. Speakers will include Chester Bowles, OPA head, who will give the Government point of view on distribution.

let in outside regulation, which is usually stupid.

These three commercial for a medicinal product, derive even from the NAB presentation to the Proprietary Assn., illustrate three possible methods of presentation, two guaranteed to annoy and offend the listeners, the third to sell them:

Three Commercials

(Tobeen punched quite pompously)

How are you doing with your food? Does it ever look like you've eaten it, or does it look like you've forgot to eat it? Does it ever look like you've been eating it out of dine.

(To be delivered insistently)

And there's your important piece of news. Antrim's Anti-Alla.

(To be delivered pithily)

Antrim's—brings back to your system that natural digestive secretory substance that keeps you high on food; keeps you happy, keeps you healthy, keeps you in shape, keeps you in a normal, normal digestion, when taken as directed.

NEW PROPRIETARY ASSN. CODE

Standards carried over into the new code call for a careful choice of words for some of the most difficult advertising, particularly with respect to their meanings in common usage, the avoidance of misleading emphasis, contrast or implication through the special arrangement of statements hateful in themselves; good taste in illustrations, with no distortion or exaggeration of size, appearance, effect or usage; the close relationship, without testimony, only when authorized by "actual bona-fide users"; and representing the "aspect of actua use"; coinage to be confined to presenting the product advertised, with no derogatory reflections on other product or persons.

The association's advertising service bureau will assist member companies by certifying to the new code: "The association's advertising service bureau will assist member companies, including the makers of 50% of the packaged medicine sold in the U. S., in keeping their advertising in conformity with the revised code. Set up in 1934, when the original code was adopted, the bureau has in the past decade reviewed and approved individual pieces of advertising submitted by PAA members, with more than 15,000 ads reviewed in 1945 alone.

BROADCASTING • Broadcast Advertising

Page 20 • May 22, 1944

"CAR MISTER!", Marie Karlstrom (left) and Louise Lopez will be aboard the "Blue Blue" shuttle service, which will operate a shuttle service for its staff, with two station wagons running between the Stevens Hotel, Stadium and Merchandise Mart.
In 1850, plenty of voters in our 31 states thought the government had more than enough land on its hands, without taking over a vast territory from Texas. Fortunately, others had the foresight to favor continued expansion.

Today, advertisers with foresight for post-war expansion are strengthening their position in markets that will retain, through the post-war era, their high wartime buying power. Outstanding among such markets is the vast food-producing empire served by The Cowles Stations, including:

- 6 wholesale centers (pop. over 25,000)
- 80 retail centers (pop. 5,000 to 25,000)
- 501,543 farms, each an industry in itself, both now and in the post-war period
- 1,387,690 radio homes (daytime primary) with a population above 6,000,000.

To this entire region, The Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations... truly the BIG BUY of 1944.
We Crack 'Em!

Easy ones! Tough ones! They're all in a day's work—and we refer to results for advertisers!

Sometimes they come so tough we sweat blood, but our supreme objective is always—CRACK 'EM!

That's what brings comments such as this from top agencies:

"Your station has done a fine job for this client and every other client we have put on WWVA."

A BLAIR MAN WILL TELL YOU MORE

BASIC BLUE NETWORK

WWVA
WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

Creutz Takes McIntosh Place at WPB; Several Shifts in Division Personnel

JOHN CREUTZ, for the past year-and-a-half assistant to Frank H. McIntosh, who recently resigned as chief of the Domestic & Foreign Branch of the Radio & Radar Division of WPB to enter consulting practice [Broadcasting, May 15] has been appointed chief, effective June 1 succeeding Mr. McIntosh. As assistant to Mr. McIntosh, Mr. Creutz was chief of the Transmitter Section.

Prior to joining WPB on December 7, 1942, Mr. Creutz served as a radio engineer and consultant with the firm of Page & Davis, Washington. Before that Mr. Creutz was associated with the Badger Broadcasting Co., Madison, Wis. (WIBA) as chief engineer. A native of Beaver Dam, Wis., Mr. Creutz is a graduate of the University of Wisconsin.

Other Changes

Other personnel changes in the Radio & Radar Division include the resignation of Glenn C. Henry, chief of the Industrial & Radio Section, who may leave the first of June to join RCA Victor Division, Camden, N. J., as an engineer in the Industrial Sound Department.

Fred S. Boland, chief of the Program Branch has resigned to join the Federal Radio & Telephone Co., Newark. His successor, Lawrence A. Adams, was formerly with WPB's Research & Statistics Division.

Elmer Crane chief of the Radio & Radar Division's Products & Facilities Branch, is leaving to become general manager of the Radio Division of Lear Avia, Grand Rapids, Mich. His successor is Louis J. Chatten, former chief of the End Products Division. Mr. Chatten's new title will be Assistant Director for Production.

With the dissolution of Army-Navy Electronics Production Ageny (ANEPA) a number of that agency's personnel transferred to the War Production Board, where they accepted positions in the Radio & Radar Division comparable to those they held at ANEPA.

In addition, James E. Wallen, consultant on vacuum tube production for the Division has returned to RCA, his former company, his place being taken by Leo Holleran who is "on loan" to WPB from RCA.

W. E. Wilson, with WPB in the Power Division, for nearly a year, and M. J. McNicholas are new to the Division.

AMP's New Pacts

ASSOCIATED MUSIC Publishers, New York, has signed new agreements with WRGA WJUB WPB, and has received extended contracts from DL WJER KNRR KORE KIT KICA KHSI KFEL EDON.

RMA TO CONSIDER INDUSTRY'S FUTURE

WAR radio-radar program and future problems of the industry will be the main topics at the RMA War Production Conference June 6-7 at the Stevens Hotel, Chicago. Meeting will also mark the 20th anniversary of RMA. Approximately 500 industry executives are expected to attend the conference, presided over by President Paul V. Galvin. Chairman of the convention committee is A. S. Wells of Chicago.

Maj. Gen. William Henry Harrison, chief of the Army Signal Corps and Distribution Service will speak June 7 on "The War Program". Ray C. Ellis, director of the WPB Radio & Radar Division, just returned from the Soviet Union, will speak on "Radio in Russia" at the June 6 luncheon. Other government officials will take part.

RMA officers and directors will be elected at business sessions, including meetings of the set, tube, transmitter, parts and amplifier and sound equipment divisions. On June 6, a general engineering conference is planned under the direction of W. R. G. Baker, director of the association's engineering department.

HARRY RAUCH, Blue special features editor, is the author of a Magazine Digest article, "Factory Parent," to be distributed throughout the world as an OWI reprint.

RMA Campaign

RADIO'S PART in wartime accomplishments will be told to the country when the Radio Manufacturers Assn. starts its promotion project through Theodore R. Sills & Co., Chicago (public relations). Project is developed by the RMA advertising committee headed by chairman John S. Garceau of Fort Wayne, Ind. RMA member companies will be asked to contribute information to the industry project, as everything dealing with radio's war contribution, within limits of official security, is to be listed.

Tubes Standardized

STANDARDIZATION of radio tubes used by the Army, Navy and Canadian armed services has been announced by the Office of the Chief Signal Officer, War Dept. After the transition stage, all tubes purchased and stocked by the organizations will be interchangeable, expediting needed replacements in the field. The tubes are a result of the joint Army-Navy specification for tubes based on the use of RMA and commercial type numbers.

MAG BENNOIT, engineer of KJH Los Angeles, who handles the Julia Sanderson program Lee's Be Charming for Mutual-Day Lee has written a song, "By Blue Hawaiian Waters," which was introduced on the program last week and which will be recorded by Frankie Carle's orchestra.
When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers — the richest spot he could find.

Today, on the site of Buffalo Bill's home ranch stands Station KODY, the new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime network radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station — KODY. And they like it. This situation already has attracted 102 advertisers to KODY. There are still choice availabilities.

**THE NORTH PLATTE MARKET**

Population: 131,115
Value of Livestock and Grain Sold in 1943: $93,700,000
Union Pacific's North Platte Payroll for 1943: $4,200,000
Retail Sales: $45,000,000

**KODY Showmanship.**


**IN FIVE MONTHS**

43 NBC ADVERTISERS . . . 12 National spot advertisers . . . and 47 local advertisers.
Col. Kirby Overseas

COL. E. M. KIRBY, chief of the Radio Branch of the War Department's Bureau of Public Relations, recently returned from the European Theatre where he aided in arrangements for radio coverage of the invasion [BROADCASTING, May 8], has been reassigned to temporary duty in that theatre. Acting chief of the Radio Branch during Col. Kirby's absence is Lt. Col. Jack W. Harris, former director of news and special events at WSM Nashville.

Calumet Petition

THE FCC action May 9 in setting for hearing the application of Calumet Broadcasting Corp. for assignment on 1520 kc with 5,000 w [BROADCASTING, May 15] involved the former facilities of WJWC Hammond-Chicago. Calumet is in no way identified with WJOB Hammond, which was purchased in 1940 by O. E. Richardson and Dr. Fred L. Adair, present owners.

OWI Will Prepare 20 - Second Spots

Poll of Stations Shows Need Of Shorter Messages

PREPARATION of 20-second transcribed chain break announcements for war messages, along with the present 50-second sponsors, was decided upon by the OWI Domestic Radio Bureau during a two-way meeting last week with representatives of its 13 regional station relations offices.

No Spot Increase

John D. Hymes, deputy of the Bureau, explained that the chain breaks will be made available under Station Announcement allocations whenever the campaign message can be handled within the 20-second limitation. Action was taken as a result of a poll taken by the regional offices of station preferences.

Mr. Hymes emphasized that the decision to include 20-second station breaks will not increase the number of spots assigned under the Station Announcement Allocation Plan. At present, OWI transcriptions contain nine 50-second announcements on each side which cover three different campaigns. Under the new plan, he explained, OWI hopes that six of the messages will be 50 seconds and three will be 20 seconds.

Mr. Hymes disclosed that of more than 500 stations polled, 67 expressed preference for the 20-second spots, 226 prefer the 50-second announcements, 136 prefer the former one-minute nonsponsorship, and 68 have no preference.

OWI regional chiefs reported that few of the stations polled have taken advantage of the sponsorship opportunities offered through the 50-second transcription plan, the consensus being that many of the subjects do not lend themselves to sponsorship and some of the stations exercising a strict policy against commercializing government messages.

It was revealed that only 23 stations have been selling the spots regularly, seven have been finding sponsors for some of the messages, eight have been making efforts to sell the spots, and four have been selling the special Treasury War Bond transcriptions. Nineteen stations stated their policy prohibits commercial sponsorship of the messages.

Line Announcements

At a meeting Monday with Treasury Dept. officials to iron out final plans for the Fifth War Loan, it was decided that all live announcements on the campaign would henceforth be handled by OWI. The special transmissions will be serviced by the Treasury, as in the past, upon request.

The regional officials met with OPA, Manpower, Army and Navy radio heads Tuesday morning to discuss various aspects of the information campaigns of these agencies. In the afternoon, a session was held on OWI policies at which George W. Healy Jr., OWI Domestic Director, addressed the group briefly.

The meeting brought together OWI regional station officials for the first time since the appointment of George P. Ludlam [BROADCASTING, April 24] as chief of the Bureau.
HOW TO CATCH

a woman's ear...

Program:  "The Grenadiers."
Time:  12-1:00 Noon.
Format:  Music, nonsense, and fun led by M. C. Bob Heiss, assisted by a 12-piece radio city band.
Audience:  Women—women—women, and a surprising number of men.

Sponsors:  Participating*.
Conclusion:  By building audiences through such programs as The Grenadiers, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" radio station.
Suggestion:  Your radio plans for Wisconsin must include WTMJ.

*Restricted to a limited number of spots

WTMJ
THE MILWAUKEE JOURNAL STATION
Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.
For the benefit of American homemakers, a new series of programs on nutrition has been prepared by the American Red Cross through the assistance of the American Institute of Baking and is being scheduled for broadcast on stations across the country. Each of the nine programs in the series includes a dramatic presentation of the progress of nutrition and features Melva Bakkie, ARC national nutrition director, and Wallace Kadderly, chief of the radio division of the Dept. of Agriculture. All bakers and food dealers have been asked to cooperate with local Red Cross Chapters in local promotion of the program.

Strictly GI

All-request reveille disc program, GI Jive, is now heard daily 6:15 a.m. over KPLT Paris, Tex., for those service men and women at nearby Camp Maxey who are early risers. Requests are handled only by mail.

Youth Show

Talent recruited from the junior high schools provides the format for Junior Music Hall, an all juvenile review which began on WFIL, Philadelphia, May 18. Half-hour weekly series is produced and directed by Edmund Dawes, educational director of WFIL. Highlight of the show will be a Junior Music Hall Chorus, composed of teen-aged girls. Program is designed to give undeveloped talent among school youngsters an opportunity to express itself. The program will originate from the WFIL Playhouse Studio.

Morale Aid

A year-long infantile paralysis program originating at a local sanitarium has started on WPAT, Paterson, New Jersey. The weekly half-hour program titled The Voice of Bergen Pines will feature stars of stage, screen, and radio who have overcome their paralysis handicap. Children in the sanitarium participate.

CBK Program

CBK Watsous, Sask., in early May started a summertime weekly Prairie Homemakers' Program, including series of talks on reading, canning, swimming and hot weather child care. Program continues through August.

For Greater Sales

In Greater St. Louis

at lower cost

KSD

The World's Number One Network

A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative

FREE and PETERS, Inc.

KXOK Forum

Through cooperation of KXOK St. Louis and the Committee for Economic Development, a new forum-type program, Where Are We Headed?, is now presented Tuesdays, 10:15 p.m. Dr. William McClellan, former dean of the Wharton School, University of Pennsylvania, is chairman of the committee and serves in the same capacity during the broadcasts. Series deals with post-war planning as it affects the lives of average citizens. Listeners are invited to send in questions, which are discussed in the air by leading representatives of management and labor.

Soldier Show

WBIG Greensboro, N. C. is presenting a new all-soldier show, On the Beam, featuring an orchestra made up of musicians from America's leading dance orchestras as well as a number of concert artists. Lt. Harry R. Taylor, young arranger-composer and pianist, is conductor. On the Beam is heard Thursdays, 8:15 P.M. Dramatic relief is furnished by a series of radio plays, written and directed by Cpl. Millard Lambell, radio and screen writer.

KQW School of Air

In cooperation with public schools of six northern California cities, KQW San Francisco has started a new series titled KQW School of the Air, covering local historic subjects as well as current and post-war problems. Roundtable discussions and dramatizations, with students participating on the programs, are featured in the series. Scripts are written and produced by teachers of drama, radio, history, and journalism.

Negro Show

A variety of musical entertainment — swing to spirituals — featuring top Negro talent from all parts of the country, will supply the format for Men O'War, new WBXM Chicago musical program originating from Camp Robert Smalls, Negro camp of Great Lakes Naval Training Center. Directed by WBXM producer Larry Kutsze, Men O'War, 25-minute program, is heard Saturdays.

KOA Farm Features

Another feature of service to farm listeners, Saturday Stock Show, will begin on KOA Denver, 12:30-1 p.m. on May 27, and will be sponsored by the Rocky Mountain Radio Council, which will supervise script and production. Supervision will later be assumed by Rex Brown, KOA farm news editor.

Heroes Honored

Dramatizations of the deeds of Ohio service men and women are featured on a new series of programs heard weekly over WLW Cincinnati and titled Salute to Ohio Heroes. Quarter-hour Sunday morning program is sponsored by Standard Oil of Ohio.
The Only Single Medium
Completely
Covering The Inland Empire

KHQ

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

"The Fleet's In" every day. Here Naval Recruits line up for Colors at Farragut Naval Training Station—second largest in the service. Such installations keep the Inland Empire's buying power at peak level. Building Permits in Spokane alone increased 113% in 1943. You, too, can build increased sales in this rich area with KHQ's complete coverage. (Official U. S. Navy Photo).
Every possible musical need is at your fingertips when you subscribe to World Program Service, with a complete variety of music and widest choice of talent in any library service ... 4420 different selections ... with at least 50 new numbers every month. Music to meet any program requirement—from fanfares, mood music

**OVER 4420 SELECTIONS REPRODUCED ON**

**WIDE RANGE VERTICAL CUT RECORDINGS**

**BY TOP ARTISTS OF RADIO, SCREEN AND STAGE**
Every Program Requirement

and backgrounds—to complete productions that are turning sustaining time into sponsored sales. This variety of music and talent builds sales-proven programs. And every WBS selection is recorded to make audiences sit up and listen—to your station. World Program Service more than pays for itself—and we can prove it!

WALTZ

POPULAR DANCE

SALON MUSIC

HYMNS AND SACRED

BALLADS

GAY 90'S MUSIC

PATRIOTIC ANTHEMS

FANFARE AND INCIDENTAL

POPULAR WAR SONGS

OPERA · LIGHT CLASSICAL

VOCAL SOLOS · ORGAN

...and many others

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL
**Crossley Reports On Winston-Salem**

**MORNING**  
(8 A.M. to 12 Noon)

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See OWI Schedule of War Messages 112 for names and time of programs carrying war messages under National Spot and Network Announcement Plan.

**Fifth War Loan Dominates OWI Radio Bureau Allocations for Week of June 12**

The FIFTH War Loan commands major emphasis in the OWI war information schedule for the week beginning June 12, with Network, Station Announcement, Special Assignment, Special Events, and Special Transcription allocations giving the drive an auspicious opening.

Radio stations will have a wide choice of transcriptions for sponsorship of Fifth War Loan messages. In addition to the 60-second Station Announcement spots, there will be the special Treasury 5-minute Salute, the 15-minute Song for Today and the 30-minute Star-Farade.

**Job for Radio**

The Fifth War Loan campaign will seek to raise 16 billion dollars, with individuals asked to invest six billion dollars. Millions of Americans will be directly solicited by a volunteer sales force, the Victory Volunteers, but the job cannot be done unless the public is convinced of the urgency of the Loan. OWI believes that radio can do the convincing as no other medium can.

Because of the preferred position given the War Loan drive, OWI has scheduled only three other campaigns during the week for major allocations. Rubber Conservation, assigned to Network and Station Announcement allocation, is continued from the previous week and carries messages to remind motorists that synthetic production is not yet sufficient to permit any laxity of conservation measures.

Prepare for Winter, assigned to Network allocation, cautions listeners that all fuel will be scarce next winter and urges action now to keep from going cold then. Purchasing of available fuel and installation of heat-saving devices such as weatherstripping and storm windows are advised.

Car Sharing messages, assigned to National Spot allocation, are designed to reduce waste of millions of gallons of gasoline caused by lack of compliance with car-sharing regulations.

**Washington Engineers Seek Virginia Local**

POTOMAC Broadcasting Corp, whose principal officers are CBS Washington engineers, last week filed application with the FCC for a construction permit for a standard broadcast station to be operated in Alexandria, Va., on 730 kc with 250 w power daytime. Application listed Howard B. Hayes, director and president, 84 shares (49.4%); Carl L. Lindberg, director and secretary-treasurer, 83 shares (50%); Inez M. Hayes, wife of Howard, director and first vice-president, 1 share (0.6%). Both Mr. Hayes and Mr. Lindberg are technicians at WTOP Washington, CBS-owned station. Mr. Hayes formerly was with WBNB Columbus, O., and WRRC Cincinnati, joining CBS Washington in 1942. Mr. Lindberg, prior to his CBS affiliation in 1940, was with WKBN Youngstown, O.

Two previous applications for a frequency in Alexandria had been dismissed. Peter Q. Nyce filed application for 740 kc and 1 kw power but his petition was dismissed Aug. 4, 1942 without prejudice at his request. Previously the application of Percy C. Klein, also for 740 kc and 1 kw power, was dismissed April 7, 1942, when he failed to submit required information, Commission records show.

**Beau Brummell Adds**

Beau Brummell (ties), i.e. Beau Brummell Co., Cincinnati (ties) has added the following stations as outlets in addition to those named in the May 15 Broadcasting for its weekly quarter-hour transcribed program, Musical Showcase: KSTP WLW KDKA WAKA WSBM WSM KFRC WDAF WRC WTM WIBZ WCKY WIOD WHO KSD WPFF.

**Harold L. Ettlinger**

Harold L. Ettlinger, 34, assistant foreign news editor of the Chicago Sun and author of the column "The Axis on the Air," died May 11, after an illness of four weeks. An expert on shortwave radio broadcasting Mr. Ettlinger was also the author of a book The Axis on the Air.
LO, AN ECLIPSE-PROOF MOON!

Snugly beyond the orbits of the big-city stations in Chicago, Cincinnati, and Detroit, the moon of WOWO never sets, is never eclipsed.

This 200-mile-wide orb — representing the proved extent of the WOWO primary area — is as richly endowed with teeming, responsive humanity as the celestial moon is barren. A population of more than 2,000,000, occupationallly diversified and uniformly prosperous, looks to Indiana’s most potent and persuasive voice for its entertainment and information.

Fort Wayne itself, where WOWO programs originate, has upwards of 132,000 people. Also in WOWO’s primary area are 62 counties, with 21 cities of 10,000 population and up. This great section is roughly divided 50-50 rural and urban.

Common sense rules out astronomical claims. But you’ll find that the gravitational sales-pull, uniformly exerted by WOWO over this strategically located trading area, is something to reckon with... and cash-in upon.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Banks Expand Use of Radio As Budgets for 1944 Go Up

FAA Survey Shows 44% of Institutions Devote 14% of Funds to Broadcast Advertising

WITH 1944 advertising budgets increased over those of 1943 by the nation's banks, broadcast advertising is growing as a medium for the financial institutions. A survey of 1943 advertising expenses conducted by the Financial Advertisers Assn. Research Committee, is reported in the May issue of the FAA Bulletin, containing the report, revealed.

Of 184 banks returning questionnaires in 1944, 81% or 144% used radio in 1943, according to the May issue of the FAA Bulletin.

The report revealed that of 81 banks reporting its use and found they had a total advertising expense of $1,260,000,000 said the FAA report. Of this amount 42% or $26,716 was spent for newspaper and publication advertising, while 14% or $17,347 went for radio advertising.

Agency Use Increases

Of 44 banks reporting the use of newspaper, radio and billboards, the proportion of their total advertising expense was broken down as follows: Newspapers, 40%; radio, 41%; billboards, 58%.

Accompanying the report was a table which disclosed that banks of from 5-10 million dollars spent the heaviest spenders for broadcast advertising. In that group 13 banks spent 28.4% of their budgets for radio, while 35 devoted 40%. Next was the non-commercial group, embracing the largest spenders for broadcast advertising. In that group 13 banks spent 28.4% of their budgets for radio, while 35 devoted 40%.

Grouped by Deposits, replies, newspapers, and broadcast advertising, the figures presented show comparative percentages of advertising budgets spent in publications, including newspapers and others, and that devoted to radio.

**GROUPS** | **DEPOSITS** | **REPLIES** | **NEWSPAPERS** | **BROADCAST ADVERTISING**
---|---|---|---|---
I | 1-5 | 14 | 24 | 16
II | 5-10 | 36 | 40 | 28
III | 10-25 | 35 | 49 | 26
IV | 20-30 | 20 | 50 | 38
V | 30-50 | 10 | 50 | 34
VI | 50-100 | 18 | 30 | 27
VII | 100-500 | 26 | 25 | 22
VIII | 150-500 | 22 | 34 | 18
*VIII | 1-50 | 25 | 30 | 20

**Non-commercial.**

Kelray Placing

McRAE HEALTH PRODUCTS, New York, is looking for availabilities for a national spot campaign for Kelray, a reducing agent. Schedule has already started on Philadelphia, New York and Boston outlets, and will expand shortly to Chicago and Baltimore and other markets, using participations on women's interest programs wherever available. Media also include newspapers and magazines. Agency is William N. Scheer, Newark.

Lux Tops CAB

MOST popular full-hour evening network program is Lux Radio Theatre and most popular weekly quarter-hour evening show is Walter Winchell, according to CAB ratings, with Kay Kyser and Bill Stern rated second in each category, next as erroneously reported in Broadcasting, May 15.

Lt. Hugh F. O'Neil

Lt. Hugh F. O'Neil, Navy pilot and son of W. O'Neill, president of General Tire & Rubber Co. and of the Yankee Network, was drowned off San Diego, Cal., May 12, when his ship crashed. Lt. O'Neil, 25, had not been identified with radio prior to his Navy service. His brother, Bill O'Neill, is owner and general manager of WJW Cleveland.
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE
ts primary coverage would blanket an oval 300 by 212 s, extending from Paris to Cologne...Brussels to Luxembourg.

...where civilians are starved, beaten and deported into forced they face chains or the firing squad for expressing them-

KXOK
SAINT LOUIS, MISSOURI

630 KILOCYCLIES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

FILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO.
The Chips are down, it now appears, in the flight of newspapers (or some of them) to block radio’s competition in the field of retail advertising. A calculated and organized campaign to show radio’s purported impotency as an advertising medium is under way.

But the proof of the pudding is in the consuming. All the surveys in the world won’t deter advertisers from using a medium if they get results. And that’s the story of radio.

In New York, which is anything but a typical market, the newspapers have subsidized a survey widely proclaimed as showing that newspaper advertising is eagerly gobbled up, while radio advertising is resented; that newspapers pull five-to-one against radio in the retail field, and that it’s cheaper, more potent and whatnot.

The leading questions produced the desired result. The New York survey found that a strong majority of men and women preferred newspaper advertising and wanted omission of advertising over the radio. But the people weren’t asked whether they preferred Radio by the American Plan (commercial) over Radio by the European Plan (Government-owned). They weren’t told that the total time on the air devoted to advertising is about 8% and that it foots the radio programming bill. When the question was asked in another survey (Columbia U.) about the European vs. the American Plan, 75% wanted the American.

We could cite, chapter and verse, radio’s effectiveness as an advertising medium. OWI can talk about a dozen war campaigns tried in the newspapers and which failed. Then radio did the job. And there was the 1942 survey of the Office of Facts & Figures, afterward suppressed [Broadcasting, June 22, 1942], which showed that radio had supplanted the newspaper as the public’s primary source of news.

The New York newspaper attack upon radio comes as no surprise. The American Newspaper Publishers Asso. convention was told that the big guns would be unlimbered, particularly after the initial success of radio in launching its retail advertising campaign last year. In that campaign no effort was made to disparage newspaper advertising; an affirmative and effective job was done. But the results must have hurt.

That isn’t all. The American Medical Asso., which believes self-medication a crime, also blatantly attacks radio for accepting patent medicine business, and hails the newspapers for eliminating such advertising. To Dr. Morris Fishbein, the AMA Journal editor, we commend perusal of almost any of the metropolitan dailies. Many newspapers, to be sure, won’t accept extreme stuff, particularly in these days of great personal sacrifice. A Naval Academy graduate, he has spent 30 years in Government as against five in business. He returns to private life with the thanks and gratitude of every man in radio.

Radio doesn’t have to resort to rock tossing to get business. The sales manuals are replete with success stories on radio selling. There are pages of them indexed in agate type in the Broadcasting 1944 Yearbook [pages 241-248]. The biggest success story of all is radio’s war job.

Newspapers can survey and survey; radio will produce and produce; retailers will buy and buy. And there’ll still be enough business for both media.

**Comdr. Courageous**

American radio suffers an irreparable loss with the decision of Commissioner T. A. M. Craven to retire from the FCC. On June 30, after nearly a decade as chief engineer and member; he returns to private business. It is gratifying that he will continue in radio, as engineering executive for the Cowles station group.

Tam Craven has been an outstanding public servant. In recent years his work on the FCC hasn’t been too pleasant. The pressures have been great and the opposition strong. Often times a battle was waged until the bitter end. “Craven dissenting” became a sort of stock phrase. But within the Commission meetings he has been a rationalizing influence and more often than not, has kept the Commission from going off the deep end.

It has been Tam Craven’s driving energy, intelligence, and—most of all—his courage and utter lack of fear that have won him so many fundamental policy disputes on the Commission. The FCC minutes, since he assumed office in 1937, tell that eloquent story. There were the network regulations, allocations policies, the newspaper ownership fight and innumerable other controversies in which he figured. It has been his testimony before Congressional committees that has bucked the FCC majority on many occasions, because he felt it his duty to vote independently and according to his own conscience.

Tam Craven left a lucrative consulting engineering practice in 1935 at the behest of the President to become chief engineer. In 1937 he was elevated to the Commission. This service has been at great personal sacrifice. A Naval Academy graduate, he has spent 30 years in Government as against five in business. He returns to private life with the thanks and gratitude of every man in radio.
THREE MEN AND A MICROPHONE:

When Portland’s community leaders “start something,” the mikes of Portland’s community-leading station are in front of them spreading the good news...

When Henry Kaiser’s 90,000 Portland-area workers slid their first Liberty ship off the ways...when they built the *Joseph Teal* in a record 10 days...when they built their first tanker and their first carrier...when Henry brought his first trainloads of workers from the East...KOIN was on the job telling the story as vividly as only radio can tell it. Three live KOIN lines tap the Kaiser yards for the amazing news they’re making every week...

Earl Riley, Portland’s competent and tireless mayor, is the mainspring of a Service Men’s Center which does the best job in the U.S. for men in uniform. There KOIN puts on each Sunday night an original all-ship-yard-talent show... when Earl Riley was picked as the most typical U.S. mayor to visit England KOIN’s mikes bade him good-bye, welcomed him home again, broadcast his reports...Mayor Riley, as the representative of the people of Portland, sponsors the KOIN park concerts...when he has an emergency proclamation to make, he plugs in the KOIN direct-line in his office and the whole Northwest hears what’s up...KOIN’s audience gets constant reports of how its community is being run...

When Edward C. Sammons, vice-president of Iron Fireman, and chairman of the War Finance Committee of Oregon, sets out on one more of his unceasing projects for the good of our community, KOIN goes alongside. We carried each of his speeches opening each War Bond drive, and released them to all other Oregon stations...carried his triumphant report each day as Portland climbed to its quota and way beyond...carried from the campus of Oregon State College the anniversary party of the State Board of Higher Education (of which he’s a member)...We make Sammons work for our audience, too, on KOIN’s own Post-War Committee because he’s president of the Oregon War Industries and Chairman of the Northwest Committee on Economic Development. Kaiser, Riley and Sammons are only three typical community leaders who are helping to build Portland. We’re proud to print their pictures here because they typify not only the men and works who have their neighborhood at heart, but because they’re typical of the mood and manner-of-work of the radio station which believes that the story of the welfare and progress of its community is the greatest radio program that can be broadcast.

**KOIN**

PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives
Our Respects to
(Continued from page 86)

leased equipment to boats traveling all over the globe. The job opened up a new world to the eager young man.

It was not only the world of radio and its people that he came to know, but also the vast spaces out beyond the limits of his hometown, Seattle. With the United Wireless Co., he went to Alaska and floated down the Yukon from White Horse, stopping along the way to investigate abandoned experimental radio stations that lined the river. From those shack he salvaged equipment left by disillusioned or discouraged pioneers who had given up.

Famous Names
Because the West Coast was believed ideal for wireless experiment, names now famous in radio pioneering located in the area, and Louis Wasmer became acquainted with such people as Dr. Lee De Forest; Dubillier, who was to head the Cornell-Dubillier radio firm; and the great Nicola Teslai. He still has one of the original De Forest vacuum tubes of the six that exist today.

His job with the Wireless Co. took him still further—a to the Orient and China as well as Japan and the South Pacific Islands. Along the route the engineer checked the shore installations set up by the company as a point of contact with the coast.

For a while, Louis Wasmer was assigned the post of setting up the Seattle Wireless Co.'s stations along the coast. He was instructed to build the stations close to a main highway near the coastline, then as soon as possible start the "spark" going in the window.

Flying, Too
Paralleling his early radio experience, Maj. Wasmer became tremendously interested in flying. And in 1911 he made by hand what was intended to be a glider. “But it wouldn't glide,” he explained, “so we made it heavier and put in an engine. Then we had a plane. And it flew.”

Since then he has always owned a plane, except for the period when the First World War and flying stopped as it did for this war.

Radio stopped, too, for amateurs, and when operations were resumed in 1921, Louis Wasmer saw that the medium was coming into its own as a means of entertainment. The commercial value of radio was being explored, so he started manufacturing transmitting and receiving sets for retailers.

In 1922, Louis Wasmer opened KHQ Seattle. The station became so popular, that three years later a citizen's committee from Spokane went to Seattle to ask that the station be moved to Spokane. In 1933 he took operation of KGA Spokane from NBC. He owns stock in KOL Seattle and is an interest in the Pacific Mutual Network.

About that time there was another young man greatly interested in the future of radio. He was on the Coast trying to sell the new medium to others who, frankly, were not interested. He was Niles Trammell, now NBC president and then a salesman for the Pacific States Electric Co. Often Louis Wasmer joined him in his rounds trying to get people interested in stocking and selling radio equipment. “You might say we peddled radio to the Coast,” Maj. Wasmer laughingly confessed.

After Pearl Harbor when the CAP was organized, Louis Wasmer was commissioned a captain in communications and transportation. Thus he was able to make use of both his flying and radio experience when the country needed it. Later he was transferred to the Army Air Forces as an air communications officer, and was promoted to major.

He was born in Grand Island, Neb., May 10, 1892, and moved to Seattle at an early age. After going through the usual preparatory school, he studied electrical engineering at the U. of Washington.

In 1938 he married Florence Walker, a concert violinist at KIH. They live in Spokane where the major has a large wheat farm and is a member of several civic organizations, Rotary Club, Chamber of Commerce, Shriners, and others. Of course, he is also a longstanding member of the Amer.

NEW POST AT KMBC
ASSIGNED BENNETT
SAM H. BENNETT, director of sales of NBC's Kansas City network station, since 1939 has been named vice-president in charge of sales activities for the Midland Broadcasting Co., according to Arthur B. Church, president of the d. principal owner of KMBC.

Mr. Bennett, who was selected for the new position, is a member of the advertising department.

In addition to his duties as head of the production and promotion department, he will be in charge of the KMBC department.

NBC Promotion Group
To Meet in New York
FIRST ANNUAL meeting of the promotion managers of NBC's owned and operated stations will be held in the network's New York office, May 24-26. Charles P. Hammond, NBC director of advertising and promotion, who will be chair- man, said the conference will estab- lish "a common base for more ef- fective promotion planning between network and affiliates."

Planning to attend are: Frank Ford, western division, Hollywood; Helen Murray, KPO San Francisco; Emmons C. Carlson, NBC central division; Howard Barton, WTAM Cleveland; Mahlon Glascx, WRC Washington; Charles Phillips, KDIA Denver. Edward de Salibus will represent WEAF New York.

KTTS Joins CBS
KTTS Springfield, Mo., on June 1 joins CBS as a special supplemental station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 520 w. the American Radio Relay League, the "ham" operators' organization.

Besides his other career-hobbies, Maj. Wasmer keeps up his great interest in photography. "I've got a darkroom and equipment to go in it that are my pride and joy," he beams.

He enjoys telling of one of his early experiences with radio and Teslai, the renowned inventor of the Tesla coil. Teslai was broke and the young Wasmer went to help him with an idea. The plan was to build a coil, duplicating the original made just a short while before.

They improvised with make-shift equipment until the coil was duplicated, then obtained billing at the Old Family Theatre in Seattle, playing the Great. "We got $50 and return booking for another week," the Major said, "All I did was hand him eggs and pellets and other odd objects, while he fried the eggs and made the pel- lets jump around madly on the coil. It astonished the audience."

Includes Birdie's Personal Ad
A friend's personal ad in the daily paper, "Birdie", tablet aboard airplane, New York, May 10. "Please write me. I want to come home soon. I am looking for a job in a big city. I am not married and I am not pregnant."

Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.
Two Facts Give One Answer...

1. There are nearly three-quarters of a million people in Utah —with radios in 930 homes out of every 1000, one of the highest per capita ratings in the nation as a radio-listening market.

2. KDYL has the highest audience rating in this area.

Answer — Add these two points together and you can't help but see the logic of including KDYL in your advertising and sales plans in the west.
Posthumous Award

MAJ. JOSEPH A. BURCH, Signal Corps, who was shot down by Japs in action over Soerabaja, Java [BROADCASTING, Jan. 25, 1943], has been awarded posthumously the Legion of Merit, which was presented to his widow, Mrs. Joseph A. Burch of Brooklyn, N.Y. A letter read in part: "In his capacity as Assistant Signal Officer in charge of radio communications for the Java Area, Maj. Burch manifested exceptional ability in the detailed organization, direction and operation of all radio communication facilities in that theater. His devotion to duty, integrated knowledge of that art coupled with superior technical ability made possible sustained employment of all aircraft in defense of that region."

LEGISLATORS VISIT RCA LABORATORIES

HEADED by Frank M. Russell, NBC Washington vice president, members of the House Interstate & Foreign Commerce Committee and Senate Interstate and Foreign Commerce Committee March 15 visited RCA Laboratories in Princeton, N. J., to get a first-hand picture of developments in radio and electronics of post-war importance.

Law makers, who are charged with communications legislation, were shown RCA's electron microscopes, experimental models of television home receivers, the stero television, a new type of FM receiver, FM police equipment, facsimile, electronic sewing machine, were given demonstrations in diathermies and shown advances made in radio and television tubes.

Sen. Hawkes (R-N.Y.) was the only member of the Upper House on the trip. Representing the House were Reps. Bulwinkle (D-N.C.), acting chairman; Chapman (D-Ky.). Boren (D-Okl.), Beckworth (D-Tex.), Priest (D-Tenn.), Harris (D-S.C.), and Stover (D-Md.).

CORP. WILLIAM J. NELSON, former assistant director of WLS Chicago, has joined the radio production staff of Air Service Commission Headquarters, Patterson Field, Ohio.

HELEN MURRAY, sales promotion head of KPO-NBC San Francisco, was married to Don Hall, lecturer and playwright, May 1.

FRED SELZER, NBC Hollywood national spot account executive, has been commissioned a lieutenant (j.g.) in the Navy and on May 16 reported to indoctrination school at Tuscon, Ariz. His network post has been taken over by Don Norman, transferred to KBO San Francisco.

WILLIAM B. GREENWALD, former owner of KBBW Hutchinson, Kan., has been named to head the information service of the War Manpower Commission in Michigan.

FIN HOLLINGER, general manager of KDB Santa Barbara, Calif., has been appointed to the Santa Barbara Post-War Planning Commission.

WILLIAM A. BANKS, president of WHA Philadelphia, heads the Radio Committee for the Allied Jewish Appeal for the fifth year.

HAPPY OVER FORMATION of the new Mexican Blue Network, Emilio Azarraga, owner of XEW Mexico City, and Clemente Bena Martinez, vice-president of Radio Programas de Mexico, board the Cia. Mexicana de Aviacion clipper for a trip to Tampico. The new network is a daily 16-station hookup of the stations affiliated to the Radio Programas de Mexico, just started "south of the border".

Maj. McCaw Gets New Communications Post

MAJ. J. ELROY McCAW, owner and general manager of KEIA Centralia, Wash., last week was elevated from executive officer to special assistant to Brig. Gen. Harold M. McClelland, Air Communications Officer of the Army Air Forces, with headquarters in Washington. In his new post, Maj. McCaw will assume a number of the functions to which he was assigned as executive officer and also will be in charge of liaison with Allied governments on Army Air Forces communications.


CBS Promotion Award

CBS PROMOTION booklet, "Portrait of a Great American," based on the story of CBS' Kate Smith, has been awarded a special award of distinctive merit by the Jury of Awards of the 23rd annual exhibition of Advertising Art conducted by the Art Directors Club. Presentation was made May 15 at the Waldorf-Astoria Hotel in New York.
YOU MUST HAVE A
STRONG SIGNAL*

That is, if you want your message to be heard clearly, distinctly, and dependably everywhere in your primary marketing area. Anyone in Baltimore will tell you that WFBR comes in remarkably clear and sharp. It's another WFBR advantage!

When you buy WFBR, you can be sure that your advertising message will be heard strong and clear (at least 5 millivolt strength) in the homes of over a million people in Baltimore and vicinity!

We call it WFBR's top coverage area!

But there are also hundreds of thousands of additional people in the rich Maryland trading area that can also clearly hear WFBR's signal (at least ½ millivolt strength in an area of 2,945 square miles).

Another reason why you can depend on WFBR's signal, is that the station's antenna towers are anchored in Baltimore's salt water harbor. This largely contributes to the dependability of WFBR's signal throughout the primary coverage area.

You cannot overlook this important signal factor in making your radio plans in Baltimore. When you buy WFBR, you can always depend on it's signal!

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

RADIO CENTRE, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
JOHN FENSTER, discharged from the Army, has joined the sales department of WOAI, New York, replacing C. N. Van Aulen, resigned to join Biow Co., New York. He was formerly in newspaper advertising. Jack Irish, former announcer and newscaster of WHK Cleveland, has joined the WOR announcing staff.

EDWIN I. ENGLAND, former teacher, has joined the CBS research department as program study director. Fred Carr has been transferred from the program division of WBAC, CBS New York key station, to CBS network operations as assistant director.

ARNOLD MICHAELIS is returning to CBS as script editor of WABC New York. With CBS since 1941, Mr. Michaelis resigned to do freelance scripting, later joining Biow Co. as a producer-director. Most recently he has been a senior director of the Blue network.

MAY C. W. GILCHRIST, former press representative of CBC Halifax, has been promoted to lieutenant colonel. He is now editor of the Canadian Maple Leaf, published by Canadian forces in Italy.

MURRAY STOOPACK, formerly on the broadcast desk of the N. Y. Daily News, has joined the news department of WQXR New York, replacing Ed Pitney, who has resigned to join the OWI as writer.

BOB Lبري, former freelance announcer, has joined WJW, Cleveland.

GEORGE A. MELLOR has joined WENY Elmira, N. Y., as assistant program director. He was formerly promotion director of the Elmira Star Gazette.

JIMMIE SIMPSON and Will Taylor are new additions to the announcing staff of WBBO, Salisbury, Md.

LARRY SCOTT, formerly in dramatic and quiz shows at the Parade U. station, WHAA, has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

GIBSON JACKSON has joined the announcing staff of WSAY Savannah, Ga., following honorable discharge from the Army. Carleton Hildreth is also a new addition to the WSAY announcing staff.

ROGER S. (Dutch) UNDERHILL, former sports and news announcer of WINS Milwaukee, is now a member of the announcing staff of WIND Chicago, working with Walt Lockman on play-by-play announcing of the Chicago White Sox baseball games.

CHARLES J. HARRINGTON, formerly with KMOX St. Louis, is a new member of the announcing staff of KDLY Salt Lake City. Ken Reber has been appointed chief announcer of KDLY.

WYLLIS COOPER, head of the program development division of NBC's program department, has resigned effective May 13.

PATRICK HENRY has joined KERN Bakersfield, Calif., as announcer-director.

FRED MacPHERSON, announcer of KFBR Sacramento, Calif., is the father of a girl.

JOHN FORSYTH, former announcer of KFVB Hollywood, has joined KFKE-KECA Los Angeles as announcer.

HEADING NEW department of program coordination at WHAS Louisville is Ray Shannon (r), veteran broadcast executive and member of the NAB Program Managers' Executive Committee. A. W. Marlin (l), WHAS program director, greeted the new executive, who will coordinate production, music, engineering, sales promotion and management. Mr. Shannon entered radio as a staff musician of WHK and W GAR Cleveland, where he was a member of the Cleveland Symphony Orchestra for seven years. Subsequently he served as assistant musical director of WTAM and WHK, program director-production manager of KPV Pittsburgh, and program director of KMBC Kansas City.

GWEN SPARRO has joined the continuity department of CKWX Vancouver.

JUAN HOOT, of the production staff of CHB Vancouver, is the father of a girl.

AUSTIN FENGER, producer and newsreader of KSFQ San Francisco, has taken on the added duty of news editor.

RON PHILLIPS, formerly of KWX W Pasadena, Cal., and KIRO Seattle, has joined KGO San Francisco as announcer.

DOUGLAS ADAMS, former announcer of KFAM Pasadena, Calif., is now with KYO Phoenix.

BILL CHARLES, announcer, has joined KPDA Amarillo, Tex.

HERB HALEY, announcer of KGO San Francisco, is the father of a girl.

CALVIN S. PEPPLE, formerly of the public relations department of CKY Winnipeg, is now a fighter pilot in the European theatre with the Royal Canadian Air Force.

WILF. CARPENTER, for the past 30 months manager of public relations department of CKY Winnipeg, has been appointed supervisor of program production. He is succeeded by D. E. P. Coats, former public relations chief, who has rejoined CKY after two years in the Royal Canadian Air Force.

HOWARD MALCOLM, announcer, has joined WBBM Chicago.

PAT BURTON, WBBM Chicago news writer, was married to Pvt. Becher-Frank, U. S. Army, on May 9.

JANE COHAN, member of the WBBM Chicago news coverage editing department, was married to William Wallbaum of the Arthur Meyerhoff agency on May 13.

KEN CROSSLEY, formerly of CKGB Timmins, Ont., has transferred to CJKR Rouyn, Que., as English production director. His place at CKGB has been taken by Albert Aube of CKNR.

Page 42 • May 22, 1944
KANSAS CITY IS A KOZY MARKET...

And . . . EXCLUSIVE in the Kansas City Area . . . K-O-Z-Y MEANS FM . . . the Voice of Tomorrow - Today!

FM Radio Station KOZY

PORTER BUILDING  ★  KANSAS CITY, MISSOURI
All surveys agree WRC leads morning, afternoon and night.

Washington will have the first NBC television station to be constructed after the war.

McCray to NBC

THOMAS C. McCRAY, formerly with the broadcasting division of the New York Office of Censorship, has been appointed eastern program manager of NBC and program manager of WNEW New York. Before joining the Office of Censorship, Mr. McCray was assistant general manager of WNBC Hartford. He replaces Wynn Wright who recently was made national production manager of NBC.

Centennial Observance

CENTENNARY of three organizations in TMC, the Y. M. C. A., the Y. W. C. A. and the Salvation Army was celebrated at the University of Michigan and Michigan State College.

Studio Notes

WCKY Cincinnati is prepared to go on a 24-hour schedule the minute troops begin the long-awaited invasion of Europe. Station has arranged a special service whereby personal living in the greater Cincinnati area will be notified by phone in the event the invasion begins during the broadcast. Five lines will be installed in five RKO theaters in downtown Cincinnati over which WCKY will flash the news as soon as it breaks.

A WEEKLY feature of WELI New Haven, Connecticut, with the Automobile Industry, has been expanded to the Connecticut State Network. Featuring Connecticut residents who are nationally known figures, the Forum is heard Thursday, 8:30 p.m., replacing America's Town Meeting of the Air on CBS stations which are also affiliates of the Blue.

TYING in with Hearst Newspapers' plan to signal the European invasion by sounding the Liberty Bell, NBC has broadcast lines into Independence Hall in Philadelphia, to carry the sounds to NBC listeners and possibly abroad.

KIFL Denver has announced upon closing its service letter slogan contest that a total of 250 awards have been made to listeners who have entered. The man is C. W. (Bill) Bailey, bank president whose income plan for farmers was featured in the story. A subscription was flown to one of Mr. Bailey's sons stationed in North Africa.

WNEW New York has proposed to the Radio Directors Guild, New York, a training program for young talent to get started in radio. Station seeks the cooperation of the Guild in furnishing volunteer program directors to direct young and talented members of AFRA in a series of weekly broadcasts making use of program material, suggested by the Guild.

FOR THE World's Best Coverage of the World's Biggest News

UNION PRESS

BROADCASTING • Broadcast Advertising

STARS of the NBC-WBSM Nashville, Tenn., program "Grand Ole Opry" were flown by the Army May 12 to Memphis to do shows for WAG recruiting drive.

WMPM Memphis, Tenn., is presenting direct three-minute newscasts in the downtown Warner Bros. theatre between features.

WKRC Cincinnati originates the forum series "Problems of Peace" and not WSAI Cincinnati as incorrectly stated in this column May 8.
Now - 160
RECORDS MAY BE SCARCE
But
KNOXVILLE CONTINUES TO
Break Them!

... And if the records could play they'd stick at: "Increasing ... Increasing ... Increasing ..." for that is what Knoxville continues to do. 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 160% ... leading the nation.

Quick Facts:

Knoxville: Now a city of more than 200,000 ... Metropolitan Area includes ALCOA and other big industries ... Has highest percentage radio homes and white population of any Tennessee city.
ALL WASHED UP IN TUB (Ky.)?

If the tire shortage is keeping your salesman from dippin' into Tub and other little towns don't wash your hands of Kentucky! The Louisville Trading Area is the big aud in this entire State — 1,336,000 people with $610,000,000 in buying power (57.5% of Kentucky's total)!

BOTS福德, Constantine & Gardner has moved Los Angeles offices to larger quarters at 692 S. Hill St. Telephone remains Michigan 1427.

JEAN McFARLAND, of J. Walter Thompson Co., Hollywood publicity staff, has joined N. W. Ayer & Son as publicity director.

RAYMOND REEVES, formerly regional business consultant of the Dept. of Commerce, has rejoined J. Walter Thompson Co., New York.

DOUGLAS HUMPHRIES, formerly of McCann-Erickson, New York, and Robert Hodges, formerly of N. W. Ayer & Son, New York, have joined the creative staff of J. M. Mathes Inc., New York.

RALPH WILL, formerly advertising manager of Eastern Electric, South Breimer, Me., writing paper bag advertisement, has joined the creative staff of Fuller & Smith & Ross, New York.

PENNY LEIGHTON, formerly associated with Director & Lane, New York, has been appointed publicity director for Bill Associates, New York advertising agency.

HENRY STAMPFLMAN, formerly advertising manager of Eastern Electric, South Breimer, Me., is now a member of the staff of Victor M. Ratner Co., New York.

M. L. MULHAN, active in the radio and electronic publishing field for 20 years, has joined the electronics division of Erwin, Wasey & New York, New York.

ALVIN SHAFFNER, former field supervisor of Young & Rubicam, New York, has been appointed manager of the Latin American division of BBDO "s head of the agency. He replaces Ovid Riso who was advanced May 1.

MARLO LEWIS, former radio director of Blaine-Thompson Co., New York, has been made a vice-president and a member of the board of directors. New radio director is Richard Ash, for the past year-and-a-half an assistant manager. Mr. Ash was formerly in the production department of WOR New York.

JULIO MIREL, former assistant to the president of Morten Friedman Adv., New York, has established an agency of his own at 31 23rd St., New York. Co., New York.

C. FRANK GOODMAN, former radio director of Young & Rubicam, New York, has joined J. Aracy Adv., Toronto.

CEDRIC W. TARI, San Francisco correspondents director of Buchanan & Co., has been appointed account executive and assigned to account of Tide Water Oil Co., Pacific division.

MARIAN BAILEY, former assistant public relations director of Mark Hopkins Hotel, San Francisco, has joined Botsford, Constantine & Gardner, Los Angeles, as copywriter.

WILLIAM L. DAY has resigned as head of the creative staff and chairman of the plans board of Foote, Cone & Belding, New York.

FRED MASELEN, formerly with Buchanan & Co., and Marshall & Pratt Co., New York, has joined the creative staff of Fuller & Smith & Ross, New York.

WYLLIS COOPER, with NBC as director of the program development division since April, 1943, this year joins Compton Adv., New York, as a program supervisor.

THOMAS H. YOUNG, who last January succeeded J. J. Griffin as media director of Calkins & Holden, New York, has been accorded the additional title of radio director.


Fire Prevention Awards

MEDALS for outstanding public service in the field of fire prevention during 1943 will be awarded to stations May 25 by the National Board of Fire Underwriters, at 78th annual business meeting of the Board's 200 fire insurance company members at the Waldorf-Astoria, New York. Winner of the $500 gold medal is KMTR Hollywood for broadcast in cooperation with the Los Angeles Fire Department, local civilian defense agencies and promoting of national Fire Prevention Week. Other awards are to go to WBBR Buffalo, WLS Chicago, WRUF Gainesville, Fla.

Arno B. Reincke

ARI B. REINCKE, 64, president of Reincke-Ellis-Younggreen & Finn, Chicago agency, fell to his death from his office window on May 12. Mr. Reincke, who founded his agency in 1907, had suffered dizzy spells for several years. He is survived by two sons in the business, Clem, A. secretary and treasurer; Arthur L. service and now a corporal in the Army.

ROBERT T. COLWELL, vice-president and a radio director of J. Walter Thompson Co., New York, has been elected a vice-president to undertake an overseas radio assignment with the O. W. I.

J. STANLEY CRAIG, formerly assistant timebuyer of Compton Adv., New York, has joined the radio department of J. M. Mathes in a similar capacity. Edmund Woold, copywriter, formerly of Wendell F. Colton Co., has been added to Mathes' copy staff.

ROBERT E. TUTTLE has been elected a vice-president of Geyer, Connell & Newell. He will serve as account executive for Nash Motors in Detroit.

ROBERT NYE, former Don Lee, producer, has joined the Hollywood radio department of Foote, Cone & Belding as assistant to the vice-president, Dave Taylor, now in charge of Pacific Coast regional programs.

LILLIAN SCHOFEN, former publicity director of Compton Adv., New York, has joined Kermit-Raymond Corp., New York, as assistant general manager. Her duties include script supervision and program writing.

"If I tell the WFDF Flint News Reporter how I got my decorations, will you tell him how you got yours?"

**NOW! More Than Ever WFMJ**

The BEST RADIO BUY in Ohio's 2nd market

| Hooper Station Listening Index — Oct. '43 — Feb. '44 |
| --- | --- | --- | --- |
| WFMJ | B | C | D |
| Mon. thru Fri. 8 to 12 A. M. | 46.9 | 18.2 | 11.7 | 14.5 |
| Mon. thru Fri. 12 to 6 P. M. | 30.8 | 19.2 | 16.2 | 24.5 |
| Sun. daytime 12 to 6 P. M. | 37.4 | 19.1 | 12.1 | 22.1 |
| Sun. thru Sat. 6 to 10 P. M. | 23.2 | 35.4 | 32.1 |

**Ask Headley-Reed**

New York Chicago Detroit Atlanta San Francisco

"Youngstown's Blue Network Station"
If you are a radio advertiser, the answer is...more listeners, naturally. It's listeners that pay off at the cash register, not watts. That's why Don Lee is the best network buy on the Pacific Coast. Don Lee delivers lots more listeners...a Hooper survey (the largest ever made on the Pacific Coast) showed in many markets 60 to 100% of the listeners tuned to Don Lee...after all more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of Don Lee's 36 stations. * All four networks cover Los Angeles, San Francisco, Portland and Seattle, but only Don Lee completely covers in addition all the markets outside these cities as well, and 50% of the retail sales on the Pacific Coast are made outside the counties in which these cities are located. * Remember a show on Don Lee will deliver more listeners on the Pacific Coast than the same show on any other network (both in the Los Angeles, San Francisco, Portland and Seattle markets and outside).
HAMPTON-Beach Co., division of Sowell Mfg. Co., has appointed Erwin, Wasey & Co., Chicago, to handle advertising for its household appliances and motors.

IVEL Inc., New York furnaces, has increased its yearly total of spot announcements on WQV New York from 2,122 to 3,123 under a 52-week contract through March 1945. The firm has also renewed with the company for 52 weeks through April of next year. Agency is Leslie Adv. New York.

L. O. KOVEN & Bros., Jersey City, (boiler equipment) which has been recruiting workers on WPAF Peter- son, N. J., has added WNEW New York. Agency is LATTERY Co., New York.

PETRI WINE Co., San Francisco, sponsor of Sherlock Holmes on Mutual, has acquired majority interest in Tulare Winery Co., Tulare, Cal. Angelo Petri, chairman of the board of Petri Wine Co., has been elected president of the new company, while J. W. Brown, who has purchased the remaining interest, will serve as vice-president.

STANDARD BRANDS (London division) Terre Haute, Ind., is introducing a new vitaminized tomato juice, Perk, now being tested in four territories, with national advertising a possibility if the product is successful. No radio in view at present. Weston Adv., Chicago, handles the account.

MARTIN'S Inc., Chicago (restaurants), on May 14 began sponsorship of Songs of a Dreamer, a quarter-hour program heard Sunday mornings on WMAQ Chicago featuring Gene Gehr, tenor, with piano and orchestral music. Contract is for 82 weeks. Account was placed through United Broadcasting Co., Chicago.

CORSAN PRODUCTS, New York, is using five-weekly one-minute live spot announcements on WRCU Ithaca, N. Y., and WQPM Binghamton, N. Y., for Venoll flavoring. Agency is Morse International, New York.

ANSLEY RADIO CORP., makers of radio-phonograph combinations, Long Island City, N. Y., has appointed Hiram-Gardner, New York, to handle advertising. Plans now being considered for consumer campaign should be set in about a month.

AMERICAN LEAD PENCIL, New York, has announced the introduction of its advertising this July 1. Media plans have not been set.

ROSELUX Chemical Co., Brooklyn, has appointed Hal A. Salzman Assoc., New York, to handle its advertising. Work is in preparation for a fall consumer campaign.

JOHN STUART SALES, Toronto (Dunhill cigarettes) has started spon- sorship of seven Lumberjacks of the Toronto Maple Leaf International League, baseball team on CKCY. Contract was placed by F. H. Hayter Co., Toronto.

BELL TELEPHONE of Canada, Toronto, has broadcast twice daily spot announcements warning against unnecessary use of the telephone, on its number of Canadian stations. Contract was placed by Cofield-Brown & Co., Montreal and Toronto.

H. C. DERRY Co., Philadelphia, is using radio for the first time to promote its line of prepared meals on KYW Philadelphia. Concern now sponsors a five-minute morning program each day, conducted by Doro- thy Derry, home economist. Contract is for 52 weeks and was placed through Attwood-Kynnett, Philadelphia.

SPERRY FLOUR Co., San Fran- cisco, completing five years sponsorship of its daily quarter-hour program, Sam Hayes-News, with May 25 contract, has signed with KOX, San Francisco, for a three-week program on one of its early morning spots.

FOIL-OFF MFG. Co., Glendale, Cal. (paraphernalia), has appointed Western Adv., Los Angeles, to handle its advertising. Firm is a heavy user of various New York and California networks.

JEFFERSON W. Wood of Buchanan & Co., Los Angeles, has shifted to Western Adv., agency, as account executive on the cleaner account.

CHURCHES OF CHRIST, Glen- dale, Cal., (religious) has relisted its station list and on May 14 renewed for 52 weeks the weekly quarter-hour transmitted program Jesus Talkshow on 27 NBC stations. List includes KNX, WOR, WOR, WOR, WRU, WOR.


RED DOT FOODS, Madison, Wis. and St. Paul, (Red Dot Potato Chips), has appointed Arthur Towell Inc., Madison, as its advertising and merchandising counsel.

Radio a Booster

SAILOR Tommy Patano, writing to Irv Kupcinet of the Chicago Sun-Times, gives the GI's estimation of a radio in the South Pacific: "Speaking of values, a radio is worth ten times its weight in water—and that's gold out here. I wonder how much a radio does for an outfit stationed on the islands out here? Next to mail from home, it provides us with the closest touch to the States."

VANGUARD FILMS, New York (motion pictures), has named Foote, Cone & Belding, New York, as agency. Plans are said to include radio.

H. L. SHAW & Sons, Boston (Soapless Suds), has placed its advertising account with L. H. Hartman Co., New York. Radio plans are said to be included. Total budget is reported to be approximately $50,000.

NUTRITIONAL PRODUCTS Co., Des Moines (Ship-O-Meal), has named Mereough Adv., Des Moines, to handle its advertising account. Radio is said to be included. Total budget is approximately $15,000, it is reported.

ALLIANCE PORCELAIN Products Co., Alliance, Ohio (Allianceware), has placed its advertising account with Merriman Inc., Cleveland. Radio is included.

SEMMER BROS., New York, has started a three-weekly five-minute news period on the Nancy Craig program on WJZ New York for $500 a week. Contract for 52 weeks was placed through J. D. Taylor & Co., New York.

DARLING SHOP, Memphis, Tenn. (clothing), has started using four-quarter-hour and five-minute spot announcements weekly on WMPF Memphis. Account was placed direct through F. C. Exley & Sons, Chicago (The Hub store), to handle its advertising.

RUSSELL BROWN, New York, has placed $5,000 worth of on-air time with NBC Pacific stations, including KGME, Seattle, and KIRO, Seattle, for a month's contract.

RUSSET FARM, Inc., New York, has placed a similar contract with NBC Pacific stations, including KGME, Seattle, and KIRO, Seattle, for a month's contract.

SAN FRANCISCO ASSN., for the San Francisco (Blindcraft bloomers), on May 16 started sponsorship of David Gilmore, quarter-hour inspirational program Tuesday, 9-9:45 a.m. PWT. Contract is for 52 weeks, placed through Allied Adv. Agencies, San Francisco.

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Got a BIG JOB to do in Texas?

KRLD takes Your Message to more than 5,000,000 people

(Daytime Coverage)

KRLD
The Times Herald Station, Dallas
50 KW., 1080 KC. Represented by The Branham Company
for a magnificent record...

Only 42 seconds, out of 24,082,260 seconds (6,689 hours and 31 minutes) of broadcasting in 1943, was KOA's transmitter off the air because of technical difficulties.

Such expert engineering operations, plus *68.8% DEALER PREFERENCE, **69% LISTENER LOYALTY, TOP NBC PROGRAMS, 50,000 WATTS POWER, and 7-STATE COVERAGE, produce Sales Results for KOA Advertisers!

*Ross Federal Survey  **NBC "Tale of 412 Cities"

Few Stations in the Nation Can Equal KOA's Dominance!

REPRESENTED NATIONALLY BY NBC SPOT SALES
New Radio Research Volume
(Continued from page 9)

indicated that advertisers would do better not to forewarn listeners that a commercial is coming up.

The analyzer has also indicated in individual tests the only likable characteristic of a commercial is its "convincingness"; that adverse reaction to an opening spot can change to a favorable attitude toward a similar commercial at the end, if the intervening material is pleasing; that good commercials can build up regular listeners to a program.

Sees Listener Isolated

The program analyzer, according to Radio Research, has revealed the danger inherent in disruptions of mood; the listeners' need for a definite "frame of reference" for a program; the importance of sound effects as an integral but not dominant part of the program; limitations of the narrative and documentary techniques. The chapter concludes with a technical appraisal of the program analyzer methods.

Ernest Dichter, CBS special research assistant, in a preliminary study of the psychology of commercials, suggests that they tend to isolate the listener from the program, the studio audience or the cast. One solution he says would be to construct a commercial which would elicit a reaction from those near the microphone, thus maintaining the psychological "bridge" between listener and program.

"Commercials should "take their coats off" and create the same friendly, informal atmosphere of the home in which they are heard, says Mr. Dichter. To counteract the static, repetitious quality of the commercial, he suggests injecting a news element into the spot.

Intervening data from four separate studies, Herta Herzog, in charge of program analyzer research at McCann-Erickson Inc., rounds up current knowledge of daytime listeners. She reports that, contrary to belief, they are not more isolated than non-listeners; that they find in the serial three major sources of gratification; an emotional release, an opportunity for wishful thinking and advice applicable to their own problems.

The discovery that "a large proportion of the listeners take these programs seriously and seek to apply what they hear in them to their own personal lives," points to the great social responsibility of those engaged in the writing of serials, Dr. Herzog says. We are living in a world where the ultimate criterion is no longer what we like to do but what our duty is, she states, concluding: "If radio gets into the habit of telling this to a large number of listeners now, it will acquire a tradition which will make it an even more important social instrument after the war."

KFJF Transfer

IN ACCORDANCE with the will of his father, the late John A. Kincaid, and a court order, George Kincaid, president-treasurer-manager of KFJF Klamath Falls, Ore., last week filed application with the FCC to transfer control of the license corporation from George Kincaid as executor of his father's estate, to himself as an individual. Under the will and court order 64 shares (64%) of common stock go to the son.

hot dogs, peanuts, Old Gold cigarettes, as well as a miniature birthday cake with three candles, are in the package dutched by smiling G. Bennett Larson, general manager of WWDC Washington, on station's third anniversary. In celebration, Manager Larson played host to 210 radio advertisers and agency personnel at Washington Senators' first night game of the season. Each guest got a birthday package. P. Lorillard Co. sponsors WWDC night games for Old Golds.

HOOPER CONTRACT RENEWED BY WCAO

ONE OF THE four Baltimore stations which suspended the Hooper "Continuing Measurement of Radio Listening" last February has renewed its contract on a tentative basis, BROADCASTING was informed last week by station executives in that city. WCAO, through L. Waters Milbourne, general manager, with the station had agreed to go along for five months on trial on the new report basis supplied five times a year instead of three times.

Harold Burke, manager of WBAL; Hope Barroll, executive vice-president of WPTF and George Roeder, manager of WCBM, asserted last week they had not renewed the Hooper reports. The fifth station, WTH, had not cancelled last February.

Word came from the Baltimore stations following publication in the May 15 BROADCASTING that "certain Baltimore stations" which had announced suspension of the reports had renewed.
IT's easy to convince case-hardened New Yorkers when you let versatile WMCA do your selling. It's easy, for instance, with such features as Isabella Beach's "THROUGH A KITCHEN WINDOW" and Elton Britt's "SONGS OF THE WEST".

Presiding over our culinary department, Mrs. Beach chats easily with her early morning audience (9:15 to 9:30 daily), rambles from tongue-tempting recipes to eye-filling letters from her four sons in service. Long part of "you-can't-take-it-with-you" households (as eldest sister of seven and mother of eight), this lady has experienced all the vagaries of home planning. She's been on the air over a decade and has fulfilled long-term network contracts for such major advertisers as General Foods and La France.

Enthusiastic and motherly Isabella Beach is a large woman . . . indeed, so is her heart. It's large enough to win the confidence of listeners . . . to make them lasting friends.

Another artist who wins the ladies is Elton Britt, our cowboy troubadour. Former Oklahoma cow-puncher, Britt keeps alive the plaintive folklore of hills and plains from 4:03 to 4:30 p.m Monday through Saturday. This yodeler, guitarist, singer — recently returned to WMCA after a successful cross-country personal appearance tour — is Victor Records' white-haired boy. His recording of "There's a Star Spangled Banner Waving Somewhere" sold over a million pressings—equaled only once before by a Victor vocalist.

Britt's friendly, wholesome disposition is easily converted into his advertising messages. His listeners, too, believe in him . . . and in what he has to say.

These are two typical WMCA "network scale" programs that soften the toughest skins of metropolitan listeners. A few choice participating periods are still available on both of them. Call or write for further details.
Top Week in Station Transfers
(Continued From Page 7)

WKZ3, Television Studios Experimental commercials none with better equipment.

DuMont Television Laboratory, Inc., New York City, has rented to

edit the Oregonian from the Shreveport stations. Others in the four-way equal partnership to operate KTBS are Allen Morris, George D. Wray, and P. E. Furlow. The trade will become effective on the first day of the month following FCC approval.

KTHS, Bedford, Ohio, announces that Fred Ohl, program director of KWKH, will become manager of that station. Mr. McCormack, who had recently resigned from the Shreveport stations to manage KTHS, has been named general manager of the Shreveport stations. Others in the four-way equal partnership to operate KTBS are Allen Morris, George D. Wray, and P. E. Furlow. The trade will become effective on the first day of the month following FCC approval.

Mr. Ewing announced that Fred Ohl, program director of KWKH, will become manager of that station. Mr. McCormack, who had recently resigned from the Shreveport stations to manage KTHS, has been named general manager of the Shreveport stations. Others in the four-way equal partnership to operate KTBS are Allen Morris, George D. Wray, and P. E. Furlow. The trade will become effective on the first day of the month following FCC approval.

Atlantic City Transfer

The WPFG transaction in Atlantic City involves transfer of all of the stock of Neptune Broadcasting Co. by 21 stockholders to a group identified with the ownership of WJBK Detroit, Michigan. The proceeds of the sale of WJBK Detroit, Michigan, were used to purchase the stock of Neptune Broadcasting Co. by 21 stockholders to a group identified with the ownership of WJBK Detroit, Michigan.

Franz Palmer, trustee and chief officer of WPFG, announced that the transfer of the stock of WPFG to WJBK Detroit, Michigan, was completed on July 17, 1944.

A Proven Sales Medium

IN WBWK SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,720,946 Italian Speaking Persons
1,326,258 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBWN station of the American Leading Foreign Language Station.
Network Accounts
All Time Eastern Wartime unless indicated

New Business

42 PRODUCTS Inc., Los Angeles (hair oll), on June 8 for 12 weeks starts *This Is My Story* on 8 CBS Pacific stations, Sat., 6-6:30 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

GROVE LABS., St. Louis (vitamins, cold tablets), on June 5 for 82 weeks starts *Oh for Release* on 7 NBC Pacific stations, Mon., thru Fri., 5-5:15 p.m. (PWT). Agency: Russell M. Seeds Co., Chicago.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on June 10 starts *Aunt Jemima Show* on over 150 Blue stations, Mon. thru Fri., 10:40-10:45 a.m. Agency: Sherman E. Ellis Co., Chicago.


HOLLAND FURNACE Co., Holland, Mich. (institutional), on May 7 starts World News Roundup on 57 NBC stations, Sun., 8-8:45 a.m. Agency: Roche, Williams & Conkling, Chicago.

Renewal Accounts

SOUTHERN Pacific Railroad, San Francisco, on May 10 renewed for 11 weeks Main Line on 17 Don Lee Mutual stations, 8-8:30 p.m. Wednesday. Agency: Foote, Cone & Belding, San Francisco.

IMPERIAL TOBACCO, Montreal (cigarettes), on July 6 renues Light Up and Listen on 25 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting, Montreal.

GOVT. OF CANADA DEPT. of Finance, Ottawa ( war savings stamps), on May 15 renewed *They Tell Me* on 79 Canadian stations, Mon. thru Fri., 1:45-2 p.m., and *La Metis Metis Dunse* on 24 French-language stations, Mon. thru Fri., 11:15-11:30 a.m. Agencies are J. Walter Thompson Ltd., Toronto, for English program, Canadian Adv., Montreal, for French program.


CHRYSLER Corp., Detroit, Mich., on June 8 renewes *62 weeks Major Wayne's Master Hour* on 120 CBS stations, Thurs., 9-9:30 p.m. Agency is Rutterau & Ryan, N. Y.

PARKER PEN Co., Janesville, Wis., on June 24 for 12 weeks renewes *Neil Colmer & the News* on 121 CBS stations, 8-8:30 a.m. Agency is J. Walter Thompson Co., N. Y.

FRANK H. LEF LAKE, Danbury, Conn. (Jata), on May 29 for 18 weeks renewes Dale Carnegie on 36 MBS stations, Thurs., 10-10:30 p.m. Agency: Birmingham, Castleman & Pierce, N. Y.

Moshier's Affiliation

WILLIAM MOSHIER, recently elected treasurer of the National Assn. of Radio Farm Directors, is affiliated with KOMO-KJR Seattle, and not KOIN-KALE Portland, Ore., as listed in the May 15 BROADCASTING. The article was based on material supplied by the association.

MONEY TALKS... AND PEOPLE LISTEN

Chicago advertising agencies spend $2,308,800 on talent annually for NBC network shows carried by WMAQ!

Almost as much as the other three networks combined!

Talent is basic for a good show...NBC tops them all!

$4,799,600 is spent annually on talent for the 43 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42%* of the radio audience in the Chicago area listens most to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks... and people listen.

They all tune to the

WMAQ

CHICAGO

*According to thousands of replies from our recent survey.

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

BROADCASTING • Broadcast Advertising

May 22, 1944 • Page 55
Film Industry Big Timebuyer
(Continued from page 8)
out the country to tie-in with opening of "Adventures of Mark Twain".

MGM Expands

MGM which once shied away from radio advertising for fear of offending exhibitors has almost completely reversed its stand. Quick to hop on the aerial bandwagon when newspapers shortage came along, that film studio now rates as one of the most radio-minded in the business and will spend over $1,000,000 this year in the media. MGM took its first major plunge by sponsoring comment-
tators and newscasters. Now it is expanding and on June 12 starts for 13 weeks sponsoring a new talent search program over full basic Mutual Network, Monday through Friday, 9:15-9:30 p.m. (EWT). Titled MGM Screen Test, program is to originate from Mutual Playhouse in New York and will feature actual screen tests over the air. Origination will be mobile to pick up talent around the country. MGM in a special seven-week exploitation campaign starting June 5 will also sponsor a thrice-weekly five-minute program on MBS stations, Monday, Wednesday, Friday, 8:55-9 p.m. (EWT). Film studio currently is also working out details for a new five-minute transcribed announcement campaign scheduled for national release in June. Conceived by Frank Whet-
beck, radio exploitation director, transcriptions will consist of two minutes and 40 seconds entertainment with open ends for announce-
ments by local stations of neighborhood film fare. Transcriptions will be released to some 250 stations and feature studio's roster of musical and comedy talent. Exhibitors too have come to "see the light". They have greater re-
spect and appreciation for radio advertising. Many who were "agin" the media fearing radio exploitation, are now sold on radio. In addition to buying time on local stations to promote attendance, many theatre managers now make special tie-ins with radio. Such a deal was recently made between George Ross, manager of KGW Stockton, Cal. and Ray Duddy, manager of Fox-West Coast The-

Here's A MAN YOU SHOULD KNOW - If
YOU WANT TO SELL IN WISCONSIN!

DON C. WIRTH
Managing Director WISCONSIN NETWORK, INC.

WHER Appleton
KPIY Fond Du Lac
WCLO Janesville
WIBW Payson - Madison
WRIN Racine
WIBL Sheboygan
WSAU Wausau
WFHR Wisconsin Rapids

WISCONSIN NETWORK, Inc.

Page 56 • May 22, 1944

Gulf Summer Series

GULF OIL Corp., Pittsburgh, last week started a summer series of quarter-hour musical transcriptions, Songs by Jerry Wayne, twice weekly on 140 stations in the East and South for Gulf Spray insecticide. Recordings were cut by World Broadcasting System and placed by Young Rubicam, New York.

CORRECT PRONUNCIATION

Film Spots

REPUBLIC Pictures Corp., New York, has been using spot an-

NAB Discs Available

TRANSCRIPTIONS of the presenta-
tion of the NAB Sales Managers Executive Committee at the Pro-

A GREAT NAME IN LOUISVILLE! WINN IT MEANS RESULTS!

Write, Wire or Call
Rigid Duopoly Enforcement Seen
(Continued from page 12)

To determine applicability of the Rule.

Crosley Corp., Cincinnati, licensee of WLW and WSAL, last Wednesday filed through Dempsey & Koplovitz, Washington counsel, petition asking that the WLW license, now on temporary until May 31, be extended to “not later than Aug. 1, 1944” to permit orderly disposition of WSAL. Several buyers are understood to be negotiating for the station.

In a petition pending before the FCC Gene T. Dyer, his wife, Evelyn M. Ringwald Dyer; Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph; William F. Moss; a partnership doing business as Radio Station WAIT, licensee of WAIF, through Dow, Lohmes & Albertson, Washington counsel, contend that the “duopoly” rule does not apply to WAIT and WGES because “no such common ownership, operation or control exists.”

Extensions Asked

Buffalo Broadcasting Corp, licensee of WKBW and WGR, in a petition filed by Frank D. Scott, Washington counsel, asked that regular licenses be restored to both stations to permit “orderly disposition” of one under the multiple ownership rule. Petitioner alleged that both stations have been “under temporary licenses for more than a year last past” and that hearings on Dockets 6224-6325 have been completed but “no findings” have been issued by the Commission.

Fisher’s Blend Stations, licensee of KOMO and KJR Seattle, in a new petition under 84-B, filed by Ben S. Fisher, Washington counsel, requests an indefinite extension. A previous petition had been filed under 84-A, which fixed the multiple ownership rule effective date as May 31, 1944.

Declaring that a decision under Rule 3.35 must be founded on “fact” rather than “point of law”, the Fisher petition points out that “where members of a family are involved in ownership of an enter-

Hudnut Sponsors Two

RICHARD HUDNUT Sales Co., New York, will make novel double use of talent in a campaign starting on WOR New York next week in behalf of its beauty preparations and DuBarry Success School. In addition to participating on Martha Deane’s program, Hudnut will sponsor a full twice-weekly quarter-hour program of its own, co-featuring Miss Deane and Ann Delafeld, beauty specialist and director of the Success School. Success Stories, which starts May 23, will present the lives of successful women, as told by Miss Deane, and tips on personal appearance and well-being by Miss Delafeld. Agency is Kenyon & Eekhardt, New York.

Our Mr. Foithboinder is an amazing man. He lives in a hollow oak tree, and he reads minds. Sort of a poor man’s Dunninger. We hired him here at WJW to commune with our audience’s subconscious. He tells us whether Mrs. Gleek is bored with too much sports, or whether the Blotzes think we’re too starchy with long-haired music. He keeps a finger on the hep-car pulse, too. Everyday he turns in one of his reports we sort of give our schedule a once-over heavily and balance things up to Mr. Foithboinder’s specifications. The Hooper people have been trying to steal him ever since they saw our latest rating. But he doesn’t think he could stand being cooed up in a stuffy phone booth after all these years of working out in the open.
Quaker Oats Change

QUAKER OATS Co., Chicago, will fill its Monday through Friday five-minute spot on the full Blue network, 10:40 a.m. with The Aunt Jemima Show, featuring a chorus of eight girls and three men and a short narrative by "Aunt Jemima." Contract, to promote Aunt Jemima pancake flour, goes into effect June 19. Agency is Sherman K. Ellis Co., Chicago.

Craven to Join Cowles Stations

(Continued from page 7)

"We are delighted Commander Craven is joining our companies," Mr. Cowles declared. "We regard him as one of the top authorities in every phase of radio, FM, and television. Mr. Craven will continue to make his home in the East but will devote his full time to the expansion of our companies in these new broadcasting developments.

"We have entered into a contract, subject to the approval of the FCC, to purchase all the stock of Radio Station WHOM Jersey City, which has studios in Jersey City and New York City. We hope to develop WHOM into one of the better stations of its area, and later on also to develop both an FM station and a television station in that area."

"On his retirement he was member of the Commission next month, Comdr. Craven will be elected a vice-president of each of our radio companies."

In acknowledging receipt of Commissioner Craven's letter of April 26 requesting that he not be reappointed, President Roosevelt said he was left no alternative. Declaring he would comply with the request, the President paid tribute to Commissioner Craven and expressed the hope that his reentry in private business "will bring to you rewards that will more than compensate for the years of sacrifice and labor you have been your government."

Offered Many Jobs

Despite widely circulated reports in New Deal circles that Commissioner Craven took the easy way out because he knew he could not be reappointed, it can be stated that he had a better than even chance of being reappointed if he had wished it. His decision to leave the Commission was prompted by a long expressed desire to return to private business and recoup his personal fortunes.

Commissioner Craven had been proffered a number of executive positions in radio, looking toward post-war development. He also had been considered for an executive post with the NAB, and had been imporrted by many broadcasters to reestablish the consulting engineering practice in Washington which he left in 1935 at the behest of the President to become chief engineer of the FCC. He decided, however, to accept the Cowles assignment. It permits him to remain in Washington and maintain his residence in near-by Virginia.

Successor Sought

It was expected that, in view of important allocations and regulatory problems ahead, the Administration again would seek to make a "merit" appointment to the Commission, either through promotion or selection of a practical radio or communications expert. President Roosevelt had that in mind with the elevation last February of E. K. Jett from chief engineer to Commission member, succeeding George H. Payne, whose term had expired the preceding June 30. Few names were mentioned in connection with the Craven successorship last week.

Constantly recurring reports that Chairman James Lawrence Fly might leave the commission, to assume another Government post—possibly that of coordinator of communications, to be created—were still about last week. But there was no confirmation in official quarters. It would not surprise some officials, however, to see Chairman Fly named to another post, although it is generally agreed this would not be done as a move to "kick him upstairs." He is still regarded as the President's closest confidante on radio and communications matters.

"Times' Comments

Tending to focus attention on the Fly status was an exhaustive appraisal of the Chairman by Arthur Krock, noted Washington commentator and chief of the New York Times bureau, published in the Times last Friday. The official activities of Mr. Fly, Mr. Krock said, "have long been a source of suspicion and perplexity to those in public life who believe that no other administration has played power politics as ruthlessly as Mr. Roosevelt's and that Mr. Fly is one of the most effective players."

The suspicion, Mr. Krock continued, is based on the fact that though the FCC chairman is on a "secondary administrative level," his "influence at the White House seems to be greater than any member of the Cabinet."

Alluding to the "great political powers in the hands of the FCC Chairman," Mr. Krock said this is accentuated by Mr. Fly's domination of the Commission and by a law which is "cloudy enough to permit him to manage and alter major policy virtually at will." He pointed out, moreover, that Mr. Fly "likes power, does not hesitate to use it, and never runs away from a battle."

After recounting personal dealings with Mr. Fly when he was counsel of TVA and a "modest..."
young lawyer," Mr. Krock detected a notable change in the FCC chairman. "His side," he commented, "is the side of the angels, however far down it may reach for weapons; the other side is commanded by Lucifer.

"The FCC chairman also has become dictatorial in his behavior toward those having business with the Commission; toward his war administrative associates and members of Congress, even asserting inaccessibility to question as among his rights. Add all this to the type of politics he is suspected of playing, and the roots of his troubles are in plain view."

Following is the text of President Roosevelt's letter of May 15 to Commissioner Craven:

Dear Commissioner Craven:

I have received your letter of April twentieth in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June thirtieth and that you want to be free on that day to return to private business.

The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your return in the field of private business will bring to you rewards that will more than compensate for the years of sacrifice and labor you have given your Government.

My best wishes to you.

Very sincerely yours,

Franklin D. Roosevelt
Honorable T. A. M. Craven, Commissioner
Federal Communications Commission, Washington, D. C.

Lever Bros. Change

LEVER BROS. Co., Cambridge, Mass. (Rinco), on June 23 replaces Amos "n Andy" with 13 weeks, a detective series, Boston Blackie, on 130 NBC stations, Friday, 10-10:30 p.m. (EWT). Packaged by Fredric W. Ziv Inc., Cincinnati, the program will feature Chester Morris who also portrays title role in Columbia film version of that story. Agency is Ruthrauff & Ryan, N. Y.

Allison Named

JOHN D. ALLISON, senior solicitor of Headley-Reed Co., station representative firm, was made vice-president of the company by the board of directors, who met in New York May 18. Mr. Allison has been with Headley-Reed for three years and formerly was with NBC.

FRED HART WINNER
IN COAST PRIMARY

FRED HART of Salinas, Calif., former owner of KGW San Jose and at one time head of the Hawaiian Broadcasting System (operating KOMB and KHRC), won the Republican nomination in the 11th Congressional California district by a 4,000 plurality.

Biggest upset in California primary elections May 16 was the defeat of Rep. John M. Costello, Democratic incumbent of Los Angeles in the 15th District and a Dies Committee member. Hal Styles, Hollywood radio commentator, secured Democratic nomination, having successfully opposed Costello with a "Win the War and Secure the Peace" campaign slogan.

On the Democratic ticket Styles led with 29,995 votes against Costello's 16,972. Although Costello led the Republican ticket by a big margin, he failed to receive his own party's nomination, thus losing the election after five terms in the House.

Under election law, a Republican will be designated by the county central committee to run against Styles in November.

Rep. Clarence F. Lea, Democrat of Santa Rosa and chairman of the House Interstate & Foreign Commerce Committee and of the Select Committee to Investigate the FCC, for the 15th time won both the Democratic and Republican nominations in the First District, assuring his re-election.

Following his nomination, Styles stated that if elected to Congress in November, he would continue his radio commentaries. He currently conducts the weekly soldier rehabilitation program Last We Forgot, a juvenile delinquency series, Young America Speaks, and a philosophical broadcast, Let's Face Facts, heard on KFWB Hollywood.

Await Better Television, Says Comdr. McDonald

SIDING WITH Paul Kesten, CBS executive vice-president and his stand on the post-war television controversy is Broadcasting, May 11, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week issued an analysis of his views in which he stated "the idea of bringing out pre-war television and "warming it over" for a video-hungry public."

Claiming that research and science are moving now at a faster rate than at any previous time and that new uses for materials along with new war methods resulting, adaptable to television, will render pre-war television obsolete Comdr. McDonald said, "Why dig up the bones of dead pre-war television for reincarnation, when there is a new baby on the way?" He feared television improvement would be delayed forever by a false start.

FURTHER LIGHT ON THE CBS TELEVISION REPORT

* Television sets now in use (built before Pearl Harbor) do not give acceptably sharp images. But do we need more than the present 525 lines? Are the transmitters and receivers at fault? In the latter case, should we go to new standards while present equipment is being modernized? See the illustrations in FM AND TELEVISION for May, and draw your own conclusions.

SIMULTANEOUS FM SOUND & FACSIMILE BROADCASTING

* The wartime perfection of facsimile makes possible home reception of news, photos, comics, and advertisements with better quality than newspaper printing. Present FM broadcasting stations can transmit facsimile and sound programs simultaneously. Only simple equipment is needed. The first of a series of articles explaining the commercial possibilities of facsimile broadcasting appears in the May issue of FM AND TELEVISION. Don't miss it!

MAIL THIS COUPON WITHOUT DELAY

FM AND TELEVISION, 240 Madison Avenue, New York 16, N. Y.

[Enclosed 25c in stamps for the May issue of FM and TELEVISION. Enter my subscription for 1 year starting with the May issue. I will remit $3.00 upon receipt of your invoice.]

Name ____________________________ Street ____________________________

City ____________________________ State ____________________________ (Radio Station ________)

Edited by Milton B. Sleeper
FCC to Review Station Program Logs To Measure Merit

IN ITS FIRST move to appraise the effect of the highly controverted network monopoly regulations since they became effective last June, the FCC last week called upon all standard stations to supply it with their program logs for the week beginning Sunday, April 25, 1943 and the corresponding week of April 23, 1944.

The regulations, which the FCC majority hold were designed to restore the independence of network affiliated stations, were invoked after a fight through the courts which terminated on May 10 last year, when the Supreme Court upheld the Commission's jurisdiction.

While no overall survey has been made by trade sources, it is expected the comparative weekly reports will show an increased interest in network programs and business on affiliated stations. Network business overall has increased roughly from 15 to 25 percent in the last year. Moreover, it was found that one of the immediate results of the regulations was to draw affiliates closer to their networks, lest competitive networks take network programs which they might reject and thereby divide the audience.

One of the anticipated results of the network regulations—development of "tailor made" networks—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

Text of the FCC notice sent to all stations May 20 follows:

An interpretation or a record of a mechanical record or a "tailor made" network—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

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An interpretation or a record of a mechanical record or a "tailor made" network—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

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An interpretation or a record of a mechanical record or a "tailor made" network—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

The existing rule 3.407, covering electrical transcriptions, follows:

8.407 Mechanical Records—Each broadcast station must maintain in a mechanical record or series thereof, required by the Commission, a complete resume of each broadcast program and show where and when such programs were transmitted. The mechanical record shall cover all such programs and shall be maintained for a period of three years after the broadcast thereof. The mechanical record shall be available for inspection by the Commission. If any broadcast station fails to maintain a mechanical record in accordance with the requirements of the Commission, the broadcast station may be subject to an order to show cause why a license renewal should not be granted.

Army Gets Skelton

RED SKELTON, star of NBC Red Skelton & Co., who will be on July 18, has been ordered to report for Army induction at Fort MacArthur (Cal.) May 25. Although not confirmed, at press time it was understood that his draft board was considering a deferment for Skelton until June 6 so that he could complete his current contract. At the present time his last broadcast under sponsorship of Brown Brothers & Co. (Raleigh cigarette) is scheduled for May 23. It is anticipated that by July 18, Hilliard and Nelson's band with Pat McGeehan, announcer, will take over as summer replacement, thus giving sponsor and agency time to get together a new show for the fall season. Agency is Rusel M. Seeds Co., Chicago.

Listening Drop

AVERAGE sets-in-use, available audience and program ratings for evenings in early May were not only lower than in April, an expected seasonal phenomenon, but also lower than a year ago, according to the May rating for "Fibber McGee & Molly" was the most popular program, with Bob Hope second and Red Skelton third. Appearing in the top 25 were Charlie McCarthy, Jack Benny, Lux Radio Theatre, Aldrich Family, Joan Davis, Mr. District Attorney and Walter Winchell.

WENY's Proof by Hooper!

We present the results of the 1944 Mid-Winter listening index made in the prosperous Elmira, N. Y., community—our first survey since the addition of NBC last September.

HOOPER STATION LISTENING INDEX

Period: Mid-Winter 1944

City: ELMIRA, N. Y.

Total Coincidental Calls—This Period 6,907

<table>
<thead>
<tr>
<th>WENY</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
<th>Station G</th>
<th>Others</th>
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<tbody>
<tr>
<td>8 A.M.-10 A.M. Mon. thru Fri.</td>
<td>84.8</td>
<td>1.0</td>
<td>1.9</td>
<td>3.3</td>
<td>3.7</td>
<td>0.5</td>
<td>1.4</td>
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<td>10 A.M.-12 N. Mon. thru Fri.</td>
<td>63.0</td>
<td>10.6</td>
<td>3.1</td>
<td>19.0</td>
<td>5.1</td>
<td>2.4</td>
<td>2.1</td>
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<td>8 A.M.-12 N. Mon. thru Fri.</td>
<td>72.2</td>
<td>6.5</td>
<td>2.6</td>
<td>8.3</td>
<td>5.4</td>
<td>1.6</td>
<td>1.8</td>
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<td>12 N.-3 P.M. Mon. thru Fri.</td>
<td>66.3</td>
<td>23.4</td>
<td>1.5</td>
<td>2.9</td>
<td>1.5</td>
<td>0.9</td>
<td>0.5</td>
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<td>3 P.M.-6 P.M. Mon. thru Fri.</td>
<td>66.0</td>
<td>18.1</td>
<td>3.7</td>
<td>0.5</td>
<td>2.8</td>
<td>1.4</td>
<td>6.1</td>
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<tr>
<td>12 N.-4 P. M. Mon. thru Fri.</td>
<td>62.0</td>
<td>2.2</td>
<td>2.6</td>
<td>1.7</td>
<td>2.1</td>
<td>2.3</td>
<td>1.3</td>
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<td>6 P.M.-8 P.M. Sun. thru Sat.</td>
<td>89.5</td>
<td>7.6</td>
<td>4.4</td>
<td>0.0</td>
<td>0.9</td>
<td>3.6</td>
<td>6.5</td>
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<tr>
<td>8 P.M.-10 P.M. Sun. thru Sat.</td>
<td>56.9</td>
<td>3.3</td>
<td>0.3</td>
<td>0.0</td>
<td>0.0</td>
<td>10.4</td>
<td>11.9</td>
</tr>
<tr>
<td>6 P.M.-10 P.M. Sun. thru Sat.</td>
<td>62.6</td>
<td>5.2</td>
<td>9.1</td>
<td>0.0</td>
<td>8.8</td>
<td>8.2</td>
<td>10.6</td>
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</tbody>
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Better Clip This Table For Your File On...

WENY ELMIRA, N. Y.

Representatives—J. P. McKinney & Son
NEW YORK — CHICAGO — SAN FRANCISCO

Record Ruling
(Continued from page 12)
gram. The identifying announcement shall accurately describe the type of mechanical record.
(b) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall have the responsibility to create the impression that the program being Broadcaster shall have an affirmative duty to clearly announce the program of the week of which said series, during the previous week and broadcast by means of mechanical records.

AND, WHEREAS, the Commission is of the opinion that it is just and fair to require the proper dispatch of business and to the ends of Justice that all reasonable means be offered to file statements or briefs, or to the above proposed should not be adopted, or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That any person desiring to do so may, on or before the 15th day of June, 1944, file statements or briefs as to why the above proposed amendment to Section 3.407 should not be adopted or why it should not be adopted in the form proposed by the FCC for oral argument if made with briefs or statements, will be considered.

The existing rule 3.407, covering electrical transcriptions, follows:

BROADCASTING • Broadcast Advertisements

ALASKA
More listeners per $ through KFQI
COVERING METROPOLITAN AREA OF ALASKA
790KC 1000W
First in Alaska
ALASKA BROADCASTING
Anchorage, Alaska
National Representatives:
Pan American Broadcasting Co.
New York 17, New York
Fly Admits Cox Probe Contempt

(Continued from page 14)

ask her authority. She cited NAB bulletins, the Committee’s published record and trade journals. Frequently Mr. Barger was asked if the testimony was in the record. It was a photographer’s field day, with cameramen and women from various publications and news services snapping pictures of Mrs. Palmer and Mr. Fly throughout the proceedings.

When Mrs. Palmer concluded, Rep. Hart asked if the testimony, on which she based her article, was “in the record at the time this was written? " Mr. Barger replied: “Most of it was.” Mrs. Palmer said she had no testimony of the Committee hearings since completing the draft last January.

Chairman Fly took the stand to read Editor Wallace’s reply, in which the Digest chief assured the FCC chairman that the Digest was not a “smear sheet” and that he (Mr. Fly) wasn’t “unduly alarmed.” Chairman Fly said that “so many statements in Mrs. Palmer’s written article...”

...My letter was more prophetic, more validly founded than anything I could have stated.

“There is evidence here,” he continued, “that Mrs. Palmer has been given access to the secret testimony of the Committee. She has gotten her information from a long line of opponents and critics of se... I seriously doubt if the statement read here today was written for publication in Reader’s Digest. It was written at his time of my letter. In view of the fact that she’s had access to her secret and confidential record, I’m inclined to believe that this ob was done today for this record.”

article Written In Assignment

Rep. Miller asked Chairman Fly if Mrs. Palmer sought to get his erection. He evaded a direct answer until panned over, then said, “She asked me to talk to her and I concluded > talk to her on the ground it was impossible to answer all the charges in any brief interview. I couldn’t possibly sit down in one our and answer these charges.”

by Rep. Miller if the FCC ever detected “any transmissions by clandestine stations to the Japanese mainland”, Mr. Sterling replied:

“No sir. We detected none. The commercial facilities were open to the Japanese. They could transmit all they wanted to without using clandestine stations.”

Mr. Sterling agreed that locating lost planes was not a normal peacetime function of the FCC and said he didn’t know of any authority in the Communications Act for such work. He denied ever having seen any correspondence from “Admiral Hooper or Admiral Redman” branding the RID work as “useless.” To the contrary, said Mr. Sterling, his files contained “many letters of commendation from military authorities.”

Military work done by the FCC was “now practically nothing,” he testified, because of the cut of $1,000,000 by Congress in the RID budget for the 1946 fiscal year. He also testified that the Commission is reducing its personnel and that efforts are being made to place qualified technicians in the military services.

“We’d be tickled to death to have the military take it over,” said Mr. Sterling when asked if the FCC still monitored enemy stations. “We will close 20 to 25 monitoring stations by June 30. The Army Air Forces have advised us that they will be in position to take over all military radio intelligence work in the U. S. and

Steel and Iron Works

POST-WAR AND POST-NOW

Steel and iron works are among the important industries which have helped make the rich Sabine area a substantial market of more than 250,000 people. Other industries which are humming now—and will continue to hum after the war—are oil refineries, synthetic rubber plants, shipyards, rice mills and canneries.

KFDM is the major network station which really gives you a substantial market of the rich Sabine area. Located in Beaumont, one of America’s fastest growing cities, KFDM has a substantial market of 250,000 people. This audience such as no other station enjoys in this market. It will pay you to “hook-up” with KFDM. Ask for the facts.

Represented by Howard H. Wilson Company

May 22, 1944 • Page 61
territories by the end of the fiscal year." Mr. Sterling said that on Dec. 23, 1943, the Joint Chiefs of Staff advised the Commission it was ready to take over direction findings in Hawaii, a function performed by the RID since the outbreak of war.

Pressing Mr. Barger as to his opinion of the Joint Chiefs of Staff recommendation of September 1943 that the President transfer radio intelligence work from the FCC to the armed forces, Mr. Sterling said so far as he knew the Joint Chiefs of Staff had not changed their position. He said both the Army and Navy had direction-finders but they were set up for purposes other than taking bearings on "illegal stations." He noted that monitoring for illegal stations was a normal peacetime function of the FCC.

Defending the Commission's activities in military intelligence work, Mr. Sterling said: "So far as I know it was September 1943 before the Signal Corps had a radio intelligence man in Hawaii. The War Department, up to March 27, asked us to continue our work and take bearings on Japanese military stations."

Supplementary statements on monitoring military and other circuits for security, personnel training and monitoring the international distress frequency were placed in the record.

Rebuttal by Dr. Leigh

Dr. Leigh on Friday began his rebuttal to charges about the FBIS. He outlined its history and functions of the section which he directs, told how it monitors enemy stations and provides information for other Government agencies. He told how effective propaganda by radio had been for the Axis and how, at one time, enemy stations outnumbered Allied outlets.

Answering charges in the Committee record that the FBIS was functioning without legal authority, Dr. Leigh said: "Congress has on seven separate occasions specifically ratified the FBIS by subsequent appropriation and it is settled law that where Congress in an appropriation act recognizes and appropriates for a function, it is thereby legalized even though no prior authority existed."

"Are you speaking now as a legal authority?" asked Chairman Hart. "I'm quoting a legal opinion by our general counsel," replied Dr. Leigh, who also pointed out that the Communications Act of 1934, in his opinion, authorized the FBIS under Sec. 1 and Sec. 4(1).

5 Video Outlets

(Continued from page 10)

FM stations in Chicago and New York. The regulations specify a maximum of six FM stations to the same company.

Following is the text of the FCC public notice on the amended regulations:

The Commission on May 16 amended Section 4.226 Multiple Ownership of television stations, so as to substitute "five" for "four" in the last proviso with respect to the number of stations constituting a concentration of control of television broadcast facilities in a manner inconsistent with public interest, convenience, or necessity. (Commissioner Durr dissented.)

The Commission concluded to issue the following statement:

In making grants of more than one television station license to one concern, the Commission will give consideration to the development of a nationwide television service, the geographic locations of the various proposed locations, and the public need for the proposed service at such locations."

Section 4.226 as amended reads as follows:

"Section 4.226 Multiple ownership—No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest convenience, or necessity: PROVIDED, HOWEVER, that no person (including all persons under common control) shall directly or indirectly own, operate, or control more than one television broadcast station that would constitute substantially the same service and: PROVIDED FURTHER, that the concentration of control of television broadcasting facilities in a manner inconsistent with public interest convenience, or necessity shall be considered.

The word "control," as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

Schools Want Radio

RESULTS of a survey sent to secondary schools in New Jersey by the Education Committee of the Radio Council of New Jersey showed that principals are more optimistic about the future of radio and sound equipment in schools than present practice might indicate. It is realized, though, that with the best equipment made it is still necessary to make the teachers realize the value of radio in education and give them instruction in its use.

PROFESSIONAL DIRECTORY

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Washington 4, D. C.

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Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0340
TESTIMONY before the House Select Committee to Investigate the FCC, made public by technical evidence the last fortnight, was lined up last Wednesday when Gretta Palmer, New York writer who had done a piece on the Commission for Reader's Digest, read into the record a memorandum she gave its editors after FCC Chairman James Lawrence Fly protested her article. Following is text of the memo:

**Explanatory Notes**

This article was first suggested to me by Wendell Williske, as Mr. Wallace knows, and not by anybody connected with the Select Committee. Mr. Williske sent me to Bill Paley of CBS with an introduction. I talked to Paley and Paul Hollister of CBS, Niles Trammell of CBS News, then to the Lee Company, Neville Miller of NAB, Sol Taff of NEW and finally to Mr. W. Lewis Caldwell, lawyer of the Mutual chain, before I ever approached Egrey to any member of the Select Committee.

I have not written this letter for anything, but have demanded documentary proof—letters, statements—for every case cited. I have, besides, spent over 50 hours with the various staff members of radio broadcasting and have checked specific cases with Commissioner T. A. M. Craven, John McKay of NRC, and Robert Bartley of NAB.

Called Fly

I sincerely wish that I could have got the FCC version of every case cited. On my first trip to Washington I called Fly's office and told him that I should like to meet him, at any convenient time; she was to call at the Washington Post and leave a message. When three days passed with no message, I sent a letter to Mr. Fly, repeating the request. This brought results: Mr. Fly's secretary called and said she'd call me, on the telephone, at exactly 5 p.m.

The conversation was a peculiar one: he said the Reader's Digest had turned down an article he had submitted and why and whether he could discuss it with him later. The interview was on the street.

It is important to point out that this conversation was not on the record. It is also important to point out that Mrs. Fly has never been interviewed by any member of the Select Committee.

I have not written this letter to get any sympathy for anything, but to have demanded documentary proof—letters, statements—for every case cited. I have, besides, spent over 50 hours with the various staff members of radio broadcasting and have checked specific cases with Commissioner T. A. M. Craven, John McKay of NRC, and Robert Bartley of NAB.

**Letter Exchange**

(Continued from page 14)

disappointed persons who have had dealings with either Mr. Fly or this Commission and you must readily appreciate the physical impossibility of my meeting this case in any other way than by having my day in court; only the forum where these charges were initiated can be the proper forum where they will of a certainty be proved false. I must say that all charges will be met and will be met fairly and conclusively, in the months of time in which we shall be given the opportunity to put our evidence into the record.

In fairness to myself and to fairness to you and the Reader's Digest, I am bound to warn you of the complete falsity of these charges and of my efforts in affirmatively disproving each and every one of them. I cannot be mistaken about my purposes under these circumstances that you rely upon the word of this lawyer or that you rely upon the rumors of hearsay or any other specious evidence to put into the record your reliance upon any single document or upon any of the many communications by which I am influenced by the prejudices of broadcasters and all who are influenced by the radio industry, okay. I refuse to continue to be used in advance to or in support of, with Garvey, that he is a termini, eating away at the Bill of Rights.

I am not a member of any group—which I may be able to solve before the final draft—how I have written an article in which he can win arguments, in the military, the FBI, or American radio. I can even refuse to give out fingerprint to the Secret Service. Even if he is a business-hating, power-loving, table-chumping radical, his enemy says, the conundrum remains unsolved. That question is: Is Fly really the Frank Sinatra of the inner circle New Deal?

Great Moments In Music

with

Jean Tennyson
Jan Peerce
Igor Gorin
Robert Stolz (conductor)

Sponsored by Celnese Corporation of America
Actions of the FEDERAL COMMUNICATIONS COMMISSION
MAY 13 TO MAY 19 INCLUSIVE

Decisions...

MAY 16

KMTR Los Angeles—Granted transfer control from Reed E. Callister (and Miss K. L. Benning) to Mrs. Gloria Dalton, through transfer of license, subject to Sec. 330.11, in compliance with judgment of Superior Court, Cal.


KIUL Garden City, N.Y.—Granted voluntary assignment license from Garden City Broadcasting Co. to Frank D. Coonan 4/5, Radio Station KIUL.

WCLE Cleveland—Granted CP change 610 kc to 660 kc, increase 500 w to 1 kw, change operation from D to Limited (facilities of WHWE), install DA and move transmitter and studio from Cleveland to Akron. Subject to Jan. 26 Polley and conditions.

WRK Columbus, Ohio—Granted change 940 kc to 940 kc, increase operation from L-kFI to unlimited and install FAC (facilities of WCFL), Subject to Jan. 26 Polley.

WAPM Memphis, Tenn.—Granted license to cover CP increase 750 kc to 1500 kc, subject to Jan. 26 Polley.

State University of Iowa, Iowa City—Granted CP new station, 4250 kc, 1 kw, unlimited, special emission for FM.

WURL Columbus, Ga.—Granted CP change 126.5 kc to 126.5 kc, for 30 day extension, and subject to FCC Rules for period of 6 months, from May 11, 1944.

WJZ Fort Worth, Tex.—Granted assignment of licenses for new station, including 1460 kc, for 30 days, subject to FCC.

WMFR High Point, N. C.—Granted permission and license renewal application for mod. CP. Increase 250 w to 500 w, D, make changes in equipment, subject to Jan. 26 Polley.

WGRG Greensboro, N. C.—Same.

WCFL Los Angeles (KFI KECA)—Denied petition for extension license under Order 8221 to Oct. 1, 1946, designated license renewal applications for hearing, and authorized extension of licenses pending determination of renewal applications.

Westinghouse Broadcasting Co., Spartanburg, S. C. (WORD WSFA) Denied petition for extension license for 60 days, in order to complete negotiations to comply with Sec. 335 of FCC Rules.

WBZ Philadelphia, Pa.—Same.

Applications...

MAY 15

Pentagon Broadcasting Co., Alexandria, Va.—CP new standard station, 720 kc, 50 w.

WXYZ Detroit—CP new commercial television station, Channel 7.

KFJ Minneapolis, Ore.—Transfer control from William S. R. Opal, Jr., to George Kinsee,現任的 transfers the last will and testament of John A. Kinsee, Sr., who is also transferred to George Kinsee, KKL Portland, Ore.—Same.

WBBM Chicago—Same.

RADIO STATIONS OF MEXICO

WRK quantities to new station, 4250 kc, 1 kw, unlimited, special emission for FM.

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Help Wanted

WANTED — TRANSMITTER ENGINEER HOLDING RADIO/TELEPHONE FIRST LICENSE. Must be over 21 years of age. Experience with "line of experience, education, draft status and snap shot." Address Box 96, BROADCASTING.

Chief Engineer—First Class License, 300 watt midwest local station. Commercial experience preferred. Salary: $75.00. Address Box 127, BROADCASTING.

Washington Engineering Firm needs draftsman and a mobile technician. Must be good. State starting salary desired and classification. Box 206, BROADCASTING.

Wanted: Two announcers. Must be tops and draft exempt. Salary $75.00 weekly. Station has regional network affiliation. Announcers must split shifts. Draft deferred or exempt. Permanently. State operation. Excellent opportunity. Station, network affiliate. Box 120, BROADCASTING.

ANNOUNCER WANTED

Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position and have the ability to advance to an executive position. Includes references, phone number, snap shot and all other pertinent data in first letter. All replies confidential.

BOX 293, BROADCASTING.

EQUIPMENT WANTED

5 kw fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

BOX 286 BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word (Minimum $10.00.
All others, 15¢ per word. Bold face caps 30c per word. Effective May 22 ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcast Magazine, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont’d)

Commercial Manager with 12 years high-grade experience in sales, management and sales record in Radio's most competitive market, New York. Desires change of scene. Willing to substitute $18,000 annual income for pleasant opportunity with progressive Southern station. Desires opportunity. Radio Programming, Public Service, etc. Will make 100% responsibility complete over-writing or percentage arrangement. Box 194, BROADCASTING.


7 KW Transmitter. KW 208, 250 kw. Desires commercial type. For sale or trade. Address Box 246, BROADCASTING.

Situation Wanted


Accountant—to work as assistant to auditor in mid-west regional station. Good opportunity for man keen on numbers and operations. Box 285, BROADCASTING.

FOR SALE

5 kw fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

BOX 286 BROADCASTING.

Equipment to Buy (Cont'd)

Wanted: Broadcast Equipment for 250 Watt Station. Need everything from transmitters to towers. If you have a 150 foot tower, transmitter, frequency monitor, Modulator, amplifiers, turntables for immediate cash sale, address Box 228, BROADCASTING.

Wanted: 6 KW Transmitter. Give detailed information. Box 285, BROADCASTING.

Wanted: 250 kw FM equipment. Will pay cash for FCC approved 250 watt transmitter and complete equipment for 30 watt station. Box 231, BROADCASTING.

Wanted: 6 KW FM broadcasting equipment. Give detailed information. Box 285, BROADCASTING.

Wanted: General Radio 514-C or similar Frequency Bridge. State price and condition. Station KBBF, Great Falls, Montana.

For Sale

For Sale: 125 foot tower suitable support 9 kw station. Also 300 ft Steel tower, Box 269, BROADCASTING.

For sale by WLBW, Muncie, Indiana, two Western Electric transmitter units 5 kw 1000 watt and 5 kw 5 kw pairs. Also one 5 kw moveable tower with 5 kw western, Pacific or Mountain license. Power supply components 5 kw 1000 watt. $1500 each. Two Western Electric transformer and equalizer. First Western Union money order for six hundred twenty five dollars ($255) dollars takes equipment. Box 131, Muncie, Indiana. No parts sold separately.

Dubaril Mica Transmitting Condensers, aluminum cases, type CD 158 working voltage 12,500, 964 MFD $14.00 each. (1943) Union, 515 W. 119th St., New York City.

Presto model "K" recorder. R. T. Patton, 3841 Newark St. Washington, D. C.

FOR SALE

BROADCASTING • Broadcast Advertising
Threat of strikes of technicians of the International Brotherhood of Electrical Workers (AFL) at some 25 stations in various parts of the country, beginning June 1, developed last week as the result of James C. Petrillo's move to take over jurisdiction of turntable operations in network-owned stations.

Indignant over the failure of their international office to officially notify them that their contracts have been changed or their jurisdiction affected, IBEW locals representing stations in San Francisco, Hollywood, Cincinnati, Duluth, Charlotte, N.C., and Washington, D. C., have filed formal protests with their organization and served notice that they will not permit the American Federation of Musicians to trespass on any of their functions.

**Conciliator Named**

In the meantime, the Conciliation Service of the Dept. of Labor and the National Labor Relations Board, in joint session, is taking steps to prevent the National Assn. of Broadcast Engineers and Technicians (NABET) from carrying out their intentions of striking on June 10 at 12 NBC, Blue and Mutual stations if Mr. Petrillo's agreement with the networks giving the AFM jurisdiction on platter turning, effective June 1, is carried out [Broadcasting, May 8, 15].

The Dept. of Labor named James Fitpatrick to act as conciliator and a meeting of the conciliators was held Wednesday in New York with NABET representatives. Another conference was set for this week, with the prospect that the case will be certified to the National War Labor Board.

NABET will ask that the NWLB take action to prevent any change in jurisdiction over the operation of turntables, pending settlement of the dispute. If their request is granted, an interim directive order is likely to be issued by the Board holding the case in status quo until the jurisdictional question is determined.

The NLRB also held conferences during the week with NABET, preparatory to taking a secret ballot to officially confirm the poll taken by the union showing membership support of its strike intentions. Results of the ballot will probably be known before the end of the week.

NLRB has also been conducting informal conferences separately with NABET and network heads in connection with the union's formal protest filed with the Board charging NBC with violating its contract with NABET technicians at WMAQ Chicago. NABET has contended that an exception it granted permitting temporary jurisdiction over turntables to AFM at this station expired and that entering into an agreement continuing to give AFM this jurisdiction NBC has disregarded its contract with NABET.

NLRB originally intended to hold hearings on the dispute in Chicago, as it was considered a local problem. However, when it learned of the agreement between Mr. Petrillo and all four major networks giving the AFM jurisdiction over platter turning at all network-owned and operated stations it shifted the case to New York, calling in network officials for detailed information on the agreement.

With the disclosure by Mr. Petrillo in a, report appearing in The International Musician, official AFM organ, that he plans to seek similar agreements throughout the country, members of IBEW as well as NABET are concerned that their jurisdiction in jeopardy. Their fears were increased when they learned that Mr. Petrillo and Ed. J. Brown, IBEW president, entered into an agreement affecting their jobs without consulting or advising them.

"Helluva Way to Find Out"

Many of the technicians, it developed, learned of the agreement only through BROADCASTING. As one official of an IBEW local remarked: "It's a helluva way for us to have to find out about it, but it's a good thing you told us."

Latest of a list of IBEW locals to take action against the Petrillo deal was local 40 in Hollywood, Cal., which on Thursday charged both CBS and the AFM with a conspiracy to deprive their technicians at KNX of their rightful employment opportunities under their existing agreement. The local served notice on NWLB, NLRB and the Secretary of Labor that a dispute exists and requested that an election be held under the provisions of the Smith-Connally Act to determine their right to strike in the event of an encroachment by the AFM upon IBEW jurisdiction. The union agreement with CBS expires Sept. 30, 1946.
FOSTER, OHIO... Fragment of AMERICA

That Fragment of America down there
Is Foster. Some Folks, though, recall it best
As Foster's Crossing; how that name revives
Familiar scenes and sounds of years ago!

The Hoppe's Island outings every week,
With Basket lunches spread on shaded grass;
The inlet, arched with trees, where children splashed
In knee-deep water, while their elders dared
The current of the stream; the old iron bridge;
The mill; its droning falls; the summer camps;
The little boats adrift at calm of dawn
On quiet waters where the bass abound;
The white frame church, its steeple skyward aimed,
A pointing hand, directing men to God.

How small this fragment seems! What is its worth?
No thriving market here, where needs are few;
Yet, here folks live, and work, and play, and love,
And wed, and rear their young—for this is home.

No—FOSTER may not mean an awful lot
To anyone at all... except, of course,
To folks who call it home, and always will,
And folks they welcome in their homes—like us.
Super-FM Soundproofs the Air

*THUNDERSTORMS charge the atmosphere with static... man-made static may also cause interference on the standard broadcast waves... but listeners to FM (Frequency Modulation) hear each musical note or spoken word as clearly as though in a sound-proof auditorium. Using very high frequencies—tiny wavelengths—FM brings perfection into radio reception under all atmospheric conditions.

For many years, RCA Laboratories have had a constant interest in the technical development of FM. Research in this field continues, but most of it is related to the war effort and is of a military nature... Prior to the war RCA manufactured and sold FM broadcast transmitters. After the war RCA will manufacture and sell a complete line of FM transmitters as well as high-quality super-FM receivers, utilizing a new type of circuit.

When peace comes RCA will use its background of experience and engineering facilities in the broadcast transmitter and receiver fields, to build the type of apparatus broadcasters will need and receiving sets which will reproduce all broadcast programs with utmost realism and tonal quality.