how long is a short memory?

What did you listen to on your radio last night at 7:00? What did you do six hours ago? Can you remember quickly and accurately? Probably not, for memory's a deceptive thing.

Good radio research people like Crossley, Inc. know that the greater the gap between the time a person hears your show and the time a Crossley interviewer speaks to him, the greater the chances that the person doesn't remember exactly what he heard.


For instance, morning listeners are asked what they listened to only two hours after your program leaves the air. Evening listeners have to think back only 1/2 hours, not twelve. It's the next best thing to sitting with the listener while he dials your show. And it's exclusive with WOR.

Call WOR for an accurate checkup on your show today. Let our file of exclusive audience facts bring you a greater per-penny profit on every penny you invest.

that power-full WOR

station at 1440 Broadway, in New York
America's Most Imitated Radio Program

Sets ANOTHER Record

1,250,000 Paid Attendance!

One and a quarter million people have paid to see America's oldest, continuous... and most imitated... radio feature since the WLS National Barn Dance moved into the Eighth Street Theater in March, 1932. (The Barn Dance itself is 20 years old.) On Saturday, May 6, visitor Number 1,250,000 paid his 85c for a ticket to this granddaddy of all barn dances. It's still, after 20 years, furnishing SRO entertainment units for theaters, fairs and like events; most of the entertainers have been featured in motion pictures, and in September, Paramount will release a full-length feature picture based on the WLS National Barn Dance and starring most of its regular talent.

But to get back to this 1,250,000 paid attendance: it is definite evidence of the good will Chicagoans and the people of Midwest America have for WLS, a good will that extends also to other programs on the station and to the advertisers who sponsor them. If you want other proof... proof of results for advertisers... ask any John Blair man.

WLS

REPRESENTED BY
John Blair & Company

CHICAGO 7
G-E PREVIEW OF A NEW 100-KW TRANSMITTER

with features that set the standard for post-war broadcast equipment...FM · TELEVISIÓN · AM

GENERAL ELECTRIC
10 outstanding new features

FOR PEAK EFFICIENCY—MAXIMUM ACCESSIBILITY—
COMPLETE SAFETY—ADVANCED DESIGN

From General Electric’s broad background of experience in building all of America’s 100-kw international transmitters, has sprung a new transmitter so revolutionary in design and performance and operating features that it literally is setting the post-war standards for the entire “family” of G-E broadcast equipment—FM, Television, and AM.

Forty feet of streamlined beauty sets the pace in styling for the whole broadcast industry. Complete accessibility of all components permits rapid and effective maintenance. Complete safety is provided by both mechanical and electrical interlocks that make it impossible for operating personnel to enter the high voltage areas without manually operating all interlocks. Transformers cooled with non-inflammable Pyranol* and enclosed air-break contactors provide additional safety features—reducing fire hazard.

Centralized supervisory control tells at a glance the status of all circuits. Sectionalized construction, using standard cubicles, makes installation simple, less costly, and results in improved appearance. Sturdy construction, employing heavy steel sheets, provides strong, rigid cubicles that permit the compact assembly of heavy-duty components on walls and ceilings. Sub-assemblies need not be removed for adjustment or maintenance.

All instruments are easy to read and are grouped for easy observation. Peak performance is assured by electrical features such as: Automatic filament voltage regulator. Supervisory light system. Continuous metering of power input. Automatic reclosure for short-duration outages. Improved automatic control of modulator bias. Protection of tungsten filament tubes against starting surges for longer tube life. Input power supply—2400 or 4160 volts, 50/60 cycles. Easy to change after installation by a few connections.

Many of these added features will come to you with your post-war installation of a G-E transmitter; and in this forerunner of tomorrow’s transmitters they re-emphasize the “know how” experience, research, and ability of General Electric to deal with your FM, Television, or AM problems. General Electric will be glad to discuss such problems with you. Write to Electronics Department, General Electric, Schenectady, New York.

*Pyranol is a trademark of General Aniline & Film Corp.
FRONT VIEW of new G-E 100-kw international transmitter, with control-panel doors closed. Fingertip pressure will open or close vertical sliding doors. REAR VIEW at right.

CONTROL STATUS at a glance is achieved by centralizing all supervisory lights and switches. Locations and names of all controls are carefully planned to aid the operator in visualizing the sequence of operation. Control relays and contactors may be viewed through the left window, and exciter components may be seen through the right. Fluorescent lighting provides a soft glow for all transmitter front panels.

MINIMUM INSTALLATION EXPENSE, maximum safety, compact appearance are achieved with this well-designed power supply equipment. High-voltage contactors, surge resistors, instrument transformers, etc., are located in steel weather-proof cabinets, which are throat-connected to the associated transformers and induction regulators. These units are cooled with non-inflammable Pyranol and may be located outdoors or indoors. No special vault is required.

TEN CRYSTAL THERMOCELLS (including four spares). Each cell is complete in itself, including internal heater and thermostat sealed into a metal-tube shell. Indicator lights continuously monitor thermostat operation. Vernier adjustments of frequency may be made easily during operation.

QUICKER FREQUENCY CHANGES are made possible by an automatic tuning system for the power amplifier plate tank capacitor. Any one of six pre-set positions may be selected by the rotary switch. Momentary pressure on the "Automatic On" button starts the carriage, which stops at the pre-selected position. Manual tuning for checking resonance is done with the other push-button switches.

INDICATING INSTRUMENTS are easy to read and easy to identify. The new 240-degree scale is inherently more accurate and provides ample space for calibration markings and circuit name. Instruments are tilted at a 10-degree angle to avoid reflections and provide greater readability.

WATER-FLOW METERS, control valves and temperature indicators for all water-cooled tubes are located in the center passageway. They can be read and adjusted with the transmitter on the air.
1 For reliable primary power control, 5000-volt air-break contactors are used for plate "start" and "run." These contactors are designed for highly repetitive operation, and for single-shot automatic reclosure. These contactors can be safely connected to a 150,000 kva power system, as they handle all overloads on the secondary side of the connected transformers and are backed up by silver-sand fuses.

2 For effective inspection and maintenance, ready access is provided to all electrical and mechanical parts. Heavy-duty cubicle construction permits mounting of components on walls, front panel, and roof. The audio-driver cubicle illustrated shows typical construction. Cubicle floors are covered with long-life inlaid linoleum.

3 The power amplifier assembly is simple, compact, and trouble-free. For quick frequency changing, the inner cylinders of the concentric plate capacitors are raised and lowered by a motor-driven carriage to pre-set positions. All parts of this assembly are readily accessible from an ample aisle completely surrounding the tube-and-circuit unit within the cubicle.

4 Water-cooling troubles ended! These modulator tubes, and the tubes for other high power stages, are water-cooled through semi-flexible plastic insulating tubing, transparent throughout its entire length. Transmitter cubicles are pressurized with filtered air for cooling and cleanliness.

FLOOR PLAN AND END ELEVATION. The total length of the transmitter is 39' 6"; height 7' 6"; depth 6' 6". The transmitter proper consists of four cubicles, each 8' wide and 5' 6" deep. A wide passageway is provided in the center of the transmitter, and electric interlocks prevent transmitter from being placed in operation until all entrance doors are closed.

COME TO SCHENECTADY: to see the pattern of tomorrow's transmitters... to see G.E.'s proving-ground stations—FM, AM, and Television... to discuss how you can reserve the equipment you want for prompt post-war delivery.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC FM • TELEVISION • AM

See G.E. for all three!
COMMUNICATION BY SEMAPHORE

The Semaphore, as a means of communication, met first commercial acceptance in France under the authority of Napoleon in 1792. Restricted by "line of sight" and low power eye pieces, excessive numbers of relay stations, as pictured above, were required for "directional broadcasting" over rough terrain. Weather conditions, too, were a handicap. Because of the code used and its necessary translation, delays and errors were continually encountered.

Today, in the era of applied electronics, Universal microphones are being used to expedite messages on every battle front in the service of the Allies. Universal is proud of its contribution in the electronic voice communications and its every effort to our ultimate Victory.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
for consumers

Omaha offers

hans, out

evidence of

Education program, Omaha's appre-

in the post war period. KOIL

KOIL

KOIL Columbia, of course

The Radio Buy of

KOIL in Omaha

5000 WATTS... 1290 Kilocycles

Detroit has its

Wayne University

Omaha has its

University of Omaha

Omahans Prepare for Present and Future Opportunity

The vitality of the adult Education program, carried on through the modern air conditioned facilities of the University of Omaha, gives evidence of Omaha's apprecia-

cents value of continuous education. Eight hundred Omahans, out of an enrollment of more than 3000 students, now participate in the adult education program of this University.

KOIL reaches this sophisticated people intend on raising their standards of living. Omaha offers a rich market for consumers goods now, and

in the post war period. KOIL

KOIL reaches this metropolitan market at low cost, directly, daily. The Omaha market be-

represented Nationally by Edward Petry Co., Inc.

A PROGRESSIVE MARKET

During the first three months of 1944 Omaha bank clearings were $1,029,800,000, an increase of 16.5% over a similar period in 1943. Bank debits for the same period: $1,050,210,000, an increase of 10.9%.

Represented Nationally by Edward Petry Co., Inc.
Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America's 4th Largest Market
than any other station—
including
all 50,000 watters!*

*See Latest Surveys! Check Availabilities!
National Representatives
Spot Sales, Inc. (Outside N. Y. Area)

WAAT

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

WAYNE TISS
Vice President, Batten, Barton, Durstine & Osborn, Inc., Hollywood

Says—“Spot broadcasting is one sure way of controlling a sales push with dealer support in America's widely varying markets”

- Well and truly spoken, Mr. Tiss, especially today when there are often not enough salesmen and even merchandise itself to "go around". But today spot broadcasting is helping many an advertiser to shift his facilities like a well-coordinated army, to move rapidly and effectively from one front to another as strategy demands.
- To us, here at F&P, this strategic use of spot broadcasting is a normal procedure rather than a war-born operation. We've always been geared to give instant support on any sort of campaign. We take pride in working just as hard to place an emergency one-market barrage as in helping to plan a nation-wide bombardment. Maybe that's why the one-market jobs so often turn into much bigger projects!

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKEX  CINCINNATI
WCKY  DULUTH
KDAL  FARGO
WDAY  INDIANAPOLIS
WISH  KALAMAZOO
WRMC  KANSAS CITY
WAYE  LOUISVILLE
WTON  MINNEAPOLIS-ST. PAUL
WMED  PEORIA
KSD  ST. LOUIS
WFBL  SYRACUSE
WHO  DES MOINES
WOC  Davenport
KMA  SHARONDAH

SOUTHEAST...

WCBM  BALTIMORE
WJSO  CHARLESTON
WEAF  COLUMBIA
WBT  RALEIGH
WSB  ROANOKE

SOUTHWEST...

KOB  ALBUQUERQUE
KOMA  OKEEOMA CITY
KTUL  TULSA

PACIFIC COAST...

KECA  LOS ANGELES
KON  PORTLAND
KRR, OAKLAND-SAN FRANCISCO
KIKO  SEATTLE
KFAK  FAIRBANKS, ALASKA
and WRIGHT-SONOVEX, Inc.

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WTON  MINNEAPOLIS-ST. PAUL
WMED  PEORIA
KSD  ST. LOUIS
WFBL  SYRACUSE
WHO  DES MOINES
WOC  Davenport
KMA  SHARONDAH

SOUTHEAST...

WCBM  BALTIMORE
WJSO  CHARLESTON
WEAF  COLUMBIA
WBT  RALEIGH
WSB  ROANOKE

SOUTHWEST...

KOB  ALBUQUERQUE
KOMA  OKEEOMA CITY
KTUL  TULSA

PACIFIC COAST...

KECA  LOS ANGELES
KON  PORTLAND
KRR, OAKLAND-SAN FRANCISCO
KIKO  SEATTLE
KFAK  FAIRBANKS, ALASKA
and WRIGHT-SONOVEX, Inc.
Bill Drastically Alters Radio Operations

News, Commentator Ban Likely to Die; Clear Channels Are Curtailed

FULL-SCALE revision of the present radio law, which would substitute for the FCC a new five-man Commission to be named by the President and drastically change radio's method of programming and operation, is proposed in the long-awaited redraft of the White-Wheeler Bill. The draft was made public last week coincident with its consideration by the Senate Interstate Commerce Committee.

Largely the handiwork of Chairman Burton K. Wheeler (D-Mont.), with the concurrence of Sen. Wallace H. White (R-Me.), co-author, the bill would radically affect broadcast operations if adopted in its existing form. But few legislators—not even its authors—expect it to get through without revision. A proposed ban on sponsorship of news and comments, for example, is definitely slated for the discard. The voluminous bill, titled Communications Act Amendments, 1944 (text on page 32), would rewrite substantially all of the 1934 Act related to broadcast services.

Ratifies Past Policy

While the bill would clearly limit the FCC's future functions and range of authority, it nevertheless in substance ratifies practically all of the past FCC policy and regulatory pronouncements, including the network monopoly regulations, which are restated in the bill in revised form.

There were mixed reactions to the measure last week in broadcast and legal circles.

Curbstone opinions were that, from radio's standpoint, the bill is about 65% good, 15% neither good nor bad, and the balance definitely bad. Generally, however, it was felt that if reasonable amendments could be made, the legislation would be desirable and an improvement over the existing law. The bill is regarded simply as a start, since not only the Senate Committee but the House Interstate and Foreign Commerce Committee and the House must act before a measure can go to the White House. While no word has come from the White House, it was believed there would be no veto of any "reasonable" legislation, assuming a measure can be enacted at this session.

Sen. Wheeler announced the Committee would meet Thursday (June 1) to consider the bill. Previous meetings called for last Friday to take up "general provisions" and another for May 31 to iron out "controversial issues" were cancelled Friday morning because several members were away from Washington.

NAB Group to Meet

NAB President J. Harold Ryan announced that the association's Legislative Committee of which Don S. Elias, WWNC Asheville, is chairman, will meet in Washington today (May 29) to consider the bill on a paragraph-by-paragraph basis, and establish its position. While some of the provisions were disappointing, optimism was expressed that reasonable changes could be procured and that perhaps a vastly improved measure could be devised with hope of action at this session. Congress is expected to recess in mid-June until September, in view of the campaign year. If Senate action comes prior to the recess, it was thought House consideration could be completed before this Congress expires with the year's end.

That there will be concerted opposition to the bill from a number of aspects was apparent. It was thought, for example, that the President would express the "ripper" provision revamping that agency by cutting it down to a five-man organization divided into two separate divisions—one handling broadcast matters and the other common carriers. The chairmanship would be rotated annually, with appointments of the five Commissioners to be made anew by the President within 90 days following enactment of the bill. In addition to the rotating chairmanship, membership on the two divisions likewise would rotate, with no member serving more than two years on each division which, with the one-year chairmanship, would account for the five-year tenure.

FCC Chairman James Lawrence Fly has strongly protested the original White-Wheeler provisions which would establish the chairman as the "executive officer" of the Commission, contending it would make him a "glorified office boy". The redraft, however, would make the chairman an ex-officio member of each division but would not permit him to serve as chairman of a division along with the Commission chairmanship.

Program Control

Chairman Wheeler, at a news conference last Tuesday, frankly confessed that his proposed ban on sponsorship of news as well as commentators and analysts had provoked considerable opposition in the executive session. He inferred that he would not fight to keep the ban on sponsorship of straight news, but that he would insist the restrictions on commentators be retained. Even that was doubted, however, since preponderant Committee opinion was against both bans as too drastic and an invasion of the rights of broadcasters.

Another provision that gives prospect of provoking controversy is the Declaration of Policy in which Congress would express its (Continued on page 68)

How the White-Wheeler Bill Operates

Summary of Provisions Under Proposed Legislation

HIGHLIGHTS of amendments to the Communications Act of 1934, contained in the redraft of the White-Wheeler Bill (S-814) submitted to the Senate Interstate Commerce Committee May 25:

Abolishes present organization of FCC and creates Commission of five members (instead of seven) with a rotating chairmanship.

Two separate autonomous divisions—one for broadcast matters and the other for common carriers—would be composed of two Commissioners each, with the chairman as ex-officio member on each division. The chairman would serve for one year and would be elected by fellow Commissioners. Membership on divisions likewise would be rotated, with not more than two years' service on each division.

Present Commission would serve until three members of the new Commission are named by the President, but in no event longer than 90 days after passage of the Act.

Power Limitation

Under an unusual Declaration of Policy, Congress would decree that access to broadcasting facilities should be afforded to representatives of various shades of opinion; that so far as possible public interest, religious, public education programs and discussion of controversial subjects shall be broadcast as sustaining service.

stations should discourage too frequent or excessive use of commercial announcements and encourage sponsors to elevate the tone of commercial programs.

Limits the power of standard broadcast stations on clear channels to 50,000 w. Brings about duplication of clear channels by affording protection only to the extent of 750 miles.

Empowers the FCC to require stations to supply uniform financial reports for all classes of station operation, but prevents it from procuring FCC licenses detailed data as to business agreements or other information not directly related to license qualifications.

Bans multiple ownership of stations in the same area two years... (Continued on page 61)
KECA to Blue; Farnsworth Buys WGL

Other Station Transfers Pending; WLW Given 30 Days

ANOTHER million-dollar deal was chalked up on station sales transfers brought about by the FCC's ban on multiple ownership in the same areas with the sale of KECA Los Angeles to the Blue Network for $800,000 and of WGL Fort Wayne to the Farnsworth Radio & Television Co., for approximately $235,000.

KECA's acquisition by the Blue, long under negotiation, was completed last Thursday in Los Angeles by Don E. Gilman, Blue West Coast vice-president, and Earle C. Anthony, owner of KFI and KECA. The Blue then bought a Los Angeles outlet virtually since Edward J. Noble purchased the network last year. It is understood there were no hidden figures but the Blue's final offer of $800,000 cash presumably was the best. The transaction culminates several months of negotiations and at one point, Mr. Anthony notified the FCC he was being "pressured" into the transaction by Blue.

Others Pending

The WGL sale separates the 250 w NBC outlet from WOW Fort Wayne, 10,000 w station operated by Westinghouse and affiliated with the Blue. Farnsworth, headed by Philo Farnsworth, the television inventor, and E. A. Nicholas, president, of RCA Victor Co., is headquartered in Fort Wayne and maintains extensive war plant radio and electronics operations which is in the forefront of television production.

The WGL transaction is a sequel to the activity by KEK Portland, Ore., from the Oregonian for $400,000 [BROADCASTING, May 22]. At the time this transaction was announced, Walter C. Evans, Westinghouse vice-president in charge of radio operations, announced that WGL shortly would be disposed of.

Both of the new transactions, like the half-dozen consummated last week, are made subject to FCC approval. The FCC was conversant with both negotiations, it is understood, since Mr. Anthony and Westinghouse had petitioned the Commission for additional time in which to dispose of the stations under the duopoly regulations.

A number of other station sales are in negotiation, among them WSGI Los Angeles, KJR Seattle, WMPS Memphis, WORD Spartanburg, WCPQ Boston, WJBK Detroit, and KALE Portland.

The Anthony transaction was consummated quickly, following action by the Commission a fortnight ago in denying the Anthony stations KEK and KECA an extension to Oct. 1 to dispose of KECA. Both station renewals were

set down for hearing. The original Blue offer, it is understood, was $400,000, with allowances on its network contract amounting to approximately another $150,000, or approximately $600,000. The station, the FCC had been notified, had net earnings for 1944, before taxes, estimated at $220,000.

Among other bidders for the Blue Network regional outlet was the Los Angeles News, it is understood. The regional station operates on 790 ice with 5,000 w. The facilities were acquired some five years ago from Hearst Radio Inc. (KEKH) for $400,000, including studios, and the former frequency of KECA was relinquished.

In announcing the WGL sale, Westinghouse stated that operation and management of the station will continue under present direction until FCC approval. Owning to war restrictions on equipment, the net proceeds of-WGL will continue on a mutual basis with WOWO until conditions permit setting up separate facilities.

Among pending transactions

H. B. THOMAS NAMED CHAIRMAN OF WAC

HAROLD B. THOMAS, vice-president of Sterling Drug Inc., has been elected chairman of the War Advertising Council, succeeding Chester J. LaRoche, executive chairman of the Blue, who has just completed two terms as chairman. T. S. Repplier, WAC general manager, was named executive director.

Elected vice-chairmen were Paul B. West, ANA president; William Raydol, partner in Newell-Emmett Co., Kerwin Fulton, president, Outdoor Association; Perc H. Gamble, president of AAA, as named secretary and treasurer.

Mr. Thomas was one of the founders of WAC and has worked closely with Government agencies in developing the Council's program to enlist the support of advertisers to essential war themes. In 1933 he was named vice-president in charge of advertising for Centaur Co. and in 1934 was named president of the company which is now a division of Sterling Drug. He served as chairman of the board of ANA in 1935 and headed the Advertising Research Foundation from 1942 to 1943. He lives in West Norwalk, Conn., with his wife and three children.

Extensions Asked

Meanwhile eight more petitions in connection with the duopoly order were filed with the Commission, six seeking extension beyond May 31, to permit "ordinarily disposition" of property, and two contending the rule does not apply.

Berks Broadcasting Co., licensee of WEEU Reading, and Reading Broadcasting Co., licensee of WPWR, asked by virtue of common interests, seek a six-months extension through George O. Sut- ton, Washington counsel.

Louis Wasmier, licensee of KGEA, a network affiliate of WFAA, Dallas, Maj. Louis Wasmier, licensee of KGA Spokane, ask an extension "as may be reasonably necessary" for disposal of KGA. His active military service has handicapped him, Maj. Wasmier's petition said, in disposing of the station, although he has named three attorneys who are carrying on negotiations.

Renewal of the WMC Memphis license, which expires June 1, is sought in a petition filed by Segal, Segal & Hennessey for Broadcasting Co., licensee of WMPS and Memphis Publishing Co., licensee of WMC, both corporations owned by the same interests (Scrivpas-Howard). Indefinite extension is asked to permit sale of WMPS.

Extension to Aug. 1, 1944, is re- quested by KOIL Inc., licensee of KOIL and KALE Inc., licensee of KALE Portland, Ore. Petition said KALE, which is to be sold, is being separated from KOIL and will be in its own offices and studio by July 1.

Frank Burke, 35% owner of Standard Broadcasting Co., licensee of KFVD Los Angeles, and 64% owner of Pacific Coast Broadcasting Co., licensee of KPAS Los Angeles, is seeking a 90-day extension to dispose of one of his stations.

A six-months extension is asked by WJBK Broadcasting Co., licensee of KQV Pittsburgh, and Pittsburgh Radio Supply House, licensee of WJAS, to sell KQV. Petition sets out that because both station time is interrelated directional antenna, an engineering problem is posed in separation. Five groups are nego- tiating for KQV, petition of H. J. Bremner, major stockholder in both corporations, recited.

Joint petition filed by KGO Broadcasting Co., Inc., licensee of KGJO Fort Worth; The A. H. Belo Corp., licensee of WFAA Dallas, and Carter Publications, licensee of WBAP Ft. Worth, contends that Rule 3.35 is not applicable to those three stations inasmuch as WFAA operates half-time on 850 k with 50 kw power and WBAP operates the other half-time on the same frequency and power, while KGKO, with 5 kw power on 570 k is a fulltime station, operating half the times Fort Worth and the other half from Dallas.

Ownership Division

In effect, the three stations are as two, petition recites, with ownership in KGKO equally divided between KGKO and Carter interests. George S. Smith represents KGKO and Carter Publications. Philip G. Loucks is Washington counsel for the A. H. Belo Corp. Berks Broadcasting Co., licensee of KSOO and KELO, also contends that the duopoly rule does not apply inasmuch as the two stations operate on a base of $150,000 to $300,000.

Stations that have already been approved by the film company for radio promotion of "Follow the Boys" a new film. Plans are being made to use radio in Chicago, Detroit, Los Angeles, San Francisco, New York and Philadelphia. On May 22, for this $200, Universal started a series of two five-minute twice-weekly news programs to promote trans- scribed spot announcements on WLW Cincinnati. Heavy spot radio scheduled for the next two weeks, plans are now for "Christmas Holiday." Agency is J. Walter Thompson Co., New York.

Universal Spot Schedule To Include 100 Markets

STATIONS in more than 100 key cities will be included in a long- term spot radio schedule now being set up by Universal Pictures Co., New York. Plan is in line with a mounting trend in the motion picture industry toward continuous rather than sporadic use of radio (BROADCASTING, May 22). Most con- tracts will be on a 52-week basis and will include transcribed and live spots, 30, 15 or 10- and 15-minute studio shows; plater programs and news broadcasts. Verto's plan is already been appropriated by the film company for radio promotion of "Follow the Boys." New plan for "Christmas Holiday."
WLB Will Act to Avert Pancake Strike

Attempt to Mediate Jurisdictional Row Fails

JURISDICTIONAL dispute between the National Assn. of Broadcast Engineers & Technicians and the American Federation of Musicians over the handling of musical recordings is expected to be certified to the National War Labor Board in time to prevent the threatened walkout of engineers from the owned and operated stations of NBC and Blue networks and from WOR, New York on June 1.

Board to Act Soon

As Broadcasting went to press Friday night, it developed that the dispute would probably be certified to the Board over the weekend and that action would be taken early this week to prevent the musicians from taking over turntable operations on June 1 at stations under the jurisdiction of NABET.

Certification of the case to WLB, it appeared, will not apply to operation of turntables at CBS stations, where members of the International Brotherhood of Electrical Workers have jurisdiction. It was understood, however, that the musicians will not move in at CBS until the NABET dispute is settled, as the IBEW does not want to penalize CBS by putting it to extra expense so long as the engineers are also handling musicians to handle records.

Meeting of a score of representatives of the two unions and the broadcasters, held last Wednesday in New York at the request of J. W. Fitzpatrick, conciliator of the U. S. Dept., made it obvious that the dispute could not be settled through mediation, according to those in attendance. It was stated that the broadcasters offered to maintain the status quo until the jurisdictional question has been determined by the National Labor Relations Board, but that the AFM refused to go along with this proposal.

Up to Petroli

Joseph A. Padway, AFM counsel, was quoted as saying, "We have a contract and we expect it to be lived up to." Mr. Padway did not say what the AFM would do if a WLB order is issued preventing the broadcasters from employing musicians as record handlers on June 1, as they have contracted with the AFM to do, it was reported. Union spokesmen queried on this point by Broadcasting were also non-committal, pointing out that the WLB has not yet taken jurisdiction of the dispute and that in any case, the decision will come from the office of the AFM president, James C. Petroli.

Mr. Fitzpatrick was expected to submit his report of the meeting to the Dept. of Labor headquarters in Washington by Saturday, so that if the department decides to certify the case to the WLB this can be done before June 1.

Meanwhile, the NLRB is going ahead with its plans for polling the NABET membership to determine if it is still determined to strike against the stations if the musicians take over the platter-turning duties now performed by NABET members. NABET on May 10 filed with the NLRB a 50-day threat notice in the case to WLB, May 15, 22. NABET has charged the broadcasters with bad faith in contracting with the AFM for work now done by NABET members.

On Friday, NABET's president wired William H. Davis, WLB chairman, as follows: "Situation in NABET strike case is beyond my control due to settlement made by WLB in conciliation meeting. If Board does not order case in status quo I am convinced technicians will walk out on June 1 instead of June 10."

With certification of the dispute to the WLB, the course of action will probably be somewhat as follows: WLB will issue order maintaining status quo until NLRB determines jurisdiction. NLRB will appoint field examiner to hold hearings and make report. This report may be appealed by any of the parties, following which the full NLRB will make its decision, from which there is no appeal.

At the Meeting

Broadcasters present at the meeting were: Joseph McDonald, assistant general counsel, John H. MacDonald, vice-president, and O. B. Hanson, vice-president and chief engineer, all of NBC; Robert D. Sweezy, attorney, and George O. Mine, chief engineer, of the Blue; Theodore Streibert, general manager, J. R. Popple, attorney, and Emmerisi Danett, attorney, of WOR.

NABET was represented by Alan T. Powley, president, George Riley, vice-president, and Thomas Dunn, attorney. Representing AFM, in addition to Mr. Padway, were Henry A. Friedman, Harry Steeper, David Katz, Charles Meedman, Joseph Lanum, chief engineer, all of NBC; Robert Brodsky, William Feinberg and Bernard Davis. Appearing for the NLRB were Maxwell Feller, assistant director, field division; and H. J. Lahne, field examiner.

Meanwhile opposition to the agreement spread among members of the International Brotherhood of Electrical Workers whose jurisdiction would be immediately affected at CBS owned stations and at various independent stations if the Petroli plan to take over turntable operations at all stations materializes.

As Broadcasting went to press, IBEW locals representing the following stations had served notice they will resist the Petroli invasion or had already ordered a strike in the event the musicians attempted to move in on June 1: KFRC, KJBS, KSAN, KSFO, KYA, San Francisco; KDOW, Oakland; KROY, KFKB, Sacramento; KGDM, KGK, Stockton, Cal.; KCV, Redding, Cal.; KPRO, Riverside, Oxnard, Cal.; KNX, Hollywood, Cal.; WXYZ, WWJ, Detroit; WBCM, Bay City, Mich.; WSPD, Toledo; WMHG, White Plains, N. Y.; WKLB, Virginia, Minn.; WBT, Charlotte, N. C.; WDCN, Durham, N. C.; WAIR, WSJS, Winston-Salem, N. C.; WLAP, Lexington, Ky.; WXYZ WCP, WKRC, WLC, WSJ, Cincinnati; WTOP, WINX, WWDC, Washington, D. C.; WEEI, WHDH, WMEX, WNAC, WOR, Boston; WESX, Salem, Mass.; WGAN, WCBS, Portland, Me.; WRDO Augusta, Me.

Other Protests

In addition, IBEW protests have been made at stations in Omaha, San Diego, Cal.; Duluth, Minn.; Bangor, Me.; and several other outlets in NABET jurisdictions.

Details of an agreement between Mr. Petroli and Ed. Brown, IBEW president, defining the respective jurisdiction assigned to each union with respect to maintenance of operations, were revealed at an open meeting Friday evening, May 19, in New York, at which several NABET and Communications Assn. members were present.

IBEW members learned for the first time at this meeting the extent to which the agreement affects their employment. They learned from their president that AFM would be given jurisdiction at all network stations over the actual playing of the records, including starting and regulating of tone volume, while IBEW would be assigned to later maintenance of equipment connected with playing of the records.

Mr. Brown assured the engineers that the musicians are not going into the control rooms or otherwise encroach on the jurisdiction of the IBEW. He stressed the fact that to maintain its jurisdiction in television the IBEW ought to overcome the present situation with engineers split between IBEW ACA and NABET, and that in this flight they will need the help of the artists and musicians who are also affiliated with the AFL. He said that as far as NABET is concerned a deal can be worked out on an exchange of card basis if the station head of the NABET will not help them and might even help the employers.

The constitution of the IBEW empowers Mr. Brown to make any agreement such as the one with the

(Continued on Page 66)
**OWI Branches Finish Plans To Assist Stations on D-Day**

**Field Commanders Instructed by Army to Give Correspondents Aid in Covering Invasion**

PREPARATIONS to handle "the greatest news story ever told" and in guiding broadcasters in scheduling Government messages on D-Day were announced last week through several branches of the OWI. Elmer Davis, director of the agency, in calling upon all media "to retain as much operating normalcy as possible and to give the invasion, reported that complete facilities have been set up by the American and Allied governments for covering D-Day developments.

"It is certain," he said, "that these channels will be continuously filled with complete and intensive invasion information."

**Deadly Serious**

Terving the approaching military operation "a deadly serious business the which will alter the men of the world," Davis asked that there be no exploitation of D-Day and that the occasion not be made into a "reason which for home front messages. "The news of the invasion," he said, "will speak for itself."

Plans for Government assistance to press and radio covering the invasion story were detailed by George W. Healy Jr., Domestic Director. He announced that OWI and Army and Navy public relations offices "will be on a 24-hour schedule to furnish correspondents with geographical, chronological and biographical data to supplement news from the military theatre."

Concurrently the War Dept. announced that Brig. Gen. John Magruder, commanding the Pacific area under Lt. Gen. Joseph W. Stillwell, has been shifted from the Office of Strategic Services to temporary duty in the Bureau of Public Relations to assist with press and radio coverage of the invasion.

Instructions to Army field commanders to give their full cooperation to correspondents in covering the forthcoming operations were also dispatched from headquarters of the European Theatre of Operations. A booklet sent to commanders pointed to the importance of assisting reporters in sending home accurate news of the coming fight.

The war correspondent, the commanders were instructed, is our best counterweapon to the German propaganda machine. "If he is in pursuit of a complete flow of news to the United States, to neutral countries and to our Allies, our newspapers and our radios thus will be able to use our own truthful information to counteract that from the enemy."

To guide advertisers who wish to substitute OWI war information messages for commercial announcements on D-Day, Domestic Radio Bureau prepared a special invasion day allocations chart which it sent to sponsors, radio station managers and representatives. The chart contains a schedule of war messages which can be broadcast during any of the day, evening or night hours. In an agency or independent station and serves the double purpose of suggesting suitable subjects and avoiding indiscriminate broadcasting of any kind.

In a letter accompanying the chart, George P. Ludlam, chief of the Bureau, expressed the hope that all radio programs "continue to observe unbroken cooperation with the several Radio Bureau operating plans, particularly, the Network Assignment, the Station Assignment and the Special Assignment Plan."

Cancelling Commercial

Revealing that some advertisers have offered to cancel their commercials and substitute OWI messages on D-Day, Mr. Ludlam stated that "the OWI has obviously do no more than take a precautionary position" on such a proposal. "The

**LONDON, WASHINGTON PLANS**

PLANS for covering press and radio on news of the invasion from the military theatre in London and from Washington were explained last week by the Office of War Information as follows:

To keep the press and radio informed on the plans for invasion coverage, the OWI has scheduled for the period of news by Supreme Headquarters Allied Expeditionary Forces (SHAEF) on the invasion. The information room of SHAEF will be scheduled to cover the invasion, which should lead to the two regular daily communiques, there will be a brief of correspondents at 5:30 A.M., EWT which should furnish material for new leads. Special communiques or bulletins will be issued whenever the news warrants it, and additional information will continuously be available throughout the night, and early morning.

Working in close cooperation, representatives of the armed forces and of OWI are perfecting arrangements to give American correspondents the news as fast as possible. George H. Lyon, special London correspondent of OWI, reports that original plans provided for only one communiqué daily. This was set for 11 A.M. London time (5:30 A.M., EWT) for military and political information. This combined needs of newspapers publishing at different hours, and a second communiqué was later decided on, but it proved possible to find an hour satisfactory to all. This two at different customs will be issued by radio stations approved by OWI and may be distributed by the Armed Forces radio, the compromise was worked out at 11:30 P.M. London time (5:30 A.M., EWT). British newspapers wanted an earlier hour, American newspapers wanted a later one.

Under plans adopted by SHAEF, correspondents' dispatches will be released as soon as cleared by the censor, and should be moved by radio as quickly as possible, without waiting for the issuance of the communiques. This procedure will make the regular communiques relatively less important than previous operations, since news will be transmitted whenever it occurs and it is believed that facilities will be available to move dispatches to the American press in a continuous flow.

**Washington Schedule**

OWI will be on a 24-hour schedule to provide whatever assistance it can to press and radio. The general news bureau of OWI and foreign news bureau of the Domicile Division will be prepared to assist correspondents.

General calls to OWI on Washington aspects of the invasion or activities of the Overseas Branch should be addressed to Republic 7550, Exten- sion 73883.

Calls to the Navy should be addressed to Republic 7420, Extension 8115, for information.

The Army numbers are Republic 7550, Extensi- on Reference Section 2415, Navigation Section 4615, View Section 2153, and Reference Section 2153.

The Army numbers are Republic 7550, Extensi- on Reference Section 2415, Navigation Section 4615, View Section 2153, and Reference Section 2153.

Mr. Frost

**Frost for Swallow**

LEWIS S. FROST has been named NBC Washington radio news director, combining this position with his present post of assistant to the NBC. It was announced May 24 by Sidney N. Strotz, vice-president of NBC, that Frost, who has been associated with NBC's program department, had been appointed program manager on June 1, according to NBC spokes- man. John W. Swallow, who re- signed recently from the freelance radio production field, will be in charge.

**McNamara Named**

WITH resignation of John J. Ed- wards, executive director of KFI-KECA Los Angeles, effective July 1, Don C. McNamara, production manager, has been appointed to that post, according to William B. Ryan, general manager. Harold Carr, former program director replacing Matt Barr who recently transferred to KFI-KECA sales department, has been assistant publicity director.
Look at all Three in Radio too!

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

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

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

Intelligent advertisers look at ALL THREE.

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

WITH

THE PEOPLE’S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
CBS Enlarges Plan For Future Video

APPLIES for 1 kw Transmitter To Operate Above 400 mc.

PLANS to make “practical field tests” at the earliest possible moment of a television broadcasting service on the higher frequencies were disclosed last week by CBS in a statement reporting that the network is ordered from General Electric Co. a 1 kw video transmitter to operate experimentally on frequencies above the 400 mc range, up to and including double the present highest. The signal will be sent on Channel 2, 60-66 mc.

Order follows one placed with GE by CBS for a 40 kw transmitter to operate on the present standards for commercial television [BROADCASTING, May 8]. CBS expressed the hope that both transmitters can be installed simultaneously in the Chrysler Tower, New York, from which WCBW operates now, but GE doubts the possibility of this, due to the experimental work and techniques involved.

Order for the experimental transmitter is subject, CBS explained, to its obtaining an experimental license from the FCC to operate on this frequency, and also to an agreement by the manufacturer to furnish sets and cost. In accepting the order, Dr. W. R. G. Baker, GE vice-president, explained, that his company is currently “engaged 100% in war work”, adding that present restrictions on materials and manpower would preclude immediate work on the transmitter. He also pointed out that development work would have to wait “until such time as certain tools and techniques now restricted by the military are rendered available”. The term “declassified” refers to lifting military secrecy about wartime electronic developments.

Apply to WPR

New transmitter is intended to broadcast “high-fidelity television pictures” containing about twice as many picture elements as called for by present standards, CBS said, adding that it should also be able to transmit high-fidelity pictures in full color. Paul W. Kesten, executive vice-president, pointed out the CBS proposal to broadcast both the present and the improved pictures simultaneously.

“It is our hope,” he said, “to demonstrate so clearly the advantages of such television images that we will accelerate their general adoption in FCC standards and in set manufacture. We are willing to assume the expense of double transmission if we can thereby save broadcasters in general from the burden of the greatly increased cost of double operation. More important still, however, is the hope that we can save the public from any large investment in sets which might become obsolete overnight.”

CHAMBERLAIN Urge s Open Video Policy

GE Transmitter Sales Head Favors Progress by Steps

SUGGESTION that the Radio Technical Planning Board adopt a flexible approach toward post-war television standards, permitting revision as information of military developments is passed on to the television industry, was made last week by Paul L. Chamberlain, sales manager of General Electric’s transmitter division.

Declaring that “post-war television will be handicapped by freezing” the present standards nor need it be delayed by the search for the theoretical ultimate in equipment,” Mr. Chamberlain proposed that WTPB adopt the same step-by-step method that many business concerns are using in their post-war planning, taking each new technical advance as it comes, leaving conclusions open for revision as new developments, now military secrets, become available between now and the resumption of normal business.

RTPB Television Panel Half-Through Data Study, Smith Tells Club Meet

TELEVISION Panel of the Radio Technical Planning Board is now about half way through its task of collecting facts about television equipment and techniques and drawing up recommendations based on those data to guide the FCC in establishing post-war standards and allocations for this service, David Smith, chairman of the panel and research director of Philco Corp., told the second meeting of the Television Seminar of the Radio Executive Club, held last Thursday in the RCA Bldg., New York.

Mr. Smith outlined the principal objectives of his panel as: To incorporate into television improvements arising from wartime research, which he said does not necessarily mean changing present standards; to ask the FCC to provide for new television services, such as networks, not covered by present standards; to be sure, in recommending standards for the immediate future, that room is left for improvements still to come.

He predicted that the panel would complete its task at about the time that materials and manpower are made available to manufacturers for the construction of television transmitting and receiving equipment.

Dr. C. B. Jolliffe, chief engineer, RCA, and chairman of the RTPB Panel and Allocations, described the work of his panel in combining the recommendations of the television and other “service” panels, which are certain to overlap and conflict, into a unified plan for the complete radio spectrum which can be presented to the FCC as representing the combined technical opinion of the entire radio industry. He stressed that the RTPB is concerned principally with “service” panels, and manpower and techniques and not with the social or commercial application of those facts.

Allen B. Du Mont, head of Du Mont Labs. and president of the Television Broadcasters Assn., and Ralph Beall, RCA director of research, will discuss “How Good is the Television Picture Today and How Good Will It Be in One, Two, and Five Years” at the next seminar session, June 1.

WGR Promotion Heralds Station’s Joining Blue

TO PROMOTE its new affiliation with the Blue Network June 1, WGR Buffalo has planned and put into effect a series of dramatic and effective campaigns to acquaint its listeners with its new association. Some of the media used to acquaint both listeners and agencies include full page ads in trade journals, local papers and principal papers of the coverage territory, including Canada, outdoor billboard ads, bumper strips on Buffalo taxis, street car and bus cards and varied window displays. In addition, 30 and 40 foot banners will be placed across principal street intersections.

Eso’s 300,000th

NEARLY EIGHT years old, the Eso Reporter broadcast on May 28 was heard for the 300,000th time. Sponsored by the Standard Oil Co. of N. J., Eso Reporter newscast is being heard 48,000 times a year as a ‘live’ broadcast. The five-minute, four times daily program started in October 1935 on eight stations; it now is carried on 38 stations in 18 eastern and southern states.

EIGHT Texas stations (KBBK Abilene, KGKL San Angelo, KBST Big Spring, KPLT Paris, KFRO Wylie, KTXK Texarkana, KRLH Midland, KFYO Lubbock) will join the Blue network June 1 as affiliates, adding to the total of 195 affiliated stations in 17 states, vice-president and director and E. G. Bentley, formerly with the Brown & Williamson Tobacco Department, a vice-president.

Seeds Names Two

ANNUAL MEETING of the stockholders and directors of Russell M. Seeds Co., Chicago, was held May 20 to elect George Bayard, former vice-president, and Joseph S. Forst, vice-president and director and E. G. Bentley, formerly with the Brown & Williamson Tobacco Department, a vice-president.

Texas Blue Tieup

EIGHT Texas stations (KBBK Abilene, KGKL San Angelo, KBST Big Spring, KPLT Paris, KFRO Wylie, KTXK Texarkana, KRLH Midland, KFYO Lubbock) will join the Blue network June 1 as affiliated, bringing the total number of Blue affiliates to 195. The status of 98 stations of the Texas State Network and all except KFYO are MBS affiliates.
EFFECTIVE JUNE 1, 1944

Roche, Williams & Cunyngham, Inc.

Advertising

NEW YORK - CHICAGO - PHILADELPHIA

announces a change of name to

Roche, Williams & Cleary, Inc.

and the removal of its Chicago offices to the

Field Building

135 South LaSalle Street

Twenty-second floor

Telephone Randolph 9760
Morse Invention Hailed as Foundation Of Radio and Other Communications

MORSE'S invention of the telegraph and his sending of the first telegram from Washington to Baltimore 100 years ago were hailed as the foundation from which grew modern communications, electronics and the present-day wonders of broadcasting, television and FM, in addresses by Government officials, from President Roosevelt down, commemorating the Centennial of the telegraph last Wednesday.

Radio helped to commemorate the historic event in the re-enactment of Morse's first message on May 24, 1844, with the Joint Congressional Centennial Committee, of which Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, was chairman and Rep. A. L. Bulwinkle (D-N.C.), vice-chairman, conducting exercises in the Capitol rotunda and the old Supreme Courtroom, from which the original Morse message was transmitted. When two plaques in tribute to Samuel F. B. Morse were unveiled, NBC carried the ceremonies.

Tapped by Sarnoff
From London Col. David Sarnoff, president of RCA and chairman of the board of NBC, now on active duty with Gen. Eisenhower's headquarters, went a brief tribute to the Morse invention over NBC and tapped out, on a telegraph key, the immortal Morse message: "What Hath God wrought?"

FCC Chairman James Lawrence Fly delivered an address Tuesday night over CBS, in which he brought out that radio broadcasting grew out of the Morse invention of the "electro-magnetic telegraph."

Sen. Wheeler, in an address at the Capitol, gave a graphic picture of the future "electro-land." He warned, however, that post-war communications and radio should be prepared with sound Governmental "policies which will encourage the maximum of development by private enterprise, but without permitting such new developments as television and facsimile to become the private monopoly of either a few individuals in a nation or of any particular country."

At a dinner Wednesday at the Statler Hotel, Washington, which was staged by the Communications Industry Centennial Committee, Secretary of Commerce Jesse Jones; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Adm. Joseph R. Redman, Director of Naval Communications; and Chairman Fly were the speakers, with President R. B. White of the Baltimore & Ohio representing the railroad industry, which, he declared, grew side by side with the telegraph.

Harry C. Ingles gave a historical review of the development of communications by the American Army since the Civil War. The Chief Signal Officer related that radio got its birth in World War I and said: "Our answer to the challenge of warfare is that really mobile is a turn from wire communication to radio."

Declaring that without radio communication the Navy would not be able to engage in the present high tempo of the war and that the war's early conclusion would be impossible, Adm. Redman stated that the Navy has to rely on the fundamental Morse code because its slower transmission means that radio silence need not be broken for repeat or verification messages.

AMA Group Meets

SALES trends within city of Syracuse and the surrounding areas were discussed by R. Stewart Boyd, merchandising manager of WSYR Syracuse, at a meeting of the Sales Promotion Group of the American Marketing Assn. which met in New York May 25. Mr. Boyd charted changes in buying habits on national and local brands as revealed by a WSYR personal interview survey. Mr. Boyd also described the merchandising methods of the station in working with national advertisers, point of purchase tie-ups, meetings held at the station with the advertisers' dealers, wholesalers, and local sales forces.

KSJB Joins CBS

KSJB Jamestown, N. D., on May 26 became affiliated with CBS as a special supplementary station, bringing the total number of CBS stations to 143. Station is operated by Jamestown Broadcasting Inc., with 250 w on 1,400 kc.

STUARTS NAME GRAY KOIL-KFOR MANAGER

APPOINTMENT of Gordon Gray as manager of KOIL Omaha and KFOR Lincoln, was announced last week by Charles Stuart, who with his brother, Capt. James Stuart of the Army, last month acquired both stations from the Sidles Co. and the Lincoln Journal and Star [Broadcasting, April 24]. Mr. Gray will assume his new post on June 15 and with headquarters at KOIL in Albert Lea, Minn., Nov. 16, 1905, Mr. Gray attended Pillsbury Academy, Owatonna, Minn., and was graduated from the University of Minnesota. Joining the Kansas City Star following his college training, Mr. Gray subsequently went to Powers & Stone Inc., publishers representatives, as Eastern manager. In 1931 he joined The Katz Agency Inc., New York, and in 1937 was transferred to the Kansas City office as manager. Mr. Gray is married and has three children.

Birth Broadcast

STORY of human birth has now been broadcast—from the first trip to the doctor to the baby's birth. Parents of the idea were the U. of Chicago and the Encyclopedia Britannica, The Human Adventure was delivered by Mutual, WGN Chicago, on Thursday, May 4, 7:30-8 p.m. Parents and idea are receiving the congratulations of over 1,000 listeners, only a few criticizing the frank handling of the subject.

Schenley Program Tells of Penicillin

SCHENLEY DISTILLERS' new half-hour institutional series starting June 6 on CBS will feature dramatizations of war experiences of doctors in the armed forces for the first 25 minutes [Broadcasting, May 22]. Program is tentatively titled Penicillin, with commercials highlighting Schenley's production of the drug. Raymond Massey will narrate, for the remaining five minutes, outstanding civilian physicians, as well as several nurses who will be guest-stars on the program. Morris Fishbein, editor of the Journal of the American Medical Assn., is scheduled to make the initial broadcast in this period.

The AMA is cooperating in the preparation of the scripts. The Army Air Corps in Washington is supplying most of the material.

Schenley's new program will be heard Tuesday, 7:30-10 p.m. on CBS, replacing Cresta Blanca Carnation, which goes off the air for the 13-week period of the hiatus after May 30. Blow Co., New York, handles the new program. BBDO New York is the agency for Cresta Blanca Wine.

Gillette Resumes Fights

GILLETTE SAFETY Razor Corp., Boston, on May 26 resumed sponsorship on MBS of boxing bouts from Madison Square Garden, with broadcast of the Joe Bakes-Le Sald match from 10 p.m. to completion. Firm will sponsor the fight broadcasts every Friday night hereafter, except those interrupted by the occupancy of the Garden by Ringling Bros. Circus. Agency is Maxon Inc., Detroit.

Meat Series

ILLINOIS MEAT Co., Chicago, will sponsor beginning June 8 for 52 weeks, Monday through Friday, a meat series program titled Broadcast Rhythma, starring Eddie and Fannie Cavanaugh, on WGN Chicago. The program will have a 23-inch radio for the Cavanaugh team. Contract was placed by Arthur Meyerhoff Agen-

Rev. Francis A. Cavey S.J.

REV. FRANCIS A. CAVEY S.J., treasurer and member of the board of Schenley Distillers, which operates WWL New Orleans, died May 21 in New Orleans of a heart ailment. He was the University's faculty director of radio, WWL, of 50,000 w outlet, and had held the radio directorship for nearly a decade.

Father Cavey, who was well-known in radio circles, was born at Granite, Md., in 1886. He received his education at Georgetown University, at Woodstock, Md., and Loyola High School, Baltimore. He entered the Society of Jesus in 1901. Father Cavey is survived by his stepmother, Mrs. Mary F. Cavey, Baltimore; a brother, Emilie Cavey, Balti-
more; a half-brother, Harry Cavey, Delair, N. J., and three half-sisters, Miss Katherine Cavey and Mrs. Josephine Barra of Allentown, Pa.
THE ONLY SINGLE MEDIUM

Completely

COVERING THE INLAND EMPIRE

KHO

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

National Representatives: Edward Petry & Co., Inc.

Bombers awaiting repair at the Spokane Army Air Depot, one of the permanent installations making the Inland Empire the choice of Today's Markets. Retail Sales during the first 7 months of 1943 showed a 42% increase. You are assured of your percentage of increase in sales when you use the station that completely covers this rich market. (Official Photo U. S. Army Air Forces).
Networks and Treasury Prepare Plans For Radio Promotion of Bond Campaign

PROMOTION plans for the forthcoming $16,000,000,000 Fifth War Loan Drive, scheduled June 12 through July 8, were being completed by the Treasury-Securities War Finance Division which has announced certain proposed special radio programs and preparation of a transcribed Four for the Fifth half-hour dramatic series. This series will feature top radio-movie talent and already has been requested by more than 700 stations. Arrangements of the special series are Arch Oboler, freelance, and Bill Robson, CBS writer.

Network plans for Fifth Loan participation were discussed May 19 at a meeting in Washington of Treasury officials and representatives of the four major networks. Network Bond Days, tentatively set at the meeting, have been approved and are: NBC, June 14; MBS, June 17; CBS, June 20; Blue, June 24. Bond Day for independent outlets has been set for June 27.

Welles to Produce

Treasury announced that the kick-off program, featuring Secretary Morgenthau to be produced by Orson Welles, will originate from Texarkana on the evening of June 14. A Flag Day bond rally broadcast from Hollywood Bowl will be aired June 14 and a special broadcast for June 19 is planned for Chicago. Secretary Morgenthau is also scheduled for the latter broadcasts. Facilities, time and talent for the programs as yet are undecided.

To portray the true nature of the enemy and his outlook in comparison with ours, the Four for the Fifth series consists of four separate programs, one for each weekend. For each program, NBC personalities; remote pickups throughout the day from national shrines such as the Capitol Building in Washington, Statue of Liberty, Rock and Gettysburg Battlefield; a 12:30-2 a.m. broadcast from the Lambs Club, New York, and a full-hour all-star show from Hollywood from 2-3 a.m. to wind-up the 21 hour of broadcasts.

An hour long Bonds Away program will be featured by the Blue network on its Bond Day June 24. Pickups will be featured from Valley Forge, London, Pearl Harbor and Hollywood, where radio and movie stars will be presented in a dramatic sketch. Music for the broadcast will include Army and Navy bands. Ira Marion and Martin Andrews will write and produce eight special radio programs, which in addition include opening day special events, an every Friday dramatic quarter-hour show and a half-hour broadcast on the last day of the campaign. Other networks have not as yet announced their plans for the Drive.

Special Treasury announcements for the Fifth Loan are being handled by the OWI through its various assignment plans (see current OWI packet stories, this issue on page 50) and the regular Treasury quarter-hour and five-minute transcribed features, Treasury Salute and Treasury Song for Today, are available on request. WFD has prepared 48 Songs for Today and 24 Salutes for use during the Fifth Loan. The first 12 Salutes honor past national figures, the second 12 are to be broadcast to present war heroes. Shipments have begun on the early portions of both the five-minute and quarter-hour discs, which are available for local sponsorship.

The NAB has prepared a two-color leaflet promotion kit under the supervision of Lewis H. Avery, director of broadcast advertising, for use by station sales staffs to obtain sponsorship for the Treasury material. Kit contains a letter by Ted B. Gamble, WFD national director, and is being sent to all stations.

Mr. Gamble also last week addressed a letter to all media requesting that sponsorship of any Treasury material-newspaper or magazine ads and other promotion as radio spots and programs not be sold to local stations or parties, candidates or committees, in order that the non-partisan nature of the Fifth Loan would be maintained.

THE ANATOMY of a plug was amply described and illustrated by Dick Anderson, continuity writer for KSL Salt Lake City, when he set up a display on the board in the station continuity room composed of the three essential parts in a commercial plug: the hook, the body and the close.

First, or the hook, was described as the opening line which must include verbage of a clever, sage, sparkling, daring,atty and newesy nature. This included an example from KSL program copy. The second, or the body, of the display says is where you sell your product by being direct and honest, but in an interesting and friendly manner in the fewest possible words.

Finally after having caught their ear and having made them want it you must use the close in which you inform them simply how they can get what they are trying to sell and stimulate action.

Boots Pending

CONTINUATION of Boots Aircraft Nuc Corp.'s Mutual program, Wide Horizons, was still uncertain late last week, pending word from Washington as to whether budget for the radio series would be considered a legitimate expense, deductible from Federal taxes. Government officials may consider program of sufficient value to the aircraft industry to warrant the allowance. Series completed a 13-week run May 28, and has been excerpted for additional broadcast to June 4. Agency is Cecil & Presby, New York.

Canada Authorizes New Radio Outlet

Power Increase Also: Note In Testimony by Frigon

FIRST OFFICIAL inklings that number of applications for new private stations and a new CB station had been made and approved by the Canadian Broadcastin Corp., and contained in recent decision of Dr. Morton Frigon, CB acting general manager, at the Parliamentary Committee on Broadcast Ontario. The list include 219 stations the latter, Que., Edmunston, N. B.; New Westminster: B. C.; Port Arthur, Ont.; Port A berti, B. C.; 100 a station to Halifax; a 1 kw station for Sarni Ont.

In addition to this listing Dr. Frigon had mentioned at various times that four 1 kw French larr guage station applications had been before the CBC, but what action had been taken was not disclosed. These were for stations at Edm or ton, Que., and Albert, Gravelbourg, and and Boniface, all in western Canada.

Local Boosts

Dr. Frigon also announced a num ber of power increases which has been made to local stations, but has not yet been put into use due to equipment. These increases from 100 to 250 w f CWK Chilliwack, B. C.; CKV Val d'Ore, Que.; CHLN Thre Rivers, Que.; CKGK Quebec; fom 50 to 250 w for CJCS Stratford Ont.; from local power to 1 kw for CFOS Owen Sound, Ont. CFCH North Bay, Ont.; CHG Ste. Anne de Pocsicure, Que. CCFP Grande Prairie, Alta. CHLT Sherbrooke, Que.; CKCV Moncton, N. B.; CKFC Brantfor Ont.; and CHPS Parry Sound Ont. Frequency increases from 600 watt to 1 kw for CJVI Victoria, has been previously announced in Broa carring, and CKOC Hamilton, has been allowed to go to 1 kw day an night.

Elsewhere in the evidence Dr Frigon said that CBC has vote part of its surplus of $285,500 to the fiscal year 1943-44 for the installation of a transmitter at Halifax and enlargement of studio ac commodation at CBV Quebec. Th was the first intimation of a CB transmitter at Halifax. Unofficially it is learned that this will be located on one of stations of 100 o 250 w with call letters CBH likely; to give second network coverage the city, with CBA Sackville, giving primary coverage on the same network. All details have not ye been worked out, and no official anouncement is expected as contained it the evidence at Ottawa has been made as yet.

Application for a 1 kw station at Toronto was made to the CBC recently by Al Leary, comm. manager of CKCL Toronto.

Page 20 - May 29, 1944

PLUG DISSECTED

Continuity Writer Displays

Mists in Commercials

'Blaugh Clinic' Brings Results

J. N. Adam Show on WGR Buffalo Attracts Big Crowds, Sells Merchandise

GOING into its seventh successful week, Laugh Clinic, half-hour audience participation show on WGR Buffalo, sponsored by J. N. Adam & Co., large Buffalo department store, not only continues to "pack them in" but it is scoring outstanding favorable results, according to Paul F. McCarthy, Adam publicity director.

Mr. McCarthy observed after some types of successful network shows, Laugh Clinic draws its contestants from audience, they do not have to buy the biggest laughs by performing unrehearsed antics. Billy Keas, comedian, is m.c.

Each contestant receives a merchandise certificate with the compliments of J. N. Adam's and winn ers are awarded War Stamps. Tickets are distributed without charge at the J. N. Adam store. Mr. McCarthy said that when the new program was announced on another J. N. Adam program, more than 4,000 persons called at the store to learn more about the show.

"Local interest is the keynote for the success of this show," he said. "Laugh Clinic appeals rather to the localth, only the show's kind of the city, makes it a natural to draw Buffalo listeners to their ra dios and Buffa audiences to the auditorium."

Dave Cheskin's CBS orchestra provides music for Laugh Clinic, heard at 8:30 p.m. Tuesdays.

BROADCASTING • Broadcast Advertising
in advertising—it's reaching people that pays

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

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

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 Kilocycles • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY
TAKING cognizance of the commitments of major networks to provide free television as part of their network program service for FM stations, the FCC last Tuesday requested from all national and regional networks a full statement of their policy, present and future, on FM program service.

Presumably, the FCC proposes to order such networks as they pertain to FM station service, in the light of the network regulations now applicable only to standard stations. The study, it is understood, was proposed by the Law Department. The question of competition between FM stations identified with standard outlets on all those which are not, particularly in the light of the anti-trust statutes, appears to be implicit in the contemplated study.

Net Comment Asked

Whether a network can be bound with its affiliates to provide program service for all types of outlets is to be appraised, it was believed. The Commission asked networks to comment on their policy and plans in view of the enunciation in its "Report on Chain Broadcasting" of May 2, 1941, in which it said network broadcasting in FM "for all purposes" was exclusive to stations licensed by the Commission. It also called attention to the existing FM regulations, which state the FCC will consider the extent to which an FM station develops a "distinct and separate service from that otherwise available in the service area."

The existing network regulations provide that a minimum of two hours per day, one nighttime, shall be devoted by FM stations to programs not duplicated in the same area by AM stations. This provision, however, has been suspended for the duration, in view of manpower shortages and the pooling of assignments.

The FCC's letter to national and regional networks follows in full text:

The Commission is informed that certain of the major networks have recently advised their affiliates of new policies concerning the availability of network programs for FM broadcasting. Certain provisions of the new policies conflict with standard broadcast stations relative to the

FCC Asks Networks to State Policy on FM Programming

Relation of Chain Contracts to FM Stations Likely to Be Studied by Commission

FOllowing is the full text of the confidential Committee Print of S-814 the revised version of the White-Head Bill to amend the Communications Act of 1934 to provide for the Study of FM broadcasting. The bill was presented to the Senate Interstate Commerce Committee last Tuesday (May 21).

That this Act may be cited as "Communications Act Amendments, 1944."

SEC. 2. Subsections (a) and (c) of section 1 of the Communications Act of 1934, as amended, are amended to read as follows:

(a) 'Broadcasting' means the dissemination of programs by means of the air by wire, radio, or by any means whatsoever, including by mechanical, electrical, optical, or other means, to be received directly by the public.

(c) 'Network broadcasting' or 'chain broadcasting' means the simultaneous or delayed broadcasting of identical programs by two or more stations however connected.

SEC. 3. Section 4 of such Act is further amended by adding after subsection (p) the following:

"(q) The term 'licensee, station license', or 'radio station license' means that instrument issued by the Federal Communications Commission under the Act, the purposes of which are stated in section 15, which is inscribed on and with which such license is issued, and which by its terms authorizes the operation of a radio station, the extent to which the station as made or will make use of the facilities, to develop a distinct and separate service from that otherwise available in the service area.

The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of determining the amount of program service to be rendered to each station under the terms of such arrangements, and a comparison of such service with the service of standard stations. You are requested to furnish the information in the form of a letter addressed to the Acting Chairman of the Communications Commission, and the Commissioner's Regulation 3.261 (c) provides:

"See. 3.261 Minimum operating schedules. (c) In addition to meeting the minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the (FM) station, the extent to which the station as made or will make use of the facilities, to develop a distinct and separate service from that otherwise available in the service area.

The Commission, however, posed the question of competition between cabinet only to spread stations with the contemplated study.

Likely to be studied by the Commission is "the question of competition between cabinet only to spread stations with the contemplated study."

Stromberg-Carlson Up

STROMBERG-CARLSON Co. in 1943 earned a gross profit of $4,068,585, an increase of $985,880 over 1942, and a net of $726,815, compared with $354,083 the previous year, it was announced by Lee McCollum, president and secretary, in the company's annual report on its 50th year of operation for the year ending May 29, 1943. Profit for the year amounted to $2.51 per share of common stock, after deducting preferred dividends, compared with $1.06 in 1942. Sales were more than double those during 1942, the report states, with an increase of more than one of months of 1943 exceeding the firm's entire production for any full year between 1901 and 1940.

Network Organization

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Dr. Armstrong Declares Average Cost Of FM Equipment Is Lower Than AM

Editor: Broadcasting:

May I correct a statement in your editorial column under the heading of "What's the Rush?" in your issue of May 1? The statement is:

"The facts are that it costs every bit as much to build a new average FM station as it does AM.

The inclusion of the word "average" begs the question. The question is: How much does the initial cost of the transmitting equipment and its cost of operation for the covering of a given area by FM and AM cost compared?"

From the very start of FM the initial cost of equipment and the cost of operation have been substantially less than AM. Those costs include the coming of large-scale manufacture, and with the introduction of unattended remote control transmitters advantageously placed to dominate the surrounding terrain.

Lauds Armstrong

MAJ. GEN. Harry C. Ingles, Chief of Signal of the Army, in his Telegraph Centennial address, paid tribute to Maj. E. C. Armstrong, "one of our honored reserve officers"-who had, through the years, refined frequency modulation, greatly advanced the "general usefulness and reliability of radio for military communications."

TEXT OF REVISED WHITE-HOLLER BILL

Dr. Armstrong Declares Average Cost Of FM Equipment Is Lower Than AM

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Dr. Armstrong Declares Average Cost Of FM Equipment Is Lower Than AM

It has long been practical to operate stations of moderate power in this way. In fact the more exciting requirements of the State police stations have been met for years in precisely this manner. I believe that the time is not far distant when transmitters covering a given area can be installed and operated with as little concern and attention as is given to the public address systems which are now standard equipment for every large hotel."
FOR the second successive year, Colorado won the Phillip W. Pillsbury award for producing the best wheat in the United States. Leo Lindstrom, owner of a 1,400-acre ranch near Sterling, Colorado, grew the Tenmarq dark hard winter wheat which won the award at the Chicago Union Stockyards over entries of wheat-growing states from coast to coast.

Colorado, in 1943, produced its greatest wheat crop in history to rank ninth among the states.

The importance of Colorado as an agricultural state has too long been overshadowed by its scenic playground reputation. It not only ranked ninth in wheat, but ranked sixth in barley and seventh in rye. Its onion crop was the nation's largest; its dry bean crop ranked third; it was second in sugar beets, first in broomcorn, and one of the nation’s leading vegetable shipping centers.

Agriculture, along with mining and manufacturing, is one of the permanent and stable assets of the Denver market which are fundamental to sales success in war or peace.

Denver Delivers MACHINERY
Denver's pre-war, permanent manufacturing industries are today producing machine tools, refinery equipment, rubber products, landing ships and barges and more than 50 other items of war equipment.

Denver Delivers MINERALS
From Colorado's vast storehouse of minerals are coming molybdenum, vanadium, coal and more than 200 other war-vital metallic and non-metallic minerals and compounds. Colorado is the nation's chief source of several indispensable ores.

Denver Delivers SALES
In 1943, according to figures compiled by "Drug Topics", Colorado was third among 48 states in drug sales per capita. Every man, woman, and child spent $29.65 in a Colorado drug store last year.
sion and the adequacy of its staff and equipment;

"(2) information with respect to all measures taken into the employment of the Commission during the year covered by the report, including names, pertinent biographical data and experience, commission positions held and censure and, together with the names of those persons who have left the employ of the Commission such year: Provided, how-

ever, that the first annual report following the date of enactment of Communications Commission Amendments, 1944, shall con-

tain such information with respect to all persons in the employ of the Commission at the close of the year for which the report is made;

"(4) an itemized statement of all funds expended during the preceding year by the Commission, of the sources of such expenditure, and of the authority in this Act or elsewhere under which such expendi-

tures were made; and

"(5) specific recommendations to Con-

gress as to additional legislation which the Commission deems necessary or de-

irable.

SEC. 8. Section 5 of such Act is amended to read as follows:

SEC. 5. (a) Upon the reorganization of the Commission of the Act and the rules and regulations of the Commission made pur-

suant to this Act relating to wire and radio communications intended to be

referred to in the preceding subsection, the Division itself shall make all adjudications in- volving application of those provisions of the Act and of the Commission's regula-

tions.

(c) The Division of Private Com-

munications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications intended to be re-

ceived by the public directly, and the Division itself shall make all adjudications in- volving application of those provisions of the Act and of the Commission's regula-

tions.

(d) The Division of Public Com-

munications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications intended to be re-

ceived by the public directly, and the Division itself shall make all adjudications in- volving application of those provisions of the Act and of the Commission's regula-

tions.

...
a WGN show
built for and acclaimed by the youngsters

You don't have to horrify the children to get them to listen to a radio program. This has been dramatically proved on WGN by "The Safety Legion of America" show.

This program features the famous Colleen Moore, and Jess Kirkpatrick as Captain Jack. The program is simple in its routine—stories by Colleen Moore, riddles and light banter by Miss Moore and Captain Jack, and teaching safety the way the children want it.

Successful? The Safety Legion Program consistently pulls big mail. During the last three months it has gained nearly 40,000 new members. Parents, civic organizations and school associations, as well as the kids, have been vociferous in their praise.

WGN's Safety Legion Program, broadcast at 5:30 P.M. Monday thru Friday, is a typical example of WGN's program-building resourcefulness and policy of bringing the best among all types of entertainment to Chicago and the great midwestern WGN community.

A CLEAR CHANNEL STATION

Chicago 11, Illinois
50,000 WATTS • 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y.
Paul H. Raymer Co., Los Angeles 14, Cal., San Francisco, Cal.
The survey ranks KXOK second in morning listening appeal, third in the afternoon and evening ... in competition with three other St. Louis network stations, all more than three times as old as KXOK. Moreover, the PLUS percentage in the morning is so great that for the entire survey, KXOK ranks second.

In the region surveyed (not including Metropolitan St. Louis), KXOK reaches 221,389 radio listening families — 109,773 of whom live in Missouri and 111,626 in Illinois.*

Results of this coincidental telephone survey and those of a similar survey of 56,709 basic calls made last December in Metropolitan St. Louis prove conclusively that KXOK friends are legion in Metropolitan St. Louis and surrounding territory.

This acceptance carries over into the entire KXOK primary coverage area, extending across Missouri, Illinois, Indiana and Kentucky — an expanse of the Mid-Mississippi Valley region 300 miles long by 212 miles wide in which there are 870,357 radio listening families, a total population of 3,565,219 with annual retail sales exceeding $1,294,027,000.

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**Summary**

(Entire Survey — Sunday through Saturday)

**DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:**

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXOK</td>
<td>1st 32.5%</td>
<td>31.1%</td>
<td>35.9%</td>
<td>39,992</td>
</tr>
<tr>
<td>Station B</td>
<td>2nd 22.7%</td>
<td>22.1%</td>
<td>26.3%</td>
<td>8,556</td>
</tr>
<tr>
<td>Station C</td>
<td>3rd 17.7%</td>
<td>16.8%</td>
<td>20.1%</td>
<td></td>
</tr>
<tr>
<td>Station D</td>
<td>4th 9.6%</td>
<td>10.6%</td>
<td>7.6%</td>
<td></td>
</tr>
<tr>
<td>Other &amp; DK</td>
<td>5th 8.0%</td>
<td>8.0%</td>
<td>9.7%</td>
<td></td>
</tr>
</tbody>
</table>

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*Figures show list are totals in 21 counties, excluding the City of St. Louis.

Time Surveyed:
Monday through Saturday
8:00 a.m. — 10:00 p.m.
Sunday 12:00 noon — 10:00 p.m.
Legion In This Area!

630 Kilocycles
5000 Watts
Full Time
Blue Network

KXOK

Owned and Operated by the St. Louis Star-Times
SAINT LOUIS, MISSOURI

Represented nationally by John Blair & Company

Affiliated with KFRU, Columbia, Missouri

The survey, consisting of 39,592 home-calls, was made January 31 through March 1, 1944, in a 23-county rural area, excluding Metro-urban St. Louis, defined by the white centerpiece on the map.
We’ll get your message across!

Under war’s impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job, including seven months steady audience increase by HOOPER.

(Continued from page 14) the Commission shall be the secretary and seal of such individual Commissioner or board.

(1) The term ‘Commission’, as used in this Act, shall be taken to mean the whole Commission or a Division thereof as required by the context and the subject matter dealt with. The term ‘cases and controversies’ as used herein, shall be taken to include all adversary proceedings, whether judicial or quasi-judicial in nature, and whether instituted by the Commission on its own motion or otherwise, and the term ‘adjudication’ means the final disposition of such proceedings.

SEC. 2. Title III of such Act is amended by inserting after section 801 thereof a new section 803 as follows:

DECLARATION OF POLICY

SEC. 302. To the end that radio broadcasting may be an effective medium of free speech and contribute its fullest measure to the protection of democratic processes, it is hereby declared to be the policy of Congress that—

(1) Licensees under this Act should use the facilities at their command for the greatest public good by encouraging the fullest discussion of issues of public importance, whether national, State, or local; access to broadcasting facilities should be afforded to representatives of various shades of opinion; and no arbitrary restriction with respect to use of such facilities should be imposed upon any broadcast station, race, or creed.

(2) so far as is consistent with operation of facilities in the public interest, religious programs, public-education programs, and the discussion of public controversies should be broadcast without out cost as sustaining service programs.

(3) Licensees under this Act, so far as is consistent with good broadcasting practice, should make every effort to afford the same listener over their facilities the varying viewpoints of different speakers, commentators, and news analysts, to the end that the public may not be deprived of minority or divergent opinions and views; and, so far as is consistent with sound broadcasting practice, should strive to improve program standards, giving attention to type and form of commercial programs, discouraging too frequent or excessive use of commercial announcements, and encouraging sponsors and network organizations to elevate the tone of commercial programs;

(4) the policies so declared shall apply equally to combinations of licensees in network organizations, to network organizations, and to combinations of network organizations.

All the provisions of this Act shall be administered with a view to carrying out the above declaration of policy, subject always to the express provisions and limitations of this Act.

Limit on Power

SEC. 10. Subsection (b) of section 803 of such Act is amended by inserting before the semicolon at the end thereof a colon and the following: Provided, That no broadcasting station in the amplitude modulation broadcast band on frequencies ranging from 580 kc to 1,600 kc shall be granted a license to operate with power in excess of 50,000 w, and in the granting of instruments of authorization for such stations no station’s skywave signal shall be protected for a signal intensity of less than 0.5 microvolts per meter 50 per centum of the time, based on measurements made during the second hour after sunset for all seasons of the year.

SEC. 11. Subsection (i) of section 803 of such Act is amended to read as follows:

(1) Have authority to make such special regulations applicable to the technical apparatus and the technical operation of stations engaged in chain broadcasting as it may deem necessary to prevent interference between stations.

SEC. 12. Subsection (j) of section 803 of such Act is amended to read as follows:

(1) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable; and a uniform system of financial reports shall be required from the licensee of such amplitude modulation, frequency modulation, television, and facsimile radio stations, and such reports shall disclose the individual financial statements of any such radio station regardless of the corporate organization or other control of such radio station by a licensee of other stations; such statements shall include business agreements between any radio broadcast station, licensee, affiliate, subsidiary or parent corporation, network, or supplier of receiving or transmitting equipment; no license shall be required under this or any other provision of this Act or to any other provision of the Commission any other business agreements.

(b) The Commission may, for such financial reasons, including business agreements, as it may deem necessary, make such modifications of such business agreements, so filed shall be kept confidential, except that the general terms thereof shall be available, upon request, for the information of any committee of the Congress of the United States or the Commission, or either Division thereof, in any proceeding before the Commission.

Government Needs

SEC. 18. Section 805 of such Act is amended by inserting after the word “amended” the word “by” and the following: the provisions of sections 801 and 803 of this Act shall be subject to the provisions of sections 801 and 803.

(1) Radio stations belonging to and operated by the United States, except stations on board naval and other Government vessels in all seas or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall comply with such rules and regulations designed to prevent interference with other radio stations and with the rights of others as the Commission may prescribe.

(2) All radio stations owned and operated by the United States Army, Navy, or Government of the United States, except stations on board naval and other Government vessels in all seas or beyond the limits of the continental United States, shall comply with such rules and regulations designed to prevent interference with other radio stations and with the rights of others as the Commission may prescribe.

(1) All radio stations owned and operated by the United States Army, except stations on board naval and other Government vessels in all seas or beyond the limits of the continental United States, shall comply with such rules and regulations designed to prevent interference with other radio stations and with the rights of others as the Commission may prescribe.

(2) All radio stations owned and operated by the United States Army, except stations on board naval and other Government vessels in all seas or beyond the limits of the continental United States, shall comply with such rules and regulations designed to prevent interference with other radio stations and with the rights of others as the Commission may prescribe.

Renewal Clause

SEC. 14. So much of subsection (d) of Section 807 of such Act as reads “but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which would govern the granting of original applications” is amended to read as follows: “but, in the provisions of the proviso in subsection (b) of section 806 of this Act, the granting of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which would govern the granting of original applications.”

SEC. 15. Section 807 of such Act is amended by inserting at the end thereof a new subsection as follows:

(f) Any station license granted under the provisions of this Act or the commission action required thereby may be modified by the Commission either for a limited period of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty or agreement of the United States will be more fully complied with: Provided, however, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the provisions thereof and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

SEC. 16 (a) So much of subsection (a) of section 808 of such Act as precedes
NORTH CAROLINA IS THE SOUTH'S NO. 1 STATE

IN AGRICULTURE

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8 MILLION

$1,133 MILLION

CASH INCOME AND ESTATE PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$1,201 MILLION

$583 MILLION

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
the provision is amended to read as follows:

"The Commission may grant instruments of authority to the holder thereof to operate apparatus for the transmission of energy, or communications, or signals by radio or modification or renewal thereof, upon written applications therefor received by it. Provided that (1) in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment, or (2) during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in the interest of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy, or communications, or signals by radio during the emergency so as to foster the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the filing of a formal application, but no such authority shall be granted for a period beyond the period of the date of the emergency requiring it or remain effective beyond such period.

Transfer of Ownership

(b) Section 308 of such Act is further amended by adding a new subsection (d) as follows:

"(d) No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner provided in section 300 of this Act, hereof, and no such license may be revoked, terminated, or otherwise invalidated, by the Commission, except in the manner and for the reasons provided in section 312 (a) hereof. No proceeding for authority to transfer a station license or to transfer such license to a licensee corporation under section 310 of this Act shall be utilized by any person for the imposition of sanctions or penalties upon any licensee or any application as a means for alledged deficiencies in the operation of his station."

(c) Section 309 of such Act is further amended by adding a new subsection (a) as follows:

"(a) After the expiration of two years after the date of enactment of Communications Act Amendments, 1944, the Commission shall observe the following limitations upon its licensing powers:

(1) No person (including all persons under common control) shall own or be financially interested in more than one broadcast station in any single broadcast band when such stations cover the same or a substantial portion of the same area.

(2) No person (including all persons under common control) shall own or be financially interested in more than six broadcast stations in any single broadcast band.

SEC. 17. Section 309 of such Act is amended by striking out subsection (a) thereof, by relettering subsection (b) as subsection (d), and by inserting in lieu of present subsection (a) the following subsections (a), (b), and (c):

"(a) If any application for any application provided for in section 308 or 310 of this Act is granted, the Commission shall determine that public interest, convenience, or necessity requires the grant of such application, and if it so determines, it shall grant such application for the following reasons:

(b) That no such order of revocation shall take effect until 14 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such notice may be written application, or in any other writing within 15 days within 15 days for a hearing upon such order and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of such hearing the Commission may affirm, modify, or revoke said order of revocation.

(c) That the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such violation. Said order shall contain a statement of the particulars and manner in which the violation is alleged to have occurred and shall advise the licensee to appear before the Commission at a place, time, and to answer to the order to show cause on or before a date set. Such order shall be served upon the licensee to appear before the Commission at a place, time, and date fixed, in no event less than 30 days after the service of the order to the licensee to whom the complaint is directed shall have the right to appear at the time and place.

Hearing Provision

"(c) If any application for any authority to the Commission is unable to make the findings specified in subsection (a) of this section it shall designate the application for hearing and forthwith notify the applicant and all other interested parties of the parties in interest of such action and the grounds or reasons therefor; but in such cases the Commission shall, before it formally designates the application for hearing, advise the applicant and all other interested parties of the objections made to the application by any interested parties in interest of such action and the grounds or reasons therefor, and shall require the applicant to answer to the application in interest specifying with particularity the matters and things in issue and not including issues or allegations phrased generally or in the words of the statute.

(c) When any instrument of authorization is granted by the Commission without
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.
afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

(b) When a licensee permits an official of a regularly organized political party, or a person designated by him, to use a broadcast station in any political campaign, or permits the broadcast station to issue or otherwise use the facilities of such broadcast station for such political party, or designates any person to use such facilities, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

(c) No licensee shall, during a political campaign, permit the use of the facilities of a broadcast station for discussion for or against any candidate for any public office except (1) by a legally qualified candidate for the same office; or (2) by a person designated, in writing, by such candidate; or (3) by a regularly organized political party whose candidate’s or candidates’ names appear on the ballot and whose duly chosen responsible officers designate a person to use such facilities.

Equal Opportunity

(d) When any licensee permits any person to use a broadcast station in support of or in opposition to any public measure to be voted upon as such in a referendum, initiative, recall, or other form of election, he shall afford equal opportunities for the presentation of different views on such public measure.

No licensee shall permit the making of any political broadcast, or the discussion of any question by any political candidate, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

"(f) No licensee nor the Commission shall have power of censorship over the material broadcast under the provisions of this section: Provided, however, that no licensee shall be liable for any libel, slander, invasion of right of privacy, or similar liability imposed by any State, Federal, or Territorial or local law for any statement made in any broadcast under the provisions of this section, except as to statements made by the licensee or persons under his control.

The duty of the licensee to observe the conditions herein stated shall apply to all political activities whether local, State, or National in their scope and application. The term ‘equal opportunities’ as used herein means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations if any, used by the original speaker, and in the case of network organizations, identical stations connected for simultaneous broadcast and identical time for any recorded rebroadcasts. The decision of the licensee in all these respects shall be prima facie evidence that the conditions of this section have been met.

SEC. 21. Section 211 of such Act is amended by adding at the end thereof the following: "No news items or news analyses of news shall be included that are not limited to one resource or one industry. Here a balance of income is maintained through diversified industries such as natural gas and oil, minerals, agriculture and livestock. Income is not limited to any season, either, for a mild climate allows year-round operations. It will pay you to investigate this balanced market now. Let us tell you more about it and how you can cover it completely with KWKH.

We invite your investigation of KWKH Land—rich area of East Texas. South Arkansas and North Louisiana where sources are not limited to one resource or one industry. Here a balance of income is maintained through diversified industries such as natural gas and oil, minerals, agriculture and livestock. Income is not limited to any season, either, for a mild climate allows year-round operations. It will pay you to investigate this balanced market now. Let us tell you more about it and how you can cover it completely with KWKH.

KWKH
50,000 WATTS
CBS
Serving Shreveport, Louisiana

The Selling Power in the Buying Market

Broadcasting • Broadcast Advertising
Truly Chattanooga has rightfully been called the scenic center of the South. For Chattanooga combines a wide variety of the most thrilling and breath-takingly beautiful vistas of nature in the entire southland. Lookout Mountain, Signal Mountain, Missionary Ridge, all are graceful, imposing scenes of sky-line beauty. Historical parks, studded with monuments of past glory. Chickamauga Dam and Lake with boating, fishing and swimming, caverns, falls, all combine to provide an alluring, entrancing picture of nature's handiwork.

And Chattanooga, too, is the hub of the vast TVA power empire... an industrial center of present and growing significance.

AND THE CHATTANOOGA MARKET IS DOMINATED BY WDOD

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD, Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business is to know the best buy for their money, WDOD is the overwhelming choice.

THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

WDOD 76.9%
STATION B 18.3%
STATION C 4.8%

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.

WHERE NATURE AND INDUSTRY JOIN HANDS
"Consider the end" says the old French proverb. The end of agriculture in 1944 is to meet the greatest need for food and fibre the world has ever known. Agricultural goals are even greater than those of 1942 or 1943. And greater production means larger bank-account.

No wonder the No. 1 Farm Market is richer today than ever before. As Sales Management put it: "The farmer is doing so well he is a prime prospect both today and tomorrow (his savings are tremendous)."

"Consider the end" of advertising. It gets you sales today—it insures demand tomorrow. To reach the No. 1 Farm Market, you need KMA. It is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the three million people in its 152 primary counties.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.

---

**KMA**

**The No. 1 Farm Station in the No. 1 Farm Market**

**152 COUNTIES AROUND SHENANDOAH, IOWA**

**FREE & PETERS, INC. invert National Representatives**

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**AVISE LA FIN!**

"Consider the end" says the old French proverb. The end of agriculture in 1944 is to meet the greatest need for food and fibre the world has ever known. Agricultural goals are even greater than those of 1942 or 1943. And greater production means larger bank-account.

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Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.
CALL LETTERS of Seattle's two leading radio stations were exchanged May 6, by authority of the FCC.

KOMO continues as the NBC outlet, and KJR continues as BLUE network affiliate. Both stations enjoy equally good reception in this area of more than 1,000,000 population. As far as the public was concerned, the change meant merely "switching the tabs" on push-button radios. A barrage of publicity announcing the event was so effective that only 40 phone calls on the subject were received at the stations during the first week of the switch-over.

These are the famous radio stations that cover intensively a radius of 50 miles centered on Seattle and Tacoma, Washington—one of the richest, most permanent business "pools" in America!
A CAMERA’S EYE VIEW OF:  

The Memphis Market

The Memphis market is the South's largest trade area, and one of America's best. From a comparative analysis of retail sales, the Memphis market is shown to have 14% more buying power than any other Southern market.

Sell this big trade area through the pioneer radio station of the Mid-South... WMC, the NBC station that most people listen to most!
Birthplace of Aviation

Factors That Insure Daytons Post War Future and Your Advertising Investment in This Prosperous Community

Dayton is noted for its manufacturing diversification. It's 478 plants are not war boom enterprises but substantial peace time businesses that will convert to making the consumer goods carrying such names as Frigidaire, National Cash Register, Delco Light, Standard Register, Egry Register, Aeroproducts, Airtemp, Dayton Tires, and many others throughout the world.

Dayton possesses many other contributing factors that will lend to her post war greatness. It is situated in the heart of the Miami Valley one of Ohio's richest agricultural belts. Wright and Patterson Fields, are permanently located here. With Wright being the largest aircraft experimental center in the world. These are just a few important facts to know for your present and future planning.

This year WING has achieved a long time ambition, by carrying exclusively the Cincinnati Reds Ball Games—as a sponsored feature. This is just another example of the great strides being made by “The Dayton Station”.

BASIC BLUE • 5,000 WATTS

RONALD B. WOODWARD, EXECUTIVE VICE-PRESIDENT

Under the same progressive management policy as WIZE, Springfield, Ohio and WAAC, Ft. Myers, Fla.
IN PUBLIC
IN PROFIT
DEAD HEAT FOR
SERVICE
GRAMS
FIRST IN POWER

L.B. Wilson

WCKY
Right Church; Wrong Pew
FROM the bosoms of Senators Burton K. Wheeler and Wallace H. White Jr. has sprung the newest version of the bill to rewrite the Communications Act of 1934. As expected, it is an admixture of the good and the bad.

The bill isn't law yet. It was admittedly drafted with the thought of compromise. But it will take a lot of that to make it the kind of law that was originally intended.

There are many points in the bill worthy of commendation. But even one bad provision would offset the good. The measure ratifies and approves many of the acts and assumptions of power by the FCC against which complaint has been made over the years by legislators and broadcasters alike.

Some of the good points: A five-man rotating Commission with separate divisions for broadcasting and common carrier; restrictions on the FCC's authority, clearly spelled out; no discrimination against newspaper or any other kind of ownership; the Commission can't use the back-door or the side-door henceforth to regulate programs, censor, or control business practices; stations would be relieved of liability for libel and slander.

But against these are such evils as: The proposed onerous franchise fee; provision for a double fee on ownership of news, which would destroy radio's status as a business enterprise; ratification of past FCC regulations usurping business functions, such as the network regulations; the attempt to legislate on engineering and technical operations, like the arbitrary limitation on power and the breaking down of clear channels according to regard to scientific considerations or the needs of rural listeners; a "Declaration of Policy" which would be difficult, if not impossible, to apply or enforce.

We don't believe the news sponsorship ban can or will stand. It isn't the American way. We feel the bill needs a legislative fine-tooth-combining, to eliminate those provisions which do not carry out the original Congressional intent. The Senate Interstate Commerce Committee meets this week to iron out "controversial" provisions. The Committee is by no means unanimous, and there's little to indicate that the bill is cut and dried.

With its shortcomings, the bill evidences a painstaking effort by Senators Wheeler and White to write a statute better geared to the requirements of a dynamic radio art. But somewhere in the process they lost sight of the goal. Radio can't be made more free by writing into the statute additional restrictions and by ratifying those things against which there has been complaint from every quarter.

We realize a perfect bill won't be written. Moreover, to enact legislation at this session becomes a race against time. There were those who believed nothing would come out of the Senate Committee. Something did, and something can be done.

Before a law is written, the Senate Committee must act; then the Senate; then the House Committee, in which changes surely will be made; then the House, and finally, House and Senate conferees. Approval is indicated on any reasonable bill, although New Deal opposition is certain for the measure isn't designed particularly to placate the FCC.

Congress recesses in about five weeks for the political conventions. By that time the Senate conceivably can pass a revised bill. Congress may reconvene in September. The House could enact legislation before the November election. That's the time-table.

Good or bad, a start has been made. At best, radio won't get all it wants. As now written, we think the bill should die, because it eats away at radio's freedom and condones past regulatory excesses. But if the more extreme provisions can be eliminated or compromised (and that entails a rewriting project), the good provisions are a good law and an onerous one can be closed.

The task now is to convince Congress that the palpably evil provisions of the White-Wheeler Bill should be corrected. We think it can be done—and at this session.

Call for FDR
WHEN JULY 11 rolls around, the FCC will have been in existence ten years—as tempestuous a decade as any agency of Government ever has experienced. On that seven-man agency a total of 15 men have served, all appointed by President Roosevelt.

A new vacancy develops June 30, when T. A. M. Craven returns to private business after a seven-year tenure. In the FCC's entire decade he has been the most constructive force in radio regulation, steadfastly resisting improperly interference with private initiative and enterprise.

Enactment of the White-Wheeler Bill, creating a new five-man Commission, of course, would alter the entire personnel picture.

The Craven appointment in 1937 was on a merit basis. He had worked brilliantly as chief engineer the two preceding years. Early this year President Roosevelt elevated E. K. Jett to the Commission after he too had served as chief engineer with outstanding credit. That also was a merit promotion.

In scanning the Roosevelt appointments, however, one thing is evident. Never has there been named to the Commission a broadcaster—one grounded in radio and familiar with its business methods. Compare this to the caliber of men drafted for Government service in wartime—the Nelsons, Prices, Wil- son, Franciscos, Knudses, Klaubers.

The FCC's job is to regulate radio by the American Plan of free enterprise, even though certain of its professional bureaucratic members have a different notion. It also functions in the common carrier communications fields. Because all communications constitute a vital war arm, the FCC's work is affected with the war interest, to a degree.

It will be hard to replace a man of Tam Craven's qualifications. But it isn't too hard to fill the post with a broadcaster—a sympathetic broadcaster, if you please—who doesn't feel it's a sin to be successful in private business. The appointee should be a man who will vote his own conscience, and not become a stooge of or subservient to anyone who happens to be the FCC chairman.

Our Respects To—

JAMES OLIVER WELDON

WHEN the long-awaited OWI broadcast announces to the people of occupied Europe the arrival of the United Nations army of liberation, transmission responsibility of that historic broadcast will be in the lap of James Oliver Weldon. He is OWI's Chief of the Bureau of Communications Facilities.

It is the tremendous responsibility of the Communications Facilities Bureau to provide Overseas Operations Branch of OWI with a world-wide network of communications. These carry the Voice of America by radio, and the written word by cable and wireless, to every important propaganda target throughout the world. The Bureau also is charged with establishing and operating a worldwide network for the transmission and reception of pictures by radiophoto.

The man who shoulders this great burden is from Missouri, the "Show Me" state. Jim Weldon has been showing other people radio technology for almost all of his 38 years.

He began radio work in 1926, in Topeka, Kan. His job was operation and maintenance of transmitters. Two years later he moved to Sheboygan, Wisconsin, where he installed and operated a 500 w broadcast transmitter.

KFKE Milford, Kan., had his services the next year. Weldon designed and constructed a new 50,000 w broadcast transmitter while in charge of this station.

Old Mexico beckoned in 1931, but it wasn't the senoritas or the tequila that attracted him. He was interested in constructing several high-powered transmitters, including the 100 kw of XEAW in Reynosa, the 150 kw transmitter in Villa Acuna, and design and construction of a 100 kw high efficiency power amplifier for station XEW in Mexico, D. F.

The transmitter at Villa Acuna needed to be stepped up to accomplish the purposes of the panacea peddling Dr. Brinkley. Weldon undertook the job in 1938. Design, construction and installation were completed in September of that year with a power output of 520 kw. The same eight tubes which were placed in the unit to begin tests were still in operation a year later. This was after a total use of 4300 hours.

The rectifier for plate power supply for the 600 kw transmitter was a steel tank, mercury arc type. Output rating was 100 amperes at 18,000 volts, using a two-element directional antenna.

In his spare time Jim Weldon takes a postman's holiday by designing and tinkering with radio. In Mexico however, he found another interest—deer hunting. This relaxation con-

(Continued on page 42)
How FM can fit into
your present advertising plans

an announcement we have waited four years to make....

FM is more than the radio of tomorrow. FM is here, today... ready to do an outstanding institutional and selling job for alert, farsighted advertisers.

Here at WMFM we have paved the way for you. Programs have been carefully planned. Listeners have been soundly cultivated.

Since that day in April of 1940 when WMFM took to the air as the first FM station west of the Alleghenies, we have been building FM on a solid basis. We were, very frankly, looking forward to the day when we could honestly turn to you and say . . . "WMFM can do an important job for you in Wisconsin."

That day has arrived.

Today WMFM is thoroughly established as a pleasant listening habit in tens of thousands of Wisconsin FM homes. WMFM programs are producing advertising results.

Such outstanding national and local advertisers as Allis-Chalmers, the Boston Store, Plankinton Packing Co., General Electric Corp., Robert A. Johnston Co., First Wisconsin National Bank and Globe-Union have found that WMFM programs build prestige . . . increase sales.

Choice time on WMFM is available. Plan now on including WMFM in your fall schedule. One of the popular WMFM sustaining programs may be the perfect solution to your particular problems. If not, we shall be glad to work with you in developing the right program. Write, wire or phone.
OUR RESPECTS TO
(Continued from page 40)

sisted of boarding a ramshackle car and driving at breakneck speed through the mesquite of boulder strewn countryside with never a road for miles around. When a deer was encountered the hunters piled out of the jalopy and shot their quarry, usually at not less than 200 yards, using regular army rifles.

Small doses of this pastime would last the average man a long, long time, but tall, spare Jim Wel-

dog survived it. He even wants to do it again, come peace time.

By the time Weldon went to OWI in August of 1942, he had in back of him one of radio's most impres-
vive records. His services had been used by KWKH Shreveport, Louisi-
ana; WOAI San Antonio, Texas; the Federal Telephone and Radio Corporation, Newark, New Jersey, in connection with WABC—Colum-
bia's key station for New York City located on Columbia Island in Long Island Sound, and WDDO Chatta-
nooga, Tenn.

Jim Weldon married Dorothy Fiorell who was in radio and on the stage in Topeka, Kansas. They have two boys, Tom, 7, and Jimmy, 12. Jimmy is already a adept builder of model airplanes.

How does OWI feel about the services Jim Weldon is performing? One of many tributes came follow-

ing the landing in North Africa. OWI needed to get news into out-
pots there, for relay to occupied Europe and elsewhere. The prob-
lems seemed insurmountable. Here's what able Llewelyn J. White, until recently Chief of the Overseas News Features Bureau, said when OWI succeeded in get-
ting news pouring into Africa from 9 in the morning until 10 at night:

"It's a big fat beginning and a feat which should make every man-

Jack in OWI proud of soft-spoken Jim Weldon."

Missourian Jim simply "showed 'em'."

FIRST issue of a quarterly maga-

nite Television, dated Spring, 1944, has been published by Frederick Kugel Co., New York. Pocket-size book contains articles by FCC Chair-
mans James Lawrence Fy. J. A. Hirschmann of Bloomington Bros., O. B. Hanson of NBC, and others, as well as opinions on the CHB pro-

pose for post-war television and other matters of television interest.

J. R. POPPELE, secretary and chief engineer of WOR New York, has been named consultant radio engineer to the New Jersey State Police.

ALBERT V. (Bud) COLE, member of the Washington staff of Broad-
casting magazine and former Army lieutenant in the South Pacific, has joined NBC Washington as sales pro-
motion manager. He has been award-
ed the Silver Star and Purple Heart.

WILLIAM BURKE MILLER, man-
ger of NBC's public service depart-
ment, has resigned to undertake a "special war assignment."

ARCH ROBB of the NBC program department has been promoted to the position of assistant to C. L. Messer, vice-president in charge.

ROY C. PORTERUS, former assistant to Patrick J. Kelly, NBC super-
visor of announcers, has been made assistant sales promotion manager of the National spot sales department.

HOWARD M. KEEFE, former west-
ern advertising manager of American magazine, has joined the Chicago of-
cice of the CBS network sales depart-
ment, replacing Dudley Faust, who was to report at Question, Va., May 25 as a 2nd lieutenant in the Marine Corps.

PAUL E. CARLSON, for ten years associated with Charles H. Ditson Co., New York, as distributing executive for RCA Victor, has been appointed to direct merchandising of phono-

centric and television products for Allen B. Du Mont Labs, New York. He will maintain offices at Buchanan & Co., New York, agency handling the Du Mont account.

MARJORIE TAGGART WHITE, for the past year managing editor of Tribute magazine, has joined the staff of Bald-
win & Mersey, public relations counsel, New York. Mrs. White was formerly a script writer for WBBM Chicago.

HERBERT I. KRUEGER, com-

mmercial manager of WPAO Worcester, Mass., has been elected first vice-
president of the Worcester Advertising Club.

ETHEL BELL, for approximately 18 months radio coordinator of the California Broadcasters Assn., Los Angeles, has resigned effective June 1.

GEORGE CRANSTON, manager of WRAP-KKRO Ft. Worth, Tex., has returned to his desk following recovery from several months illness.

DR. FRANK N. STANTON, CBS vice-president, has been elected to the board of directors of the American Film Center, New York.

C. HERBERT MASSE, sales man-
ger of WBB-WBZA Boston, is a

machine made 1/2 in the Coast Guard. Temporary Reserve and has completed a week's intensive training program at Gloucester, Mass.

JERRY GREEHAN, sales manager of KMO Tacoma, Wash., has passed his Army Physical exam, but expects his induction to be delayed because he is over 26.

EDGAR R. CAPPELLINI, manager of KALB Alexandria, La. and veteran newscaster, has completed his 1400th newscast over the station for the Homewy-Johnson Furniture Co.

REG. M. BROPHY, general manager of Canadian Marconi Co., and chief executive of OFCP Montreal, has been elected president of the Radio Manu-
facturers Assn. of Canada.

KEITH PACKER, new to radio, has joined the sales staff of OFCP North Bay.

HUME A. LETHBRIDGE, manager of CKLN Nelson, B. C. for the past five years, returns to CKOV Kelowna as assistant manager on June 15.

Canada Committee

A COMMERCIAL continuity com-

mittee has been established by the Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp., to deal with the problem of improved continuity of commercial continuities. Committee members, all of Toronto, are: Louis Moore, manager of CPRB; Henry Gooderham, owner-manager of CKCL; John Tregale, sales promotion, All-Canada Radio Facilities; Jack Slatter, manager of Radio Representatives; Charles Jennings, CBC assistant general program super-

visor, and Edgar Stone, CBC supervisor of program clearance.

CBS Celebrates

CBS Network of the Americas cele-
brates its second anniversary May 19. The network, which started with 8 affiliates, now has 102 sta-
tions in 20 Latin American republics. Five 50 kw CBS shortwave transmitters beam a variety of pro-
grams in Portuguese and Spanish daily to the southern countries for rebroadcast.

Formfit on MBS

FORMFIT Co., Chicago, believed to be the first in the foundation gar-
ment industry to use network radio, has signed for the Sunday 6:45-7 p.m. period on Mutual, through Buchanan & Co., Chicago. Program starring Dick Brown, vocalist, will be heard on 67 stations, beginning July 2.

WE NEED IDEAS...

Ideas to help a large fashionable women's specialty store get results from advertising over a small station serving a rich residential area near New York City.

The object—To publicize this store (which has a high-class reputation) without over-charging it; to make neighborhood shoppers want quality merchandise without jeopardizing the store's standing with its long-established carriage trade.

We'll pay twenty-five dollars for each suggestion used. Send your ideas to Box K-49, BROADCASTING.
From the time that Bulova became one of the leading users of Spot Broadcasting, Bulova forged ahead as one of the leaders in the watch industry.

Today, by superlative timing of spots and stations, B-U-L-O-V-A is a name known to millions of radio listeners—and the Bulova time signal has become a symbol of accuracy and reliability.

Perhaps your company is a Bulova-in-the-making. Perhaps Spot Broadcasting can do for your business what it has done for so many others in which it has been used with vigor and imagination.

Certainly this is one of the most flexible of all advertising media . . . as Bulova and its advertising agency, the Biow Company, have proved. Cover the country with it if you wish—or harvest the good territories—or bolster the weak markets. You can hand pick your audiences—and you aren’t confined to certain hours, specified stations or limited networks. Every town is a good "spot" town.

Do talk to your Advertising Agency about Spot Broadcasting. Then talk to a John Blair Man. He knows a lot about markets, merchandising, and especially, how to make radio advertising work!
PAYNE Elected Officer Of Finch Organization

GEORGE H. PAYNE, who failed of reappointment to the FCC a year ago, has been elected a vice-president and director of Finch Telecommunications Inc. and will serve in a business and financial capacity. The company, founded by W. G. Finch, radio engineer and facsimile inventor, now a commander in the Navy, is headed by Dr. James Bradford.

Two plants, on war production work in radio, are at Passaic, N. J. Mr. Payne had served on the FCC from its creation in 1934 until last June, when his second term expired. He was reappointed by President Roosevelt only to see the nomination withdrawn the following day. Chief Engineer E. K. Jett was his successor on the Commission, named several months later.

WFD Names Smith

ROBERT J. SMITH, account executive with Mutual and WOR New York for eight years, has been named to succeed Emerson Waldman as chief of the radio section, War Finance Division of the Treasury Dept. Mr. Waldman resigned after April to enter the Service.

As an account executive at MBS, Mr. Smith supervised work done by the station relations, merchandising and promotion departments on several Mutual's largest accounts. At WOR he was a member of the Millen Radio Club and Sales Committee. He was formerly on the sales staff of WNEW New York and at one time promotion director of WFAS White Plains, N. Y. Before entering radio, Mr. Smith was partner in the merchandising and sales counsel firm of Smith & Williams, New York, servicing retail accounts.

Warner Full Colonel

ALBERT L. WARNER, former chief of the CBS Washington news bureau and network news analyst, last week was promoted to a full colonelcy in the Army reserve. Col. Warner was commissioned a second lieutenant about two years ago and joined the Army public relations branch as assistant chief of the news division. He was promoted to chief of the War Intelligence Division, with rank of lieutenant colonel, within the last year. Col. Warner is still heard on the air on the Army Hour on NBC Sundays, for the War Department's official war news summary of the week.
Right! The Knoxville market is still soaring. Take advantage of this steady, healthy growth of prosperous city-farm areas. And . . . at the same time, remember that you can expect big returns from your post war planning in the Knoxville market, for large industries have been locating in this area to benefit from the TVA low cost and plentiful power. Include Knoxville in your plans. According to Sales Management's "Retail Sales and Services Forecast for June 1944", with June 1943 as a base of 100%, Knoxville showed an increase to 160% . . . still leading the nation.
MARION ANNENBERG, former sales promotion manager of Popular Science Pub. Co., New York, and previously promotion and publicity director of WCAE, Pittsburgh, has been appointed assistant to Harold Coulter, manager of audience promotion, MBS New York. She succeeds Robert An- bron who resigned to become sales promotion director of WHN New York.

BUCK CANELE, NBC national sports commentator, is broadcasting baseball news to Latin America for the fourth consecutive year.

CATHERINE A. WHITEFIELD, former assistant advertising manager of O'Malley-Derry Co., New York, has been named to the sales promotion staff of WABC New York, Alice Casey, director of station's program department, transfers to sales promotion.

Nora Frawley, formerly in women's program section, takes over Miss Ger- skin's program post.

M. MATT, news editor for WOOL, Columbus, Ohio, has been appointed assistant to Harold Coulter, manager of audience promotion, MBS New York. He formerly was a member of the CBS staff in London and previous to that with Time and Newsweek magazines.

PHILIP STALEY has been appointed producer of newscaster of WCOI, Columbus, Ohio. He was formerly with WOSU Columbus and WING Dayton.

WALTER B. PRICE is a new member of the KLZ Denver news staff.

JOHN GORDON, program director for CKLW Detroit, has contracted scarlet fever.

H. C. GOBEL, following release from the Army, has been named continuity editor of WNN Austin and the Government experimental farm at Beloitville, Md.

BILL RHODES Jr., released from the Service, has joined the announcing staff of KNOX Knoxville, Tenn. Glenn Huston, KMO announcer, will report for Army induction soon. Ruby Rich- ardson has joined KMO as a continuity writer. She formerly was with WOSU Columbus.

ELEANOR GAYLE, joins the announcing staff of WCAU Philadelphia.

J. H. SWANN, program director for WCAU Philadelphia, will be in Washing- ton, D. C., the week of May 29 to gather material for Everybody's Farm Hour, From the Ground Up and Chow Time. Mr. Mason will spend most of his time at the Dept. of Agriculture and the Government experimental farm at Beltsville, Md.

H. HAL LANSING, for the past 10 years announcer and production man- ager of WTVI Minneapolis, has joined the WGN Chicago announcing staff.

Lt. Watts a Prisoner

LT. LOWELL WATTS, a member of the farm department of WLW Cincinnati until he entered the Army Air Forces three years ago, has been reported a prisoner of the Germans, according to word re- ceived by Howard Chamberlain, WLW program director. Lt. Watts was previously reported missing after his bomber, the Blitzen Betzy, was seen descending over Holland after a mission over Germany.

PAUL PHILLIPS and Floyd Ryel have been added to the announcing staff of WCAU Philadelphia.

ISOBEL FROST and Joe Midmore, both formerly of WNOX Nashville, have been married in Montreal. Mr. Midmore is now with the Royal Cana- dian Air Force, stationed at Montreal.

ALAN H. COLEMAN, head of the announcing staff of KROY Seattle, is in Regina, Sask., to supervise the network broadcasting for the Sas- katchewan provincial election which takes place June 15.

JOHN BAIRD, released from the Army and former announcer for KPHK, Long Beach, Cal., has joined KMPC Los Angeles in a similar capacity.

GILBERT WALES, former con- tactor of KPSA Pasadena and prior to that on the staff of KPO San Fran- cisco, has joined KFVI Los Angeles.

JOHN McCBLAIN, announcer of KROY Sacramento, has shifted to KHOW Oakland, Cal.

JOHN MURRAY, writer on the Weekly NBC 10th Street Show, and Patricia Shaw, receptionist of CBS Hollywood, were married in Los An- geles on May 6.

LARRY MEIER, former announcer for KPHK, has joined the announcing staff of WNOX Knoxville, Tenn. Betty Hus- ton, formerly of AMO, and Harold Mo., to WNOX as continuity writer and women's commentator.

AL BROWN, former announcer of KSOO Santa Rosa, Cal., has joined KMJ Fresno, Cal.

WILLIAM E. LAWRENCE, super- visor of the NBC Chicago transcription production department, has been named production director. Mr. Lawrence, who replaces Jack Simp- son as director, will continue to super- vise transcription productions until a successor is named.

LESTER D. CULLEY, Hollywood recording supervisor of NBC Radio-Recording Division, has been prom- oted to western division recording supervisor. S. A. Caranichini has taken over Mr. Culley's former duties.

JOHN M. CHAPPELL, head of KHOW Oakland, Cal. news bureau, is the father of a boy.

STUART MUNSON, released from the Army, has been added to the an- nouncing staff of WMT Cedar Rapids.

VICTOR SIDNEY BEST, former announcer of WILDNiagara Falls, N. Y., is a new member of WPBL, Syracuse.

M. LEONARD MATT, news com- mitter of WDAS Philadelphia, will serve as public relations chief of the encampment of the Pennsylvania State Guard at Indistatown Gap next month.

TED OBERFELDER, promotion di- rector for WPDU Philadelphia, is con- ducting a series of lectures on radio promotion and advertising at the U. of Pennsylvania.

JOHN JANSEEN replaces Frank Baker, now a 2nd lieutenant in the Marine Corps, as producer of Safety League Time, WGN Chicago.

ERLAND ECHLIN is now public rela- tions director, news editor and com- mitter of CKXN Wingham, Ont. He formerly was a member of the CBS staff in London and previous to that with Time and Newsweek magazines.

PHILIP STALEY has been appoint- ed producer of newscaster of WCOI, Columbus, Ohio. He was formerly with WOSU Columbus and WING Dayton.

WALTER B. PRICE is a new member of the KLZ Denver news staff.

JOHN GORDON, program director for CKLW Detroit, has contracted scarlet fever.

H. C. GOBEL, following release from the Army, has been named continuity editor of WNN Austin and the Government experimental farm at Beltsville, Md.

ELEANOR GAYLE, joins the announcing staff of WCAU Philadelphia.

J. H. SWANN, program director for WCAU Philadelphia, will be in Washing-ton, D. C., the week of May 29 to gather material for Everybody's Farm Hour, From the Ground Up and Chow Time. Mr. Mason will spend most of his time at the Dept. of Agriculture and the Government experimental farm at Beltsville, Md.

H. HAL LANSING, for the past 10 years announcer and production man- ager of WTVI Minneapolis, has joined the WGN Chicago announcing staff.

Coast Institute

SECOND ANNUAL Radio Institu- te, conducted in cooperation with NBC by the U. of California at Los Angeles, opens June 26 for a six-week summer session. NBC in- structors include Frank Barton, supervisor of announcers for the western division; Frank A. Berend, general sales manager; Art Brear- ley and field engineer; Lewis S. Frost, assistant to the vice- president; Andrew C. Love, director and script editor; Arnold Mar- quis, writer-director and Don F. Martin, director of news and spe- cial events.
Hundreds of Adanos, known by other names and scattered throughout the world, find daily consolation in bells the Axis hasn't been able to silence—the NBC chimes.

Every night and day of the year, America's best-known radio signal rings through friendly and enemy countries alike, carrying hope among the downtrodden...sounding a warning to this nation's enemies...echoing a welcome and familiar note to Americans fighting abroad.

An Italian prisoner now in the U.S. writes: "When I think how the voice of NBC brings daily comfort to so many Italians suffering in the homeland under the German heel, I should like to shake your hand."

Long before Hitler marched into Poland, NBC began broadcasting in six languages over two powerful international short-wave transmitters beamed to various parts of the world. Countless hundreds abroad learned to rely on NBC for news and entertainment.

Pearl Harbor marked the beginning of increased, and ever increasing co-operation between the Government and NBC. Its International Division became a hard-hitting front-line weapon in the field of psychological warfare.

* * *

NBC's international broadcasts began as an experiment...just one of the many types of experiments NBC carries on constantly to maintain its leadership in radio. It is the results of these experiments...experiments in many fields...which help keep NBC out in front, help make NBC "The Network Most People Listen to Most."

They all tune to the
National Broadcasting Company

It's a National Habit
We're now BASIC BLUE! RESULTS for Advertisers is the ANSWER!

For Availabilitys write, wire or call

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

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

WINN STATION LOUISVILLE
For Availabilities
We're D. E. President
G. F. Sales

"Plug" Kendrick

We're now BASIC BLUE!

RESULTS for Advertisers Is the ANSWER!

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President and General Manager
G. F. "Red" Bauer
Sales Manager

Merchandising & Promotion

Cowles Brochure—WTAG Invasion Map—Car Cards
Invasion Tickets—WLW Tributes

Union Pacific Promotion
UNION PACIFIC Railroad is making extensive use of its nationwide organization of ticket agents, general agents and other representatives to promote its NBC series "Your America." For the premiere, general agents arranged parties for local radio station representatives. Weekly receptions were held in Washington for members of Congress, and the UP timetable cards, ads in UP timetable folders, stickers for dining car menus and window displays for ticket offices.

WTAG Invasion Map
WTAG Worcester is distributing Rand McNally's World-War maps, featuring the European battle areas on one side and the eastern hemisphere on the other. WTAG advertising on the map tells the reader the station is 580 kc on his dial and that WTAG is "first with the news, first in public service."

WQAM Brochure
BROCHURE released by WQAM Miami in booklets form the public service records of the station for 1943. Brochure contains a break down of its cover given by the station to denote 10 years employment service and now by nine of the station's personnel. Pictures of station employees in the service, replacements, War Bond drives, recruiting, Army morale, inter-American affairs, Red Cross, home front, and letters of commendation are included.

Invasion Tickets
FREE TICKETS to the Invasion are being distributed by KTFI Twin Falls, Idaho, offering listeners a ringside seat through the service of the station. Ticket stubs provide space for holder's name, address and phone number and can be mailed to KTFI so that the outlet can call should D-Day operations begin during the night. Tickets are included in May program schedule which also lists new commercial accounts contracted during the month of April.
RANGING in size from tiny tubes not much larger than a lightning bug to six foot giants, Western Electric vacuum tubes are doing an all-out war job today. They serve in planes, in tanks, on naval vessels—in fixed radio transmitters and receivers—in the electrical gun director and those amazing electronic weapons which put the enemy on the spot.

To meet the tremendous needs of war, our tube shop personnel has been multiplied many times. And turning out vacuum tubes by the millions is just part of Western Electric's work as the nation's largest producer of electronic and communications equipment for war.

Buy War Bonds regularly—all you can!
Radio Advertisers

WARD BAKING Co., New York, adds to the list of cooperative network programs promoting its breads and cakes locally with a contract for the 30-minute program Bick’s Bakers. The program airs weekly on WBAL Bridgeport, New York, on Mondays from 2 to 2:30 p.m., Pacific time.

JOHN M. MCKIBBIN has been appointed assistant to the vice-president of the Pittsburgh Electric & Mfg. Co., Pittsburgh. Formerly manager of the company’s application data & training department, Mr. McKibbin’s new responsibilities will include all product and industry advertising, in addition to his present duties.

MIDDLER Brooke LANCASTER Inc., New York, is planning participa-

HENRY A. MACKEY, of the advertising staff of the U. S. Rubber Co., New York, has been appointed manager of advertising and national promotion for the Gillette Tire division of the company.

SPEAR & Co. has received sponsor-
ships for Captained Fairy Tales, a thrice-weekly on WCAE Pittsburgh. Programs will be aired through June 16, when the stores discontinue for the summer, to be renewed in the fall.


CATALOG supplement No. 96, con-

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

Radio Bureau to Resume

TEA BUREAU, New York, New York, representing tea growers of Dutch and British possessions, is doubling its over-all budget for the year starting in October, and will resume advertising, on a limited scale after a lay-off of two or three years. Media plans not set. Agency is William Esty & Co., New York.

C. LUDWIG BAUMANN & Co., Brooklyn furniture store, has signed a 30-week contract for a five-times weekly Washington Front commen-
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HOME OIL DISTRIBUTORS Ltd., Vancouver, on June 25 starts Sunday evening Summer Concert from the open-air bowl in Stanley Park, Van-


CHRISTOPHER CANDY Co., Los Angeles (wholesale), expanding its schedule, has started sponsoring the weekly quarter-hour training series Good Cheer on KFSD San Diego and KGO San Francisco. Contracts are for 26 weeks. Firm also sponsors program on KHI Hollywood, with weekly five-minute Story of the Week on KECA Los Angeles. Agency is Hillman-Slane-Breyer, Los Angeles.

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FORE PRODUCTS Co., New Or-
leans, has retained Specialty Sales, WLW Cincinnati subsidiary, to han-
dle 13-week spot announcement and chain break campaign in WLW area for H-F Athlete’s Foot Medicine. Agency is Stevens, Howett & Hal-
sey, New Orleans.

EMBASSY DAIRY Co., Washington, D. C., has started a new series of weekly quarter-hour children’s dramatic programs Once Upon a Time on WNXT Washington to promote its homogenized milk. Contract for 13 weeks was placed through Lewis Ed-
win Ryan Co., Washington.

PLASTICS INDUSTRIES Technical Institute, Los Angeles (school), has appointed Beaumont & Hohman, Los Angeles, to handle its advertising.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J. (Anacin) has renewed its Story Goes, featuring Johnnie Neblett, on 3 Cana-
dian stations, effective June 19. Pro-
gram is carried on CBM Montreal, CFRB Toronto, and CKY Winnipeg. Contract is for 12 weeks. Agency is Dancer-Fitzgerald-Sample, N. Y.

LIBERAL PARTY of Saskatchewan, Regina, started May 17 quarter-
hour provincial network broadcasts several times weekly during the Sas-

duck provincial election, which takes place June 15. Account was placed by R. C. Smith & Son, Toronto.

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Henry Kaiser last year needed homes in the already bulging Bay Area for workers coming to build ships at the Richmond Maritime Commission shipyards. The first 5-minute program on located 60 living units ... the first 15-minute show located 248! Proving Bay Area folks really respond when you use KPO.
JOHN F. DRYER Jr. has joined the engineering staff of Amperex Electronic Products Inc., Brooklyn, N. Y., to work on development of power and control tubes for use in industrial application.

WILLARD KIRCHOFF has joined the CBS technical operations department.

JAY L. (Pete) TAYLOR has joined Hoffman Radio Corp., Los Angeles, as senior engineer. He was formerly with Colonial Radio Corp.

HEIMER ANDERSEN, KNX Hollywood engineer, has been appointed supervisor in charge of shortwave transmitter installation and operation of KDKA-KCBS now being constructed by CBS for OWI use at Delano, Calif. CONO De Alto has been added to the recording division of WOR New York.

BILL PIEKARSKI, former transmitter operators of CKGB Timmins, Ont., is now stationed with the Royal Canadian Air Force in Newfoundland and is assistant operator of the RCAP station WORG, operated by Bob Harvey, former announcer of CBLX Peterborough, Ont.

DOUG CARVER, former operator of CKKI, Kirkland Lake and CKVI Val d'Ore, Que., now with the Royal Air Force Transport Command at North Bay, Ont., is convalescing from an emergency operation.

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EDWARD RUGGLES, technician of OWI San Francisco, has joined CBS Hollywood as maintenance engineer. Janice Le Shuman of KYW Los Angeles, has also joined the network's engineering staff.

MAJ. IRVING FOGEL, head of technical production, section of Armed Forces Radio Service, Hollywood, has been assigned overseas duty.

CAPT. H. C. O'DONNELL, USMC, former announcer and engineer at KYV Redding, Calif., and KHAB Watsonville, Calif., recently returned from duty overseas, married Ruth Daniel of Redding, Calif., on April 24 in San Diego.

OLIVER L. ANGEVINE, radio-telephone engineer of the Stromberg-Carlson Co., has been elected chairman of the Rochester, N. Y. section of the American Institute of Electrical Engineers. Ernest R. Kemper, Jr., was elected vice-chairman and secretary. Dr. George R. Town, manager of research and engineering for Stromberg-Carlson, was named section treasurer.

WILLIAM MONTGOMERY, production coordinator for John Mee Industries, manufacturer of radio equipment, Phoenix, Ind., has been appointed executive engineer for contact with government agencies.

MAJ. CLAUDE SNIDER, former chief transmitter operator of CKX Brandon, has been discharged from the Royal Canadian Engineers because of ill-health, is expected back at CKX when fully recovered.

DON BENNETT, former KYG Olympia, Wash., radio operator, is now on the automation of KMO Tacoma, Wash., where he handles the night shift.

ALICE WOLFSON is the first woman engineer to operate the controls at WCAM Cambridge, N. J.

WALTER BURGER, of the engineering staff of WPIL Philadelphia, is at the Jefferson Hospital for a major operation.

JOYCE AVERY is the latest student engineer to be added to the regular control room staff of KYW Philadelphia.

ERNIE MOTT, chief engineer of CKGB Timmins, Ont., has joined the Canadian Army.

JOHNNY KELLY, former WEEI Boston engineer, has joined the Navy with the commission of lieutenant and has been assigned to submarine duty.

VERNON FISH, member of the KXOK St. Louis control room staff, has been inducted into the Navy.

S. W. SCOTT succeeds W. E. Gay as director commercial manager of the Los Angeles office of Graybar Electric Co. effective June 1. Mr. Gay has assumed that post with the Chicago office.

GEORGE LANG, chief engineer of WGN Chicago, has been appointed head of technical production section of Armed Forces Radio Service, Hollywood, and has been assigned overseas duty.

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KOZY
EVERT L. DILLARD
General Manager
PORTER BLDG. KANSAS CITY

FM in KANSAS CITY

BROADCASTING * Broadcast Advertising
And Now The Fence Turns BLUE!

On June 1 KFYO, Lubbock, Texas joins the BLUE NETWORK . . . the first network within the "high fence" around Lubbock's primary area . . . where a geographical accident gives KFYO a near-exclusive audience.

And what a large, growing and rich market is KFYOland! Consider that in the twelve-county primary area, the registration for Ration Book 4 totaled 233,897 . . . an increase over the 1940 census of 56,580, or 31.9%! Further, this 1940 census showed 74.54% of the homes had radio units . . . tuned in almost exclusively on KFYO.

Cotton and other crop yields last fall were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station, KFYO, Lubbock, Texas . . . now so much enhanced by its new BLUE NETWORK affiliation.

One of the Taylor-Horne-Snowden Group

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663     Ken L. Sibson, General Sales Mgr.    TWX Dls 297
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

- **KFWI Philadelphia**
  - H. J. Heinz Co., Pittsburgh (mustard products), 10 weeks, thru Maxon Inc., N. Y.
  - Morton Salt Co., Chicago, 6 weeks, thru Kenyon & Eckhardt, N. Y.
  - Tobacco By-Products & Chemical Corp., Louisville, Ky. (Black Leaf Forti
  In-sertions), as weekly, thru Campbell-Sanford, Chicago.
  - Beau Brummel Co., Cincinnati (weeklies), 13 weeks, thru Key Adv., Cincinnati.
  - Bauer & Black Co., Chicago (Blue Jay Corn Syrup), 6 weeks, thru Ruthrauff & Ryan, N. Y.
  - Taylor Baking Co., Manahawkin, N. J. (Coco Marsh Chocolate Mix), 5 weeks, thru Ruthrauff & Ryan, N. Y.
  - Loco Products, Waltham, Mass. (shampoo), 1 week, 52 weeks, thru Joseph Katz, Baltimore, Md.

- **WAPI Birmingham, Ala.**
  - Church & Dwight Co., New York (Arm & Hammer Soda), 6 weeks, thru Brooks, Smith, French & Dorrance, N. Y.
  - D. W. B. Caldwell Inc., Monticello, III. (emulsion), 5 weeks, thru Sherman & Marquette, Chicago.
  - Colgate-Palmolive-Peet Co., Jersey City (Colgate Dental Cream), 6 weeks, thru Ted Bates Inc., N. Y.
  - Ex-Lax, Brooklyn, 6 weeks, thru Joseph Katz Co., N. Y.
  - Johnson & Johnson, New Brunswick, N. J. (baby powder), 3 weeks, thru Young & Rubicam, N. Y.
  - Lambert Pharmacal Co., St. Louis (Lia-
  tlon's Ear Drops), 6 weeks, thru Lambert & Feasley, N. Y.
  - Lever Bros.-Cambridge, Mass. (Ivory Cream), 6 weeks, thru Ruthrauff & Ryan, N. Y.

- **KFRC San Francisco**
  - Lever Bros., New York (Rino), 12 to 13 weeks, thru Ruthrauff & Ryan, N. Y.
  - Chicken Producers of California (Poultry Producers of Central California), 6 weeks, thru Long Advertising Service, San Francisco.

- **WOAI San Antonio**
  - National Lead Co., San Francisco (Dutch Boy paints), 6 to weekly, 28 weeks, thru Erwin, Wasey & Co., San Francisco.
  - Pepsi-Cola Co., Long Island City, N. Y., 12 to 26 weeks, thru Newell-Emmett Co., N. Y.
  - Rural Crown Cola Co., Atlanta, Ga., 6 to weekly, 52 weeks, thru BBDO, Los Angeles.
  - Inter-State Bakeries, Los Angeles, 12 to weekly, 52 weeks, thru Dan R. Miner Co., Los Angeles.
  - Golden State Co., San Francisco (Golden Y. milk), 13 to weekly, 52 weeks, thru BBDO, San Francisco.
  - Nabi Corp., Columbus, Ga. (Par-T-Pak beverages), 6 to weekly, 52 weeks, thru BBDO, Los Angeles.
  - Regal Brewing Co., San Francisco, 6 to weekly, 52 weeks, thru M. E. Harlan Agency, San Francisco.
  - Southern California, Los Angeles (cooking school), 6 to, thru McCormick-Brasch, Los Angeles.
  - Young, Fertig & Chalde, Chicago, 1 weekly, 52 weeks, thru Harry A. Zog Agency, Philadelphia.

- **WMAQ Chicago**
  - Holland Furnace Co., Holland, Mich., 6 to weekly, 26 weeks, thru Roche, Williams & Young, Chicago.
  - Grove Labs., St. Louis (cold tablets and vitamin products), 5 to weekly, 52 weeks, thru Ressel M. Seeds, Chicago.
  - Artra Pharmaceutical Co., Chicago (Cymaline), 6 weeks, thru Botsford, Constantine & Gardner, Chicago.
  - T. K. C. Products Co., Chicago (Ritz Crackers & Club Crackers), 6 to weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

- **KFI Los Angeles**
  - Helmas Bakeries, Los Angeles, 10 to weekly, 52 weeks, thru Data Jones Co., Los Angeles.
  - Pacific Drinking Water Corp., Los Angeles, 4 to weekly, 52 weeks, thru Ray
  der, Elwood J. Rob
  inc., Los Angeles.
  - Mack's Super Glue Co., Los Angeles (auto polishes), 6 weeks, thru Elwood J. Rob
  inc., Los Angeles.

**KWW Philadelphia**

**Used Cars Out**

**WFLI Philadelphia**

**Used Car Advertising**

**Sperry Workers to Hear Manning From London**

**SERRY Corporation, New York**, producers of aviation and naval instruments, presents direct from London today by Paul Manning on WOR New York. Series begins May 21. Mr. Manning, former CBS correspondent, now on assignment for the Naught Syndicate, is heard every Sunday, 11:15 a.m. Address by Sperry Workers, his comments will be recorded and broadcast over plant systems. Plans to place the program on MBS at a later date. Mr. Manning will continue to produce and narrate the program.

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**Du Mont Praises FCC's Foresighted Video Policy**

**In a Comment** on the remarks of FCC Chairman Fly before the opening session of the television seminar of the Radio Executives Club (BROADCASTING, May 22), Al

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**Page 54 • May 29, 1944**
WHN New York has acquired the news service of Reuters News Agency. Station also is served with AP and UPI news.


NBC Thesaurus library service, NBC central division, has added 13 stations to its list of subscribers: KMKO Hannibal, Mo., and WTAQ Green Bay, Wis.

KMBC Kansas City for the sixth consecutive year has been granted exclusive right to make local newscasts. NBC reports direct from the livestock exchange building.

SPECIAL broadcasts by WKBH Oklahoma City were arranged for the opening of the first plastics exhibit in the Oklahoma City Chamber of Commerce and the meeting of the Southwest Regional Chemurgic, May 18-20.

KIDO Boise, Id., has extended its hours of operation. Station now goes on the air at 6 a.m. and signs off at 12 midnight and is back on the air at 6 a.m. and signs off at 12 midnight. It has added fourteen hours weekly to its schedule.

WIBG Philadelphia has added a second full hour of news to its daily program schedule. In addition to the Newsreel of the Air, sponsored nightly from 11 to 12 by Shore Brothers, local used car dealers, a second Newsreel of the Air has been scheduled from 0 to 7 a.m. on a sustaining basis.

R. SANFORD GUYER, manager of WVTY Danville, Va., was host to the WBTM staff at a picnic May 26 celebrating the 14th year of the station's operation. WBTM started on May 24, 1930, with 300 w power. Today output operates as 250 w and is affiliated with Blue and Mutual.

JOHN SHEPPARD 3d, chairman of the board and general manager of the Yankee Network, on May 18 during a special broadcast on WACN Boston, presented to the Mount Rev. Richard J. Cushing, temporary administrator of the Boston archdiocese, and to the Rev. Michael J. Aerny, S.J., recordings of the Pontifical Requiem Mass for the late William Cardinal O'Connell, archbishop of Boston, Francis J. Crouse, WACN executive, played several hymns composed by the late prelate.

Doubled WHEN Bill Edgar of the sales service department at KWK St. Louis called on a clothing store client to check copy one day last week, he landed in the midst of a rush of customers. Asked by the store manager if he would lend a hand selling clothes for an hour, Mr. Edgar consented for his sales copy had caused the avalanche of buyers for the store.

LUCY REELECTED BY CBS ADVISORS C. T. LUCY, WRVA Richmond, was reelected chairman of the CBS Affiliates Advisory Board and John M. Rivers, WSCS Charleston, S. C., was named secretary during meetings last Wednesday and Thursday at CBS New York headquarters.

Highlights of the two-day session, conducted by Frank Stanton, CBS vice-president, included a discussion of television policy led by Vice-Presidents Paul Reemstam and Joseph Ream; a session on controversial broadcasts, headed by Dr. Lyman Bryson, director of education; an outline of the CBS plans for covering the impending invasion; and Paul White, director of news broadcasts.

William Lodge, acting director of engineering, gave the group an FM presentation, a preview of an FM clinic he and Howard Lane, stations relations director, willgive at CBS stations on a tour to begin next month. Station men visited the CBS television studios for a demonstration.

Full board present, including: Chairman Lucy; Mr. Rivers; Clyde F. Coombs, KARM Fresno; Arthur E. Church, KMBC Kansas City; Franklin M. Doolittle, WDR; Leo Fitzpatrick, WJR Detroit; E. D. Lounsbury, WKBB Buffalo; C. W. Rembert, KLRD Dallas; W. H. Summerville, WNL New Orleans.

CBS executives included: Frank White, vice-president and treasurer; Herbert Akerberg, vice-president in charge of station relations; William Schutz Jr., Eastern manager, station relations; Edwin Buckalew, Western division manager, station relations.

OWI Fund Boosted AN INCREASE OF 20 million dollars for overseas activities was recommended for the OWI last week in the 1946 fiscal year War Agencies Appropriations Bill (HR-4879) reported out by the House Appropriations Committee. Total Committee approved budget is $85,025,000, of which only 2 $2,200,000, representing a $30,107 cut, is for the Domestic Branch.

Jelke Spots JOHN F. JELKE Co. Chicago (Good Luck Margarine) began sponsorship of an extensive chain break campaign, effective May 8, on three stations in each of the following cities: Denver, Providence, Memphis and Buffalo. Contract is for 8 weeks. Agency: Young & Rubicam, Inc., Chicago. E. F. Hasbrou is account executive.

Reach the SALT LAKE MARKET

AD

A Strangle Hold on a ready-to-buy market

Look at these Hooper figures! See why it is almost impossible to miss—why our advertisers get such consistent results.


8:00 AM-12:00 NO. Mon. thru Fri. 52.4 11.2 0.9 0.4 0.6 1.4

12:00 PM-6:00 PM Mon. thru Fri. 77.0 8.6 3.6 2.4 2.2 1.2

6:00 PM-10:00 PM Sun, thru Sat. 75.4 12.6 2.2 1.6 1.4 0.6

C. E. Hooper—Midwinter, 1944

Let the preferred station for our 149,660 radio homes get RESULTS FOR YOU TOO!

S. S. FOX, President and General Manager

National Representative JOHN BLAIR & CO.

BROADCASTING * Broadcast Advertising

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!

PORTLAND, OREGON CBS AFFILIATE

FREE & PETERS'S NATIONA REPRESENTATIVES

BROADCASTING • Broadcast Advertising

May 29, 1944 • Page 55
Frederick W. Wile Jr., former manager of the research department, Young & Rubicam, New York, was commissioned lieutenant (j.g.) USNR on May 18, and is now stationed in Washington with the operations section, Navy Incentive Division. He was commissioned out of the Navy Training Center at Sampson, N. Y., where he went through boot camp after his induction March 11. Lt. Wile was with the CBS publicity department from 1930-34. He joined Young & Rubicam in 1934, where he was successively manager of radio publicity, business manager of the radio department and manager of the research department. In the spring of 1942, he went to Washington with Raymond Rubicam for a position with the War Manpower Commission. In September 1943 he returned to the New York office of Young & Rubicam.

HONORED AT A BANQUET given by GE for winning the annual Merit Award for 1943, presented by GE to the NBC station which has the best operating performance, was this group of KOA Denver and GE executives who made possible the record of 6,892 hours, 31 minutes of broadcasting in 1943 with only 42 seconds off the air. Award culminates 20 years of efficient operation since KOA, now 50,000 w, went on the air with 5,000 w. Left to right are: Emil Rasee, building maintenance; James R. MacPherson, KOA general manager; Francis A. Nelson, Joseph L. Turvee, transmitter engineers; Roy D. Carrier, station engineer; W. Carl Nesbitt, transmitter engineer; Arthur L. Jones, vice-president of GE; Garland S. Dutton, transmitter engineer; Russell C. Thompson, assistant station engineer; George H. Anderson, transmitter engineer; and Robert H. Owen, chief engineer. The GE Merit Award Plaque was presented.

International Rate Structure Studied
Wakefield, Siling, Otterman On South American Tour

A STUDY of international communications rate structure as it applies to South America, in connection with the proposed merger of international communications in the U. S. is being made by Commissioners Ray C. Wakefield and Philip F. Siling, assistant chief engineer in charge of broadcasting of the FCC, and Harvey B. Otterman, assistant State Dept. Telecommunications Division [Broadcasting, May 15].

Messrs. Wakefield, Siling and Otterman, who left Washington May 20 for Miami on the first leg of their tour, will visit Colombia, Brazil, Uruguay, Chile and Venezuela, making the trip by plane. They are scheduled to return to Washington June 24.

Although officially the trip is reported studying the "international rate structure" with a view of recommending adoption of a unified plain language code radiotelegraph-cable rate between the U. S. and South American countries, it was learned that the trip also will have considerable bearing on the proposed international communications merger.

A subcommittee of the Senate Interstate Commerce Committee has begun a study of international communications and is expected to hold public hearings after their return. During Mr. Siling's absence, Chief Engineer George P. Adair has named John A. Willoughby, senior engineer, as acting chief of the Broadcast Division.

Olian in Chicago
OLIAN ADV. Co., St. Louis, Mo., will open a Chicago office June 1, with J. F. Wagner, former account executive of Arthur Meyerhoff Agency, Chicago, as vice-president in charge. The agency will handle the advertising of Atlas Brewing Co., Chicago, and Schohofen Edelweiss Brewing Co., Chicago. New offices will be located in the Pure Oil Bldg., 35 E. Wacker Drive, Chicago.
HAVANA OIR CHIEF ON MISSION TO U. S.

JULIO PEREZ GONI VALLES, director of the Inter-American Radio Office (OIR), Havana, was in Washington last week on official business of the Office, created in 1937 as the official repository for radio allocations in the Americas. OIR was established coincident with the Inter-American Radio Conference in 1937.

Senor Perez Goni conferred with State Department, FCC and other radio officials in connection with OIR activities. He planned to spend this week in New York conferring with network and other radio officials prior to returning to Havana early in June.

Senor Perez Goni, a radio engineer, became director of OIR in August 1943, succeeding Dr. Armando Mencia. Since 1933 he had been associated with the Cuban Radio and Telegraphic Administration, specializing in radio affairs.

Connecticut Forum

STATION managers of the six Connecticut State Network stations will analyze the medium when they discuss "Radio and the Past II: Plays in Advertising" on the Connecticut Forum of the Air this Thursday, June 1 at 8:30 p.m. According to Dewey H. Long, manager of WEJ New Haven where the broadcast will originate, "no trade secrets will be divulged and rate cards will be barred, but the forum will provide listeners with a frank discussion of radio's role in wartime and postwar advertising. S. J. Paul of Broadcasters will act as guest moderator. Participating managers will be Mr. Long; Harold H. Meyer, WBCR Stamford; Gerald J. Morey, WNCL New London; Harold Thomas, WATR Waterbury; Richard W. Davis, WNBC Hartford; and Leon Thomas, WNBQ Bridgeport.

Cooper Injured

JAMES H. COOPER, newscaster of WBNS Columbus, O., was seriously injured in an automobile accident May 24 and was suffering from a skull fracture, it was learned last week. Mr. Cooper, who has personally sold over $7,000,000 worth of war bonds since starting his personal campaign in August, 1942, was on his way to complete another bond transaction when the accident occurred.

TOOTSI Tootsi Adult Series

SHIFTING its radio promotion for Tootsie V.M., a chocolate drink, to the adult market, Sweets Co. of America, Hoboken, N. J., on June 19 starts a 52-week news commentary series by Walter Kiernan on 48 Blue stations, Monday, Wednesday and Friday, 2:15 p.m. Firm is discontinuing May 26-September 11 its Dick Tracy program adventure series on the same network for Tostitos Rolls and Tootsie V.M. Agency is Duane Jones Co., New York.

VOX POP, the Voice of the People, originates in naval training stations, army hospitals, marine bases, war plants, USO Centers and almost every other interesting place you could mention. Hard-working, war-weary groups welcome the now-famous talking train for the pleasant, diverting relief it brings. Listeners enjoy the show's variety, wit and warm appeal.

LIKE THE PRODUCT, The Emerson Drug Co. plans their attack on many fronts through different media. Wholesalers, jobbers, dealers and clerks must respond to the effort before the consumer program can begin to pay dividends. Emerson's current sales-training program (see cut for one of the series) to teach green feather clerks, requires real campaign efficiency. Their point-of-sale effort needs constant checking. Their dealer and jobber campaigns must have ideas. There's enough planning to make them need Bromo-Seltzer themselves.

fortunately, the Printers' Ink four-way editorial policy is always there to help the three-way preparation. Here management problems are forecast as possibilities, announced as news, analyzed in detail and presented as case histories that describe their application. Fortunately, too, Emerson and their agency, Ruthrauff & Ryan along with most important men who build, approve and spend the nation's advertising budgets, take Printers' Ink regularly. To tell or sell these people best, most media men buy P. I. first.

May 29, 1944 • Page 57
Semler, Barbasol, Zonite Sign Heatter 3 Years

THROUGH Erwin, Wasey & Co.,
New York, R. B. Semler Inc. Barbasol Co. and Zonite Products Corp., sponsors of Gabriel Heatter on Mutual, have signed a three-year contract with the commentator, for a continuation of his six
quadruple broadcasts per week.

Report that the talent contract for the three advertisers totalled $1,000,000 was denied by the agency, which declined, however, to disclose the correct figure.

Contract covers the period January
1, 1945 to January 1, 1948, and is non-cancellable during the first year. Sponsors will also renew the time contracts for their respective broadcasts by Mr. Heatter for 52 weeks, effective July 1 at the same time enlarging their MBS hook-ups.

KOBH Transfer Granted

CONSENT was granted by the FCC last week to voluntary transfer of control of KOBH Rapid City, S. D., to Robert J. Dean, for the past seven years general manager of the independent local, through transfer of 100 shares of common stock (and 111 shares preferred non-voting stock) for the total consideration of $32,000 from the Tri-State Milling Co. (46 sh), C. A. Quarnberg (14 sh), and F. R. Quarnberg, E. F. Gronert, George E. Bruntlett, William McNulty (each 10 sh). Mr. Dean held 47.5 of the total 160 shares common stock before the transfer.

YOU'RE NEVER "BLOCKED"
IN ROANOKE!

What advantage does a big market give you over a smaller market if you're splitting the big-market audience with two or three other advertisers—and your net audience is less than in the smaller market?!

In the Roanoke-Southwest Virginia market there are 100,347 radio homes. Yes, fewer than in many
single cities. But WDBJ is the only station that even reaches the vast majority of its people—and thus you get a true big-market audience—at small-station costs!

Let us give you the whole picture. Then judge for yourself!

OWI PACKET, WEEK June 19

Check the list below to find the war message announcements you will broadcast during the week beginning June 19. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedule for best timing of these important war messages. Each X stands for three announcements per day or per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
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See OWI Schedule of War Messages 113 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Second Week of Fifth War Loan Brings All OWI Allocation Plans Into Action

ALL allocation facilities of the OWI Domestic Radio Bureau are employed for the Fifth War Loan during the week beginning June 19, the second week of the drive. In addition to the Network and Station Announcement plans, National Spot, Special Assignment, Special Events and Special Transmission allocations are put into action to reach the largest possible number of listeners.

With the slogan "Back the Attack—Buy More Than Before," Fifth War Loan messages will accent the responsibility of every American in helping to pay the cost of the invasion. Appeals will stress the hardships faced by the fighting men as compared to the relatively small sacrifice involved in financing the fighting.

Among other campaigns scheduled during the week, Home Canning appears for the first time this season, messages urging conservation of perishable food that might otherwise be wasted and emphasizing nutritional benefits of preserving produce during a period of plenty for use during off-season or scarce periods.

Transcribed messages on Home Canning are regarded as "naturals" for sponsorship. Prospects include hardware and department stores, fruit and vegetable markets, grocers, supermarkets, and other establishments selling canning and preserving equipment and produce in season.

Completing the packet are Home Front Pledge, urging compliance with price control measures, Cut Food Waste, calling upon householders to prepare only what is required, and WAC recruiting, stressing urgent needs of the Women's Army Corps in the next few months.

CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives
Network Accounts
All time Eastern Wartime unless indicated

New Business


RALTEN PURINA Co. St. Louis, on June 5 starts for 52 weeks The Adventures of Tom Mix on 80 MBS stations, Wed. and Fri., 5:00-5:45 p.m. and on Sept. 4 adds Mon., Tues. and Thurs., 5:00-5:45 p.m. Agency: Gardner Ad., St. Louis.

FORMFIT Co., Chicago (foundation garments), on July 3 starts with Dick Brown on 67 MBS stations, Sun., 5:45-7 p.m. Agency: Buchanan & Co., Chicago.

ARMOUR & Co., Chicago, on June 12 starts Details on 138 CBS stations, Mon., 7:15-7:30 p.m. Agency: Foote, Cone & Belding, Chicago.

SWEETS Co. of America, Hoboken, N. J. (Tostota V.M.), on June 19 for 28 weeks starts Kierman's Corner on 48 Blue stations, Mon., Wed., Fri., 2:20-4:30 p.m. Agency: Duane Jones Co., N. Y.

SCHENLEY Distillers Corp., New York (institutional), on June 6 starts program tentatively titled Penniless on 78 CBS stations, Tues., 9:30-10:15 p.m. replacing 13 weeks Creata blanca Carnival. Agencies: Bow Co., N. Y. (Schenley Distillers); BBDO, N. Y. (Creata Blanca Wine).

Renewal Accounts


STUDEBAKER SALES CO., South Bend, Ind. (institutional), on July 1 for 26 weeks renew Gordon Burke commentator, on 30 Don Rees Pacific stations, Mon., thru Fri., 4:45-4:45 p.m. (PWT). Agency: Roche, Williams & Cunningham, Chicago.

Network Changes


BENJAMIN MOORE & Co., New York (paints), on May 27 discontinues Betty Moore on 81 NBC stations, Sat., 10:00-10:45 a.m. Placed direct.

LEVER BROS., Cambridge (Rineo), on June 26 for 13 weeks replaces Anne & Andy with Barton Blackie on 126 NBC stations, Fri., 10:15-10:40 p.m. Agency: Ruthrauff & Ryan, N. Y.

MENNEN Co., New York (shave products), on June 7 for 13 weeks replaces Jimmie & Don Valentine Show on 121 CBS stations, Mon., 7:15-7:30 p.m. Agency: Rousel M. Seeds Co., N. Y.

PABST SALES Co., Chicago (beer), on June 9 starts for 8 weeks replaces Erichc Marx with Kenny Baker on Blue Ribbon Fries on 111 CBS stations, Sat., 8-8:30 p.m. Agency: Warwick & Legler, N. Y.

WM. WRIGLEY Jr. Co., Chicago (Spearmint Gum), has added WLBC WWNY WGRP WPAD WJLS to America in the Air, making a total of 130 CBS stations, Sun., 6:36-7:30 p.m. to American Women. Mon., thru Fri., 5:45-6 p.m. and to The First Line, Thurs., 10:16-10:30 p.m. making a total of 129 CBS stations for each program. Agency: Arthur Meyerhoff & Co., Chicago.

FORD MOTOR Co., Detroit (institutional), on May 20 expanded Early American Dance Music on 106 Blue stations from 5:45 to 8:30 p.m. Agency: J. Walter Thompson Co., Chicago.

GENERAL MILLS, Minneapolis, on June 1 shifts Valiant Lady on 43 CBS stations Mon., thru Fri., 10:15-10:45 a.m. for Blintzick (Knox Reeves Adv., Minneapolis); to Chevrolet (Dancas-Fitness-Sample, Chicago), and at the same time shifts Light of the World from 124 NBC stations, Mon., thru Fri., 3:30-4:15 p.m. to 42 CBS stations, Mon., thru Fri., 10:16-10:30 a.m., replacing Kitty Foppe for Wheelies. Agency: Dancer-Fitzgerald-Sample, Chicago.


LEVER BROS., Cambridge (Lifebuoy soap), on June 22 for 13 weeks replaces Bob Burns with Charlie Chan on 72 NBC stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.


CUDAHY Packing Co., Chicago (Delrich Margarine), on July 14 discontinues Something in Tali About on 14 CBS stations, Mon. thru Fri., 4:30-4:45 p.m. and on July 17 starts underprogrammed for Old Dutch Cleaner on 29 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Grant Adv., Chicago.


WLB Hears AFRA Offer New Demands in Chicago Class B' Station Dispute

A TWO DAY hearing before the War Labor Board panel to settle the dispute between American Federation of Radio Artists and 6 Chicago Class "B" stations as to the principle of "pay within pay" for announcers, was held at the Stevens Hotel, Chicago, May 22-23.

The six stations involved are WJJD WAIT WIND WGBS WSBC WAAF. A seventh station, WCFL, was not represented by counsel at the hearing.

AFRA maintained that its demands were justified by the increased volume of business now being placed on local stations. However, an offer of a 30% increase in salary, as well as acceptance of AFRA's demands on vacation and discharge clauses were made by the stations.

Members of the WLB panel were: Meyer Kestenbaum, president of Hart, Schaffner & Marx, chairman and public member; J. R. Frank, Laundry and Dyehouse Drivers Union, Local 712, AFL, representing labor; Robert J. Appel, public relations director for the Motor Freight Industry, representing industry.

HE KNOWS EVERY DOLLAR BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The Beeline, with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from within.

WHAT IS The Beeline

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

See McClatchy Beeline rate listing first under California in Standard Rate and Data.
Duffy Replacement Found for Summer
53 of 56 National Sponsors Will Remain on Blue

BRISTOL-MYERS Co., New York has selected as summer replacement for Duffy's Tavern on the Blue, a comedy-variety program, Nitwit Court, featuring Ransom Sherman for 13 weeks starting July 4. Lever Bros. will have two mystery shows on NBC for the summer. Charlie Chan, originally scheduled to substitute for Amos 'n Andy, will instead take over for Bob Burns, June 22 for a 13-week run in behalf of Lifebuoy Soap. Amos 'n Andy will be replaced by Boston Blackie, a detective show, to be carried for 13 weeks, beginning June 23.

While retaining most of the talent on Blue Ribbon Time on CBS, Pabst Sales Co. will drop Groucho Marx for 8 weeks. Kenny Baker, singing star of the Broadway show "One Touch of Venus," will be the featured star, effective June 24.

Remaining on Blue

Out of a total of 56 national advertisers, the Blue Network has 53 remaining on through the summer, as against 47 in 1943, 59 in 1942 and 20 in 1941. It was incorrectly stated in [broadcasting, May 15] that 47 were continuing for the summer of 1944.

General Foods Corp., New York, has lined up a program with Charlie Ruggles as m.c. to go into the first half-hour of its Friday Kate Smith program, which goes off CBS for a 13-week summer hiatus after the June 9 broadcast. Titled Maxwell House Iced Coffee Time, the new program will present Carlos Ramirez, vocalist; Carmen Dragon orchestra; and Cass Daley, female comedian. Two up-coming stars will appear each week, with Diana Lynn, and Kenan Wynn, slated for the premiere June 16.

G-F's Maxwell House Coffee Time on NBC takes a ten-week hiatus following the June 15 program. The Thursday 8-8:30 p.m. period is relinquished by the sponsor until August 31, when the program is scheduled to return with Frank Morgan, with radio plans for Fanny Brice still uncertain.

Program dramatizing books with a wartime theme will replace Fibber McGee & Molly on NBC for eight weeks, starting July 4. Presented on NBC as a sustaining in cooperation with Council on Books in Wartime, series will be renamed Theatre of War under sponsorship of S. C. Johnson for its waxes.

Electric Auto-Lite Co. will replace its NBC program starring Ronald Colman with a summer series featuring Dick Haymes, vocalist, Gordon Jenkins' orchestra, and female guest singers. Five-minute overseas pickup may be increased. Billed as Everything for the Boys, it will run for 13 weeks, beginning June 20.

Fred Allen drops out of the Texas Co.'s CBS program after the June 23 broadcast. Series originating from the West Coast and featuring James Melton and Al Goodman's orchestra is indicated as the replacement, although this was not confirmed by Buchanan & Co., New York, agency in charge. Program is tentatively set for a 13-week run, with a question as to whether Mr. Allen will return for Texas Co. in the fall.

Lockheed Aircraft Corp., Burbank, Cal., has taken the Monday, 9:30-10 p.m. spot on CBS, part of the period to be vacated after July 3 when Lux Radio Theatre starts an eight-week hiatus. A dramatic program is considered the most likely format, although a straight musical is under consideration at the moment. Lockheed discontinued its America—Ceiling Unlimited on CBS April 30. Agency is Foote, Cone & Belding, Los Angeles.

STARTING June 3, Truth or Consequences, sponsored on NBC by Procter & Gamble, for Du, will embark on its third War Bond tour in connection with the Fifth War Loan Drive.

THERE'S NOT ANOTHER LIKE IT!

DIRECT Route to America's No. 1 Market
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

COMPLETE COVERAGE ALL THE TIME

1 ORDER CLEARANCE AFFIDAVIT PAYMENT

WISCONSIN NETWORK, INC. MAIN OFFICE WISCONSIN RAPIDS, WIS.
Summary of Senate Bill

(Continued from page 11)

after the date of enactment of the amendments.

Limits group ownership or common control of stations in non-competitive markets to six in any single broadcast band (a single broadcast band is described as a group of channels for a particular type of broadcasting, such as AM, FM, international shortwave, television, facsimile, etc.).

Broadens procedural and appellate provisions to assure parties or parties in interest of full hearing and right to rehearing, with liberal provisions for court appeals and for Supreme Court rulings in revocation proceedings.

Provides for "cease and desist" orders to be issued by the FCC in cases of violation of regulations and for revocation of station licenses for violation of or failure to observe cease and desist orders, but with automatic right to appeal.

Specifies equal opportunities to all qualified candidates for public office, but does not require a station in the first instance to allow the use of its facilities in any political campaign. Makes similar provision with regard to discussion of public issues.

Liability Clause

Relieves stations of liability for libel, slander, invasion of right of privacy, or any similar liability, except as to statements made by the licensee or persons under his control.

Specifies that "no news items or news analyses or news commentaries" shall be included in any commercially sponsored program (this provision would take effect 60 days after the date of enactment of the amendments).

Specifies that the Commission shall have no power to regulate "the business of the licensee" of any station unless otherwise specifically authorized.

Specifies the Commission shall have no power to censor material to be broadcast and that no regulation or condition shall be imposed which shall interfere with the right of the station to determine "the character of the material to be broadcast".

Requires all news items and discussions of current events broadcast to be "identified as to source" and all editorial or interpretative comment to be identified as such. Appropriate announcements would have to be made at the end and the beginning of such broadcasts, stating the origin of the material and whose editorial and other comment, if any, is being expressed. Typical announcements are given.

Writs into the law the substance of the FCC's network monopoly regulations by banning exclusive affiliation contracts; limits network affiliation contracts on a non-exclusive basis to three years; limits stations to opting of not more than 50% of total license hours (12 out of the 24 for network programs for fulltime stations); provides that not more than two hours in any consecutive three-hour period may be optioned for network programs (presumably other time could be devoted to network programs without option); specifies notice of at least 56 days on option time.

Limits network ownership to one network in a single broadcast band, which would permit one network organization to maintain standard, FM, television and other networks.

Provides for declaratory orders by the FCC upon petition of interested parties.

Specifies that no order may be issued to discriminate between persons based upon race or religious or political affiliation, or kind of occupation or business association, which would prevent discrimination against classes of licensees, such as newspapers.

Philo Video Relay

SPECIAL television program broadcast last Thursday evening on WNBT New York and WPTZ Philadelphia as part of the dedication of a new television relay station installed at Philco at Mt. Rose, N. J., went silent for a couple of minutes when Eddie Cantor defied NBC's restrictions on parts of the lyrics of a song and the network cut the sound channel. It was the second time NBC has had to cut Cantor off the air, C. I. Menger, NBC vice-president in charge of programs, explained. The song was "We're Having a Baby, My Baby and Me," parts of which were deemed objectionable by NBC.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

May 29, 1944 • Page 61

There's Only One Logical Answer . . .

You'll Find These Four Letters Will Solve Your Sales Puzzle for the complete solution . . .

ASK ANY JOHN BLAIR MAN

KFYR Bismarck
550 Kilocycles. N. Dak. 5000 Watts
Bill Alters Radio Operation

(Continued from page 11)

intent as to station operations and programming practices. This also was viewed as an invasion of station rights and as covering matters purely within the province of station ownership and management. It specifies, for example, that the policy of Congress is that public interest, religious, public education and controversial issue broadcasts shall be on a sustaining basis and that equal time and facilities shall be given to varying viewpoints on public issues. The Declaration of Policy, in its original form, is understood to have been an exhaustive dissertation on programming standards, methods and other aspects. While it is labeled a Declaration of Policy by Congress, it was pointed out that it establishes standards which the FCC would be mandated to follow and thereby would give the Commission broad discretionary powers over program control.

The Clear Channel Group representing 1-A stations, which has opposed duplication of clear channels so that rural and remote service may be continued and also any arbitrary limitation on power, is expected to protest vigorously Section 10 of the new bill which would limit power to 50,000 w for standard broadcast stations and in effect command the Commission to duplicate on clear channels at 750-mile intervals. Chairman Wheeler has made it clear he would insist upon the 50,000 w limitation. The fate of the required duplication proviso is less evident. Chairman Wheeler pointed out that clear channels already have been duplicated without undue disturbance, and he saw no reason why others could not be duplicated.

The bill would settle the problem of newspaper ownership, a seeming issue until the Commission last January dismissed its proposed newspaper divestiture order. It provides that the FCC shall not discriminate against classes of licensees, whatever their business, color or creed.

Ownership Limits

It also settles the issue of multiple ownership of stations in the same areas and group ownership of stations. As for multiple ownership, it specifies that after the expiration of two years following enactment of the bill there shall be no "dupoly". As for common control of stations, it specifies that no person shall own or be financially interested in more than six broadcast stations in a "single broadcast band". A "single broadcast band" is described as any separate band, such as standard, international shortwave, FM, facsimile or television.

Thus, networks and station groups would be permitted to own a maximum of six stations in separate communities, in each phase of broadcast operation. The FCC has established an arbitrary limit of six FM stations under group ownership and just recently amended its regulations to permit five television stations to be so owned [Broadcasting, May 16]. The "dupoly" requirement allowing a two-year transition appears to be in conflict with the FCC's policy of immediately bringing about sales or trades. Within the fortnight the Commission has denied several petitions for additional time in which to dispose of second stations in the same community [Broadcasting, May 22].

The network regulations, which were in dispute from 1938 until the Supreme Court a year ago sustained the Commission's regulations, are incorporated in the White-Wheeler draft, with some modifications. But the bill, in other provisions, specifies the Commission shall have the power to "regulate the business of the licensee" unless "otherwise specifically authorized in the Act".

Another new proviso specifies that the Commission shall make no regulation or condition which "shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character of the material to be broadcast". This apparently was designed to prevent the Supreme Court's ruling that the Commission among his first official duties when Bob Rains became manager of the Paul H. Raymer Co. Detroit office was to see that Edythe Fern Mnigo, director of the House of Charm, Detroit production company, signed the right dotted line for the 10:45-11:15 p.m. spot. Monday through Friday on KMPC Los Angeles, for three sponsors: Imogene Sheppard, the May Co. Beauty Shop, Los Angeles, and Helio Minerals & Vitamins. Program, built by House of Charm, also is on WXYZ and will be placed in other markets, according to Mr. Rains.

Jobes Named

Karl M. Joens, former advertising manager of the Standard Oil Co. of Nebraska, has joined Allen & Reynolds, Omaha advertising agency, as account executive, it was announced last week.

among his first official duties when Bob Rains became manager of the Paul H. Raymer Co. Detroit office was to see that Edythe Fern Mnigo, director of the House of Charm, Detroit production company, signed the right dotted line for the 10:45-11:15 p.m. spot. Monday through Friday on KMPC Los Angeles, for three sponsors: Imogene Sheppard, the May Co. Beauty Shop, Los Angeles, and Helio Minerals & Vitamins. Program, built by House of Charm, also is on WXYZ and will be placed in other markets, according to Mr. Rains.

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may control the composition of that traffic.

Provisions relating to "limitations on chain broadcasting" are encompassed in a proposed new Section 533 of the Act. This section, like the network regulations, would ban exclusive contract affiliation and would limit network affiliation contracts to a period of three years (FCC regulations specify two years). The bill would prevent any station from offering to one or more networks more than 50% of the total number of hours for which it is licensed to operate (12 hours out of 24).

But more far-reaching is the specification that a station may not option more than two hours in any consecutive two-hour segment on any station to be broadcast simultaneously over more than one station connected together, "irrespective of the means employed". In its broadest sense this could mean that advertising agencies, as well as station representatives, would find themselves "network organizations".

Procedural and appellate provisions of the law would be tightened up considerably, with the recommendations of the Federal Communications Bar Assn. adopted virtually intact. Licensing functions, hearings and rehearings are spelled out precisely. Appeals are given as a matter of right, and on revocation, appeals are permitted to the Supreme Court. Also introduced is a "cease and desist" procedure, which would permit the Commission to cite stations for violations of regulations but give the stations automatic right to appeal on second violations.

Transfer Revision

For the first time the Commission would be authorized to establish a uniform system of financial reports from all broadcast stations. But the Commission would be precluded from requiring a licensee to disclose business agreements not regarded as relevant to his qualifications as a licensee.

A revision of the transfer section of the Act provides that no proceeding of that character shall be utilized by the Commission for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of the station. This provision, it was thought, would ease the approval of station sales and transfers.

What at first appeared to be the most controversial provision in the redraft, a and which Chairman Wheeler later indicated would be revised or eliminated, was Section 21 of the bill. It reads:

"Section 317 of such Act is amended by adding at the end thereof the following: 'No news item or news analyses or news commentaries shall be included in any such broadcast.'"

Section 317 of the original Act requires the announcement of commercially sponsored programs as such. The very last provision of the White-Wheeler bill provides that this section shall take effect "upon the expiration of 60 days after the enactment of this Act."

A new provision would require all news items and discussion of current events to be identified as to source, and all editorial or interpretative comment identified as such. Stations would be required to appropriately announce, both at the beginning and the end of such broadcasts, the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. Examples of

Katz Names de Castro

ALLEN J. DE CASTRO has joined the New York office of Joseph Katz Co., advertising agency, as vice-president in charge of radio, it was announced last week. Mr. de Castro resigned as commercial program manager of MBS to accept his new position. He was formerly account executive for Mr. de Castro with the Blue network and sales manager of the American division of Columbia Broadcasting System.

Network Definition

The radically changed definitions which preface the rewritten bill describe network broadcasting as "simultaneous or delayed broadcasting of identical programs of two or more stations, however connected". This is interpreted to mean that transcriptions of off-the-line recordings broadcast simultaneously, even though delayed, would constitute network transmission. Such organizations as Art Mosby, owner of KGVO Missoula, Mont., would appear to restrict affiliated stations to a maximum of four consecutive hours of network programming (two from one-hour segment and two from the preceding three-hour segment). The third hour would be available for local or spot business or sustaining program service, or for network programs on a non-option basis, it is presumed.

WCHS

Charleston, W. Va.

THE W. E. LONG CO.

Radio Division

135 N. Clark Street
Chicago 10, Ill.
the kind of announcements that would be required when editorial or other comment is expressed are cited in the bill.

The provision, Section 418, definitely bars discrimination against licenses and was designed to strike at newspaper divorcement. It reads as follows:

“The Commission shall make or promulgate no order, rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown”.

Wheeler Denies Mystery

Sen. Wheeler opened his news conference following the Tuesday session by denying there was any “mystery” about the bill, as indicated by published reports [BROADCASTING, May 22], although AP, INS and UP reporters had been told the previous week that he would have an “announcement” on Monday (May 22). All efforts to extract from Chairman Wheeler any information concerning the bill were met with: “Nothing 'til Monday.”

He told the press Tuesday that he was “enamored of some of the provisions” and Sen. White was enamored of some and that the revised bill represented a compromise. Most of the provisions will be non-controversial, generally speaking, he said.

Sen. Wheeler outlined the legislation as follows: First, it reduces the FCC to five members and sets the Commission up in two distinct divisions, one for broadcasting and one for common carrier. Every member will rotate in office each year, he said, including the chairman.

Second, “we have tightened up all the procedural sections,” he explained, adding that the language was “practically verbatim” the Federal Communications Bar Assn. wanted. “To meet numerous complaints from broadcasters that the Commission has too much power, the methods of granting licenses, procedural and court review have been spelled out more exactly than ever before,” he asserted.

He told of the “cease and desist” orders for violations of Commission regulations or the law itself. Two violations give the FCC power to revoke a license, but the licensee still has a right of appeal.

Sen. Wheeler described the Declaration of Congressional Policy and read it. That declaration included the belief that religious programs, public educational broadcasts and controversial issues should be carried without cost by stations.

“We also provided that the Commission shall make an annual report to Congress, with information and data on the functioning of the Commission,” he said, “all new employees added during the year, compensation paid, and itemized statements of all funds.” The proposed law provides that the Commission shall make specific request of Congress when it feels additional legislation is needed, he said.

Sen. Wheeler explained the proposed limitation to 50 kw power for domestic stations and said that’s the practice now.” He declared that 500 kw stations, such as WLW Cincinnati, which operated with that from May 1934 until March 1938, experimentally, “would put out of business virtually every little station in the country.” Sen. Wheeler envisioned a network of 10 or 12 super-power stations which would “control” radio because such a network could blanket the country.

He said the Commission, under the bill, may duplicate clear channel stations, but the Commission must protect each station for a radius of 750 miles to avoid overlapping. The FCC already has duplicated two clear channels, those of KOA Denver and WOR New York, he explained. “If there’s interference, they can protect each other by directional antennas,” he added.

Sen. Wheeler said his provision against sponsorship of “news com-

You can't Over the Southwest
without KWFT

COLUMBIA AFFILIATE—Wichita Falls, Texas
Represented by PAUL H. RAYMER CO.
sentators and analysts" was "highly controversial." He smiled as he
aid "some members" of the Com-
mittee favored such a ban. It
was understood that this provision
caused heated argument in the execu-
tive session. Sen. Wheeler said he
was "not concerned" about whether
tight news was banned, but he
felt that commentators and
analysts, particularly those who
ject their own opinions or those of
their sponsors, should not be
commercially sponsored.

"The clear channel and news ban
re the two most controversial is-
ues in the bill," he said. He drew
he parallel that newspapers don't
sell" news stories. "How would
you fellows like it," he asked. "If
our story were carried as spon-
sored by some firm? Radio sta-
tions can buy his van from the wire
services, and they can hire com-
mentators, but news should be given
the public just the same as news-
apers give it."

CARRY ALL CANDIDATES
He explained that the revised
raft "enlarges" on political broad-
scasts and public controversial is-
ues "so that the decision is not
from the whims of the Commis-
sion or the radio people either."
'hat provision, he said, makes it
ecessary for a station to carry
all candidates if one is allowed to
broadcast and the sum of $106,000 cash. Mr.
T. Leslie Doss, individual owner, to
George Johnston, as an individual, for
the number of Par
Value Investment & Loan Co.,
Birmingham (real estate and
investments), and the Par Value
Loan Co., industrial banking con-
cern. Mr. Doss was formerly gen-
eral manager of WJRD Tusca-
loosa, Ala.

New Guild Chapter
STARTING with initial membership of 50 top agency and network
producers, Hollywood Chapter of Ra-
dio Directors Guild has been formed.
Don Bernard, West Coast radio di-
rector of William Esty & Co., and
producer of CBS Radio series, has
been elected president. Other officers
are: Paul Franklin, vice-president and
freelance producer; Thomas Free-
lairn-Smith, secretary and producer
and treasurer; Brian French & Non-
Guedel, treasurer and freelance pro-
ducer; Antonio Stanford, membership
committee chairman and producer
of Walter Thompson Co. Phil Cohan
is the Radio Directors Guild new
York executive council attended
the Hollywood organization meet-
ing, group president and commodi-
of the New
York parent body and a drive is un-
der way to bring in 25 additional
Hollywood members.

Welcome Wagon Service
Making Market Studies
OVER 1,000 "hostesses" and trav-
lng representatives employed by
Welcome Wagon Service Co., Memb-
phis, in operating its personal mer-
chandising service in 500 cities of the
U. S. and Canada, will be made
available to national advertisers,
agencies, broadcast companies
and other media for conducting
customer and dealer market stud-
ies. Project is an expansion of the
activities of Civic Research Co.,
subsidiary organized to offer a lo-
cal consumer and dealer research
service to retail outlets, local ad-
vertisers, public utilities and radio
stations.

The women's corps was origi-
nally built up by Welcome Wagon
Service, to deliver at the homes of
newcomers to a community a "Wel-
come Basket" containing the pro-
ducts and services of local mer-
chants. Civic Research Co., which
now operates in 13 cities, has been
offering the services of the same
trained " visitors," to conduct local
surveys by personal interviews on
such subjects as the standing of
local radio programs or the con-
sumer's post-war plans for buying
a television set. A question on some
issue relating to community wel-
fare is combined with the question-
naires of at least three clients on
each call.

Clients contract for a minimum of
35 calls per week, the calls based on
a cross-section according to pop-
ulation and income brackets. Made-
leine Reynolds, is division director.
POSTPONEMENT of the deadline of the Havana Treaty changes from April 1, 1946, to March 29, 1948 or to a date two years after the cessation of hostilities, whichever is the longer, has been suggested by the Canadian Broadcasting Corp. through the Canadian government. Announcement of this request was made by Dr. A. Frigon, CBC acting general manager, during a recent hearing of the Parliamentary Committee on Broadcasting at Ottawa.

Dr. Frigon told the committee that the CBC Board of Governors had made this recommendation after its March 27 meeting. The CBC believes “that other countries will be only too pleased to agree to our request, because full implementation of the Havana Agreement has not been possible owing to the fact that in wartime the manufacturing industry has transformed its production from civilian to military requirements.”

He reported that just before the outbreak of war the CBC had arranged with the Canadian Marconi Co. for a FM station on Mount Royal, Montreal. No progress was possible due to the war. Television and facsimile transmission permits have also been delayed. “Although we admit the necessity for Canada to keep up with normal progress,” Dr. Frigon stated, “we deny that it is extremely urgent to grant broadcasting permits now for television, FM and facsimile”.

CBC Suggests Havana Treaty Deadline Be Changed to 1948

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

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

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66Broad St., New York 6, N. Y.

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

WOODBARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • National 6513
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PROMOTION TOPICS DISCUSSED BY NBC

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. Di. 1205
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

J. W. \& L.
Radio Engineering Consultants
Frequency Monitoring

RADIO PLANNING
GROWING STATION BUILDING,
Wash., D. C.
321 E. Gregory Boulevard, Kansas City, Mo.

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

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

PAUL A. DE MARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone Metropolitan 0340

WBCL TO ACT

(Continued from page 18)

AFM in the interests of IBEW members.

It was pointed out that the agreement covers all recordings with or without music but a joint IBEW- AFM committee will be set up to rule on cases where jurisdiction is in doubt. The agreement, dated March 15, 1944 and signed by both Mr. Brown and Mr. Petrillo, at read at the meeting, stated:

WICKARD PROTESTS FARM HOUR CHANGE

IN A JOINT telegram to Edward J. Noble, chairman of the board of the Blue Network, Secretary of Agriculture Claude R. Wickard and War Food Administration chairman Martin Jones expressed their concern over elimination of daily broadcasts of the National Farm & Home Hour.

The 16-year-old public service feature of the Blue network given in cooperation with the U. S. Dept. of Agriculture, will change its format June 16 and will go under the new title, The Homesteaders. Curley Bradley will continue as m.c., and the time of the broadcast will temporarily remain the same. The Saturday program will be continued as National Farm & Home Hour and a five or six-minute period will be available to the Department of Agriculture for farm news, or speakers and announcements. The period for homemakers information by Ruth Van Deman.

James G. Patton, president of the National Farmers Union, on May 5 sent a telegram of protest to Phillips Carlin, vice-president of the Blue network, on behalf of the farmers in the National Farmers Union. He stated part that modification of the program "leaves agriculture without a network vehicle for the dissemination of impartial, complete, disinterested news and information."

PRELIMINARY study of small mar- ket station coverage prepared by the NAB engineering and research department was examined May 22-23 at a meeting of the NAB Small Mark- ets Station Committee. Chairman was Michael F. Friedman, manager of KERN, Roseburg, Ore.

PAUL KESTEN, CBS executive vice president, and Dr. Peter Goldman, chief television engineer of the ge, will speak briefly at the 82 meeting of the Television Press Club of New York on Wednesday noon.

When you stop at The Roosevelt you don’t risk getting morose like this. For you’ll be within walking range of Manhattan’s Mick town activities. Direct passage way from Grand Central Teri to hotel lobby. A reservation of The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLOUGHBY, General Manager

Other Hilton Hotels From Coast to Coast:
VIDEO EXPERTS who took part in the first meeting of the Television Seminar presented by the Radio Executives Club are (l to r): Dr. A. N. Goldsmith, engineer and inventor; Richard Hubbell, coordinator of the Seminar and author of 4,000 Years of Television; James Lawler, FCC chairman; Murray Grabhorn, president, Radio Executives Club; Niles Trammell, president, NBC. Course of lectures on television runs from May 18-Aug. 24, Thursdays, 8:30 p.m., Studio 8-A, NBC, RCA Building, New York.

**FCC, OWI Control Release of Enemy News to U. S. Press, Hensley Reveals**

DISCLOSURE that release in this country of news emanating from enemy sources is controlled by the FCC and OWI was made last Friday before the House Select Committee to Investigate the Commission by Malcolm S. Hensley, chief of wire services, Foreign Broadcasting Intelligence Service, FCC.

His revelation came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on a statement Mr. Hensley had submitted the day before. When Mr. Barger asked: “After all, if this foreign news is selected, first by FBIS and then by OWI, it becomes a matter of the public hearing only what the Government wants it to hear, unless it listens to the foreign broadcasts directly; is that not true?”

Abhors “Suppression”

“That is right,” replied Mr. Hensley. Mr. Barger had quoted from the Hensley statement which the witness said was suggested by Edward Brecher, special analyst of the FCC Law Dept., and which said in part: “We take pride in believing that American public opinion is the best informed in the world, and we look with horror on those governments which suppress foreign news or make it a criminal offense to listen to news from abroad.”

Mr. Hensley said the OWI was responsible for “making material available to the press.” When Mr. Barger remarked: “The public hears only what those two agencies (FBIS and OWI) think it should hear in the matter of foreign broadcasts?” Mr. Hensley said:

“Not what they think the public should hear; what they can make available, translation, wire service and what the press associations choose to publish.”

How FBIS Operates

Chairman Lea (D-Cal.), who was renominated on both the Democratic and Republican tickets in his district [Broadcasting, May 22], and Rep. Warren G. Magnuson (D-WASH.), both of whom have been campaigning, attended Friday’s hearing, as did Reps. Edward J. Hart (D-N.J.) and Louis E. Miller (R-Mass.). Hearings will be resumed Tuesday (May 30) at 10 a.m.

Dr. Leigh continued his defense of FBIS operations when he took the stand last Thursday, outlining present operations, which consist of nine processes. These he listed as: Schedule making, interception, monitoring, translation, wire service, daily report, analysis, queries and special services.

Mr. Hensley, formerly of the Goose Creek (Tex.) Sun, explained how the FCC operates its several wires for other Government agencies. A teletype machine had been installed in the Committee hearing room and during his testimony the machine was cut in to show the Committee how it works.

He said the wire services section is interested in foreign broadcasts (from enemy stations) for analysis as to political and diplomatic intelligence, military intelligence, economic intelligence, propaganda trends and intelligence. Copies of FBIS daily analyses (stamped “restricted”) were provided for the Committee but not for the record. They contained excerpts of enemy broadcasts.

Answering charges before the Committee that the FCC subscribed to 95 daily newspapers, Mr. Hensley said that since appropriations

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**Don Lee Cancels 2 Religious Hours**

Program Shift to ABC In Line With Newly Established Policy CONTINUING its overall program revisions, and in keeping with recently announced policy on commercial religious programs [Broadcasting, March 6], Don Lee Broadcasting System, Hollywood, West Coast outlet of Mutual, has cancelled the three- weekly half-hour

of Dr. Louis T. Talbot and Haven of Rest broadcasts on 36 Pacific Coast stations that of which as of June 2 and 3. Series are sponsored by Bible Institute of the Air, Los Angeles, and Crew of the Good Ship Grace Inc., Los Angeles, respectively.

Shift to ABC

With cancellation, programs will shift to Pacific Coast stations of the newly organized “per occasion” network, Associated Broadcasting Corp., starting June 5 and 6. Mr. Van Newkirk, West Coast manager of ABC at press time informed Broadcasting that the two early morning programs are being offered to all Pacific Coast stations of that network on a thrice-weekly half-hour basis. Dr. Talbot is scheduled for Mon.-Wed.-Fri., 8:30 a.m., with Haven of Rest, Tues.-Thurs.-Sat., 8:30 a.m., thus maintaining same broadcast time as used on Don Lee stations.

Hensley’s Experience

Under cross-examination Friday Mr. Hensley said cost of installing the teletype machine for the Committee’s.edition was “approximately $5,10.” He was questioned closely regarding his experience before joining the FCC and said he was graduated in 1934 from the U. of Missouri with a Bachelor of Journalism degree, and that he had worked on several small newspapers in Texas.

Mr. Barger presented his personnel record which showed that Mr. Hensley was editor of the Goose Creek Sun when he took to the FCC in 1941, but Mr. Hensley said he was “on the payroll as director of advertising and promotion”, although he did “some editorial work”. He also said he had been a student helper at KFRR Columbia, during his college days, and later worked for a short time on KOB Albuquerque, N. M. He testified his starting salary at the FCC was $2,600 and that today he draws $5,600 annually. He is 31 and a native of New Mexico.

Elvis Porter, chief of the reports section, FBIS, presented a brief resume of his duties.
**NEW RULES OF THE FEDERAL COMMUNICATIONS COMMISSION**

**PERMIT YOU TO PLACE YOUR NBC, BLUE OR CBS NETWORK PROGRAMS ON WSAY**

—If the network they are on cannot furnish coverage here

---

**NEW ORLEANS**

50,000 WATTS

The Greatest Selling POWER
in the South's Greatest City

CBS Affiliate

(Neal's Rep. - The Kats Agency Inc.)

---

**WILL PAY CASH PRICES for**

**1000 WATT TRANSMITTER EQUIPMENT INCLUDING**

- Frequency Monitor
- Modulation Monitor
- Two Insulated Towers (Approx. 350 feet)
- Speech Input Equipment

WRITE BOX 323

BROADCASTING MAGAZINE

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**SPONSOR FILES SUIT IN WOAI CONTRACT ASKS $10,000 DAMAGES FOR CANCELLATION OF PROGRAM**

SUITS for $10,000 has been filed in Bexar County district court by San Antonio Brewing Assn., manufacturers of Pearl Beer, against Southland Industries Inc., owners and operators of WOAI. San Antonio, for alleged damage to reputation, goodwill and loss of profit.

Pearl firm claims a breach of contract by the station due to station's failure to broadcast news program sponsored by Pearl on Saturday night, Oct. 23, 1943, 10:10 p.m. Because of importance of the football game between Louisiana Southern Institute and Southwestern U., both bowl contenders, WOAI requested that sponsors relinquish their time enabling station to carry the game which was played in Houston and broadcast under sponsorship of the Humble Oil Refining Co. over the Texas Quality Network. Net receipts including broadcast rights totaling $28,578 were donated to Navy Relief funds and the Community Chest.

Station offered Pearl alternative of broadcasting 8-8:15 Saturday with announcement to that effect on the program Friday night, or complete cancellation without charge, and courtesy announcement preceding game broadcast. Pearl refused and WOAI cancelled their time along with 12 other commercial programs, referring to paragraph A section 7 of their contract which licenses them to operate in the public interest, convenience and necessity.

Brewery bases its breach of contract claim on NAB code, contending the broadcast of a football game was not a sustaining program, that neither agency nor sponsor's approval was given for cancellation, and that program was not of public importance.

WITH improved working conditions for technicians, KFWB Hollywood renewed its agreement with Broadcast Unit of Local 40, IBEW, on May 25, retroactive to April 14, following War Labor Board approval.

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**A PREFERRED MARKET**

**SALES MANAGEMENT**

**WFMJ**

YOUNGSTOWN, OHIO

**28**

TH U. S. METROPOLITAN DISTRICT

**MORE LISTENERS PER DOLLAR**

**ASK HEADLEY-REED**

New York - Chicago - Detroit
Atlanta - San Francisco

---

**SPEECH**

INSULATED

30,000 FEET

PRESENTED BY SPOT SALES
WANTED: Holder
Washington Engineering Firm

ANNOUNCER
WANTED: Combination Announcer
WANTED: Salesman

CASTING for network regional.

Between New York and Chicago.

BROADCASTING

Accountant—to work as assistant to auditor.

Needed—three years experience in lieu of two years expansion opportunities in the field of broadcasting.

Box 299, BROADCASTING.

WANTED: Holder—announcer.

Missouri.

Program Director.

Audition

BROADCASTING.

BROADCASTING.

Top-flight, experienced announcers needed.

Salary

Two openings available through agency or organization.

Box 277, BROADCASTING.

Chief Engineer, 20 years.

Floodbound farmers, in Norfolk for the day, used WJAG to broadcast to neighbors to milk their cows, feed stock.

DIRECTORS.

WANTED: Combination Announcer—Engineer.

Box 2204, BROADCASTING.

For Sale: 125 foot tower suitable for FM antenna also 200 ft to 300 ft radio tower. Box 269, BROADCASTING.

Two RCA "V" cut crystals 1570 KCS. P.O. Box 2294, Birmingham, Ala.

WANTED: Two RCA "V" cut crystals 1340 KCS or below. P. O. Box 2294, Birmingham, Ala.

WANTED: Tower observation lights complete—O.A.A. approved. P. O. Box 2294, Birmingham, Ala.

FOR SALE

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

ANNOUNCER WANTED

Experienced, versatile, general routine, news, deferred. 5 kw. network affiliation, 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. Include references, phone number, snap shot and all other pertinent data in first letter. All replies confidential.

BOX 293, BROADCASTING

Classified Ads

PAYABLE IN ADVANCE—Minimum $1.00. Situation WANTED 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Dead line Monday preceding issue date. Send box replies to Broadcasting Mag.

Washington Engineering Firm needs draftsman and a skilled radio engineer. Must be good. State starting Salary desired and date of classification. Box 299, BROADCASTING.


Announcer—Wanted to buy Combination Announcer. Reduced $15. Box 319, BROADCASTING.

Production Manager capable supervising all studio activity and acting as assistant program manager. Net a duration job. Regional. Station, network affiliation between New York and Chicago. Must have previous experience, draft status, salary expected and references. Box 284, BROADCASTING.

Accountant—to work as assistant to auditor.

WANTED: Holder—announcer.

Missouri.

Program Director.

Audition

BROADCASTING.

Top-flight, experienced announcers needed.

Salary

Two openings available through agency or organization.

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BOX 293, BROADCASTING

WJAG ONLY LINK IN NORFOLK FLOOD

NEBRASKA flood waters a week ago cut Norfolk off from the outside world except for contact by WJAG Norfolk with KOWI Omaha. Announcers Bob Kline and Ken Myers couldn’t get to the main studios, located in the inundated Hotel Norfolk, so they went to the main transmitter and broadcast all day, relieved by Noel Ball, Hollis Francis and Wayne Larsen. Evelyn Wollam acted as news editor.

Station manager Art Thomas was in the office in the Hotel Norfolk basement when the flood waters started entering. He had to wade through water to escape being trapped and went to the studio on the mezzanine floor, collecting news and sending it to the transmitter by messenger.

NBC Video Exhibit

TELEVISION’s potentialities as a retail advertising medium were demonstrated Tuesday, at New York to 22 representatives of retail organizations comprising the Associated Merchandising Corp., holding its semi-annual meeting in New York. C. L. Menser, NBC vice-president in charge of programs; Charles B. Brown, advertising director of RCA Victor, and J. W. Goldstein, publicity director, Stix, Baer & Fuller, St. Louis, addressed the group.
Requests for AM, 3 FM CPs Filed

Facilities of WOLF Syracuse Sought for Binghamton

SOUTHERN Tier Radio Service Inc. has filed with the FCC an application for a new FM station in Binghamton, N. Y., requesting the facilities (250 w unlimited time on 1490 kc) of WOLF, Syracuse, N. Y., affiliated with WSYR Syracuse, the facilities a second outlet for the company by affiliation with WSYR. The application states that several incorporators of the new company are employed by or affiliated with WSYR, Syracuse, which is affiliated with WSYR. The incorporator of the new company, Mr. Donald W. Kramer, president (300 shares—10%), attorney with law firm of Kramer, Knight & Wales; A. G. Bella, I., president (10%), chief engineer of WSYR; Charles H. Buck, secretary (10%), real estate broker; N. L. Kidd, treasurer (500 shares), attorney for WSYR; Thomas A. MacCleary, a director (10%), insurance business; Dr. Samuel M. Allerton, 10%; Robert J. Kelly, 5%, accountant; Donald W. Kramer, 5%, manager of Monroe Calculating Machine Co.; Dr. James W. Caleja, 5%; L. C. Ryan, 5%, attorney, director, and secretary for WSYR; Thomas Rourke, 5%, treasurer for WTRY; Carlos Franco, 16.7%, account executive with Young & Rubicam, New York.

Doughty & Welch Electric Co., licensee of WSAR Fall River, Mass., has filed with the Commission for a new FM station to operate on 1430 kc with a power of 2,120 sq. mi. Estimated cost for the outlet is $3,000. WCKY Cincinnati seeks an FM outlet for 45,000 kc with coverage of 13,700 sq. mi. and an estimated cost of $150,000. Heart Radio Inc. (WBAL Baltimore, WINS New York, WISW Milwaukee), requests a new FM station for New York to cost an estimated $65,000. Frequency of 48,700 kc and coverage of 6,870 sq. mi. are sought.

ROCHESTER LOCAL Sought By SENeca

A THIRD application for a new local in Rochester, N. Y., presum-ably earmarked for Blue Net-Works of WSB-Stampf, Conn., and president of the Connectic-ut State Network, is the executive vice-president of Rochester Ice, Coal & Utilities Co. Bert William-son, KTTC Visalia, Cal., holds 100 shares of the stock. Another application for the Rochester assignment is WARC Inc., in which the assignment is president (10%), chief engineer of WSYR; Charles H. Buck, secretary (10%), real estate broker; N. L. Kidd, treasurer (500 shares), attorney for WSYR; Thomas A. MacCleary, a director (10%), insurance business; Dr. Samuel M. Allerton, 10%; Robert J. Kelly, 5%, accountant; Donald W. Kramer, 5%, manager of Monroe Calculating Machine Co.; Dr. James W. Caleja, 5%; L. C. Ryan, 5%, attorney, director, and secretary for WSYR; Thomas Rourke, 5%, treasurer for WTRY; Carlos Franco, 16.7%, account executive with Young & Rubicam, New York.

Coffee Firm Expands

ISBRANDTSEN-MOLLER CO., New York, subsidiary of Isbrandt- sen Steamship Co., will extend radio promotion for "26" coffee to stations in New York, New Jersey and Connecticut, as soon as suf- ficient glass containers for the product can be obtained. Adding to its sales staff the WOR New York (BROADCASTING, April 3), the company will use participation in women's interest and news programs. Agency is Cowan & Denger, New York.

WBTH Transfer Sought

WILLIAM M. SON Broadcasting Corp., Williamson, W. Va., licensee of WBTH, has applied to the FCC for voluntary transfer of control from license W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and his wife, Helen S. Tierney, through transfer of 144 shares or all of the issued and outstanding stock for a total consideration of $25,000. Mr. Taylor, who holds 63 shares (45.7%), is president; Mr. Booker, now in the Service, is vice-presi- dent and treasurer and holds 62 shares (43%), and Mr. Hogg, secret- ary, holds 10 shares (15.1%). Mr. Tierney, who has been in the coal business for the past 11 years, would hold 57 shares and his wife the remaining 87 shares. Trans- ferors no longer have necessary time to devote to the station, the application stated.

Developmental, 2 Local CPs Are Granted by FCC

THE FCC last week granted the petition of the Texas Star Broadcast- ing Co. for reinstatement and control of grant of an application for a new local station for Houston, to operate on 1250 kc, unlimited time, with $500 initial advertising, in accordance with the FCC-WPB policy statement of January 26. Preliminary note, the FCC has on file the application for a new FM station for Houston, WOL7, of which Mr. Hogg is a part owner. The station's situation is subject to all contours.

At the same time the Commission granted the license of WHAS Louisville, the Courier-Journal & Louisville Times Co., a construction permit for a new developmental station on 45,500 kc with power not in excess of 1,000 w. It is reported equipment has been obtained for the station.

WSYR Seeks WOLF Frequency Change

Station Protests Interference Of Syracuse Local's Signal

SEEKING to eliminate inter- ference caused in listeners' receivers by station WOLF, Syracuse, which operates unlimited time with 5,000 w on 570 kc, has filed a statement requesting that the frequency of WOLF, Syracuse local, be changed from 1490 kc to 1490 kc to alleviate interference.

Containing all data which would be necessary if an application for modification of license were filed or behalf of the station, the report explained that as the intermediate frequency used in a great number of superheterodyne receivers of re- cent years is 46 kc and as most of these receivers do not employ tuned radio frequency amplification ahead of the first detector (which when subject to strong signal intensities would affect the image frequency to exist at twice that frequency or 912 kc, lower than the undesired frequency) the image frequency of WOLF, Syracuse local, would be received at 578 kc and produce an 1 kc beat note on 570 kc, the WSYI assignment. The report further pointed out that the image tuned receivers, to the allowable degree also effect the interference condition, and with an intermediate frequency tuned to 400 kc the WOLI image frequency and beat note are exactly on 570 kc.

The statement revealed that in one case a dealer was forced to re turn a large shipment of new re ceivers to the manufacturer because of the tuning of the intermediate frequency and the WOLF situation.

The statement points out that the new WOLF frequency would increase the coverage of the local outlet to a slight degree for all contours.

KDKO to Hinlein

CONSENT has been granted b the FCC to the voluntary as- signment of license of KDKO St. Louis, to Mr. Albert S. and Rob- ert A. Drohlich, doing business as Drohlich Bros., to Milton J. Hin- lein, general manager of the station since March 1943, for the total consideration of $6,000. Mr. Drohlich brothers have been in the Army Air Corps since the first of 1943. Robert Drohlich, stationed at El Paso, Tex., is completing training as a bomber gunner and radio operator. Mr. Drohlich is finish ing radio training at Sioux Falls S. D. No change of any kind is cor- templated at the station, Mr. Hin- lein stated, and policies of opera tion will be continued. KDKO oper- ates unlimited time on 1490 kc with 250 w.

NEW LINE of sound reproduc- tive equipment has been announced by S. Grube, vice-president of the West ern Electric Export Corp. To be read for foreign exhibitors as soon as ma- terials are released, the equipment incorporates designs r suiting from application of new ba- principles.
Livestock Raiser
Joe O'Bryan, owner of the noted O'Bryan Ranch at Hartville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

VICTORY THROUGH FOOD
All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the Heart of America—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.
IN THE not-so-distant future, a new and lofty jumping-off place in Oklahoma will be ready for the Aldrich Family, Charlie McCarthy, Bob Hope, and the scores of other programs heard regularly over WKY.

WKY's new 915-foot antenna, part of its new quarter-million dollar transmitter, is one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere.

The immediate result of the use of this new antenna will be to increase materially WKY's daytime coverage in Oklahoma, nearly double its nighttime coverage, and improve reception throughout its service area. These increases will be added to WKY's already dominant coverage of Oklahoma with present facilities.

In planning and constructing a tower of this height, WKY had its eye on the future, anticipating the coming of FM and Television. Mounted on this tower 915 feet above ground, FM and Television antennas will have a minimum range of 50 miles to the visible horizon.

WKY is providing a superior service to Oklahoma today because it was planned that way yesterday. Its service will be superior tomorrow because it is being planned that way today.

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