Every Man, Woman, Child Spends $29.65

- In only two other states of the nation are the citizens better drug store patrons than in Colorado. The average expenditure of each Coloradan in drug stores last year was $29.65, according to data compiled by Drug Topics, exceeding the national average of $21.56 by 37½%. Nor is this a wartime bubble. In 1939, Colorado ranked second in per capita drug store sales.

The Denver Market, which embraces the bulk of Colorado buying power, is one of today's best fields for the promotion of drug products in the country, and KLZ is, for many reasons, its most effective medium of sales promotion.
WOULD YOU LIKE TO REACH...
Dads and Mothers, Aunts and Uncles, Fond Grand Parents, as well as the Kids?

Sounds Like a Big Order,
But We Have Just The Show That Will Do It!

The Kiddies Karnival has a ready-made audience—backed by fifteen years of continuous performance over WSPD.

The Agency seeking a successful show can pick a winner, by the sponsorship of this popular live talent feature. It is a half hour "star maker" and we are proud to say that many of our youngsters are today big-name stars in the show world of the theatre, radio and the movies. This show plays to a studio audience, has a clever M. C., prize give aways, and merchandising tieins.

Open for immediate sponsorship. Let us tell you more about it.

WSPD
TOLEDO, OHIO
5,000 WATTS
If It's a FORT Industry Station You Can Bank On It

KIDDIES' KARNIVAL -
Live Talent Kid Show - Saturday Mornings 10 to 10:30

Just Ask Katz
104 of 106 independent stations want "better pictures":

Results of a poll by the Columbia Broadcasting System...
sent its recent illustrated report "Television" to independent stations who must provide the studios and transmitters of postwar television as well as its program service. The report compared prewar and postwar potentials (as they are compared on the preceding page from the same plates). Against the background of the report, CBS put to its affiliates five simple and cardinal questions, to which 106 replies were received:

**Better Pictures?**
Even though it may take a year or two after the war to accomplish it, do you believe that the degree of improvement over prewar television standards represented by the "postwar" illustrations in this report justify the concerted efforts of manufacturers, of broadcasters, and of government?

- **98%**: Yes
- **2%**: "Don't know"

**Full Color?**
Do you think full-color television as shown and described in this report would increase the effectiveness and popularity of television, compared with black-and-white? (If yes, please indicate approximate percentage increase.)

- **100%**: Yes (The stations estimate color adds 250% effectiveness)

**Set Sales?**
If you have seen any black-and-white television pictures, not on so-called "closed circuits" but as received on a television set from actual broadcasting, do you believe they are good enough to induce widespread consumer purchasing of receiving sets at $200 and up?

- **83%**: No
- **17%**: Yes

**1 HR. Before Eyestrain?**
Do you believe present pictures are "good enough" to permit continuous viewing of television programs for at least an hour without eyestrain?

- **57%**: No
- **43%**: Yes

**2 HRS. Before Eyestrain?**
Do you believe present pictures are "good enough" to permit continuous viewing for at least two hours without eyestrain?

- **97%**: No
- **3%**: Yes
...and the stations added these opinions:

WRVA Richmond: ...we, at WRVA, agree fully with CBS on this subject.

We much prefer that the present ballyhoo regarding the instant development of television be eliminated, and all efforts concentrated on the rapid development of perfect television, which seems to be within our grasp shortly after the war's end.

...we heartily endorse the CBS reasoning on the subject as outlined in your report.

C.T. Lucy

WCAO Baltimore: I have seen television demonstrated both in England and in this country, portraying the standards that exist with television...as of today. Noting the public's reaction, as well as my own, I do not believe that television will come to stay until the picture shown is sufficiently larger, cleaner and more detailed to permit a family of five to see what is going on, without exerting any great amount of effort on their part.

This would be on a basis comparable to the present home moving pictures.

L. Waters Milbourne

WGAR Cleveland: Yours ... is the first realistic statement I have seen on the subject for a long time. There have been so many overly optimistic statements on television, many of which to me seemed entirely promotional and made by interests who had everything to gain in the sale of television transmitters and television receiving sets.

From the standpoint of the broadcaster and the public, too little practical thinking has been done.

John F. Patt

WGTK Albany, Georgia: The issue seems fairly clear: Shall the patient (television) rock along—not ready to die but without vigor, color or a chance for real healthy growth? Shall we perform an operation, discomforting the patient for a time—but putting him in position to attain vigor, development, growth and color?

I would vote for the operation.

Abner M. Israel

WTAG Worcester: Your statement on television is the best, most honest, forceful and intelligent yet given on the subject.

I shouldn't like having to defend an opposing position.

E. E. Hill

KGGM Albuquerque ... KYSF Santa Fe: I certainly must congratulate you personally and the Columbia Broadcasting System for having the courage to point out and carry on a fight against the exploitations of the broadcasters and the public, who will be equally the goats in the event that the technical problems are not properly solved before going ahead.

While the problems of the broadcasters seem more serious to us inasmuch as we are in that business, it seems to me that the public, who will have a bunch of expensive, useless television sets unloaded on them, "will have a seat in the game"...

A. R. Hebenstreit

WCAU Philadelphia: I feel that color television on higher frequencies will be much better than technicolor in moving pictures, as shown today.

Color television will also help distinguish backgrounds. In black and white there is no depth—it is like viewing an object with only one eye. A person standing in front of a pole would appear to have the pole growing out of his head. In color this would be separated. Freak pictures would be cut to a minimum.

Leon Levy

KTSI San Antonio: I would be the last to discourage development in either frequency modulation or television. I certainly am for encouraging experiments in and development of this new art in any way possible but I do feel, until the industry is sure that development has reached a level to assure its economic stability, its development should be carried on strictly in a laboratory and on an experimental basis.

...I believe you are absolutely right. If we knew there was not higher band on which to broadcast video programs, I would say to push it as hard as possible in its present stage of development. However, with my very limited knowledge of its technical aspect, I say...the industry should continue its laboratory and experimental development until we are sure.

O. L. Taylor

WDRC Hartford: ...a magnificent job...Certainly no one could disagree with the technical facts as presented, and due cognizance was taken at the opposing point of view. I can only hope that it accomplishes its purpose.

Franklin M. Doolittle

(more on next page)
WRBW Buffalo: ...there is one fundamental which I think has been overlooked during all of the sensational ballyhoo of the past year.

It deals with the public and centers around "ease of consumption." What has made radio broadcasting the popular and useful instrument of today is the fact that with a minimum of effort, it can be consumed.

Until far better television pictures are achieved—pictures which cause no eye-strain, I cannot visualize ease of consumption for television.

Columbia should be commended for the position it has taken. I. R. Lounsberry

WRBL Columbus, Georgia: It is better to engineer for the best now and possibly delay full scale introduction of television—than to invest millions more in prewar standards and thus require these millions to be plowed under by obsolescence later.

J. W. Woodruff, Jr.

KXNT Des Moines . . . WMT Cedar Rapids . . . WNAX Sioux City-Yankton: At any rate, this is certainly the time to make the decision, based upon the best engineering advice obtainable, and you are to be congratulated for putting the thing out onto the table.

Craig Lawrence

KFH Wichita: We believe Columbia is on the right track in insisting that the latest developments in television should be put in use even though it may mean the loss of investment in some prewar equipment.

It seems to us that with television being the tremendous undertaking which it is, we should do everything possible to make it as near perfect before offering it for general use.

Plez S. Clark

WFBL Syracuse: May we congratulate CBS on the manner in which they have presented the prewar vs. postwar television problem. We at WFBL are in accord with your views and further believe that until such time as the proper frequency allocation and definite postwar standards have been determined, television should not be presented.

Samuel Woodworth

KTUL Tulsa: You're right 100%. Postwar television must equal and better any commercial pictures in magazines and on billboards and must be as free from eyestrain and equally entertaining as the commercial movies.

John Esau

WGAN Portland, Maine: We of WGAN believe that the sale of television sets and receivers should be publicly exploited only after the war when it will be possible to incorporate therein all the latest developments up to that point: that premature promotion will be detrimental to the industry.

C. E. Gatchell

WFBM Indianapolis: In my opinion, your television report makes a very good—almost an unanswerable—case for fine quality color production, as opposed to mediocre prewar efforts.

I am confident American technical genius will solve the problems that remain without much delay.

Harry M. Bitner

WAIM Anderson: One conclusion is inescapable: CBS is way out front on the road to realization of a dream in which all broadcasters and the public have a big stake.

Wilton E. Hall

WTAD Quincy: We certainly believe that television as shown and described in your report should, without question, be the immediate goal of all concerned. I believe to approach the problem on any other basis, would unquestionably be wrong. It's like comparing the old crystal receiver with its cat whisker of twenty-five years ago with the modern super-heterodyne receiver of today, or the old gas light and kerosene lamps with modern incandescent and fluorescent lighting.

Let's not be satisfied with any half way measures, let's all apply every ounce of ingenuity and skill that we possess and even though there may be a short delay when the finished product is ready, I am sure that the delay will be justified.

Walter J. Rothschild

KOW San Francisco: I wish to compliment you on the wonderful job of presenting the story of television in black and white and color, as it is a very difficult thing to handle. I think it has been handled in this book in a remarkable manner.

...I agree with the statements in the brochure.

Ralph R. Brunton

WDWS Champaign: You folks are to be commended highly for the intelligent foresight you have shown in making this data available to broadcasters and advertisers.

I will predict its effect will be definite in crystallizing opinion in favor of better television...As broadcasters we feel it would be highly impractical to consider anything but the ultimate after the war.

Frank R. Mills

NOTE: A copy of the original report "Television" which explained the issues in detailed text and pictures, will be mailed on receipt of responsible request.

This is CBS...

the Columbia Broadcasting System
IF YOU’VE SOMETHING TO SELL
SELL THOSE WHO BUY
AND SELL THEM WHERE THE SELLING IS A
"PROVED SUCCESS"

3 TYPICAL WPEN "PROVED SUCCESSES"
★ MORNING 950 CLUB
   Monday thru Saturday
   9 A.M. to 12 Noon
★ 950 CLUB
   Monday thru Saturday
   2 P.M. to 5:15 P.M.
★ NITE CLUB OF THE AIR
   Monday thru Saturday
   10:30 P.M. to 12 Midnight

WPEN
PHILADELPHIA • PA.
950 ON THE DIAL • 5000 WATTS
Today—
When You Think of
NEW ORLEANS
...You Think of
PENDLETON SHIPYARDS

...AND
WWL
NEW ORLEANS

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

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $1.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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KFOR listeners get all of the up-to-the-minute news reported regularly by 16 famous commentators. That's why KFOR has the audience . . . it is the "NEWS STATION" of Nebraska's Capital City Area. KFOR's "NEWS JACKPOT” is not all one way . . . it pays off mighty well for advertisers, too.

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

KFOR LINCOLN
"Nebraska's Capital City Station"
WSIX NOW LEADS IN NASHVILLE
All Day from 8 A.M. to 6 P.M.
HUOPER LISTENING INDEX OCT. '43-APR. '44

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1,000 WATTS 980 KC

Represented by the Katz Agency
Stanley G. Swanberg
Vice-President, Botsford, Constantine & Gardner, San Francisco

Says—“Spot broadcasting is a needed institution that has come of age”

Yes, Mr. Swanberg, and now that it has, we of Free & Peters feel like a proud father whose daughter has just married the finest young man in town!

Not that we think we are the pappy of spot broadcasting. But twelve years ago, when we first dreamed up the idea of starting an organization of radio-station representatives, spot broadcasting was a really hectic and catch-as-catch-can affair. Since that time we’ve seen it grow up and settle down into one of the most stable, reliable and productive media in the advertising world.

And some of our better friends among stations and advertisers have told us that we’ve contributed a bit to the process. If so, we’re even prouder than ever of the new adult!

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- KMBR - KANSAS CITY
- WAVY - LOUISVILLE
- WTCN - MINNEAPOLIS - ST. PAUL
- WNRD - DALLAS
- KSD - ST. LOUIS
- WPBL - SYRACUSE
- WHO - DES MOINES
- WOC - DAVENPORT
- KMA - SHENANDOAH
- WCMB - SOUTHEAST
- WCSC - CHARLESTON
- WFSF - COLUMBIA
- WOLF - RALEIGH
- WSBJ - ROANOKE
- KGRO - SOUTHWEST
- KOAB - ALBUQUERQUE
- KISS - CORPUS CHRISTI
- KXYZ - HOUSTON
- KOMA - OKLAHOMA CITY
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June 5, 1944
Strikes at 12 Stations Averted by WLB

Status Quo Order Stops Petrillo Platter Plan

By JACK LEVY

The NATIONAL War Labor Board last week intervened in time to prevent technicians' strikes from materializing at 12 NBC, Blue and Mutual stations and possibly some 50 CBS and independent stations, at the same time preventing James C. Petrillo, president of the American Federation of Musicians, from taking over operation of turntables at all network-owned stations.

Holds Status Quo

Taking jurisdiction in the dispute between the National Association of Broadcast Engineers & Technicians and NBC, Blue and WOR New York, the Board Wednesday sent the following telegram to the networks and the two unions:

Re: National Broadcasting Co., Blue Network, and Bamberger Broadcasting Co., and American Federation of Musicians, AFL, and National Assn. of Broadcast Engineers and Technicians, Case No. 111-5312-D. On May 27, 1944, the Secretary of Labor certified to the National War Labor Board the dispute in the aforementioned case.

Pending an immediate investigation by the Board of the issues in dispute, the parties are requested to maintain the status quo; that is, operation of noncommercial services under all the terms and conditions which prevailed when the dispute arose. Such action on the part of the parties will be without prejudice to their respective rights.

The telegram was signed by Leonard L. Berliner, acting director, Disputes Division.

Immediate compliance with the Board's request was granted by network officials who advised Allan T. Powley, NABET president, that no change in jurisdiction over platter-turners would be permitted in stations under contract with NABET until the case is settled. Similar assurance by Mr. Petrillo had not been given as Broadcasting went to press.

As a result of the Board's action, strikes were averted in the following stations and studios served by NABET technicians:


In addition, members of the International Brotherhood of Electrical Workers had threatened to strike in five of the eight CBS-owned stations and a host of independent stations in which IBEW technicians have jurisdiction over turntables [Broadcasting, May 29]. Although the Board's request to hold the status quo was not sent to CBS, which is not a party to the NABET dispute, it appeared that Mr. Petrillo would not be able to enforce his agreement with CBS giving him control over turntables on June 1 as long as the musicians are unable to move in at other network stations.

WCCO Serves Notice

It appeared likely, however, that IBEW technicians at CBS's New York outlet, WABC, would not receive an invasion of musicians to handle turntables. Mr. Petrillo already has control over platters in two CBS-owned stations, WBBM Chicago and KMOX St. Louis, but IBEW men at all other CBS outlets have served notice they will not allow the musicians to move in on their functions.

Latest among IBEW locals to oppose the agreement between Mr. Petrillo and Ed Brown, IBEW president, was Local 1450, which has jurisdiction over turntables at WCCO Minneapolis. The union notified Mr. Brown on May 24 that all contracts under its jurisdiction with regard to platter spinning "will be enforced as written". The action of the local also applies to WLOL WDGY and WMIN in the Twin Cities.

Advised of the Board's action, Mr. Petrillo refused to make any commitment as to his projected plans to move in on turntable operations at all network-owned stations and eventually at all stations [Broadcasting, May 8]. He indicated that a decision would be made following an AFM board meeting in Chicago which was to be held in advance of the AFM national convention beginning today (June 5).

As Broadcasting went to press late Friday, the WB had received no official word from Mr. Petrillo regarding compliance with its status quo request. All other parties to the dispute had notified the Board they would comply.

Despite the Board's action, NABET will not withdraw its 30-day strike notice filed with the National Labor Relations Board on May 10. Ballots were to be mailed out by NLRB over the week-end to determine officially whether the technicians would go on strike if the musicians take over platter-turning operations.

May Appoint Panel

NABET is pressing for early action by the WLB to settle the jurisdictional question and it is likely that the Board will be appointed to hold hearings on the case. There was some prospect, however, that the Board itself may decide to handle the dispute because of its far-reaching character.

Official explanation of the Petrillo-Brown agreement assigning operation of records to the musicians was received last week by IBEW locals. The agreement was entered into, Mr. Brown advised his membership, "in order that there may be a combined and united effort by Mr. Petrillo the International and the AFM to prevent encroachment of the jurisdiction of either by inside or outside forces".

One interpretation placed on this agreement by a union official was that with the musicians firmly installed at the turntables and another AFL union at the controls, Mr. Petrillo may be able to tie up station operations in order to enforce any further demands he might make. In making a deal with the AFM which precipitated this agreement, "the networks should have realized this," he said.

Meanwhile action on the legislative front was taken to stop Mr. Petrillo from interfering with the broadcasting of noncommercial, cultural or educational programs. A bill (S-1597) was introduced Monday by Sen. Vandenberg (R-Mich.) in behalf of Sen. Clark (D-N.J.), who is chairman of a Senate subcommittee to investigate the AFM.

The bill is the outgrowth of testimony presented last March [Broadcasting, March 27] by Dr. Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., regarding Mr. Petrillo's interference with the annual summer broadcasts over NBC by students of Interlochen. Mr. Vandenberg told the Senate that the chief purpose of his bill is "to release music of American school children from the domination of James Caesar Petrillo".

Text of the bill follows:

A Bill to amend the Communications Act of 1934, so as to prohibit interference with the broadcasting of non-commercial cultural or educational programs.

BE IT ENACTED, That the Communications Act of 1934, as amended, is amended by inserting after section 305 of such Act, a new section as follows:

SEC. 356. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, obstruct, delay, prevent, or conspire with or against any person for the purpose of interfering with, delaying, interfering with, or stopping the transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational or cultural institution, prepared and planned for presentation by radio or

(Continued on page 58)

June 5, 1944 • Page 11
KSUB Control to KSL; KBLM Is Sold to KBKR Owners

COMPLETING negotiations in progress several months, the Cowles stations group last week acquired WCOP Boston from the Arde Bulova radio interests for $225,000. The transaction is the second station acquisition by the Cowles stations within a month, WHOM Jersey City was acquired for $380,000 by Joseph Lang and Paul F. Harron [Broadcasting, May 22]. Both transactions are subject to FCC approval, as is the projected sale of KSO Des Moines by the Register-Tribune interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000 [Broadcasting, May 8].

Another station sale completed last week was that of KSLM La Grande, Ore. local, to the owners of KBKR Baker, Ore., for $150,000. A new company, Inland Radio Inc., has been formed by the Baker group to operate both stations, subject to FCC approval. Owners of KBKR who seek the La Grande local are: Marshall E. Cornett, petroleum products and automobile distributor, and Lee W. Jacobs, former promotion manager of KFJ1 Klamath Falls, Ore.

Purchase of controlling interest of KSUB Cedar City, Utah, by Radio Service Corp., licensee of KSL Salt Lake City, has been negotiated, subject to FCC approval, according to Ivor Sharp, vice-president and manager of the Salt Lake City 50,000-watt. The purchase price for the 51% was not disclosed. KSUB operates on 1340 kc with 100 w.

Mr. Sharp said the purpose was to provide better program service to Cedar City and that the two stations would be operated jointly. Leland M. Perry, present owner and manager of KSUB, would continue to operate the Southern Utah station.

The WCOP purchase would leave Mr. Bulova, watch manufacturer and broadcaster, with only one station—WNEW New York—of his original group of six. He has contracted to sell WFEN Philadelphia to the Philadelphia Bulletin for $220,000; WBOB Hartford to General Tire & Rubber Co. for $220,000; WVO New York to the Mester Brothers of Brooklyn for $500,000; and WELI New Haven to Col. Perry C. Wemyss, New Hampshire operator, for $225,000. It is understood he does not contemplate selling WNEW, one of the nation's top independent stations.

The WCOP transaction grew out of the relationship of the station to WORL Boston. The latter station is licensed to Harold A. Lafont, former radio Commissioner and general manager of Bulova stations. The FCC's ownership- control regulation, however, applies to related management as well as ownership in the same area.

Four Station Sales Approved In Record FCC Decision Day

New Local Authorized at Port Angeles, Wash.; WIBC, WCOL, KXOX, KLRA Transfers Granted

IN THE BIGGEST decision day of its 10 years of existence, the FCC last Tuesday disposed of more than 60 individual broadcast cases, including approval of four station transfers involving an aggregate cost of about a million dollars.

Seeking to clear up its end-of-the-month docket, the Commission at an all-day meeting disposed of practically all cases ready for decision. A dozen of the items involved the Commission's multiple ownership order. Three petitions for extension of time in these "duopoly" cases were granted, while eight petitions were denied or designated for hearing. (See separate story on this page.)

One new station was authorized—for Port Angeles, Wash.—through reinstatement and conditional grant of an application for assignment on 1450 kc with 250 w. Licensee of the new local is the Evening News Press Inc., publisher of the Port Angeles News. Original application, for 50 w day and 100 w night on 1500 kc was filed in 1937, amended in 1941 and subsequently dismissed in 1942. Petition for reinstatement was filed in March of this year.

Station sales approved by the Commission and heretofore reported included WIBC Indianapolis by Mr. and Mrs. H. G. (Bud) Wall and Mrs. Thelma M. Lohnes, of Washington, for $440,000, to the Minneapolis News-Wotions Co., by Kenneth B. Johnston, Columbus attorney, to L. A. (Butch) Pixley, general manager of the Port Industry Co. stations, and to members of his family, for $250,000; KLRA Little Rock from Arkansas Broadcasting Co., controlled by A. L. Chilton, to the Gazette Publishing Co., for a transfer of a transaction settling joint ownership of KLRA and KGH Little Rock; KXOX Sweetwater, Tex., from nine stockholders to Wendell W. Chilton and Little Agnes McBeth, for $27,646.

With approval of the WIBC transfer, the six-year-old regional outlet becomes the only newspaper-owned station in Indianapolis. The Indianapolis News, president and publisher of which is Richard Fairbanks, is the oldest daily paper in that city and has the largest circulation and advertising volume in the state. Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager. Holding of the relinquishing parties were: Mrs. Wall, 51%; Mrs. Wall, 24%; Mrs. Lohnes, 25%. The transfer involves all of the 1,000 shares capital stock. Mr. Wall was former publisher for George B. Storer, president of the Fort Industry Co., which owns stations in Ohio, West Virginia, Georgia and Florida.

Lloyd A. Pixley and his wife acquired 51% interest in WCOL Columbus, with his father and mother, Mr. and Mrs. Milton A. Pixley, ac-

5 Duopoly Pleas For Delay Rejected

Licenses Renewals Set for Hearings; Four Extensions

FCC last Tuesday denied five more petitions for extension of the duopoly rule effective date to permit "orderly disposition" of properties, granted four applications for additional time and designated for hearings two other which contained Sec. 3.38 under Order 84-B was not applicable.

In an all-day session Tuesday the Commission was unanimous in nearly every decision involving the multiple ownership ban. Commissioner T. A. M. Craven did not participate in two morning decision and was absent Tuesday afternoon Commissioner Ray C. Wakefield was out of the country.

Last-Minute Petitions

Although all indications point to rigid administration of Sec. 3.3 (effective date for which was sus- pended April 4), individual Commissioners express views that such was not the case. In most instances where petition for extension were denied and ap- plications for renewal of license designated for hearings, the Commis- sion is understood to have felt that evidence submitted by petitioners was not sufficient to indic- ate that the broadcasters involved were making "serious efforts" to obey the Commission's wishes with reference to multiple ownership.

Decision for filing under Order 84-B was last Wednesday midnig- ht and several last-minute petition were received. Some sought ex- tension of the effective date beyond May 21 while others contended the duopoly rule was not applicable.

Petitions which asked extension of the effective date to permit orderly disposition of properties which were denied last week fol- low:

Fisher's Blend Station Inc., Ste- ttle, licensee of KOMO and KJJI, denied petition for extension of licen- ses for such periods as may be necessary to enable petitioner to complete negotiations to compli- cate with multiple ownership rule; designated for hearing application for renewal of KOMO license.

Berk's Broadcasting Co., Reac- ing, Pa., licensee of WEEU, an Reading Broadcasting Co., licensee of WRAW Reading, denied petition for extension; designated for hearing applications for license renewals; Commissione Craven not participating.

Memphis Broadcasting Co., licensees of WMGC and Memphi- Publishing Co., licensee of WM (both Scripps-Howard holdings denied petition for postponement of effective date to Dec. 1; designated for hearing application for renewal of WM for auxiliary.

Louis Wampler Inc., licensee o- (Continued on Page 61)
CONTINUOUS promotion of a store's radio program pays big dividends according to a Hooper survey of the time occupied by the Morning Watch sponsored by G. Fox and Company over WTIC Hartford.

On the air continuously since Sept. 1, 1935 six days weekly, 7 to 8 a.m., the Fox radio program not only attracts more listeners than any daytime program heard in Hartford, but also enjoys a larger share of the audience than any program, network or local, heard in the metropolitan area at anytime of the day or night.

The unusually large number of sets in use during the early morning period, is an in- credible than other daytime periods, range from 11.2 in the first quarter-hour period to 17.8 in the fourth quarter, attests to the continuous promotion of a good radio show.

Here are the results of a C. E. Hooper computed coincidental survey made during three weeks in February, 1944.

<table>
<thead>
<tr>
<th>Sets in Share of</th>
<th>Use</th>
<th>Audience</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-7:15 a.m.</td>
<td>11.2</td>
<td>39.4</td>
<td>13.1</td>
</tr>
<tr>
<td>7:15-9:30 a.m.</td>
<td>11.3</td>
<td>35.3</td>
<td>12.1</td>
</tr>
<tr>
<td>9:30-11:45 a.m.</td>
<td>13.1</td>
<td>44.9</td>
<td>13.3</td>
</tr>
<tr>
<td>11:45-2:00 p.m.</td>
<td>17.1</td>
<td>55.2</td>
<td>15.9</td>
</tr>
</tbody>
</table>

Method of Promotion

Starting with the executive personnel a few months before the first program took to the air ten years ago, then following through with all other employees, the public, officials of G. Fox and Company and WTIC have continuously promoted the Morning Watch.

The first step in the campaign when WTIC representatives entered buyers meeting point out to store executives the need of such a radio program and how a cash-in on the sale of merchandise to be advertised on the Morning Watch.

Promotional efforts were next centered on all store employees to build an interest in the show. Questionnaires were sent to employees skimming them if they felt that the store could profit from a good radio program, and if so, what would they suggest as to type, time, and length. Results were published in the store's advertising.

G. Fox and Company has found that with radio, as with any other medium, maximum sales at minimum advertising costs are obtained only when there is complete coordination between the program and the department whose merchandise is being advertised. Promotional efforts are aimed at the employees to set this coordination. Merchandise displays mention the Morning Watch, and the sales force is instructed to make this department involved is made familiar with the text of the commercial heard on the program.

The Morning Watch is also promoted to listeners and prospective listeners just as continuously and even more actively than it was in 1935. The store features both interior and window displays concerning the program. References to the program are made in the Fox Foreward, a 24-page monthly folder which is distributed to 210,000 homes in Connecticut and Massachusetts; in the store's newspaper advertising; in the monthly statement inserts; and in other direct mail.

G. Fox's out-of-town business has shown a tremendous increase since the radio program went on the air in 1935. Until gas rationing curtailed frequent trips to the store by customers living throughout WTIC's primary service area, customers would drive in many miles to shop. Today many customers who cannot drive to the store write in ask for commercials advertised on the program. Even if customers cannot come to Fox's, the store is knocking on their door 313 mornings a year.

LEADING ADVERTISERS have notified radio stations through the country to suspend all spot and chain break announcements for a period of 24 hours or longer after the news of the invasion breaks.

Many advertisers and their agencies are also giving stations a free hand in rearranging commercial schedules on D-Day.

Colgate-Palmolive-Peet Co., Jersey City, has instructed all stations using Super Suds one-minute and chain break announcements, to suspend these announcements for 24 hours or longer if necessary. In a move requesting station cooperation to serve the public better at a critical period, a letter was sent to about 100 stations, each carrying some 30 spot announcements weekly, signed by Richard C. Grahl, of the William Esty Co., New York, agency for the account.

In response to queries from stations on the handling of announcements and chain breaks during D-Day, Colgate-Palmolive-Peet Co. reached the opinion that: "During the first hours of tense anxiety after the first announcements of invasion, all stations will want to devote certain time to servicing their listeners with numerous releases concerning the invasion."

stations' Option

Since the invasion news will necessitate the rearrangement of programming, "the use of commercials may not prove to be in good taste when coupled with invasion reports."

Therefore," the letter continues, "Colgate - Palmolive - Peet Co. requests that for a period of 24 hours after the news breaks, or longer if you see fit, that you omit all Super Suds announcements and chain breaks."

The stations can make up the announcements at their own discretion so that no revenue will be lost, and this cooperation in this cooperative effort between advertisers and stations to provide better service to the public.

A total of 91 stations throughout the country using spot and chain break announcements for Crème Oil Formula, a product of Wildroot Co., Buffalo, have been instructed by BBDO, New York, agency handling the account, that they have the privilege of canceling all Wildroot commercials when the invasion news breaks. Announcements in this case can be made up at a later date by the stations involved.

The Ward Baking Co., New York, Planters Nut & Chocolate Co., Wilkes-Barre, Pa., and the Mentholatum Co., Wilmington, Del. All extensive users of spot announcements, handled by J. Walter Thompson Co., New York, are leaving it entirely up to stations in cancelling all commercials and giving credit whenever possible.

Palmolive Soap and Colgate Dental Cream, manufactured by Colgate-Palmolive-Peet Co., their agency, Ted Bates Inc, New York, are also planning to allow the 387 stations carrying their commercials to suspend them at their discretion [the station] when the invasion news breaks.

Many agencies have already planned to omit gags, substitute war messages and generally gear commercials to invasion breaks on leading programs [BROADCASTING, May 29].
Legislation ‘Dead’ Says Senator Wheeler

Expresses Anger
At Broadcast
Criticisms

By BILL BAILEY

CHANCES for remedial legislation this session of Congress were all but wiped out last week as Chairman and Senator K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee abruptly called off a Committee meeting scheduled for May 25 and announced tersely that the White-Wheeler Bill (S-814) was “dead.”

Sen. Wheeler’s surprise action came after the NAB Legislative Committee submitted an aide memoire Committee’s comments on the revised measure which was made public May 23 following a Committee meeting. [BROADCASTING, May 29].

Russell, Lord Opposed

Purturbed over Sen. Wheeler’s attitude, the Legislative Committee, in a session Wednesday, voted to confer on NAB President J. Harold Ryan and Committee Chairman Don S. Elias of WWNC Asheville, N. C., “plenipotentiary powers” to take what action they might deem necessary to have Sen. Wheeler reconsider and call the full Committee to discuss the legislation.

Frank M. Russell, NBC Washington vice-president, and Nathan Lord, Director of WAVY-Louisville, voted against the “plenipotentiary powers” resolution.

Clair McCollough, WGAL Lancaster, Pa.; James D. Shouse, WLTW Cincinnati, and G. Richart Shafio, WIS Columbia, S. C., had returned to their respective homes Wednesday. Reached by telephone, however, Messrs. McCollough and Shafio agreed to invest in the present and Committee chairman plenipotentiary powers. Mr. Shouse disagreed, stating he considered his dissent as “nullifying any further obligation” he had to the Committee to help procure legislation at this time.

Attending the Wednesday meeting were voting extraordinary powers to the Ryan-Elias duo: Joseph H. Ream, CBS New York; James W. Westinith of WBZ, Boston; A. L. Tachians, Ga.; Ed Yocum, KGHE Billings, Mont.; J. Leonard Reines, managing director of the Cox stations (WASH-WAH, WFBQ-WOL). The NAB issued the following statement last Wednesday after the meeting:

“Reiterating the imperative need for radio legislation, the NAB Legislative Committee conducted a three-day session in Washington today (May 31) and conferred on Don S. Elias, chairman of the Committee, and J. Harold Ryan, president of the NAB, plenipotentiary powers to expedite action on the revised White-Wheeler Bill. Approximately 70% of the radio stations of the country are represented in the NAB.”

Mr. Elias called his Committee to Washington Monday to consider the revised legislation. Section-by-section the NAB recommendations went over it and formulated comments which were submitted Tuesday to Sen. Wheeler.

Contained in a 14-page document, the NAB recommendations and comments are understood to have angered Chairman Wheeler, particularly suggestions that the proposed Declaration of Congressional Policy be stricken along with a clause limiting the power of stations to 50 kw. Sen. Wheeler long has been an advocate of not more than 50,000 w for any domestic station.

Hearts Rural Areas

With reference to the proposed limitation on power the NAB comment was: “The NAB believes that specific limiting legislation of this nature is not desirable in a technical sense. It presents hazards from the standpoint of future developments, of the protection from foreign encroachment, and restrictions on American radio.” The NAB further points to the importance of the avoidance of inconsistencies with existing treaties and Executive agreements.

“In addition to the general objection to a statutory limitation in an ever-changing technical field, such as a limitation of power to 50,000 w, the proposed restriction on the service areas of the clear channel stations (no protection beyond 500 microvolts) will, in many cases, deprive listeners in remote rural areas of their only broadcasting service, and in many more areas will deprive listeners of any choice of programs.”

In an interview last Thursday, Sen. Wheeler said there were portions of the bill distasteful to him which he offered to the co-author, Sen. Wallace H. White Jr. (R.-Me.), acting Minority Leader, objected to other provisions “but it was a compromise between us and we hoped to leave our differences to the Committee members to help us iron out. Of course it wasn’t a perfect bill, but it was a beginning.”

He criticized not only the NAB, but the “networks” and Federal Communications Bar Assn. as “not knowing what they want.” “If I’s disheartening,” he declared, “to work for months on some legislation and then have the broadcasters themselves change their minds with the wind. One day they want this; the next day it’s something else.”

Mr. Barger went farther than I felt I should in limiting the powers of the Commission,” he continued, “but I wanted to get a bill before the Committee—something we could work on. If there were provisions that wouldn’t work, then we could straighten them out later. The main thing was to get something going, but the broadcasters themselves don’t seem to know what they want. So far as I’m concerned the bill is dead.”

Must Curb Commentators

Still clinging adamently to his provision banning the sponsorship of commentators (the clause also forbids news sponsorship), Sen. Wheeler asserted that he was not opposed to stations setting time for “programs” unless radio itself acted to curb certain commentators “who attack people and lie about them”, Congress eventually would act.

“Approval to see restrictive.”

(Continued on page 59)

Stormy Session on Procedure
Marks House Hearing on FCC

Ensign Harold Graves Defends FBIS Usefulness:
Rep. Magnuson Hits Weekly Report

HEATED ARGUMENT between Rep. Warren G. Magnuson (D-Wash.), acting chairman, and Harry S. Barger, chief investigator and assistant general counsel, over procedure featured hearings last Wednesday of the House Select Committee to Investigate the FCC.

During a cross-examination of Ellis Porter, chief of the report section, Foreign Broadcast Intelligence Service, and veteran newspaperman, over a weekly analysis released by the FBIS, Rep. Magnuson interrupted cross-examination to remark that the witness didn’t put out the weekly review and therefore was not qualified to testify about it. Mr. Barger countered that because of Mr. Porter’s experience he was qualified to express his views as to the worth of the review.

“That doesn’t mean anything to me,” declared Rep. Magnuson. “That’s one man’s opinion. I think probably the weekly review was just a lot of paper and probably should have been discontinued. Let’s get on with the witness.”

Cross-examination continued regarding a daily report issued through Mr. Porter’s section. Rep. Magnuson asked Mr. Porter: “Did Barger ask the witness if the FCC planned to call any witnesses from other Government agencies to corroborate or deny the Commission’s contention that the FBIs were valuable?” That the witness should write letters to the “14 major agencies’ receiving the reports.

[When the same question arose last Tuesday Chairman Les E. Arendal (Cal.) ruled it was up to the Commission to substantiate its claim by witnesses or correspondence inasmuch as the FCC was presenting its own defense.]

‘Ready to Walk Out’

Mr. Barger explained that the Commission had submitted letter in response to its last questionnaire during Mr. Magnuson’s absence Rep. Magnuson still thought, b. said, it was the Committee’s job to inquire of the various agencies which include War and Navy; Depta., as to the value of the reports. When Mr. Barger remarked that the acting chairman “seemed to forget” that the War and Navy; Depta., had been forbidden by ex ecutive order to give any information to the Committee, Rep. Magnuson replied: “I don’t think that’s right.”

Charles R. Denly Jr., FCC general counsel, interposed that th.

INVASION BROADCASTS were discussed in the Broadcasting House studio, New Delhi, India, by A. Feldman (a. assistant manager of the Blue Network’s London news office, and Prof. A. S. Bokhart, director-general of All India Radio. Mr. Feldman has returned to London Blue headquarters.
To conserve paper, we are decreasing the use of special folders, and presenting more factual data in our general advertising.

THE WORLD'S FIRST FARM MARKET—

Twenty-five percent of all "grade one" farm land of the United States is within the state of Iowa. Seventy-five percent of all "grade one" farm land in the United States is within 250 miles of the center of Iowa.

"No civilized area in the world of equal size has such consistently fertile soil", says the World Almanac in describing Iowa.

FARM INCOME UP 256%

Iowa farm cash income has increased one billion dollars in five years—leads the nation.

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
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<tbody>
<tr>
<td>1939</td>
<td>$643,077,000</td>
</tr>
<tr>
<td>1940</td>
<td>716,369,000</td>
</tr>
<tr>
<td>1941</td>
<td>908,902,000</td>
</tr>
<tr>
<td>1942</td>
<td>1,297,972,000</td>
</tr>
<tr>
<td>1943</td>
<td>1,648,880,000</td>
</tr>
</tbody>
</table>

All the gold produced in the world each year does not equal the value of the annual cash income of Iowa farmers.

The average Iowa farmer had income of $7,800 in 1943 and will have a 20% greater income in 1944.

Iowa is first of all states, in—
cash income for farm products
value of farms
corn production (20% of U. S.)
hog production (25% of U. S.)
number of horses
oats harvested
number of tractors used
value of livestock on farms
egg production
value of chickens produced
total value of farm property

WHY BUY WHO?

The WHO primary daytime coverage area produces more than 1/10 of the food supply of the U.S.A.

Where else can you find a medium that covers "The World's First Farm Market" like WHO—the 50,000-watt Voice for Victory?

Our farm program service is supervised by Herb Plambeck. There is no better farm radio editor in the U.S.A.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

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

FREE & PETERS, INC. . . . National Representatives
NAB Music Group Urges Broadcasters To Resist ASCAP Royalty Claims

BROADCASTERS were advised last Friday by the NAB Music Committee that they "should not yield to the ASCAP demands for disputed royalties when they feel they are right in principle merely because the amounts involved are small and because of the trouble of going to law in a special medical bulletin to the NAB membership the committee reviewed results of its study growing out of claims made by ASCAP auditors against stations holding per program licenses. Analyzed in the report was a letter dated May 5 from John G. Payne, ASCAP general manager, to Campbell Arnoux, WTAR Norfolk, chairman of the NAB Music Committee. Text of the five-page letter was published along with the opinions of each of Mr. Payne's policy interpretations.

NAB Cites Conclusions

The NAB committee contended Mr. Payne's letter set forth interpretations "directly at variance with the interpretation of the NAB Music Committee. The committee cited its conclusions as to the six disputed points, for the information of stations. (Text of the NAB special bulletin Vol. 12, No. 1---is procurable from NAB headquarters in Washington.)

NAB contended a study of responses from stations on specific instances of claims. The royalties made by ASCAP auditors indicated claims were made not only with stations with per program contracts, but also those holding blank contracts. It was following analysis of these claims that a subcommittee of the music committee, comprising Mr. Arnoux and James Begley, was appointed in Philadelphia, con

ferred with Mr. Payne and his associates, and propounded the half-dozen questions on which clarification was desired. The music committee survey indicated a large number of stations were receiving claims from ASCAP auditors for royalty payments on spot announcements, which were between or immediately adjacent to programs containing ASCAP music. Whereas ASCAP claimed that the major factor in the interpretation of the contract in this regard was a letter written to ASCAP by Independent Broadcasters Inc. in 1941, the NAB committee contended that the major document in determining the meaning of the contract is the contract itself.

The committee contended that ASCAP was not entitled to make such a determination regardless of length, which contains to ASCAP a musical protection between programs using ASCAP music, regardless of broadcast of the adjacent programs, and without reference to the basic nature of the work or local commercial or sustaining, for one common contract.

Where a participating program contains ASCAP music, the tax to which ASCAP is entitled is based on the proportion of the revenue from commercial

announcements which are given wholly within participating program, the NAB committee contended.

A proposed claim made with respect to music used and received by the NAB said that if such a program is segregated, then the separate portion of the program, payment must be made only with respect to the program and not to the segments of the program which uses ASCAP music. The committee contended royalties will continue in participating programs, because a non-sponsored Government transcription commission or a special fee. The NAB committee contended that it seemed clear ASCAP music broadcast in the course of participating programs which contained no other ASCAP music should not be construed as making the sponsered segments or the participating networks subject to tax. Any other position, it contended, would encourage broadcasters from donating the most advantageous time for the broadcasting of Government announcements.

As to regional network licenses for occasional regional networks, the music committee contended broadcasters are entitled to commercial network licenses or to sustaining network licenses, or to a combination of both in addition to their regional and commercial programs at the option of the broadcasters.

In June 1944 ASCAP was asked to clarify its policy on logging technique required by it in regional network contracts. Whereas ASCAP contended it was improper to accept record numbers because it had no files of recordings or of copyright owner's catalog. The committee said this appeared to be exaggerated. The committee stated the publisher members would elicit this information, the NAB said. The committee added it was its intention to cooperate with ASCAP by ascertaining what record catalogs ASCAP lacks and by endeavoring to supply them.

Point 6, relating to royalties on programs and announcements in behalf of controlling corporations, brought from Mr. Payne the interpretation that the understanding has always been that the exemption from percentage payments applied only to announcements and not to programs. The NAB committee held there appeared to be no sound reason why a two-minute announce-ment should be exempt, as it admittedly is, whereas a five-minute program would be subject to charge.

On the last point, "where ownership of a number in dispute is involved", ASCAP contended that Mr. Payne seemed to miss the real issue in his answer when he had that ASCAP would be remiss if it didn't let stations know that it was claiming a number which they used because of the contingent liability expenses. NAB contended it was incumbent upon ASCAP to bring some action to determine the ownership of performing rights were the proprietorship is in dispute, rather than to proceed "by continuing harassment of licensees who have no means of independently ascertaining where the truth lies between the parties to the controversy.

In conclusion, the NAB committee held that Mr. Payne, in his answer, did not cover one of the most important difficulties with which broadcasters have been faced, namely, the continued failure of ASCAP to admit the validity of contest decree grants made directly to broadcasters by authority of courts, Publishers or members of ASCAP where the payment of no consideration at all is involved. The NAB committee contended, NAB has been assured by the courts on numerous occasions that such grants exist, but ASCAP has, nevertheless, seen fit to make claims with respect to many of them. The NAB committee said it would consider this matter in the light of NAB policy on litigation. Meanwhile, it in-structed its members to notify ASCAP when it has claims from ASCAP which they feel to be invalid, or not properly taken. The committee said it would lend such assistance to broadcasters as it can properly give.

AFRA Fee Plan Opposed by Ryan

NAB VIEWS on WMAL Case Transmitted to WLB

OPPOSITION to the principle of assigned commercial fees for announcers was expressed by a National War Labor Board hearing officer in the dispute between WMAL Washington and AFRA, was expressed last week by J. Harold Ryan, NAB president.

In a letter to the Board transmitting the views of the NAB Board of Directors, Mr. Ryan asked that in reviewing the recommenda-tions the Board give serious consideration to the industry-wide implications of its decisions. The case, now pending before the Board, involves the method of payment to staff announcers who are assigned local commercial broadcast by the station. [Broadcasting, May 11.]

"If the War Labor Board should sustain the principle of requiring a station to pay a special fee to an announcer who is regularly employed upon the announcing staff as a result of his contractural duty to read a commercial", Mr. Ryan wrote, "it is obvious that it will have far-reaching effects upon the employer-employee relationship. In many operations it will ultimately have the effect of destroying the control of station managers over staff announcers.

"The endorsement by the War Labor Board of the principle of fees for assigned commercial announcers as distinguished from selected commercial announcers would have the inevitable effect of removing control over announcers from the hands of station management to that of sponsor. We want to make it clear that there is no effort to the payment of fair wages to announcers based upon ability."

Senate Will Consider Conference FCC Budget

FACING the 1945 fiscal year with a cut of more than $2,000,000 in its requested budget, the FCC is reorganizing its national defense activities and part of its normal functions to comply with economic demands of Congress, expressed in the Independent Office Appropriations Bill (HR-4070). The House last Thursday agreed to conference committees reducing the budget of $8,371,700 to $6,819,143. Congress agreed on $2,104,500 for normal operations. For national defense activities (including the National Security Division and Foreign Broadcast Intelligence Service) the conference cut $1,984,867, leaving the FCC $4,834,276 for national functions. (The House defeated the McKe
car amendment to require Senate confirmation for all employees with salaries of $4,500 or more but sustained a Senate amendment to prohibit the use of funds for executive agencies unless such use is specifically authorized by Congress.)

ARMY HONORS DR. ARMSTRONG

ARMS HONORS DR. ARMSTRONG, inventor of FM and numerous radio innovations, last Thursday was awarded the War Dept. Chief Signal Officer's Certificate of Appreciation "for loyal and patriotic service rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency".

The certificate honoring Dr. Armstrong is the first of such honors given to individuals or companies not under the direct control of the War Dept., but who have performed outstanding services beyond their normal duty.

In 1941 Dr. Armstrong waived all royalties on the use of 17 of his patents on FM radio apparatus purchased by the War Dept., and now working successfully under fire in the field. At the same time, he offered to license manufacturers designated by the Army to purchase this equipment for a fee not over $1 a year for the duration. The Secretary of War, Hon. Henry L. Stimson, accepted the offer in a letter of appreciation.

Since Pearl Harbor Dr. Arm- strong has given his time to the development of FM radio, numerous experiments with radio equipment all over the country. He has also worked with the Signal Corps in advising on contract developments. The FM method practi-

Dr. Armstrong

cally eliminates static from radio signals.

The Signal Corps has made extensive use of the medium, notably in the Walkie-Talkie.

Nine other individuals or companies received certificates from the War Dept., the first of which was especially designated for Dr. Armstrong. Among the recipients are: American Telephone & Telegraph Co., N.Y.; Ohio Independent Broadcasting Co., W.A.; and L. Schaulab, vice-president, Bell Telephone Co. of Pennsylvania, Philadelphia.
We'd like to have you meet a new kind of news analyst . . . Ian Ross MacFarlane. He's quite a guy.

His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt.

He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U.S. the first thousand English plane raid over Germany.

He said Turkey wouldn't join the Allies . . . one year before Churchill admitted failure in the House of Commons. He had Franco's number, too . . . before England made its decision to favor Spain.

During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today.

As a newspaperman on the staffs of American, English, French, and Yugoslavian Journals, MacFarlane spent nine years in Continental Europe, then traversed the globe three times.

Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.

Ian Ross MacFarlane

Baltimore, Md.

Tom Tinsley, President: Represented Nationally by Headley-Reed
Advertising's Role
In War Is Lauded
Dept. of Commerce Specialist
Tells of Growing Respect
WHILE exercising its "potent power of persuasion" to achieve its "amazing" results in the suggestion of war themes, advertising has "earned the attention and respect of the public as never before," that Dept. of Commerce stated last week.

In an analysis of the role of advertising in the war, Corrie Cloyes, Economic Editor of the Publications Union, Bureau for Foreign & Domestic Commerce, finds that advertising has attained "a new high stature" which is clearly indicated by public response to the promotion of the war effort.

Paying tribute to the work of the War Advertising Council in mobilizing contributions of $297, 700,000 last year through the major media for home front campaigns, Miss Cloyes heartily concurs with the Council's philosophy as to the necessity for continued advertising of information messages for some time to come.

"Understanding that this wartime experience will have a marked effect on the coming peace-time advertising when products and services again must be actively sold," Miss Cloyes continues, "but before we reach that day we must prepare for it.

. . . The people must know the means at its disposal to create the aura of the system. They must be informed and made to understand the meaning of this system and why it is a powerful force for good. They must be persuaded to support the system.

"Advertisers who have grown in stature in the minds of the public, are the official ones to take on this task. They must do this without lessening their support of war theme campaigns, which always come first. But they must do their additional job, nonetheless, so that the war we are now waging will not have been fought in vain."

Rail Radio Grant
FOUR construction permits were granted by the FCC last week to the Chicago, Rock Island & Pacific Railway Co. for experimental Class 2 stations to be used in conducting tests under actual operating conditions on trains running between Chicago and Lincoln, Neb. Experimentation will be undertaken to develop factual information regarding the use of very high frequency circuits and systems in the following points of railroad service: end-to-end of trains; two-way yard-to-trains, trains-to-trains; two-way yard-to-yard; two-way dispatcher-to-trains, engines or cabooses. Two-way brakehose or flagman-to-trains, engines or cabooses. Radiotelephone and radiotelegraph emission is authorized, including both AM and FM frequency bands, within the bands of 30 to 40 mc and 100 to 400 mc, with 10 w maximum power.

New 50 kw. Grants
For Canada Hinted
Frigon Tells Committee Plans
To Award Power Boosts
POWER increases to 50 kw for some Canadian Broadcasting Corp. stations were authorized by Dr. A. Frigon, CBC acting general manager at the Parliamentary Committee on Broadcasting hearings at Ottawa May 24, transcript of which has just been released. This includes increasing to 50 kw CBR Vancouver, CBM Montreal, CJBC Toronto, and the building of a new medium wave station in Maritime provinces.

The necessity of power increases on the prairies was also stressed by Dr. Frigon. No date was set when such power increases would be made, but a study of frequencies which can be used under the Havana Treaty is now being made by the CBC, Dr. Frigon told the committee.

Television, FM Status
No station is at present licensed in Canada for FM broadcasting, Dr. Frigon explained to the committee, but the CBC has a few low-power sets for use in an emergency. They were acquired when Canada went to war to take care of communications between stations and transmitters in case there was shortage to the line service, he stated. The equipment is not now in use. The CBC has earmarked $100,000 for use in installing FM equipment when production lines permit. Conditions and freezing regulations allow that sort of experimentation. The same sum covers CBC research on television development in the United States.

 Asked if the CBC could finance television, Dr. Frigon stated that CBC revenue could take care of most of what would come up in sound broadcasting, but there is hardly enough money coming from license fees or from commercial broadcasting to allow us (the CBC) to promote television to any great extent."

He stated that priorities on cables is at present holding up the completion of the CBC shortwave station at Sackville, N. B., but it would be operating normally by January.

An independent survey of CBC national newscasts revealed that 65% of Canadians were of the opinion that all political parties were treated in a fair and equal manner, 17% felt political news in CBC national news summary was subject to bias, and 25% had no opinion. This was told the committee according to D. C. McArthur, CBC acting general manager of radio and editor of the survey, made by Elliott-Haynes, Toronto, in March, was made following criticism in the House of Commons of the political news in the CBC national news summary.
How much do you know about the South OR THE SOUTH'S MOST PROGRESSIVE MARKET?

1. Did you know that the South has steadily shown a greater industrial growth than any other section of the nation?

2. Did you know that the South produces 40% of the nation's pulp; 41% of its coal; 60% of its oil; 89% of its cotton; 87% of its textiles; 88% of its tobacco?

3. Did you know that Knoxville, Tennessee, is located in the heart of the great Tennessee Valley—the home of an ever increasing number of large industries with plenty of electric power, raw material and transportation facilities available?

4. Did you know that the South produces more than 20% of the nation's hydro-electric power—much of this by the TVA with headquarters in Knoxville, Tennessee?

5. Did you know that Knoxville, Tennessee—a city of almost 200 thousand people—continues to lead the nation in sales increase?

6. Don't you think that Knoxville, Tennessee, because of its rapid growth, and assured postwar development, should be included on your advertising schedules?

Sales Management's "Retail Sales and Services Forecast for June 1944", with June 1943 as a base of 100%, showed Knoxville with an increase to 160%... tops for the United States!

WROL WNOX WBIR

KNOXVILLE • TENNESSEE • HOME OF TVA
The 2,030,508 sets which are wanted by American families after the war, however, falls surprisingly short of the 13,100,000 sets sold in 1941, the last pre-war year [1944 Broadcasting Yearbook]. Comparing this with the indicated post-war set demand, the OCR stated, it is indicative of a "saturation point!" so far as radio sets are concerned, for they approximately 93% of American homes will be radio homes.

There were 4,488 households questioned, and of the 154 who placed radio first among the things they would buy, 49% said the radio would replace an old one, while only 5% admitted they didn't "really need one."

**ATS Awards**

WABD New York, Du Mont television station, and WRGB Schenectady, General Electric video station, have been recommended to receive the 1943-44 American Television Society Awards for outstanding contributions to commercial television programming. Awards committee also praised WXYZ, Paramount Station in Hollywood, for its contributions of improved techniques in video production for the year.

**Coast Silence**

SOUTHERN CALIFORNIA area stations, in first radio silence in more than a year, went off the air at 7:05 p.m. (PWT) on May 30 for 32 minutes. Silence was ordered by Los Angeles Fighter Wing of the IV Air Force when unidentified targets were detected. When identified as friendly, all clear signal was given at 7:37 p.m. (PWT). AFFECTED were 30 stations in the Southern California area. Previous radio silence on April 25, 1943 lasted 56 minutes.

**Movie Wave on 32**


**WWVA**

Wheeling, W. Va.
50,000 Watts

Represented Nationally by—

JOHN BLAIR & CO.
Basic Blue Network

**LGAR MAKES A MOVE**

Shifts to 1220 kw With Heavy Promotion Campaign

WITH its scheduled switch from 1480 to 1220 kw and power increase to 5,000 w fulltime, WGAR Cleveland employed an extensive advertising and exploitation campaign. The date of change was June 4 at 12:20 p.m. with a special international salute to WGAR over CBS on the Trans-Atlantic Call program. Previous radio publicity included spot salutes from many top CBS names. Other media broke on May 8 with an avalanche of newspaper, billboard, direct mail, cab signs, car posters and novelties flooding the WGAR coverage area. Keynoting the campaign was the catch phrase "What's Happening at 1220?" This theme was incorporated in all publicity.

Since the new 1220 facility will accommodate 50 kw, WGAR plans to apply for that power as soon as the FCC freeze on material is lifted. The station has acquired the highest piece of ground in the territory for the new transmitter site with an eye to post-war operation of an FM outlet which WGAR has on file with the FCC.

**LAMOYNE A. (Len) JONES, press secretary to Wendell Willkie since the 1940 Republican National Convention.**

**EXAMINING the 1220 kc crystal**

which will control the new frequency of WGAR Cleveland are John F. Platt (right), vice-president and general manager, and Lloyd Wingard, acting chief engineer. WGAR moved from 1480 to 1220 on June 4 at 12:20 p.m.

**ONE! - - TWO! - - THREE! - - Put them all together and they spell...**

123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia. Population, 7,534,006. There is also a "Good Secondary" Area of 140 Counties. Population, 6,545,629.

1A POINT INDUSTRY STATION

Page 20  June 5, 1944  BROADCASTING • Broadcast Advertising
"The Heat's On" in one of the modern smelters near Spokane. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, magnesite come from Inland Empire mines and smelters, adding $110,000,000 annually to its diversified income. And "The Heat's On" when your program appears on KHQ. It reaches even the most remote parts of this wealth-producing area. (Photo Courtesy Sullivan Mining Co.)
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

C-B-I Theatre Troops Get Broadcast Stations

YANKS in the China-Burma-India theatre now have their own broadcasting stations with the installation of the first six of a planned 14 Armed Forces Radio Service stations. Because of climatic conditions, the men could not pick up American shortwave broadcasts, but with the new service, troops around Calcutta, Agra and New Delhi can hear their favorite shows, with commercials deleted.

Each station broadcasts 42 hours of new transcribed programs each week. The remaining 28 hours or more weekly, live talent shows, are written, produced, directed and performed by troops themselves and broadcast on 60-watt transmitters covering 15 to 30 miles. Special Services Division, ASF, is sending hundreds of small "tropicalized" receiving sets to the men—Maj. Henry M. Jackson, of Morale Service Division, ACSF, is the director. Former Western Division radio sales manager for CBS, supervised installations.

Saidenberg to OWI

DANIEL SAIDENBERG, symphony conductor, has been appointed chief of the music department of the Radio Program Bureau, OWI Overseas Branch, succeeding Macklin Marrow, who resigned to return to RCA. Mr. Saidenberg will undertake a special series of broadcasts of noted American and European artists now residing in the U. S., most of whom have not been heard in Europe for the last 10 years. He was a member of various orchestras, including the Philadelphia and Chicago symphony, and has served as musical director of the Alec Templeton program on NBC.

Mullen Resigns

RESIGNATION of Jack A. Mullen, effective June 25, as chief of the editorial and production division of the OWI's domestic radio bureau was announced last week by George F. Ludlam, bureau chief. Mr. Mullen has also been serving recently as deputy chief in charge of the bureau's New York office.

OWI PACKET, WEEK June 27

Check the list below to find the war message announcements you will broadcast during the week beginning June 27. All station announcements are 50 seconds long. Send them to your clients. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK PLAN</th>
<th>STATION GROUP</th>
<th>ANNOUNCEMENTS GROUP</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Fifth War Loan</td>
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<td>Play Square with Gasoline</td>
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<td>Don't Travel</td>
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<td>Save Paper</td>
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<td>Prepare for Winter</td>
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See OWI Schedule of War Messages 144 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fifth War Loan Continues as Leading Subject in OWI War Message Schedule

SIX SUBJECTS appear on the OWI Domestic Radio Bureau allocation schedule for the week beginning June 26, with messages on the Fifth War Loan given major emphasis.

Network messages on the Station Announcement allocation plan will call attention to the continued need for enlistments in the Women's Army Corps. Radio is being asked to help overcome an apathy that has deterred many potential candidates from joining the WAC by carrying appeals which correct misrepresentations and misconceptions regarding the service.

Transcribed announcements are being sent non-affiliated stations on the Save Paper campaign, messages asking listener cooperation in reducing use of paper for packaging and wrapping and collecting every piece of paper for salvage. The spots are regarded as specially suitable for sponsorship by food markets and waste paper dealers.

Returning to the packet after some months absence is the Don't Travel campaign, with messages assigned to network programs. Fear of critical congestion of rail and bus lines arising from increased troop movements unless civilian travel is curtailed prompts the resumption of appeals which are aimed at those planning trips over the 4th of July.

Play Square with Gasoline, scheduled on the Station Announcement plan, continues appeals to conserve gas to make it possible for us to meet military needs. Transcribed messages urge full compliance with rationing rules, sharing cars and using gas only for essential driving.

Prepare for Winter, scheduled for National Spot allocation, completes the weekly packet.
KFAB Provides Valuable Service to Farmers

KFAB's Big Farmer, Albert Ebers, and members of the KFAB staff discuss the farmers' needs that can be supplied by advertisers. Earl Williams, Station Manager; Bill Macdonald, Farm Editor; and Jiggs Miller, Continuity Chief, dropped in for dinner not long ago just to talk things over.

That's WHY KFAB is the ONLY Major Station in Nebraska That Carries These Farm Accounts*

FEEDS
O. A. Cooper Co. (Flour-Feeds)
Dussen Mills
Friend Elevator
Little Cow Milling Co.
Sargent & Co.
Vitaminized Feed (Dr. McDonald)

POULTRY & LIVESTOCK SUPPLIES
Dr. Hess & Clark (Poultry Recorder)
Geo. H. Lee (Poultry Remedies)
Oyster Shell Products (Chicken Feed)
Osceola Chemical Co. (Stock Medicines)
Pennsylvania Salt Mfg. Co. (Livestock-Salt)
Rev-Roostech (Fly-Sprays)
Gland-O-Lac (Poultry and Livestock Remedies)
Morton Salt (Stock Salt)
Smith's Mother Nature Brooder

BABY CHICKS
Gibbs Hatchery
Hill Hatchery
Hamburg Hatchery
Lincoln Hatchery
Smith Chickeries

CORN, HYBRID SEEDS
Garst-Thomas
Hamilton County Farms
Nebraska Hybrid Seed Corn Co.
Tek-Seed Hybrid Corn Co.
Michael-Leonard

DEALERS
Crow's Hybrid Crop Co.
Thompson's Hybrid Seed Corn Co.
J. C. Robinson Seed Co.

PUBLICATIONS
American Poultry Journal
Swapper's Trading Post
Poultry Tribune

OTHERS
Paramount Hosiery
Quilt Block House
Sundold Direct Mail
Betty's Book
Jesse's Book
Service Life Insurance Co.
Lincoln Benefit Life Ins. Co.
Three-Daughters
Dave Minor
Rock Dale Monument
Interstate Nursery
Power Fence Company
Pollack's (Overalls)
C. W. Swingle (Dead Animals, Etc.)
Farmer's Supply Co. (Seed-Bulbs)
Arvey Corp.
Nebraska State Fair
Dwarths
Charm Carl
Tek-Gel
Bible Verses
Runmeader

*The above accounts were verified with the latest "Air-Check" made during April.

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, NEBRASKA
780 KC-10,000 WATTS
BASIC COLUMBIA

HUGH FELTIS, General Manager
Represented by EDWARD PETRY COMPANY
HERE YOU SEE PACIFIC COAST LISTENING*

*Average Pacific Coast Hooperating (March report) of all programs for each network during time indicated.

WESTERN DIVISION
It is particularly evident in the West! Hour after hour, day after day—NBC is "The Network Most People Listen to Most."

What accounts for this? Western listeners, like those in other parts of the nation, favor NBC's outstanding transcontinental programs. But that's only part of the answer. The rest—

NBC Western Division has its own Parade of Stars: 19 top-flight news, drama, comedy, music and variety programs heard exclusively on NBC Pacific Coast Network. Among them 3 out of 4 leading news programs . . . the No. 1 drama and comedy shows. And the two top music and variety programs.

Yes, these stars, too, are responsible for capturing the big share of listening in the West.

As an advertiser or time-buyer, isn't that what you want?

National Broadcasting Company
San Francisco, 420 Taylor Street • Hollywood, Sunset and Vine
Fly Says FM Will Not Reach Small Markets for Some Time

Chairman Advises NAB Group Improvement of Present AM Equipment for Use Several More Years

FM may be some time in reaching small markets, Chairman James Lawrence Fly, of the FCC, told the recent meeting of the NAB Small Market Stations Committee, held at NAB headquarters in Washington. The chairman offered this prediction in answering a question dealing with Washington. The chairman said the highest equipment problems of small market stations.

It was pointed out to Mr. Fly that some small market stations have difficulty getting the highest possible signal quality because of a lack of new equipment. The chairman said that the problem is to improve their present facilities as soon as possible since they may have to rely on AM broadcasting for several years.

Reshuffling Possible

In reviewing problems of the small market group, Chairman Fly said the possibility of making more local channels available to improve nighttime service of these outlets would have to be discussed with the FCC engineering department. Agreeing that nighttime interference on some local channels is bad, he suggested some rescheduling might be possible but noted there would be a tendency to jam any new channels made available.

Where composite transmitters have deteriorated seriously, he said, new transmitters can sometimes be obtained if necessary to maintain existing service. The FCC engineering department knows of a few transmitters available and has aided in obtaining such equipment in some emergency cases. FCC has no definite policy on covering application for FM and later television facilities by newspapers now owning the only AM outlet in the community, Mr. Fly said.

Asked about the situation where an application for an FM license is filed by some individuals or organization not now engaged in broadcasting and then an AM broadcaster in the community applies for similar FM facilities, he said he could not commit the FCC to any general policy. The pioneering of the AM broadcaster is certainly a factor to be considered in his favor, he added, with economic factors and other conditions also aiding in determining whether or both applications should be granted.

Small Station Problems

Chairman Fly said the FCC recognizes economic problems of small market stations and believes a reasonable policy would permit one chief engineer to handle a station's AM and FM transmitters if located in close proximity. Change in present rules governing use of unattended booster stations for FM may be necessary, he said, since the FCC wants to be reasonable about the situation.

Referring to rules governing programming of FM outlets, he said he believed that as time goes on FM licensees will be required to do more and more original programming. Small market stations, he said, could draw on the high-fidelity recordings and transcriptions now available.

At the meeting of the committee, held May 22-23, Chairman Marshall Pengram, of KNRR Rosedale, Ore., said that "for the vast majority of small market stations, group selling of five, seven, ten or more stations at one time offers the best approach to increased national advertising." The committee analyzed a preliminary study of small market station coverage, in which it was shown that such stations cover a substantial percentage of all radio homes, the percentage varying from 10% in some areas to 81.17% for such predominantly rural areas as Kansas. A detailed presentation will be made at the NAB meeting in Chicago Aug. 28-31.

It was agreed that stations employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen.

The committee expressed the opinion that the proposed FCC Order No. 120 relating to mechanical records fails to solve the problem of too frequent repetition of the words "recorded" and "transcribed." Members generally believe there is no need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced at least once an hour. The committee asked NAB President J. Harold Ryan to name a district chairman in each of the 17 NAB districts.
Buffalo's Pioneer Station
WGR
550 K.C.

JOINS
THE
BLUE
NETWORK
JUNE 1, 1944

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS INC.
Nebraska Court's Denial of Rehearing To WOW May Go to the Supreme Court

TWO rulings, handed down by the Nebraska Supreme Court, still leaves the question of ownership of WOW Omaha open to further court action.

The State Supreme Court first denied an appeal for rehearing asked by WOW in connection with the high court's decision on a suit originally brought against the station and the Woodmen of the World Life Insurance Society by Homer Johnson, Dr. Johnson, a Society member, had asked that the lease of WOW by the Woodmen of the World to Radio Station WOW Inc., be set aside. Radio Station WOW Inc. is headed by John J. Gillin Jr., who managed the station for the Society.

The local District Court had ruled that the lease was completely legal and upheld the action of the Society and the new corporation in entering the lease deal. The State Supreme Court overruled the District Court opinion and ordered the lease set aside. Then, on May 26, it refused a rehearing. However, on May 27 the court granted a plea of Radio Station WOW and the Woodmen of the World Life Insurance Society for a stay of issuance of mandate in the suit. The mandate was ordered withheld until Aug. 25, pending appeal to the U. S. Supreme Court, and a $50,000 bond was ordered and posted. The case would go on with a writ of certiorari. Under the writ the highest court would use its discretion in deciding whether to hear the appeal, dependent upon whether it considers a federal question involved.

In the appeal for a rehearing, the defendants, Radio Station WOW Inc., and the Woodmen of the World, charged that the issue of "constructive fraud" was not pleaded in the original case and that the court's decision constituted a fatal variance from the pleadings. The defendants also submitted the plea that the subject matter of the action was solely within the jurisdiction of the FCC and that the State Supreme Court is without jurisdiction to pass on the issue. The high court admitted the right of the FCC to license and to require compliance with the regulations of the Commission but held that does not deprive the State courts of jurisdiction to hear and decide all other property rights in a radio station.

DR. FRANK STANTON, CBS vice-president, and Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., are expected to appear in a one-time broadcast on WEJW New York, dramatizing for the layman the operation of the CBS program analyzer for measuring audience reactions.

Mary Margaret McBride Feted at Garden Rally

NBC AND WEF New York last Wednesday celebrated the 10th radio anniversary of Mary Margaret McBride with a special two-hour rally from Madison Square Garden, probably one of the largest events of its kind honoring a local woman commentator. Orchestra leader Fred Waring served as m.c. and provided the music. Mrs. Eleanor Roosevelt, John Golden, Robert St. John, Fannie Hurst and Billie Burke were among those participating in the evening's large portion of which was given over to recruiting for the women's services. A full hour of the show was broadcast on WEF covering the 1-1:45 p.m. period regularly occupied by Miss McBride, who devoted the last portion of her program to thanking her 12 participating sponsors. The network carried the first half-hour.

Invitations to attend were issued by Miss McBride through three announcements on her WEF program. There were more than 4,000 requests for tickets to the Arena, which seats over 18,000. Miss McBride was the guest of honor at a press luncheon given at the Waldorf-Astoria Hotel Monday by NBC and WEF. William S. Hedges, NBC vice-president in charge of stations, made the introduction. John McKay, NBC press chief, presided.

Garfield & Guild Names Oxarart as L. A. Head

TO BETTER service clients and in an expansion program, Garfield & Guild Adv., San Francisco Agency, has established Southern California offices at 416 W. Eighth St., Los Angeles with Frank Oxarart, new elected vice-president in charge as resident manager. Telephone is Trinity 3832. Mr. Oxarart has been account executive of CBS Hollywood. Prior to that he was San Francisco manager of Radio Sales division of the network.

Bertha Rios, head of media, has been transferred from San Francisco to Los Angeles as office manager. Major accounts serviced by the Southern California office include Milani Food Products, Chicago (French dressing); Kay Jewelry Co., Los Angeles (retail chain); Hunt Bros. Packing Co., Los Angeles (canned foods).

Nejelski Forms Agency

LEO NEJELSKI, formerly a member of the advertising plans board of the American Home Products Corp., New York, has opened offices under his own name at 144 East 33th St., same city. Phone number is Murray Hill 3-6775. His agency will function as a public relations and management counsel.

YIP-E-E

The BLUE Network COMES TO West Texas Service Begins June 1

The world famous programs and facilities of the great BLUE NETWORK are now being broadcast by KRBC, Abilene, KBST, Big Spring, and KGKL, San Angelo, in addition to the outstanding programs of the coast-to-coast Mutual Broadcasting system. Combined primary coverage of KRBC, KGKL, and KBST is 24 counties with a combined population of 326,773. Write, wire, or telephone for availabilities and combination rate card.

Radio Stations

KRBC

KBST

KGKL

Represented by

JOHN E. PEARSON CO. 360 No. Michigan Chicago

250 Park Ave. New York

Blue ★ Mutual ★ Texas State Networks
DeVAULT — a veteran of 21 years' experience in the United States Diplomatic Service, all with the major nations now at war.

DeVAULT — knows personally the top-ranking leaders in both the Allied and Axis camps.

DeVAULT — selects the significant in each day's happenings ... interprets it with unerring insight.

DeVAULT — His radio popularity and the demand for personal appearances are increasing by leaps and bounds. A plus for sponsors!

DeVAULT — has arrived!

Charles L. DeVault, teamed with the pull and penetration of KDKA's 50,000 watts, is spotted at a time when the teeming Pittsburgh area is at ease and receptive ... a combination to do a he-man's job of selling to the whole family! See NBC Spot Sales for complete details.
WHEN DOROTHY WADMAN says—

"SPINACH"

...... then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an ever-night best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman's proven selling ability can be yours — on an economical participation basis!

Proposed Disc Rule Clarified by FCC

Commission Points Out That Sec. 3.407 Still Operates

TO CLEAR up the inaccurate report that it had actually amended its regulations relaxing the transcription and recording announcement, the FCC last Monday issued a public notice emphasizing that the change is simply a "proposed" amendment and has not been finally adopted. It is understood a news association transmitted the report on May 16—date of the FCC's announcement—as an immediately effective amendment, rather than one to be considered finally after briefs due on June 16. Following is the text of the FCC's notice:

In view of an apparent misunderstanding on the part of some broadcasters as to the effective date of the Commission's proposed amendment to Section 3.407 of its rules, relaxing the requirements of identifying announcements for transcribed radio programs, the Commission issued the following statement:

"On May 16, 1944, the Federal Communications Commission in Order 129 proposed an amendment to Section 3.407 of its rules and regulations governing announcements of transcriptions. At the same time, the Commission invited interested persons to file statements or briefs on or before June 16, 1944, setting forth why the amendment should not be adopted or why it should not be adopted in the form proposed. No final action will be taken by the Commission on the proposal until after June 16.

"Therefore, pending final action by the Commission, Section 3.407 of the rules and regulations, as presently constituted, continue in effect.

Former WSIX Facilities Sought in Applications

SECOND APPLICATION within a fortnight to seek a construction permit covering the Nashville, Tenn. facilities of 250 w unlimited time at 1220 kc, local assignment vacated by WSIX Nashville in 1942, was to be filed with the FCC by two prominent Nashville businessmen, E. E. Murrey and Tony Suderian, and J. B. Fair, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WGA, Augusta, Ga., and Harben Daniel, vice-president and general manager of WSAV Savannah Broadcasting, May 22, doing business as Tennessee Broadcasters, a partnership.

It is reported that both proposed stations would be affiliated with Mutual, giving Nashville for full-time outlets, one for each network. Mr. Birdwell states that his station would provide service strictly of a local nature and would cooperate fully with all local civic, fraternal, religious and governmental agencies. Sale of WBIR was authorized in January from Mr. Birdwell to American Broadcasting Corp., licensee of WLAG Lexington, Ky., and which is controlled by J. Lindsay Nunn and his son, Gilmore N. Nunn, now a captain in the Air Transport Command. WSIX now operates fulltime on 980 kc with 5,000 w.

RELAY LICENSES NOW THREE YEARS

AMENDMENTS made to its Rules and Regulations by the FCC last week increase the normal license period of relay broadcast station from two to three years, made the expiration dates of these license and concur as near as possible with the licenses of the broadcast station with which they are used. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, Regulations will be issued for a period of three years.)

WELCOMING Harry Sadewater (left) back to the RCA fold as broadcast equipment sales manager of the eastern office, with headquarters at 411 Fifth Ave., New York, is T. A. (Ted) Smith, RCA sales manager for broadcasting and allied equipment. Prior to his new appointment, Mr. Sadewater was manager of services for RCA factor, Princeton, N. J. Twenty-five years ago, as a Navy lieutenant, he served as radio officer on the famous NC-1, one of the four Navy flying boats attempting the first transatlantic flight.

New Canadian Station

CFPA are the call letters of a new 250 w station at Port Arthur, Ont., licensed to R. H. Parker, Fort Williams, Ont. Station will operate at 1220 kc, according to information from the Radion Branch, Department of Transport, Ottawa. Mr. Parke is at present general manager of CKPR Fort William.
AVERAGE 1943 CASH INCOME PER FARM:
For WOWLAND STATES: $5613
For U.S. as a whole: $3242

Advantage of WOWLAND FARMER
Over Average U.S. Farmer $2371

SOUTH DAKOTA
1690 MORE CASH INCOME Than Average U.S. Farmer
$4932*

KODY
$2442 MORE CASH INCOME Than Average U.S. Farmer
$5684*

MINN.
$1137 MORE CASH INCOME Than Average U.S. Farmer
$4379*

IOWA
$4430 MORE CASH INCOME Than Average U.S. Farmer
$7672*

NEBRASKA
$1446 MORE CASH INCOME Than Average U.S. Farmer
$4688*

KANSAS
$9137 MORE CASH INCOME Than Average U.S. Farmer
$54430

SOUTH DAKOTA
$1446 MORE CASH INCOME Than Average U.S. Farmer
$4688*

AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U.S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U.S. Average by 35% to 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities
They're Listening to

Wherever radio stations broadcast WBS transcriptions, their audiences are listening to the greatest array of talent in any library service today... headliners in every field of musical entertainment... directed with rare showmanship... and recorded with the life-like clarity made possible by World's Vertical Cut Wide Range method of recording. Talent is the key to radio sales success, and WBS delivers headline artists in every field of entertainment. They're all on hand—when you subscribe to World Program Service.

Brilliantly Reproduced by
WORLD'S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS
the STARS on W.B.S.

CARMEN CAVALARO

DICK HAYNES

DOROTHY LAMOUR

LARRY ADLER
with John Kirby Orchestra

WOODY HERMAN
and His Orchestra

DAVID ROSE'S ORCHESTRA

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL
CAMPAIGN instituted on WHN New York by Dick Gilbert, record m.c., to secure free postage for pa-
tients in veterans' hospitals, is slated for support by the military Order of the Purple Heart. Organizations will
consider resolutions on Mr. Gilbert's proposal at its forthcoming national
convention.

ORIGINATING at WLW Cincinnati, the World Front panel discussion program marked its first anniversary as
an NBC network feature on June 4. Program was started on the night of Pearl Harbor in 1941 and for 18
months was aired locally.

KIDO Boise, Ida., has arranged for a system of region-wide bells, fire sirens and horns to sound immediately upon
signal from the station should the news of the commencement of invasion operations come during the
time KIDO is off the air. Precautions have been made for the setup with mayors and fire chiefs in all of
the principal cities in southwestern Idaho and eastern Oregon.

KXYZ Houston and KRIS Corpus Christi have appointed Free & Peters as national sales representatives, ef-
fective June 1.

Palmer Hits Surveys
CRITICIZING rules of the many
types, methods and present listener
surveys as an "affliction" suffered
by radio today, Fred Palmer, man-
ger of WCKY Cincinnati outlined
a standard measurement formula
before the Kokomo, Ind., Lions Club
a fortnight ago. Such a formula, Mr. Palmer said, would be fair to
all and should contain: (1) an ade-
quate sample; (2) proper supervi-
sion; and (3) public inspection.

RECORDINGS of school children's
class entertainments have been aired
by CHEX Peterborough, Ont., as
a public service feature in connection
with the drive for the sale of war
saving stamps. Classroom sales of war
stamps were placed on a
monthly basis and classes reaching or
passing their quota were encouraged
to put on classroom entertainment, the
best of which were later broadcast.

WHIO Dayton broadcast a special pro-
gram from the home of Capt. Don Gen-
ille, Miami, Mo., who has shot down 30 enemy planes, when the
Fiqua, Ohio hero returned.

WHYN Holyoke, Mass., "literally up-
per" its special broad-
cast by the Hitler Gang—Adolf him-
self, Dr. Hjalmar Goebbels and Field Marshal Hermann Goering.
That trio of Nazis was played by Rob-
ert Waterton, who has portrayed Hitler in the movies; Martin Kosleck, who does Goebbels, and Alexander Pope,
who soon makes his motion picture
debut as Goering. Assisting was Ward
Broderick as announcer.

WREC DuBois, Pa., in early May
presented a one-hour broadcast, spon-
sored by the Rural Electric Cooper-
aive of DuBois, which was
hosted by WMRF Lewistown and WOKR
Logan. Repre.

PHIL HARRIS, Hollywood musical
director, will replace Ray Kyser on the weekly NBC College of Musical
Knowledge for eight weeks starting
July 5 broadcast. Vacationing for the first time in six years, Kyser
will entertain servicemen overseas
during the eight-week hiatus. Pro-
gram format remain same. American
Tobacco Co. sponsors the 60-minute variety show.

CHML Hamilton, Ont., began
broadcasting 24 hours a day on May
15 and claims to be the first station in Canada so to do. Promotion an-
nouncing the change featured "Don't be caught napping when D-Day
comes." Ken Soble, station owner-
manager, stated that prior to the tube
shortage the station was on the air 22
hours daily. With tube supply bet-
ter now, and D-Day expected any

time, the station would continue its
on-the-hour newscasts every hour of
the day, with news bulletins every
half-hour from midnight to 7 a.m.

NEW antenna system for WCBI Co-
umbus, Miss., a Washburner Type 101 is now in operation. Old
tower was destroyed by floods from the Tom-
bigbee River several weeks ago when floating houses clipped the guy wires and caused it to collapse.

KFRO Longview, Tex., has been
awarded a $500 War Bond, first prize in a merchandising contest for Grape-
Nuts Wheat Meal sponsored by Key-
stone Broadcasting System in con-
nection with a spot campaign sponsored by General Foods on 178 Keystone
stations in the south and southwest
to introduce the product in that area.

WCBI Columbus, Miss., took second
prize, a $100 War Bond; KOTN Pine
Bluff, Ark., won a $50 bond for third place and 22 other stations were
given $25 War Bond honorable men-
tion awards.

RALPH EDWARDS and his NBC
Truth or Consequences program staff are moving to new quarters at 654
Madison Ave., New York.

ASSOCIATED BROADCASTING
Corp., newly formed network with
headquarters in Grand Rapids, has
established Pacific Coast offices at
3055 Wilshire Blvd., Los Angeles.
Telephone is Exposition 1308, Van C. Newkirk, general manager.

WDAY Fargo, N. D., celebrated its
22nd birthday on May 22nd.

MORE THAN a quarter of NBC's 2,500 employees are now members of
the network's Ten-Year Club. With
the recent induction of 114 new
members into the club, membership now totals 586.

FIFTY youth leaders working with
youth organizations in Dade County, Fla., were guests of WIOD Miami
May 27 at the second program of the
15-week series, Here's To Youth. Title of the May 27 broadcast was "School's Out".

QUARTER-HOUR transcription de-
scribing the work of the UBO Camp
Shows overseas has been written by
Bob Sloane, produced by Bob Shayon,
both of CBS, and recorded by WOR
Recording Division for local station use in the fall in connection with the
National War Fund drive.

NEXT MEETING of the Board of
Governors of the Canadian Broadcast-
ing Corp. will take place June 26 at
Ottawa.

The rich area of East Texas, South Arkansas and North Louis-
iana has many natural resources, many major industries. Here
are rich oil and natural gas fields which produce a large seg-
ment of the nation's fuel and lubricants needs. Here are
livestock, lumber and forest products combined with the area's
rich resources to make a balanced market. Many alert adver-
tisers are taking advantage of this balanced market by selling
now and building sales for the future. It will pay you to investi-
gate now. KWHK will gladly supply additional information.
"MUST" COVERAGE

Coverage of . . . one out of every two radio homes in the U.S.
Coverage in . . . markets where families have a buying power more than one-third higher than the nation's average
Coverage that . . . any advertiser can secure by using these 11 essential stations in these 11 essential markets . . .

WEAF New York  KOA Denver
WRC Washington  KPO San Francisco
WMAQ Chicago  WBZ-A Boston-Springfield
KDKA Pittsburgh  WGY Schenectady
WTAM Cleveland  KWY Philadelphia
WOWO–WGL Fort Wayne

Advertisers who want a bigger share of the people with active purses . . . receptive ears . . . in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "must" coverage . . . data on audiences, successes, time available, costs . . . call your nearest NBC Spot Sales Office listed below.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Denver, Maine 6211 . . . Boston, Hancock 4261
OLD FASHIONED fairy tales, the kind that have enchanted children for generations past, are featured on a new series of weekly quarter-hour programs produced by WINX Washington, D. C. Titled Once Upon A Time, the weekly dramas are acted out and produced by local talent. Highlight of the inauguration of the series, which has been signed for 13 weeks by the Embassy Dairy Co. of Washington to promote its homogenized milk, was a "My Favorite Fairy Tale" contest in which children wrote letters on their favorite fairy tale. Best letter was awarded a black puppy dog (which writer named "Winxy"). Embassy agency was Lewis E. Ryan Co., Washington.

Best Sellers

WLIB Brooklyn, N. Y., compiles a list of the best-selling records of the week from sales information and presents the records in a weekly quarter-hour program.

Legal Aid

DESIGNED to give legal assistance to servicemen and their families, KQW San Francisco is presenting a public service program titled G. I. Legal Aid, Sundays 11:15 a.m. (PWT). Four lawyers, speaking for the State Bar Assn. of California, reply to queries received from servicemen or members of their families. Questions pertain to family allotments, servicemen's debts, insurance problems, rents, leases, Army and Navy relief benefits, etc. Ira Blue, KQW special features director, acts as moderator and producer.

War Stories

STORIES of the war as described by the people who made them, and recorded in many parts of the world by the BBC, the Army, Marine Corps and Mutual's overseas staff, are heard on WOR New York in a weekly quarter-hour program WOR Newswest. Highlight of each broadcast is the most important military or dramatic event of the preceding week. First program May 6 featured a transcription of the first words spoken on American Broadcasting Station in Europe—a message from Robert Sherwood of OWI to the conquered peoples of Europe.

Service Command Work

FORMER entertainers in civilian life, now in the Army, will be featured in Twenty-One Stars, weekly half-hour program starting on the Blue Network June 17. Subjects relating to different phases of service command duties will be highlighted on each program, with the purpose of making known the war work being done in all parts of the country.

WNLC Variety Show

UNDER the auspices of The Sub, newspaper published by the shipbuilders' & Marine Engineers Union of Groton, WNLC New London, Conn., is presenting on each publication date a series of bi-weekly quarter-hour variety programs, with talent drawn from the 12,000 employees of the Electric Boat Co.

School Bands

BANDS of high schools and colleges in the metropolitan New York area are guest appearances on the Tolerance Through Music program heard weekly on WOV New York. Arrangements for guest appearances of the school bands are handled by Alan Courtney, WOV record m.c. and conductor of the program.

Record Loan

CJBC Toronto has started a new program titled Collectors' Items, featuring swing records loaned to the station by collectors of "hot" records. Many rare swing transcriptions, not in the station's musical library, will thus be heard by swing fans on the station's Ten-Ten Swing Club program. Records are promptly returned after the broadcast.

College Forum

WAAT Newark, N. J., presents a weekly 25-minute youth forum under the auspices of the Seton Hall College Adv. Foundation for copy and advertisement evaluation. Program is produced by advertising course students of Seton Hall with students of colleges in New Jersey and other states as guests on each broadcast.

Know Your Money

DETECTION of counterfeit coin and currency and safeguards against check thieves and forgers will be revealed in a quarter-hour answer and question program starting June 8 on WNYC New York. A local secret service agent will conduct the weekly program.

Awarded On Merit!

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

IN ONE MONTH, March 26th through April 26th, 1944, started or accepted COMMERCIAL CONTRACTS calling for the production, before May first, 1945, of up to . . . .

3958

Commercial Quarter Hours!

(Plus a Substantial Volume of Station Breaks Sales Participation)

OVERWHELMING PROOF—Following a Net Sales Gain of 73.3% in 1943 . . . . of KFNF's unquestioned Leadership in a Vital Market

In The Heart of the Missouri Valley—It is—

KFNF

"The Friendly Farmer Station"

1000 Watts 920 KC.

Mail Maps Tell the Story—Write or Wire—direct to
Frank Stubbs, Mgr. KFNF, Shenandoah, Iowa
Another Lesson Learned at Pearl Harbor

GATES TRANSMITTERS GIVE MORE PERFORMANCE HOURS - PER DOLLAR!

A recent survey of Gates installations reveals:

MAINTENANCE COSTS FOR 80 GATES TRANSMITTERS IN THE 2½ YEARS SINCE PEARL HARBOR HAVE BEEN LESS THAN $1000!

Just figure it—an average maintenance cost of $12.50 for 2½ years—forty some cents per month! Today, when equipment is at the "critical stage," efficiency is not only important, it is a must. Years of experience in transmitter designing has enabled Gates engineers and skilled craftsmen to design and build transmitter equipment that measures up to today's heavy-load requirements. And that's a sound reason why the less you have to spend, the more important it is to buy Gates equipment and enjoy more performance hours per dollar!

If you'd like to know more about the Model 250C Transmitter illustrated, write for technical bulletin which gives complete data and details. Consult us on any maintenance problem, without obligation.

GATES RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied equipment in the electronic fields.
In addition to being an industrial giant, Baltimore is also the heart of a rich agricultural region. From the rolling pastures for miles around come a steady stream of cattle, hogs and lambs to Baltimore's stockyards. Great packing companies like Schluderberg-Kurdle (the famous Esskay brand) Corkran-Hill, Goetze, Swift, Heinz's, Armour and others ship Baltimore meats and meat products over a wide area.
There are 24 meat packing establishments in Baltimore. In the last 25 years, this great Baltimore industry has increased by more than 150%!

The tremendous growth of the meat packing business in Baltimore has its parallel in scores of other industrial fields. For Baltimore's prosperity is based on diversification—and more than 100 different industrial classifications contribute to steady, uninterrupted progress. Baltimore is the fastest growing big city in the East! For more than 25 years the industrial output, the number of wage earners and the total industrial payrolls have been growing at a rate that outstrips any other Eastern seaboard city.

If you regard advertising as an investment, you'll want to put your advertising dollars to work in a growing market like Baltimore. And Baltimore's Number One advertising medium is WBAL.
Planks & Lip Service

THE MAJOR political parties are about to hold their respective conventions to nominate their respective Presidential candidates. Now it looks hands down, Roosevelt versus Dewey.

Following custom, each party will adopt a platform committing it to speedy and complete victory, postwar rehabilitation and betterment of the economic, social and political fabric of the nation.

Four years ago, for the first time, both political parties adopted “free radio” planks. Each pledged radio on a parity with the press—free by constitutional guarantee.

But no questions the sincerity of these utterances. The resolutions committees of the two parties considered free radio planks as important in the national scene, for even then there were more than cursory pot-shots at the bungling tactics of the FCC and the threat to radio’s freedom implicit in its actions.

But let’s look at the record. Is radio freer today than it was four years ago, when these planks were adopted? Does the Supreme Court decision of May 10, 1945, give radio greater or lesser freedom? Would the White-Wheeler Bill, in its latest revised form, offer more or less restraint upon radio as a “free enterprise?”

It can be expected that radio planks again will appear in the party platforms. But they should amount to something more than mere camouflage promises that look good in type or ripple well over the air. Mere lip service won’t give radio its freedom.

That Fresh Start

SHORT TEMBERS, confusion, unwillingness to face facts and perhaps Washington’s heat (man-made and natural) seem to have combined to frustrate remedial radio legislation. The White-Wheeler Bill to amend the Communications Act has been pronounced dead by its co-author, Chairman Wheeler (D-Mont.) while White-Mont. (R-Me.) also appears to have despaired of action.

The blam is ascribed to differences between Committee members and those representing various segments of radio. The bill is the result of weeks of hearings and months of deliberation by Sens. Wheeler and White and Committee aides.

Not even the authors contend the bill is perfect. But evidently they are unwilling at this stage to talk it over and compose differences. Certainly the bill is far from perfect. Admittedly it doesn’t accomplish the ends which even its authors sought to gain.

But it is a start in the legislative process. We were never aware that a committee print of a bill is sacrosanct. The bill, as now drawn, is contradictory. The provision on banning of news sponsorship, though perhaps never seriously intended for anything more than window-dressing, stirred up a controversy that overshadowed all other aspects. And the proposed ban on power—to which Mr. Wheeler appears to be so irreconcilably pledged—shouldn’t be the altar upon which full-scale corrective legislation should die.

If it was our impression that Congress legislated, not for the good of an art or industry, but for the welfare of the public. Sen. Wheeler Committee, after years of cursory consideration, decided a revision of the Communications Act, the radio provisions of which were written 17 years ago, was desirable. Hearings were held and a revised measure drafted. Now, because of “differences”, Chairman Wheeler is disposed to dump everything overboard.

If new legislation is needed, then it is the duty of Congress. The legislative processes in both Senate and House usually root out the evil or undesirable provisions. We agree with Sen. Tobey (R-N.H.) that “nothing constructive” can come from “doing nothing”.

New Low on Valor

EVIDENTLY playing on patriotism, several fraternal and labor organizations are reported spending thousands of dollars for transcribed dramatic serials for intensive membership campaigns. One of a series, produced by a fitted organization and submitted to a broadcaster for use “without charge”, went like this:

As two young men leave for Army service they’re given a rousing home-town send-off. The mayor promises their jobs will be waiting when they get back; their boss gives added assurance. Through dramatic sequence and sound effects the youths are taken into battle, wounded, returned and finally medically discharged but still able to work.

It’s a different story when they return; their boss is sorry but has no vacancies; the mayor can do nothing for them. They turn to the Shaking-Hand Fraternity, which maintains a service club for men. The Grand Vizer in charge of Jobs for Service Men picks up the phone, calls their old boss (who, by the way, is a brother Hand-Shaker).

The light dawns; after all the boss didn’t realize his fraternity was interested . . . why, send ’em over first thing in the morning; the jobs are waiting. The song is a plea for membership to “help us find jobs for our returned heroes”.

To what does it add up? Listeners are told (through drama) that: (1) employers have no interest in employees who have gone to war; (2) political leaders don’t give a hang for the men of their communities; (2) the Shaking Hand Fraternity is doing a real service for “our boys”. And all that adds up to new members, plus creating doubts in industry and Government.

Some of these membership campaigns are offered to radio “without charge”. If a station manager turns them down as sustainers, then he’s offered full card rate. That should be the pay-off to any broadcaster.

Many stations, in cooperation with the Veterans Administration and local Government employment offices, are providing time to assist non-service men in finding niches in civilian life. Radio will continue this public service for the men who are giving their all.

Broadcasters want no part, however, of any membership campaigns which exploit, for commercial gain, American patriotism and valor.

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Our Respect To—

HUBBELL ROBINSON Jr.

SOME 15 years ago a young man in the traffic department of Young & Rubicam in New York overheard the conversation of two of the agency’s radio producers. They were exasperated because a copywriter for one of the larger radio shows had gone on a spree and there was no sujet of an overdue script. In their aggravation they decided to take drastic action when such a script returned.

When the executives left the department the young man opened his desk drawer, took some copy paper, borrowed a typewriter and pounded the keys for several hours, producing a script which he promptly took into the production department. The radio chiefs read the script, made some minor changes and a few days later a network detective program was broadcast—from the traffic boy’s script.

That young man was Hubbell Robinson J who today is vice-president and associate-rector of radio at Young & Rubicam. Born Schenectady, N.Y., Oct. 16, 1905, he attend Phillips Exeter Academy, and Brown U. where he received his B.A. in 1927. At Brown he was associate business manager of the Brown DeHerald, campus paper. He was also a member of Alpha Delta Phi.

Upon graduation, Hubbell decided he was going to stay in radio and he started as a porter for the Schenectady Union Star. Left when he was offered the opportunity of reporting job on the Knickerbocker Press at Albany. But the young reporter was ambitious and wanted to get places fast. There was only one town where that could be accomplished. That was New York.

And so to New York. There he got a job reviewing stage shows in large presentation houses for the Exhibitor Herald, but after short time decided advertising agencies offered the best opportunities for an aspiring writer.

To get started, he took an unglamorous j as a messenger-boy with Young Rubicam. His efficiency and alternativeness soon noted and he was promptly moved into the traffic department. Shortly after his debut into the scriptwriting field he was named assistant to the head of the radio department.

In 1933, while on Y&R’s production staff Hubbell was appointed to set up a station informations department. Three years later he turned to the production department where he helped develop and refine the easy style and flair for scriptwriting and reception soon ranked him as an authority on radio production.

Another promotion came in 1938 when

(Continued on page 42)
THREE REASONS
why WMFM belongs on your fall schedule...

LISTENERSHIP
Wisconsin has eagerly accepted the advantage of static-free, crystal-clear FM broadcasting. In Milwaukee, and much of Wisconsin, FM means WMFM. The appealing WMFM combination of crystal-clear, static-free FM, plus outstanding programming strikes a responsive note.

PRESTIGE
Your programs become an integral part of the WMFM schedule of distinctive, quality programs keyed to the wants and needs of the community. Your product... your program are associated with a station that has won the respect and gratitude of its listeners.

PROGRAM SERVICE
WMFM has learned FM programming. It has pioneered some of the outstanding FM programs in the country. You can benefit by the experience that WMFM has gained since it took to the air in September of 1940, as the first FM station west of the Alleghenies.

Perhaps one of the many outstanding live sustaining programs of WMFM will exactly fit your requirement. If not, we welcome the chance of working with you in the development of the right program.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build audiences and promote sales. Write, wire, phone for availabilities.

THE MILWAUKEE JOURNAL FM STATION
Member -- The American Network
Our Respects to
(Continued from page 40)
radio production was placed under his supervision. The following year he took over all program planning and talent buying. He became a stockholder in the agency in 1941. He was named assistant director of the radio department in 1943. This year he has been appointed a vice-president of the firm where he started as a messengerboy only 16 years before.

Hubbell Robinson married the former Therese Lewis of New York in 1940. His wife shares his same deep interest in the entertainment business. She was at one time scriptwriter for the Helen Hayes' radio series and also wrote the movie-script for Rosalind Russell's film, "What a Woman."

From time to time he contributes short stories, satires and articles to Esquire, Scribner's, Current Opinion, and other periodicals. After working 16-18 hours a day, he spends his spare time writing and reading American history.

His early enthusiasm and earnestness is still on tap. He is continuous on the lookout for new ways and means of producing better radio programs and doing a better job for his firm and their clients.

Speaking of radio production he said, "There is too much slapshot production in radio today. The public has been educated to sense bad production and that, in turn, has put producers must constantly be on the alert and work to obtain, and maintain, a general high level of excellence in their work." When asked about television, he said, "There are enormous possibilities for radio producers who familiarize themselves with television. In a comparatively short time demands on radio producers for television shows will be great and the "stop-watch" producers who discover he has no place in the video field, nor that field for him.

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BURRIDGE D. BUTLER, president of WLS Chicago and editor-publisher of Prairie-Farmer, returned to Chicago last week from his home in Phoenix, Arizona, where he lives during the winter.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, will preside at the San Francisco meeting of editors and program executives of Pacific Coast affiliates on June 10.

ROSS M. HUTCHISON, commercial manager of WHIO Greensboro, N.C., has been named as father of boy.

EVELYN HALE, secretary to Frank E. Mullen, vice-president and general manager of NBC, has been appointed assistant manager of the public relations department of the NBC western division. As of June 15, she will act as assistant to Jennings Pierce whose activities include the Hollywood and Los Angeles press and guest relations for NBC in the west.

C. B. HELLER, now with the Overseas Branch of OWI, visited his former associates last week at WLOK Lima, Ohio, where he was a special manager for the station. Mr. Heller is attached to the OWI New York news and feature bureau, awaiting overseas assignment.

CHARLES MICHELSON, president of Charles Michelsohn Co., radio transcription firm, New York, is in New Orleans to help the firm's director of the foreign language program, broadcast in the New York City area in connection with the Fifth War Loan Drive. He will divide his time between the drive and his station duties, which he is continuing pending pending approval of the transfer of the station license to the Broadcasters Co. (Broadcasting, May 29).

FRED J. MURPHY is a new member of the sales staff of WSRF Stamford, Conn. Mr. Murphy was formerly general manager of Broadcast Productions, New Haven.

FRED A. WEBER, former district manager for Investors Syndicate, Davenport, Ia., has joined Burns-Smith Co., Chicago, station representative, in a sales capacity.

WARREN JUSTICE, released from the Navy, has joined KHJ Hollywood as account executive.

EDWARD W. WOOD, Mutual network sales manager, has returned to New York following Hollywood conferences with Lewis Allen Weiss, president and general manager of Don Lee Broadcasting System.

DON NORMAN, NBC spot sales representative in San Francisco, has taken over that office in Hollywood, replacing Fred Sezler who reports to the Army. Mr.Norman's predecessor is Carl Nielsen, former KPO sales representative.

DON FRANCISCO Jr., former advertising manager of Airline Inc., Los Angeles (aircraft parts), has joined KWKW Pasadena, Cal., as account executive.

THOMAS F. CLARK, former advertising manager of Airline Inc., Los Angeles (aircraft parts), has joined KWKW Pasadena, Cal., as account executive.

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In acquiring knowledge of the best radio time buys, astute buyers are regular "bookworms!"

Here are the facts which cause them to evaluate KOA as best buy in the Denver Market:

Dealer Preference (68.8%)* 
Listener Loyalty (65%)**
Programs (9 out of top 10)
Power (50,000 Watts)
Coverage (Parts of 7 states)

* Ross Federal Survey
** NBC Tale of 412 Cities

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Graybar Names Cossman, Guy In Personnel Change

WALTER P. HOAGLAND, vice-president and central district manager of Graybar Electric Co., retired June 1 after 44 years' service with the company. George J. Cossman, his former assistant, and also a veteran employee of 44 years, will succeed him.

Additional changes announced by Graybar include the appointment of June 1 of W. E. Guy as district commercial manager at Chicago, succeeding J. H. Gleason who will retire shortly. Mr. Guy, who started with Graybar Electric Co. in 1924, was at one time president of the Chamber of Commerce, Hammond, Ind.

CBS Playhouse at 1007 Broadway, New York, is the scene of "Murder on the Fred Allen Program," a mystery novel appearing in the July issue of magazines. Don Allen, Portland, and other members of his program play prominent parts in the story.

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OFFICIAL U.S. NAVY PHOTO

LOOKING OVER latest radio news from the States while on Navy assignment somewhere in the Carib bean are these broadcasters, who get together whenever timepermit to talk over trends in the trad New serving as communication officer, Caribbean Sea Frontier: Capt. E. G. Gluck, USNR (seated), who is president of WSOV Charlotte, N.C. Standing is Lt. Louis Read, USNR, former commercial manager of WVL New Orleans, now public relations office for the Naval North District.

Hooper Ratings Show Audience Drop In Ma:

C. E. HOOPER, Inc., in the May day time network ratings, reports the average available audience at 68.8, down 2.0 from the last report, down 2.3 from a year ago. There is a drop of 1.4 from the previous report for average set in use, the current figure being 14.

Average daytime program rating stands at 4.3 a decrease of 0.6 from the last report.

First place goes to When a Girl Marries in the 10 week program. Young Widders Brown reply second, and We Love and Learn third followed respectively by Ma Perkins (CBS); Kate Smith Speaks; Stills Diller; Our Gal; Sunday Pupp Young's Family, Big Sister; Ma Perkins (NBC). Top ranking Saturday daytime shows, not included in the weekly list are: Stars Over Hollywood, first; Fashions in Rations, second; Ma Perkins has the highest spot or identification index of those programs included in a list of subscribers to the C. E. Hooper service.

ORVILLE PRESO arth, literary critic of the New York Post, on July 10 starts a weekly book review column, CBS, Saturday 2:15 p.m.

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BROADCASTING  Broadcast Advertising
PRESTO IS 10 YEARS OLD

In 1934 Presto made the first commercial cellulose coated recording disc. At the time there were perhaps 3 or 4 instantaneous recording studios in New York making recordings on plain aluminum. We sent these studios samples of our new coated disc and a steel needle to cut them.

They were amazed. Never had they heard a record with so little surface noise . . . such perfect musical response.

Recently we received an order for 100 discs and the entire plant personnel (all 5 of us) worked a week to fill the order.

Already we had made a few recording turntables which we offered, among others, to broadcasting stations and schools. Often as not they asked, What use would we have for those things?

Today thousands upon thousands of Presto recorders are in daily service all over the world. On this, our 10th birthday, we want to thank you for having helped us to grow and to assure you that we will continue to do our darndest to give you the best recording equipment we know how to build.

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
ROBERT F. ANTHONY, former assistant program promotion director of Mutual, has joined WHN New York as sales promotion and sales director, replacing Harley Samuels now in charge of Parade of Stars promotion at NBC.

GLENN DOLBERG, one-time program director of KEF-KECA Los Angeles, has been appointed western field representative for Broadcast Music Inc., with headquarters in Hollywood.

A.M. at P.M.
WHEN the boys in the Aleutian Islands tune in on Symco Busters, early morning jamboree of WWL New Orleans, they are basking in mid-afternoon sunshine, according to Pete Baird, former sports writer of the New Orleans Item.

HOWARD R. MALCOLM, formerly on the announcing staff of WBBM Chicago, has joined KHQ-KGA Spokane.

JIMMIE SIMPSON has left the announcing staff of WROG Salisbury, Md., to join WWDC Washington, D.C.

EVERETT C. PARKER, assistant to the manager of the NBC New York public service department, is the father of a girl.

DAVID PELTZ, freelance radio writer, has joined Owen Vinson Productions, Chicago.

ROBERT HANSEN has joined WHN Chicago as sales promotion and public relations director.

ALEXANDER GRIFFEN, WIP Philadelphia, new commentator, has signed with Harold Sokin, New York publishers, for his third book, "Ned Stack." M. D. to be published this fall.

Rex Bowen, formerly with the CIAA's network in San Francisco area, has been inducted into the Navy. Before going to CIAA, Mr. Bowen was with KFBI Kansas City, KS, and WCAI, Arizona.

SYLVIA BROWN, food consultant for WKY Cincinnati, will be married to Dr. Walter Bernard Devine, Nashport, O., in July.

KATHERINE FOX, public service director and coordinator of war activities for WLW Cincinnati, who serves as chairman of women's activities of the Ohio War Finance Committee, has been awarded the Distinguished Service Medal, highest form of recognition for volunteer work given by the Committee.

REMI MARTEL has joined the production department of WOR New York as assistant to Steve Ellis on the Moonlight Saving Time program, replacing James Miller, resigned.

LEROY GLUSKIN, CBS Hollywood musical director, has been signed for several months for the RKO film, "Going to Town," which stars Chester Lauck and Norris Golf (Lum & Abner).

GEORGE FISHER, released from the Army and former commentator on KJU Hollywood, has returned to the station.

ED HOCHAUSER, announcer at WING Dayton, Ohio, is the father of a girl.

ROBERT LIGHT, former assistant director of Warner Bros., has joined Blue Hollywood production staff.

MARK GREGORY has left the announcing staff of KYW Philadelphia to join WDTJ Detroit as news commentator.

EMMA MAE ROBERTS, former promotion director of WCAU Philadelphia, has joined the publicity staff of the United War Chest in Philadelphia.

JAMES MCMLLIN, formerly of WOR New York, has been added to the announcing staff of WHN Philadelphia.

TED R. LINGO, formerly with the War Labor Board of the Steel-Makers network show, has joined the announcing staff of WPEN Philadelphia.

BILL HEDGEPOTH has joined the announcing staff of WOJ New York, to replace Lt. Lester Kamin

ELIZABETH LACKMAN, for seven years general reporter on the New York Times, has joined the press staff of the Blue Network, replacing Allen Sorensen, who has joined the overseas division of the OWI. Pat Cort has left the Blue publicity staff to join the American Red Cross.

WARD WILSON has been named sports director of WOR New York, succeeding Marty Olickman, who has been commissioned a Marine Corps lieutenant.

PAUL GARDNER, former sports writer of the N.Y. Journal-American, this week joins the Blue Network publicity staff, replacing Warren Gers, who will join the Hollywood publicity staff of Young & Rubicam.

JERRY SILL, former director of advertising and promotion of WNEW New York, has joined Mutual's station relations department.

GARRETT HOLLIDAN resigned his post as program director of WMCA New York to produce programs on a freelance basis.

ARMY DUTIES parallel those of civilian life for Lt. Lester Kaminsky (r) of the Fourth Provisional Training Regiment, EUTC, Camp Claiborne, La. He announces Camp Claiborne News of the Week on KALB Alexandria, La., one of several Army shows aired by the station. Checking script with Lt. Kaminsky are Dorothy Aden, KALB production manager, and E. A. Cappelini, station manager. Lt. Kaminsky in civilian life was with WACO Waco, Tex., Texas State Network and KEYS Corpus Christi. Program is written by Lt. Stanley K. Brown, former news and special events director of KOA Denver.

DAVID BANKS, formerly with Mutual in Chicago, and commentator of several southern stations, has joined the announcing staff of WATT New York, N. J.

ELIZABETH LACKMAN, for seven years general reporter on the New York Times, has joined the press staff of the Blue Network, replacing Allen Sorensen, who has joined the overseas division of the OWI. Pat Cort has left the Blue publicity staff to join the American Red Cross.
WGR

New Blue Buffalo Outlet Strengthens Web in Upstate N.Y.

More Power on Better Frequency enables Blue to deliver Nation’s 14th City and Surrounding Area ... Adding 164,000 MORE Families to present Daytime Coverage ... Station will do standout promotion.

On June 1, Station WGR (5,000 watts day—1,000 watts night on 550 kc) became the network’s new outlet in Buffalo. This shift to a station with greater power and better frequency enables The Blue to cover 87,000 more radio homes nighttime—and 164,000 more daytime.

This is particularly important to advertisers because it means that from now on The Blue will give even stronger coverage for advertisers in upstate New York.

WGR is launching a comprehensive campaign on its new affiliation with The Blue—to swing the audiences over and in addition will continue to promote Blue sponsored shows with unusual aggressiveness.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
BERNARD BURROWS, former librarian of CHEX Peterborough, has graduated as a pilot in the Royal Canadian Air Force and commissioned as pilot officer. He is stationed overseas.

KATHLEEN FARREL, new to radio, has joined the staff of CKGB Timmins, Ont.

DON NAIRN, formerly of CKGB Timmins, has transferred to the announcing staff of CHEX Peterborough.

JUSTIN DOUGHTY, announcer of CHEX Peterborough, has joined the Royal Canadian Air Force.

LEE TRENHOLM, director of public relations, Underwood Elliott Fisher, Toronto, has been re-elected president for 1944-45 of the Toronto Advertising and Sales Club. Ray A. Barford, J. J. Gibling Ltd., was elected secretary. G. Alec Phare, radio director of R. C. Smith & Son, is treasurer and R. J. Avery, radio director, Ronalds Adv. Co., director.

ED FRECH, announcer, has joined WALA Mobile, Ala., transferring from WMAN Minneapolis. Bill Orlene, formerly of WAIT Chicago, has also joined WALA. Other new WALA announcers are John Loutcher and Ollie Cain.

MISCHA BREGMAN has been named music librarian at WCCO Minneapolis. Mr. Brengman was associated with the Minneapolis Symphony Orchestra as a violinist and librarian for several years.

KEN KENNEDY, program director of WDAY Fargo, N. D., was elected president of the State Junior Chamber of Commerce at the annual war conference.

HOWARD NELSON, war effort director of WDAY Fargo, N. D., is father of a girl.

CHARLEY STOOKEY, farm editor of KMOX St. Louis, completed his 15th consecutive year in farm radio on May 20. He originally joined WLS Chicago in 1929.

DORIS KLUDT has been added to the announcing staff of WSRK Stamford, Conn. She was formerly with Connecticut Radio Ad., Hartford.

MARIE DONAHUE has been promoted to traffic manager of WEEI Boston. She formerly was secretary in charge of national sales. Katherine M. King, formerly with WHDH Boston, is now a member of the WEEI transcription staff.

ROLAND E. SCHEER, former staff announcer of KYSA San Antonio, Tex., is a new member of KREG West, Tex.

JOLA BRUBECK, continuity writer of KPRO Riverside, Calif., has resigned to join her husband who is stationed at a Texas Army training center.

RUDY O'CONNOR, announcer-producer of WGN Chicago, has joined KHJ Hollywood.

NEIL REAGAN, production manager of KFWB Hollywood, has shifted to CBS Hollywood as producer.

SHERMAN W. PETERSON, of the NBC Chicago press staff, is the father of a girl.

ROBERT DUMM, former program director of KSFO San Francisco, has been promoted to a Lieutenant (j.g.) in the Navy.

DON DAVIS, formerly of KLS Oakland, has joined KFRC San Francisco as announcer.

K. LOUIS FLATOU, journalist and recognized authority on international affairs, has started a five-week, quarter-hour commentary on KNIT Hollywood.

K. LOUIS FLATOU, journalist and recognized authority on international affairs, has started a five-week, quarter-hour commentary on KNIT Hollywood.

FORTY BELOW weather was described to listeners of WIND Dayton, when Roving Reporter Lin Mason (the warmly dressed gent on the right) told of his sensations in the AAF Material Command's "All-Weather Chamber" at Wright Field, Dayton. Capt. Walford Marrs (left) is director of the Clothing Unit of the Aero-Medical Lab. In the weather chamber, Material Command tests equipment.

WALT HARRIS, previously with KIT Yakima, Wash., and KOB Albuquerque, N. M., is now a member of the announcing staff of KIRO Seattle.

BILL BUTLER, released from the Navy after 18 months' service, has rejoined WHIP Jacksonville, Fla., as announcer.

FRANCES FRAZIER, continuity chief and associate producer for Radio Council, WBEZ Chicago Public Schools station, joined NBC Chicago June 1 as assistant to Judith Waller, central division public service director in charge of NBC-Northwestern University Summer Radio Workshop.

KEN WILSON, KBNB Youngstown, Ohio, announcer, and Dorothy Johnson, former control room technician of WMBR Uniontown, Pa., were married May 13.

ROBERT RAY MILLER, associate producer for the Radio Council, WBEZ Chicago public schools station, has been appointed to a Rockefeller fellowship in radio, granting him three months of study in New York network headquarters. Mr. Miller also plans enrollment in New York University Summer Radio Workshop.

KARL SCHLICHK has been appointed director of the new radio education department of Los Angeles County Tuberculosis & Health Asso.

BOB WARD, director of publicity WJJD Chicago, is the father of a boy.
a new **HIGH**...

The war's end will bring the day when scientific expeditions may verify a new high on the world's roof. When that time comes, the world will also know a new high in the quality of electronic products... through radio and other electronic devices built by

**DETROLA RADIO**
DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATTIELD, DETROIT 5, MICH.
C. RUSSELL FELDMANN PRESIDENT
VICK KNIGHT, Hollywood producer, now with Army Special Services division, Palm Beach, Fla., has been promoted to sergeant.

LT. COL. PAUL JONES, former announcer of KGB San Diego, Cal., is attached to the staff of Lt. Gen. Joseph W. Stilwell in China.

FRANCES FARMER WILDER, for the past six years director of education for Columbia Pacific Network, Hollywood, has been appointed CBS coordinator of daytime programming, with headquarters in New York. In her new capacity, Mrs. Wilder will deal with agencies and clients in merchandising material obtained through research in markets dominated by women listeners.

ELIZABETH KERN of WING Dayton has been named chairman of the fellowship committee of the Dayton Advertising Club by Jack Hershay, director of advertising for the Dayton Rubber Mfg. Co. and newly elected president of the club.

PAUL J. MILLER, production manager of WWVA Wheeling, W. Va., has completed his 22nd year of broadcasting. Joseph A. McQuay, announcer, has shifted to WWVA from WAJR Morgantown, W. Va.

STEWARD SPENCER, announcer and publicity director of WPTF Raleigh, N. C., has resigned to enter the Navy. New addition to the WPTF announcing staff is Larry C. Johnson.

KENNETH PETERSON is now a member of the WMPS Memphis announcing staff. He was formerly with KOBH Rapid City, S. D.

LESLIE BALOGH BAIN, news commentator of WIOD Miami, has returned to the station after a two-week observation tour overseas as an accredited Naval correspondent. Reports on his observations and experiences are now featured on his Monday through Friday broadcasts.

DOROTHY FULDEHEIM, lecturer and commentator, has joined WWJ Cleveland.

CLARE PATRICK, formerly of KPO San Francisco music rights department, has been appointed a first lieutenant in the WACS and is stationed at Stout Field, Indianapolis.

ROBERT ARTHUR, free-lance who writes Nick Carter and Mystery Traveler, both heard on Mutual, has been named by the Blue network to edit scripts for Appointment With Life.

TONY FERREIRA, formerly with the Republic Pictures publicity department and previously a stage manager-director, has joined the Television Workshop, New York, as a writer-producer-director.

WILLARD L. DOUGHERTY has been promoted to a first lieutenant in the Army. Known as "Will Douglas" to CBS listeners, the former announcer was employed at WKBN Youngstown, O.

JOHNNIE ALSON has relinquished his m.c. duties with the Blue Network to become a staff announcer replacing Hugh James, who continues his commercial commitments on Blue and NBC programs.

BILL DILLNER, formerly on the announcing staff of WDSU New Orleans, has joined WAAF Chicago.

Westinghouse to Import

WESTINGHOUSE Electric International Co. has announced that after more than 25 years in the international field as an exporter, the company will now enter the import field. According to John W. White, president of the company, the move will further reciprocal trade among nations. Hampton C. Marah has been named manager of the new department. Imports will consist mainly of raw materials.
YOU MIGHT DRIVE A BOAT 141 MILES AN HOUR* —

BUT—YOU CAN'T REALLY REACH WESTERN MICHIGAN FROM CHICAGO!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 3:00 P.M. to 6:00 P.M., Monday through Friday:

3:00 P.M. — 6:00 P.M.

WKZO ___________________ 50.5%
STATION B _______________ 17.7%
SIX OTHERS ______________ 25.7%
MISC. ___________________ 6.1%

Not by radio, that is! Because there's no station in Chicago—or in Detroit, either—that can weather the distance (and our local fading conditions) well enough to pick up anything like a representative audience in the western half of this great state of Michigan.

On a map it looks easy. On the air, it's impossible. If you've been thinking otherwise, let us give you the facts about WKZO and all our "competition"—and save you some disappointments. Drop us a line—or ask Free & Peters!

* Sir Malcolm Campbell did it—141.74 MPH—on August 19, 1939!

WKZO

5000 Watts
590 KC

strongest selling force in Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
WASHINGTON will have the first NBC television station to be constructed after the war.

A 50,000 watt audience at a 250 watt rate

C. E. HOOVER

October 1943 to February 1944

A 5-MONTH RECORD TO BE PROUD OF!

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LARRY HANSON, formerly with Crowell-Collier Pub. Co., has joined the new business department of McCann-Erickson, New York, as administrative assistant.

HENRY B. HELM, former account executive of Al Paul LeFon Co., New York, has joined the creative staff of Fuller & Smith & Ross, New York.

DAISY MOUY, formerly with the production division of the Office of War Information as producer and associate producer, has joined Donahue & Co., New York, as radio script writer. Robert F. Kaufmann, former exploitation and radio writer of RKO Radio Pictures, has also joined the staff of the agency as a script writer.

SIDNEY MATTHEW WEISS, vice-president and manager of the New York office of A. W. Lewin Co., is now a partner in the agency.

SAMUEL CHESTER REID PARKER, president of the copy department of Samuel C. Croft Co., New York, has been appointed vice-president of the agency. He has been associated with the firm for 12 years.

WADE Adv., Los Angeles, has taken additional office space at 411 W. Fifth St.

CULBRETH SIVDLER Co., Los Angeles agency, has established a religious broadcasting department to supervise production of church programs. Wade Lane, known professionally as Strollin' Tom, has been named manager.

BILL CORNELL, known professionally as Bill Parke, has joined Charles N. Stahl Adv., Los Angeles, as writer-announcer.


STEVE HANAGAN, publicity agent, has been appointed by Ruthrauff & Ryan, New York, to handle promotion for Jack Benny, who returns to the air for American Cigarettes and Cigar Co., in October.

FREDERICK W. ZIV Co., Cincinnati radio production firm, has moved its New York office to 501 Madison Ave.

ARTHUR AUSTIN, formerly NBO producer, has joined Compton Adv. New York, as program supervisor.

HUTCHINS Adv. Rochester, N.Y., will establish a branch office in Philadelphia, taking over Sayre M. Ram- dell Assoc. Frank F. Hutchins, head of the agency, has been associated with the Ramdell agency, which will be dissolved as a result of the recent death of Mr. Ramdell, who handled the Philco Corporation account.

STEPHEN O. MACHINSKI Jr., formerly with Reed Co., has joined the Kats Agency, New York.

Foster Expands

HARRY E. (Red) FOSTER, president of Harry E. Foster Agencies Ltd., Toronto, has announced that the company has recently been granted a franchise from the Canadian Daily Newspapers Assn. and will enter the general advertising agency field. Mr. Foster indicated that this does not mean curtailment in radio advertising on the part of the agency, but that because all forms of advertising have become more closely linked, the step was a natural one for company's further development.

JAMES H. BRUNDAGE, formerly with Evans-Winter-Hebb, Detroit, in a sales and executive capacity, has joined the production staff of Aubrey, Moore & Wallace, Chicago.

TO CLARIFY position of Carroll Carroll, recently appointed editorial supervisor of J. Walter Thompson Co. radio programs, John U. Reber, New York president in charge of radio has announced that jurisdiction extends to all shows of the agency produced in Hollywood-New York, Chicago and San Francisco.

RICHARD F. LINSERT, formerly advertising manager of Red Star Yeast & Products Co., Milwaukee, has joined Needham, Louis & Brorby, Chicago, as account executive.

WILLIAM T. HANSON, formerly with Jerome & Jones Adv. Co., Chicago, has joined Kuttner & Kuttner, Chicago, as production manager.

ROBERT LEE has joined the copy staff of Buchan & Co., Los Angeles. He was previously public relations representative for the Los Angeles Department of Water & Power.

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WLAP LEXINGTON, KENTUCKY
KFDA AMARILLO, TEXAS
WCMY ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR KNOXVILLE, TENNESSEE

4 GROWING MARKETS
GROWING STATIONS

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
1,734 DOLLAR BILLS
PROVE STRENGTH OF WJZ'S
NEW, STRONGER SIGNAL

On a recent daytime participation program over WJZ, two announcements pulled 1,734 letters, each containing a nice, green, one-dollar bill.

And the cost per letter was less than one-third what the sponsor had expected.

It surprised the sponsor. Yes, it even surprised us. But here is the answer:

(1) WJZ's newly-located transmitter brings all of WJZ's programs to greater New York with a new, more powerful, clearer signal.

(2) Our program policy has no truck with staid or stodgy program formulae. To quote Harriet Van Horne, radio editor of the New York World-Telegram, "The Blue is light-handed with traditions." Yes, we're light-handed but not light-hearted. We're getting hard-headed business results.

And besides, it's easy to do business with WJZ, which means that good programs and good sales follow with a minimum of fuss and feathers. Maybe it's time you took another look at all the details we're ready to furnish on request.

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

WJZ
Key Station of The BLUE NETWORK
110 West 57th Street
Let's take a "broad" view of the situation! The agricultural goal of the No. 1 Farm Market for 1944 is even higher than it was in '42 and '43—and remember that even in '42 the average Iowa farmer's income was $6460!

So whether you want immediate sales or a post-war market where there's a big back-log of bank accounts, the No. 1 Farm Market is very possibly your one best bet in America. And if that's true for the market, it's also true for KMA, the No. 1 Farm Station.

KMA is a unique, entirely exceptional organization in the nation's farm-station set up. Though it has a full lineup of Blue Network commercials—though it carries some top Mutual commercials, too—KMA devotes 70% of its broadcasting time to the specific needs of its audience. These test programs can do a job for you—if you want a big job.

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


W. F. McLaughlin & Co., Chicago (Maurice House coffee), will expand sponsorship of its quarter-hour musical program, Supper Interlude, WMAC Chicago, from three-weekly to five-weekly on June 5. Contract is for 13 weeks. In addition McLaughlin Co. on June 5 begins sponsorship of a 10-minute commentary featuring Clifton Ulysses Mays of WGN Chicago to handle WMAQ. Agency is Sherman L. Ellis Co., Chicago.

TODAY CANADIAN Co., Toronto, has started a weekly quarter-hour transcription Famous Fathers on CKCL Toronto. Account was placed by Frontenac Broadcasting Co., Toronto.

PERFEX Co., Omaha (Perfax cleaner), has placed its advertising account with Buchanan-Thomas Adv., Omaha. Budget for radio is said to be approximately $55,000.

PARAMOUNT PICTURES, Inc., will use radio on a chain basis for the first time in northern California and southern Oregon when it promotes the premiere of "Hitler's Gang" over the Mutual-Don Lee Network. Seven shows indicate 36 quarter-hours have been set to start June 5, contract running two weeks. Deal was arranged through the New York office of John Blair & Co. Stations in the tie-up are KFRC San Francisco, KDON Monterey, KYOS Merced, KYMC Marysville, KHSI Chico, KYVV Redding, KIBM Eureka, KBRE Fresno, KJFI Klamath Falls, Ore.

GALVIN Mfg. Co., Chicago (Motorola radio), began sponsorship May 22 of a quarter-hour musical program Strictly Instrumental, Monday through Fridays, on WIND Chicago. Contract was placed direct for 52 weeks.

WEINSTOCK LUBIN & Co., Sacramento (department store), on behalf of its men's department currently is sponsoring Henry J. Taylor, commentator, five times per week on WBBK Sacramento. Plans include an extensive promotional campaign on the series. Firm also sponsors a half-hour and a 15-minute program on that station.

ADAM HAT Stores, New York, on June 5 starts sponsorship of a series of 13 half-hour Monday night boxing shows totaling 26 New York hours, with Sam Taub as sportscaster. Agency is Glickman Adv., New York.

HARRIS LOCKE, former eastern advertising and publicity director of Universal Pictures, New York, has been named director of advertising and publicity for United Artists Corp., New York, succeeding Paul N. Lazarus Jr., now in the Service.

HARTFORD POWER & Light Co., Hartford, Conn., has signed with WTIC Hartford for 52 weeks, sponsorship of "Uncle Sam's Victory Garden," five days weekly, 8:15-9:30 a.m., to be Baker, Sohy & Penfield, Hartford.

GIMBEL Brothers, Philadelphia (department store), increases its time on KYW Philadelphia by adding to the schedule of four one-minute announcements weekly on the KYW Musical Clock programs, six other announcements weekly for a period of 12 weeks. Business was placed direct.

M. ANTHONY MATTES, formerly with Blackett-Sample-Hummert, has been appointed advertising manager for the Standard Oil Co. of California.

LONDONBERRY Co., San Francisco (ice cream powder), has named Briscoe, Van Norman & Stats, San Francisco, as agency. Plans for radio are said to be included.

PARAMOUNT PICTURES, Hollywood, has contracted with KMOX St. Louis for 14 quarter-hour programs, 1 half-hour program, 42 station break announcements and 20 one-minute spot announcements to promote local showing of the film "Hitler's Gang".

STANBACK Co., Salisbury, N. C., and three quarter-hours of news in signing a 52-week renewal for a total of 22 five-minute news programs and seven half-hour news periods weekly for its headphone program on WMCA New York, effective June 6. Agency is Klinger Adv., New York.

K R O N E I M FURNITURE Co., Cleveland, begins sponsorship June 27 of The LASSIE Show, 30 minutes, 30-division hour program, broadcast daily. Agency is the Clearwater Ham, Chicago.

HARTZ MOUNTAIN Products, New York (bird & pet products), has begun sponsorship of a 15-minute, twice weekly musical variety show, a period of 26 weeks. Agency is George H. Hartman Co., Chicago.

SINCLAIR REFINING Co., New York, has begun sponsorship of a 15-minute, twice weekly musical variety show, a period of 26 weeks. Agency is WOAQ San Antonio.

WILLIAM B. DANA Co., publisher of The Commercial & Financial Chronicle, has signed 52 weeks, on June 4, a series of 30 half-hour live programs, 15 times weekly, on WMCA New York for 13 weeks. Reprints of articles dealing with taxes and taxation will be offered to listeners free of charge. Agency is Albert Franklin & New York.

ARCO PUB. Co., New York, has appointed Jamer, Lynch, Fischel, New York, to handle advertising in books. A national spot announcement campaign is being planned.

FROM WHERE WE SIT . . . . !

Earl May watches a farm experiment.

KMA is a unique, entirely exceptional organization in the nation's farm-station set up. Though it has a full lineup of Blue Network commercials—though it carries some top Mutual commercials, too—KMA devotes 70% of its broadcasting time to the specific needs of its audience. These test programs can do a job for you—if you want a big job.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.
FIVE wonderful mothers got a trip to Chicago to spend Mothers Day with their sons in service at the Great Lakes Naval Training Station. Dozens more were in the WIZE studios and spoke to their sons over a WIZE and WAIT, Chicago, hookup. Thousands more heard this full hour broadcast in Chicagoland and in the Springfield Ohio area.

These fortunate mothers were spared nothing in making their trip an outstanding experience. Climaxing their visit was an interview on Don McNeill's Breakfast Club over the coast to coast Blue Network.

ALL this... was a Public Service feature of station WIZE which realizes its responsibility to its loyal listeners. It is this realization more than anything else that has made WIZE the foremost medium of expression in the Springfield area.

Remember, to cover this rich market you need WIZE. No other medium or outside station can do this.
STATION ACCOUNTS
- ep+studio programs
- newscasts
- t—transcriptions
- as—spot announcements
- t—transcription announcements

WNEW New York
Admiralon Labs., Newark, N.J., (Shampoo) 10 wks. thru 12 weeks, thru Dallas Beach Co., Newark.
Fongora Distributed Products, Philadelphia (Rigel's Un Air Embouche Pen-June) 5 weeks, 3 weeks, thru M. J. G. & Co., Philadelphia.
A & P Tea Co., New York, 9 to 12 weeks, thru Paris & Pearson, N. Y.
Comic Corp. of America, New York (Band Leaders Magazine) 6 ep weekly, 8 weeks, thru Ralph H. Jones Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum) renewal 6 to 8 weeks, thru Mazon, Inc., Detroit.
Walker & Sons Co., Waterloo, Ia. (joultry remedies) 3 as, thru Weston-Barnett, Waterloo, la.
Estey Organ-Palomino-Piano Co., Denver, City (dental cream) 156 as, 19 weeks, thru Ted Bates Inc., N. Y.
Unifed Drug Co., Boston (Rexall 2 oz. sale.) 4 as, thru Stimson & Finney, N. Y. estey Inc., Chicago (Corsette), 28 as, thru Schwimmer & Scott, Chicago.
John F. Jelke Co., Chicago (Good Luck Margarine) 60 as, thru Young & Robil- dham, Chicago.
Skinner McF. Co., Osaka (Rabin Bran) 65 as, thru Perry-Hasley Co., Kansas City.
Manhattan Soap Co., New York (Sweetheart soap) 63 as, thru Franklin Bruck Co., N. Y.
Griffin McF. Co., Brooklyn (Griffin shoe polish) 48 ep weekly, 82 weeks, thru Ber- ingham, Castlegian & Pierce, N. Y. estey Inc., Chicago (Corsette), 28 as, thru Schwimmer & Scott, Chicago.
Mississippi & Robbins, Bridgeport, Conn. (Oleomargarine) 10 as, thru D. Tarcher & Co., N. Y.
J. H. McCullum & Co., Los Angeles (fruit bars, capes, lido) 66 as, 15 weeks, thru Blackie Thompson Co., N. Y.
KERN Bakersfield, Cal.
Globe Grain & Flouring Mills, Los Angeles (3-A flour) 5 as, thru McEwen-Ericson, Los Angeles.
Peptol Bismol Co., New York, 21 to 22 weeks, thru Newell-Emmett Co., N. Y.
Kellogg Co., Battle Creek (406 grain gels) 19 weeks, thru Kaney & Eckhardt, N. Y.
N. G. Corn Meal, Kansas City (Paz-Tak beverages) 3 to 13 weeks, thru BHD.

WJZ New York
Ward Baking Co., New York (bread cake) 5 as weekly, thru J. Walter Thompson Co., N. Y.

KFWI Los Angeles
H. J. Heinz Co., Pittsburgh (Peanut sauce), 7 to 9 weeks, thru Evelyn Inc., Chicago.
American Salt Co., Chicago (table salt), 7 to weekly, thru Kenyon & Eckhardt, Chicago.
Tobacco By-Products & Chemical Corp., Los Angeles (Tobacco) 6 to 8 weeks, thru Campbell-Sanford Adv. Co., Chicago.
Santa Fe Railroad, Los Angeles (employment), 6 to 8 weeks, thru Leo Burnett Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Super Sufe) 3 as weekly, thru Williams & Co., N. Y.
Bauer & Black, Chicago (Blue Jay foot products), 8 as weekly, thru Rothbaum & Ryan, N. Y.

WENY Elmira, N. Y.
MacSwellow Corp., Ardmore, Pa. (Silver Bath) 3 as, thru 13 weeks, direct, thru Franklin Chemical Co., Rochester (Tiger Deoderant), 3 as weekly, thru Brewer-Hares, Rochester.
Beech-Nut Packing Co., Canajoharie, N. Y. (Gum) 4 as, thru Newell-Emmett Co., N. Y.
Coca-Cola Bottling Works, Elmira, N. Y. as weekly, 13 weeks, direct.

KPO San Francisco
Nationl Bakers Co., Los Angeles (Financial) 15 as weekly, thru Smith & Bull, Los Angeles.
Matheny Occ., Very Island, La. (tobacco sauce) 3 as, thru Aubrey, Moore & Co., Los Angeles.
Kelte Products, Los Angeles (Kleen cleanser) 10 as, thru Newell-Emmett Co., N. Y.
Tobacco By-Products & Chemical Corp., Los Angeles (cigarette lighter fluid) 6 as, thru Campbell-Sanford Adv. Co., Los Angeles.
Wm. Weiprler, Jr. Co., Chicago (chewing gum) 5 as weekly, thru Rothbaum & Ryan, Chicago.

WMAQ Chicago
Zontie Products Co., New York (Lavexes) 3 as, thru 6 weeks, thru McEwen-Eric- son, N. Y.
Estey Inc., Chicago (Corsette), series of 3 as, thru Schwimmer & Scott, Chicago.

McAvity Withdraws
FOLLOWING clash of personal ties which threatened to impel success of program, Don Davis show sponsored by Sealslitt Inc., thru McAvity, Hollywood producer, he resigned with Robert Redd telling over that assignment June 8. Under new set-up Redd will also co-ordinate the story line to the change production format. McAvity's will drawal as producer followed a long series of diffs with Miss Davi James All McElrath, vice-president in charge of radio for McKe & Albright, New York, was i Hollywood during late May to ap point as new producer.

Join Video Group
WGN Chicago and Balaban & Katz of that city have become active members of Television Broadcast er's Council, it was announced following a meeting of the board May 20. Electronic division of General Elec tron Co. has been made an associate member. GE also has an activ membership in TBA.
SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?
Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

For Availabilities: WILLIAM NORINS, Gen. Mgr.

All New York sees these arresting Minute Ads—they tell the story of "up-to-the-minute" WBYN service—every few minutes—news, sports, racing results—spotted between pleasant music all day long.

A PRE-SOLD AUDIENCE AWAITS YOU ON

WBYN
BROOKLYN
1430 on your dial
FCC Certificates in Forced Sales Under Duopoly Required by Revenue Bureau

ANY BROADCASTER affected by the duopoly rule (Sec. 3.35) who wants to take advantage of the capital gains exemption under the Revenue Act of 1943 must file with the Commission or Collector of Internal Revenue a certificate from the FCC showing the sale or transfer of property involved was necessary under the Commission order.

Such was the interpretation issued last week to Collectors of Internal Revenue by Commissioner Joseph D. Nunan, Jr., who announced a set of new regulations conforming with the 1943 Revenue Act. The FCC already has announced that certificates required under the law will be issued in sales or transfers made necessary by the multiple ownership ban.

The FCC certificate must clearly identify the property and show that the sale or exchange was “necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations”. Accompanying each certificate must be a detailed statement showing: the kind of property, date of acquisition, cost or other basis of the property, date of sale or exchange, name and address of transferee, amount of money and the fair market value of the property other than money received upon such sale or exchange.

Commissioner Nunan pointed out that the new regulation (Sec. 29.112(m)) applies only in the case of a sale or exchange made necessary by reason of the Commission’s policies as to ownership or control of radio facilities. It does not apply in the case of a sale or exchange “made necessary as a result of other matters, such as the operation of a broadcasting station in a manner determined by the Commission to be not in the public interest or in violation of Federal or State law”.

Interpretations of the law by the Treasury Dept., Bureau of Internal Revenue, are available at the Office of the Commissioner of Internal Revenue, Washington 25, D. C. Titled Amending Regulations 111 to conform to section 123 of the Revenue Act of 1943, relating to gain from sale or exchange of property pursuant to orders of FCC, the new Treasury Dept. rules are listed as (T.D. 55) Title 26—Internal Revenue, Chapter I, Subchapter A—Part 29, Income Tax.

KORN Control to Baldwin

AUTHORITY was requested in an application filed with the FCC last week for acquisition of control of KORN Fremont, Neb., by Artie Baldwin, president, and 5% owner, through the purchase of 130 of the total 189 shares common stock issued and outstanding for a consideration of $8,754.70 from Lloyd L. Thomas (30%), owner of KGFI Kearney; Earl J. Lee (21%), vice president; S. S. Sidner, 19%; A. C. Sidner, 5%; and H. A. Gundersen, 2%. Relinquishing parties stated they require more time to devote to their other business interests. The remaining minor portion of common stock not involved in the transfer is divided among 16 other individuals.

At least one listener in Eatonton, Georgia tunes to WGY...

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

A loyal listener in Georgia sent birthday jovials to WGY from her garden.

But closer home, in WGY’s immediate coverage area—a 1 3/4-billion-dollar market with 1,045,717 radio families—MORE people listen to WGY than to ALL other stations in the region combined.

50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
SCHENECTADY, N. Y.

New Haven Local Sought

ELM CITY Broadcasting Corp, New Haven, Conn., last week filed with the FCC an application for a new standard station to operate on 1340 kc with 250 w, unlimited time. Application states that $5,000 worth of the necessary equipment is a ready or hand. Majority Interest is held by Patrick J. Goode, president of WELI New Haven, and Aldo De Domineit, WELI salesman (40%). Remaining interest is divided equally between Perle Vinig, vice-president, and Garo W. Ray, vice-president and former WIC Bridgeport engineer, now a capital in the Army Signal Corps at F. H. Momont, N. J. Mr. Goode, no postmaster of New Haven, formerly held an interest in WELI, sale of which by #1 Bulova interests no awaits approval of the FCC.

Cox Assails Fly

CHARGING FCC Chairman James Lawrence Fly with an attempt to “control freedom of the press generally”. Rep. E. E. Cox (D-Ga., former chairman of the House Select Committee to Investigate the Commission, last Thursday read into the Congressional Record a letter written by Mr. Fly to Dwight Wallace, editor of Reader’s Digest, protesting an article on which Greta Palmer was working. [Broadcasting, May 22]. Rep. Cox also read Mrs. Palmer’s article declaring: “Does further proc need to be offered to show what I am about. Free speech, free radio, and free press at the hand of the man who heads the FCC!”

ELM CITY Station for WINSTON-SALEM GREENSBORO & HIGH POINT

5000 WATTS 600 KC

1616 W. NAVY STREET WINTON, N. C.

Headquarters Station for NBC Network
ELEVATION pictures of 525-line definition, called for by present CC standards, are as good as is necessary for home reception, Allen Du Mont, head of the Du Mont labs, and of video station WABD, New York, told the television seminar of the Radio Executives Club of Thursday.

Viewed from the normal distance five to ten times the height of the picture, further increases in definition are not discernible, Mr. Du Mont said, adding that when definitions were raised from 441 to 5 lines the improvement in the picture to the viewer's eye was not nearly as much as had resulted on the previous increase from 5 to 441 lines. More definition would be needed for large-screen pictures in theatres, he said, but 5 lines are plenty for pictures 10 or three feet high, which is to be the maximum size for use.

Ralph R. Beal, assistant to the vice-president in charge of RCA's, co-speaker with Mr. Du Mont on the subject "How Good Are Television Pictures Today?" Good Will They Be in One Year, Two Years, Three, Five, Ten and Ten Years," traced the story of television development its present state but exercised scientific caution about the future, restricting his predictions to the statement that postwar pictures will undoubtedly be of quality superior to those of today.

Both speakers pointed out that the pre-war receivers in use today are incapable of receiving full 525-line definition and that improvements in tube design already achieved will produce better pictures on home receivers without requiring any changes in standards.

The seminar this coming Thursday will cover commercial developments anticipated during the next decade. Edgar Kobak, executive vice-president of the Blue network, will discuss home television. Ralph B. Austrian, television consultant to RKO Radio Pictures, will discuss theatre television.

Healing Protest
HEARING last Monday before the regional panel of the War Labor Board in Chicago was brought to an abrupt termination when David Reznick, counsel for Local 10 of the American Federation of Musicians, and Edward Bonet, secretary, walked out in protest to a ruling denying portions of their testimony. The hearing was held on a dispute between WJJD Chicago and the AFM local, which was brought to the station by "make-work" demands and resulted in a WLW order to the station to bring the case to the regional board [Broadcasting, May 8].

Patrick to Congress
LUTHER PATRICK, former commentator of WBRC, Birmingham, Ala., and for two terms Representative from the Ninth Alabama Congressional District, is assured of return to Congress with the 75th Session next year, having defeated the incumbent, Rep. John P. Newsome, for the Democratic nomination. Upon his defeat in 1942 by Rep. Newsome, Mr. Patrick took a post with the War Production Board in Washington.

Labor Series Off Air
NBC has cancelled for the summer Labor for Victory, weekly sustaining series presented alternately by the CIO and the AFL. Program will go off the air after the June 25 broadcast, with the return date still undetermined. Network headquarters in New York had no comment to make on the cancellation. The CIO and NBC have been having some script difficulties in connection with the program during the past few weeks, it is reported.
A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

A NEW YORK MARKET WITH MILLIONS TO SPEND

WBNX broadcasts daily to Metropolitan New York's racial groups which can pass 70% of the population, these millions, with millions to spend, have the daily newspapers and radio stations. They respond to WBNX promotions and public service, the reason why many of the country's large advertisers today are using WBNX solicitously. If your products are merchandised in Greater New York, WBNX should be on your list. Write, WBNX, New York 31, N. Y., for availabilities. Or see Melrose 5-0333.
Stormy House Session
(Continued from page 14)

Commission would be “very happy” to solicit letters from the various other Government agencies as to the value of its reports. The stenographer was instructed not to record the proceedings as Mr. Barger rose to tell Rep. Magnuson that if the chairman didn’t want to be advised “I’m ready to walk out now”. Rep. Magnuson reminded the chief investigator that he was “working for the Committee” and would take orders.

The stormy session wound up as the acting chairman announced future meetings would be at the call of the chair. Dr. Robert D. Leigh, chief of the FBIS, was slated to testify, Mr. Denny said, but was ill. A meeting was tentatively scheduled for June 6.

Before the outbreak between Rep. Magnuson, only Committee member attending Wednesday’s session, and Mr. Barger, Mr. Porter had admitted under cross-examination that the FBIS “summaries reflect the views of those who write wholly desirable sections of the bill. The need for definitive legislation at the present time is vital.”

NAB believes that a bill, incorporating the suggestions here submitted, would represent the greatest forward step in providing much-needed guideposts for the future development of radio broadcasting. If the bill is to serve the maximum public interest, the following deserve special attention:

1. There should be no prohibition of sponsorship of news.

2. Greater restrictions are required on the FCC’s power to control programs and business policies.

3. Political and public discussion on the air should not be restricted by burdensome and impractical requirements.

4. A practical statutory ‘right of reply’ is the best guaranty of ‘fairness of expression’.”

Then followed a section-by-section summary along with the NAB comments.

Special Needs
Sen. Tunnell (D-Del.), reported that he and the members commented on the sudden cancellation, while others referred to maintain silence until after they had a chance to discuss the bill with the chairman.

Sen. Tobey (R-M.N.), who attended the May 25 meeting, was surprised that the meeting was canceled. He expressed hope that the committee would meet, revise and approve the bill. “I don’t see anything constructive about doing nothing,” he commented.

Executive Sessions Planned
Mr. Denny disclosed that the FCC plans three days of executive sessions with the Committee and one more day of testimony by Dr. Leigh and the Commission will have answered all charges in the record to date. John J. Sirica, Committee general counsel, is expected to take over actively at the conclusion of the FCC case, which was begun under Mr. Barger’s supervision.

Hearings were resumed Tuesday morning before Chairman Clarence F. Lea (D-Cal.) and Rep. Richard B. Wigglesworth (R-Mass.). As Mr. Porter took the stand to outline the duties of his department, he testified that 390 copies of the daily reports were delivered to support their bravery and skill that will win the Peace.

Hotel Mayfair
Saint Louis
Air-conditioned · Noiseproofed

FIRST
In Alabama

WSGN, Birmingham—on 610 kilocycles—covers more of Alabama than any other station, according to the NAB Mail and Signal Strength Map; to contour line comparison; and to the original NBC All-County Survey. In addition to that, it has a greater all-time peak of traffic; and to the original NBC All-County Survey. In addition to that, it has a greater morning Hooper than all other stations combined; it carries seven of the ten top-rated morning programs and it offers the greatest of all salable radio time in Birmingham. And think of this, with the demand for the products of Alabama farms, coal and iron mines, mills and factories continually rising, the spendable income of Alabama’s farmers and workers is at an all-time peak. Yes, Mr. Spot-Time Buyer, Alabama is worthy of consideration; and that market WSGN is the Best BUY Far!
Port (based on monitored foreign broadcasts) are sent to 14 "major subscribers", 15 other Federal agency subscribers, 1 to the President, 6 to Congress, 1 to the Supreme Court and 77 others to individuals and organizations on request of the OWI.

The 14 major subscribers and number of copies received were listed as follows: OWI 70; War Dept. 46; Office of Strategic Services 45; Foreign Economic Administration including Lend-Lease and Rubber Development Corp. 43, Navy Dept. 30, State Dept. 25, British Embassy and Missions 13, Chinese Embassy and Missions 11, Canadian Govt. and agencies 11, Coordinator of Inter-American Affairs 9, Netherlands Govt. and Missions 9, Philippine Govt. 6, Dept. of Justice 6, War Relocation Authority 6. All except the Netherlands Govt., Dept. of Justice and WRA receive also the FBIS daily wire service.

Letters received by the FCC in response to its latest questionnaire regarding use of the FBIS reports were submitted as exhibits.

Malcom Stewart Hensley, chief of the wire service who testified the previous week [BROADCASTING, May 29], under cross-examination said he started with the FCC in December 1941 at $2,600 annually and that his present salary was $5,600. Mr. Barger, reading from his personnel record, indicated that Mr. Hensley was given an increase to $6,500 effective May 15 as chief of the News & Intelligence Division although Mr. Hensley professed he didn’t know it had gone through.

His present draft status is 1-A and has been for two months. Mr. Hensley testified, although he admitted the FCC obtained a deferment and as of Sept. 14, 1943, he was classified 2-B (essential man in an essential industry). Mr. Hensley corrected previous testimony regarding cost of installing a printer in the Congressional hearing room [BROADCASTING May 29].

The week before he had testified the cost approximated $9.10. He told the Committee the AT&T added a cost of $15 for installing the printer therefore the total amount should have been $24.10.

Graves Defends FBIS

Ens. Harold N. Graves, now on active duty with the Naval Reserve and assigned to the OSS, presented a statement defending the FBIS. Ens. Graves, until late last summer, was assistant to the director of FBIS. His statement was divided into three parts:

"First, it will indicate factually that the work of the Analysts Division is useful to this government. Letters and comment from persons in many other agencies will be included. Second, the testimony will describe the qualifications of the analysts in order to establish still further the skill and competence with which this division renders service to other agencies; third, the testimony will correct misunderstandings concerning the work of the division. It will explain what radio broadcast analysis actually is, how it is done, and why it is economical for our Government to have it done by a central agency, rather than to have it disipated and duplicated in many agencies.

Ens. Graves prefaced his testimony with a statement that he appeared not as a Naval officer, but as a former assistant director of the FBIS and that he was "not authorized" to speak for either the Navy or the OSS. As he went on with a voluminous statement and asked the Committee frequently to include unread parts in the record, Mr. Barger raised an objection.

Chairman Lea remarked that "undoubtedly a great mass of material in this record has no relevance". Rep. Wigglesworth objected to "submitting reams of material without reading it" and the chairman ruled that the Committee would decide, after viewing the unread portions, whether to include them in the record.

Value of Reports

Mr. Barger raised the question that "these long statements are replete with statements attributed to other Government officials". He demanded to know what they were and why the FCC hadn’t brought in the officials to substantiate the Commission’s claims. Mr. Dennig suggested the OWI be called to appear that of FBIS reports. When Mr. Barger asked if he could bring in "any officers of the Army and Navy" Mr. Denny replied: "I have no control over the Army and Navy."

"Well, we have a lot of second-hand statements in the record," commented Chairman Lea. When Ens. Graves completed his prepared statement Mr. Barger inquired whether the statement was prepared. The witness said he had prepared all of the correspondence introduced and a small portion "between 7 o’clock last Thursday evening and 8 o’clock Friday morning."

He testified that "until April 11, 1944, I was on leave from the FBIS" and when Mr. Barger asked how much time he had given the FBIS since he went on active Navy duty, Ens. Graves estimated "in
en the stand to testify as to conversations with FCC personnel.

"Of course the testimony of what somebody else said about the FCC is pretty weak," said Rep. Lea. "The Committee will consider whether to call some of these people. He referred to quotations attributed to "officials" and praised the FBIS reports.

Cross-Examination

At the afternoon hearing Tuesday Rep. Louis E. Miller (R-Mo.) cross-examined Ens. Graves regarding the Navy reception of FBIS reports. Ens. Graves said he hadn't talked to anyone at the Navy about the FBIS. Rep. Miller asked him to name all the persons he "had in mind" when he said he had received commendations for the reports.

Ens. Graves named four civilians of the OSS, three Army officers and some others but couldn't recall the names of several officers to whom he had made reference, he said. In the cross-examination, Ens. Graves said the FBIS analyses were sent to Raymond Gram Swing, Blue commentator, and that Fulton Lewis Jr., of MBS and L. V. Kaltenborn, NBC, had received the reports "briefly" at the suggestion of FCC Chairman James Lawrence Fly, who planned to set up an advisory panel of prominent commentators and newspaper columnists.

He testified that none of the commentators or columnists could make use of the FBIS material, "without a clearance from the OWI". He denied there was any "FCC slant" to copy prepared by the analysts. When Rep. Miller asked for the names of commentators and columnists whose names had been taken off the FCC mailing lists, Ens. Graves said: "The records won't show. My recollection would be that Lewis and Kaltenborn received the reports and the latter two were discontinued".


Mr. Barger asked Ens. Graves how he accounted for the fact that other Naval officers had been forbidden under Presidential directive to testify before the Committee while he was permitted to appear.

"I was at liberty under Naval regulations to disregard that directive," said the witness. "It was purely understood that I am not testifying as a Naval officer and not for the OSS but as a former staff member of the FBIS." Rep. Miller asked if any "commanders in the field" would be able to evaluate this FBIS analyses. When Ens. Graves replied they would, Rep. Miller asked if Adm. Redman (chief of Naval Communications) would be in position to evaluate them.

Different Functions

"I would say that Admiral Redman would not be in a position to make an evaluation of FBIS services," said Ens. Graves. He explained that Communications was "largely technical" while the FBIS dealt in propaganda. Mr. Barger asked who gave him clearance to appear before the House Committee, Ens. Graves said "a Captain Kennedy". When the chief investigator inquired if Capt. Kennedy was "related to" or was "the Capt. John A. Kennedy of the West Virginia Network," Ens. Graves replied:

"I don't know his initials. If you have a Navy telephone directory you can look him up."

"TEST YOUR KNOWLEDGE OF PANAMA"

1. What percentage of Panama's present population speaks English?
2. Name the Panama station that carries English programs exclusively every evening.
3. How can you tell your advertising story to the big, rich English-speaking Panama population?

"HOK-HP5K 640 Kc. 800 Kc."

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"I don't know his initials. If you have a Navy telephone directory you can look him up."

"AT C K L W as in countless other good radio stations coast-to-coast, business is booming. BUT today, as in years past, the big percentage of our advertisers are RENEWAL users of time, many of whom have expanded their efforts. Proving that we've done a job, based upon results—to keep 'em coming back for more.

Also, we're still finding ways to serve new advertisers in spite of the record-breaking demand for our 22-hours-daily of broadcast time."

"Union Guardian Bldg., Detroit"
Blue Adds WROX

WROX Clarksdale, Miss., on June 8 starts operations a fulltime Blue affiliate, bringing the total number of Blue stations to 193. Mississippi's new station is owned and managed by Robin Weaver, operating with 250 w on 1450 kc.

Duopoly Pleas
(Continued from page 18)

KHQ Spokane, Wash., and Maj. Louis Wasmer, licensee of KGA, denied extension of station licenses "for such periods as may be necessary to enable the petitioner to comply with Sec. 336"; applications for renewal designated for hearing.

WAIT Chicago designated for hearing petition for grant of regular license; also designated for hearing application for renewal.

Extensions were granted as follows:

KQV Broadcasting Co., Pittsburgh, licensee of KQV, and Pittsburgh Radio Supply House, licensee of WJAS, granted 30-day extension from May 31; (petitioners had requested six months).

Oregonian Publishing Co., licensee of KGW and KEX Portland, granted 90-day extension from May 31 and extension of KGW license for 90 days (as requested). KEX has been sold to Westinghouse for $400,000, subject to FCC approval [BROADCASTING, May 22].

KOIN Inc., Portland, Ore., and KALE Inc., licensee of KALE, granted extension to Aug. 1, 1944 (as requested).

Delaware Broadcasting Co., licensee of WILM Wilmington, granted 60-day extension of effective date of Sec. 336 from May 31 and 60-day extension of station license (petitioner requested 90 days).

Petition of Sioux Falls (S. D.) Broadcasting Assn., licensee of K500 and KELO, requesting finding that multiple ownership rule is inapplicable, was designated for hearing as requested; application for renewal of K500 license also designated for hearing; Commissioner Craven not participating.

Joint petition of KGKO Broadcasting Co., Ft. Worth, licensee of KGKO; Carter Publications, Ft. Worth, licensee of KGKD; Blue Broadcasting Co., Waco, Texas, for two year extension of licenses.

FIRST IN ALASKA

SAYING 'WELCOME TO ALASKA...

CBS Stations Burma, U.S.A.

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION Representing the AIRLINES of the United States

Page 62 • June 5, 1944

WRBL

SHOWN BY LATEST HOOPER SURVEY TO HAVE 2 OUT OF 3 COLUMBUS LISTENERS 1230 KC — CBS Rep. by SPOT SALES

COLUMBUS, GA

BROADCASTING • Broadcast Advertising
censee of WILM Wilmington, sought a 90-day extension on the basis that a preliminary sales agreement was signed May 25 and that negotiations should be completed shortly (granted 90-day extension).

WOKO Inc., licensee of WOKO Albany, and Adirondack Broadcasting Co., licensee of WABY, in identical petitions seek such additional time as the FCC may deem necessary to complete an exchange of holdings. Petitions recite that WOKO Inc. has issued an outstanding 1,000 shares of stock as follows: Harold E. Smith 255 sh; Raymond M. Curtis 255 sh; The Press Co., 250 sh; balance on books of corporation in name of R. K. Phelps, but “the question of actual ownership of said 240 shares has been the subject of inquiry by the Commission, and that while the exact facts are not known to your petitioner, it may well be that the Phelps stock is actually owned by one Sam Pickard, former radio commissioner and ex-CBS vice president, or his wife Franche Pickard.”

Stock in the Adirondack corporation (200 shares owned as follows, petition set out: Harold E. Smith 52 1/2 sh; Raymond M. Curtis 52 1/2 sh; the Press Co., 30 sh; Rensselaer Polytechnic Institute, Troy, N. Y., 60 sh; Griffin Lumber Co., 15 sh. Petitioners claim Messrs. Smith and Curtis will sell their 105 shares in the Adirondack company to the Press Co. for $52,500 and the Press Co. will sell its 250 shares in WOKO Inc. to the corporation for $75,000, thus transferring control of the two firms.

Fry Heads Neb. Group

P.W. FRY, general manager of KBON Omaha, was elected president of the Nebraska Broadcasters Assn. at its annual meeting in Hastings last week. Other officers elected were vice-president, Lumir Urban, KORN Fremont, and secretary-treasurer Art Thomas, WJAG Norfolk. A resolution was adopted praising the staffs of WJAG Norfolk, WOW KOIL Omaha and KFAB Lincoln for their work during the recent flood [BROADCASTING, May 25].

‘Look’ Spots

LOOK Inc., New York, publisher of LOOK magazine are running a series of participations and spot announcement on WTMJ Milwaukee, WBAL Baltimore and WBEN Buffalo, WMT Cedar Rapids and KSO Des Moines, plus newscasts on WOR New York and baseball broadcast on WHOM Jersey City. Magazine plans to expand station list in the near future. Agency is Son, De Regger & Brown, Des Moines.

Blaufarb Joins OWI

DOUGLAS BLAUFARB, news editor of WQXR New York, has resigned to join the overseas branch of the Office of War Information. Albert Grobe, WQXR newscaster, has taken over supervision of the newscast, assisted by Jim Hoffman, Murray Stoopack, and two new members—Judith Koff, formerly editorial assistant of the Research Institute of America; and Saul Silverman, formerly newspaperman and recently in the Merchant Marine.

Stan-B Extension

STANDARD BRANDS Inc., New York, will place advertising for Stand-B vitamins on a national basis after July 1, with the extension of distribution to the eastern area. Space and time advertising have been moving eastward gradually since May a year ago, when the campaign got under way [BROADCASTING, March 13]. Radio promotion of Stan-B will be expanded to cut-ins in the East on Standard Brands’ daytime program only, The Open Door on CBS. Agency is Ted Bates Inc., New York. Report that the program was definitely going off the air has been denied. However, auditions are in process for other programs for this spot for Standard Brands.

when it’s important to know

all America listens to...

Fulton Lewis, jr.

... because Fulton Lewis reports the news as he sees it. He’s there when it happens... from Butte to Brooklyn... from Dallas to Duluth... Lewis is on the spot.

That’s why he’s America’s most listened to news reporter with over 130 sponsors. Lewis is heard nightly over 150 stations. A few stations still available for sponsorship. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

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Four Station Sales Approved (Continued from Page 12)
quiring the remaining 49% of the total 250 shares issued and outstanding stock involved in the acquisition of the Columbus local from Kenneth B. Johnston, attorney. Mr. Johnston stated that he wished to sell because of the "uncertainty of outlook in radio" due to imminent developments and in order to devote full time to his practice. L. A. Pixley is general manager of the Fort Industry Co. According to the application he will sever this connection upon the return of Fort Industry officials now in the armed or Federal service. The Pixleys operate the Pixley Electric Supply Co., wholesale concern, and formerly operated one of the pioneer Columbus stations, WBAY.
A. L. Chilton and his wife, Leonore H. Chilton, take over operation of KGHI Little Rock, doing business as the KGHI Broadcasting Service, a partnership in the split of that station and KLRA, both previously licensed to Arkansas Broadcasting Co. of which Mr. Chilton was president and majority stockholder. Arkansas Broadcasting under the new setup is now controlled by the Gazette Publishing Co., which publishes the Arkansas Gazette, of which J. N. Heiskell is editor. This dual transaction was effected through the sale by Mr. Chilton of the greater part of his interest in Arkansas Broadcasting to the Gazette Publishing Co. (also including several other small holdings) for the total sum of $275,000, and relinquishment of the remainder of this interest for acquisition of KGHI (BROADCASTING, April 17). KLRA is a CBS affiliate, operating on 1010 kc with 10,000 w to local sunset and 8,000 w night. KGHI is a 250 w local outlet on 1290 kc and is affiliated with both the Blue and Mutual networks. Mr. Chilton also is major stockholder in Chilton Radio Corp., licensee of KSKY Dallas.

Consolidated Hearings
Former stockholders of KXOW Sweetwater, Tex., were all local businessmen. New owners hold or have held other radio interests. Wendell Mayes is general manager and part-owner of KBWD Brownwood, Tex., J. C. McBeath, former publisher of the Brownwood Bulletin, now editor of the Sweetwater Reporter, has held an interest in KBWD along with his wife, Mittie Agnes McBeath.

Approval was also granted by the Commission to the voluntary assignment of the license of WOSH Oshkosh, Wis., from the Oshkosh Broadcasting Co., a corporation, to a partnership of the same name and owned by the same individuals, Myles H. Johns, William F. Johns Jr., William P. Johns and Frederick W. Henshaw. No money was involved in the shift. Wm. F. Johns is vice-president of WTCN Minneapolis.

General Foods Shifts
GENERAL FOODS Corp., New York (Maxwell House Coffee), on June 15 discontinues for 10 weeks Maxwell House Coffee Time (Fanny Brice-Frank Morgan) on 115 NBC stations, Thurs., 8:30-9:30 p.m.; and on June 9 discontinues for 15 weeks Kate Smith Hour (Jell-O) on 122 CBS stations, Fri., 8:30-9:30 p.m. Beginning June 16 for 15 weeks replaces (first half-hour of) Kate Smith Hour on 122 CBS stations, Fri., 8:30-9:30 p.m. with Maxwell House Iced Coffee Time featuring Charles Buggles, Agencies: Young & Rubicam, N. Y. (Jell-O) and Benton & Bowles, N. Y. (Maxwell House Coffee).
Vatican Scoop

TOM MORGAN, commentator on WOV New York, last week presented a series of three broadcasts on the behind-the-scenes in the Vatican, on opinions given him by Mrs. Morgan when he was Rome manager. This series is to be one of the few stories behind the German lines to be handled by an American correspondent, and the first inside story on the Vatican to come to this country since 1941. The arrangement was made by Ralph Weil, WOV manager, the broadcast material was released by INS and carried on the wire as a series of four articles.

Vadeboncoeur Returns From Pacific Journey

COMPLETING a 26,500 mile news gathering trip to the South Pacific command, E. R. Vadeboncoeur, WSYR Syracuse news commentator and director of special events, has completed the stories. Vadeboncoeur flew in 17 hours of combat missions over enemy territory, and cabled news of the missions and interviews directly to H. R. Edkins, former UP war correspondent, who took over the commentator's 12:15 spot on P. Lorillard & Sons on WSYR.

In addition to interviews with Gen. and Mrs. MacArthur, Mr. Vadeboncoeur also saw Gen. George Kenney, Chief of Allied Air Forces in the Southwest Pacific, and Vice-Adm. Thomas C. Kincaid, chief of Allied Naval Forces in the same area. He brought back a Philippine peso given him by Mrs. MacArthur and signed by all members of combat crews with whom Mr. Vadeboncoeur flew.

All-Star Game Sold

FOR THE second consecutive year, Gillette Safety Razor Corp., Boston, will sponsor the All-Star baseball game on CBS in behalf of razor blades and other shave products. The game, for July 11, the game will be covered from 8:55 p.m. to conclusion on the full CBS network including stations in Haiti, Hong-Kong, Tokyo, Paris, and Toronto. Agen- cy is Mason Inc., New York.

Armour on CBS

ARMOUR & Co., Chicago, begins sponsorship June 12 of the quarter-hour CBS sustainer, Dateline, Mondays, 7:15-7:45 p.m. (EWT) with any broadcast 11:15-11:30 (EWT) on a full 134 station CBS Network. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

Pulse in Phila.

THE ELSO of New York has ex- tended to Philadelphia its radio search measurement service by the personal interview-roster method. Personal interviewing covering July and Aug- ust, will be issued at the end of August. Bi-monthly reports will represent the results of 6,790 per- sonal interviews.

Chernoff to ETO For West Va. Net

Becomes First Independent to Be Accredited by Army

HOWARD L. CHERNOFF, managing director of the West Virginia Network, last week became the first independent broadcaster to be ac- credited as a war correspondent. The Army's new accreditation procedure for radio in the Euro- pean theatre, will be available for England with a month.

Direct broadcasts released from England and other points, presum- ably in connection with invasion coverage, will be carried over the West Virginia Network, keyed through WCHS Charleston. Mr. Chernoff, a former newspaperman, also will use transcriptions for de- layed and feature coverage, as well as "overhead" radio and cable. He has asked West Virginia Network listeners to supply names and APO numbers of men and women in service in the European theatre for radio interviews.

Under the accreditation proc- edure, approved several weeks ago (BROADCASTING, May 8), repre- sentatives of regional networks and individual stations will be ac- credited for a minimum of 15 days and a maximum of 90 days in the European theatre. Mr. Chernoff formulated plans for the trip with Capt. John A. Ken- nedy, president of the West Virginia Network now on active duty in the office of the Vice-Chief of Naval Operations. Capt. Kennedy himself is a former newspaperman and Washington correspondent.

Sen. Johnson Revives Liquor Ban on Radio

STATIONS heard in states which prohibit liquor advertising, or in Canada, would be forbidden to ac- cept as sponsors distilleries, brew- eries or wineries under a proposed amendment to what now appears to be the defunct White-Wheeler Bill (S-814), introduced last Monday by Sen. Ed. Johnson (D-Colo.), member of the Interstate Commerce Committee. His amendment would not only prohibit advertisement of advertising barred by statute in states in which transmitters are located, but would also include stations located in unaffected areas but whose signals are heard in areas where such a ban is effec- tive. Following is text of the pro- posed amendment:

No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of any advertisement of or information concerning any matter or thing if the broadcast of such advertisement or information is capa- ble of being received by any ordinary household radio receiving set at any place or point in any State of the United States or any Province of the Dominion of Can- ada, during such hours as the broadcasting of such advertisement or similar information by a radio station located in such State or Province is prohibited by law or such law thereof effective throughout its geographical limits.

Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

W AIR

Winston - Salem, North Carolina

The Walker Co.,

Nor't Representatives

REACH THE Active
SALT LAKE MARKET

KOV

UTAH'S NBC STATION

S. S. FOX, President
and General Manager

JOHN BLAIR & CO., National Representative

580 kc. FREQUENCY and peak soil conduc- tivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

UNIVERSITY PRESS last week opened a new bureau at Portland, Me., the sec- ond on the East Coast. Harry Van Dernoot, formerly night manager of the Boston bureau, has been placed in charge.
ALBERT ROOS has been appointed summer relief operator of CBS Vancouver at the transmitter and in the studios. He is a fourth year applied science student at the U. of British Columbia.

BILL CRONE, new to radio, has joined the operating staff of CHEX Peterborough, Ont.

ERNIE MOTT has returned to CKGB Timmins as chief engineer, following rejection by the Canadian Army for medical reasons.

RAYMOND HURLEY, chief engineer of WALA Mobile, Ala., has entered the Merchant Marine on an indefinite leave of absence. He is replaced by John Kilough. Emilie Patrick, WALA control operator, has entered the WAVES and is succeeded by Katherine Rowe.

HUGH McCARTNEY, chief engineer, WCCO Minneapolis, has been elected chairman of the Twin City Section of the Institute of Radio Engineers.

JOHN LEON is a new member of the engineering staff of WDAY Fargo, N.D.

JAMES E. STUDEBAKER has joined the engineering staff of KSAY St. Louis, has after leaving KSAY to join the armed forces and is stationed at Fort sill, Okla. Erwin Fichter is also a new member of the WSAV technical staff.

DAVID TOY, formerly of WCAM Camden, N.J., has joined the engineering staff of WIBG Philadelphia.

HARVEY HELLER, school teacher of Ashland, Pa., will act as relief man in the engineering department of WIBG Philadelphia.

JOHN TURNER, WGN Chicago engineer, now in service stationed at Camp Forest, Tenn., has been promoted to sergeant.

LLOYD ROE, former engineer of KFI Los Angeles, has joined W6XAO, Don Lee television station, in a similar capacity.

ELMER ROU, control room operator at WTAG Worcester, Mass., has left the station for Army induction. He is replaced by Otf Swembl.

ALLAN BODE, sound engineer of CBS Hollywood, has joined OWL Owensboro radio branch and has been assigned service in England.

ALL WORK AND NO PLAY makes even a station executive dull, as members of the executive staff at WTAG Worcester, took time out for a jam session recently when Joan Brooks, CBS songstress, visited the station. Musicians whose hidden talent came to light are (1 to r) David H. Harris, WTAG program-production manager and runner-up for Harry James’ title of No. 1 trumpeter; Howard M. Booth, general manager of the station and affiliated newspapers, the Worcester Telegram and the Evening Gazette; E. E. Hill, managing director of WTAG striking those ivory keys a la Frankie Carle; and Joan, atop piano.

AFA Awards

WINNERS of the annual awards for advertising club achievement in advertising, publicizing and promoting the war effort, were announced last week by the Advertising Federation of America, sponsor. In the classification of clubs in cities under 500,000 population, first prize went to the Birmingham Advertising Club, and the second to the Advertising Club of Springfield, Mass. The Milwaukee Advertising Club won first place among clubs in larger cities, while the second prize went to the Advertising Assn. of Houston. The Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the larger cities.

AL KIMBROUGH, former Union City, Tenn. engineer, is now on the staff of WGBI Columbus, Miss., as operator and entertainer.

CARBEE, released from the Navy after five years' service, is now control room member of WCOP Boston.

HERBERT WILLIAM NOBLE Jr., has joined WIOD Miami as transmitter engineer. Formerly with NBC, he replaces X. M. Dickerson, who resigned because of ill health.

Sterling Drug Absorb.

Frederick Sterns & Co. STEERING DRUG INC., New York will take over Frederick Sterns & Co., Detroit pharmaceutical manufacturer, effective June 30, when Sterns common stockholders are expected to approve final details of the transaction. Acquisition was assured last Wednesday, when Sterns directors, meeting in Detroit, voted to retain preferre stock. The pharmaceutical houses which produces Astrinigosol will be come a division of Sterling with change in management or personnel contemplated. To date no consideration has been given to advertising plans. MacManus, John & Adams Inc, Detroit, Sterns agency, said the firm had not been active in radio in this country, though using spot advertising in Latin America through Export Adv., Chicago.

Quaker Oats Spots

QUAKER OATS Co., Chicago (puffed grain cereals), begin sponsorship July 1, of disc announcements twice daily on the following stations: WJAC WGBR WBEN WHF WLB GGB WCHS WOPI WEAE WTOE WENY WGAL. Contract is for 1 week. Agency is Sherman & Mar quette, Chicago.
RELIGIOUS 'RACKET' CLAIMED BY CLERIC

EPORTING before the General assembly of The Presbyterian Church in the United States of America on May 26, at the annual meeting held at the Stevens Hotel, Chicago, for the Special Commit- tee on Religious Radio, the Rev. Arthur H. Limouze said there "has developed a use of the radio in the cause of religion to exploit a por-
tion of the public in what is de-
scribed as a 'racket' of astounding proportions. Across the country, air is filled with a medley of so-called religious programs which are frequently offensive, unworthy and even harmful."

Dr. Limouze mentioned that $200,000,000 a year is taken in through mail collections, the sale of gospel texts or other devices by those who ask for contributions which no accounting is made." Dr. Limouze also stated that "A number of the more reputable and longer stations are becoming dis-

A great percentage of the smaller stations of the United States obsessed with religion to exploit the air are being used for money making programs. The number of miscellaneous items, "cost of living" reports, and the like is multiplied by the use of local advertising, which is sold to institutions. A typical advertisement for a package of some kind of merchandise usually includes a statement to the effect that a certain percentage of the proceeds will be given to a church or religious institution. In some cases, the percentage is as high as 90."

"The use of local advertising and the sale of gospel texts, if not制止ed, will become a menace to the game of religion," Dr. Limouze said. "The mass media of communication are being used to promote religious causes, which are not only not religious but are actually anti-religious. The use of radio and television for the purpose of making money is not only wrong but is also illegal."
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time. Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does—Try It.

### Actions of the FEDERAL COMMUNICATIONS COMMISSION

**MAY 27 TO JUNE 2 INCLUSIVE**

### Decisions

**MAY 26**

WAB Fall River, Mass.—Adopted order concerning hearing date, June 6, 1944, for WBYD, Chil-

## Tentative Calendar

KSBJ Jamestown, N. D.—Modified for hearing license renewal for period beginning June 1, 1944.

KWWI Cleveland, Ohio—Granted petition insofar as it seeks to impose a limitation on the number of stations within the area.

### Applications

**MAY 29**

KINS Portland, Ore.—Granted petition for extension for earthquake damage.

WBCF New York, N. Y.—Withdrawn.

WATL Atlanta, Ga.—Same.

WATE Knoxville, Tenn.—Denied.

KFWX New York, N. Y.—Denied.

KFKJ Minneapolis, Minn.—Withdrawn.

WBBM Chicago, Ill.—Withdrawn.

## Applications

**MAY 29**

Elm City Broadcasting Corp., New Haven, Conn.—CP new standard station, if 150,000, 2,000, 2,000, 4,000.

KORN Fremont, Neb.—Activation committee requested for the purpose of making the station available for television.

KSGW San Jose, Calif.—Granted CP new standard station.

**MAY 30**

KXEO Sioux Falls, S. D.—Denied extension of effective date of license.

### Tentative Calendar

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KWWI Cleveland, Ohio—Granted petition insofar as it seeks to impose a limitation on the number of stations within the area.

KFWX New York, N. Y.—Denied.

WBBM Chicago, Ill.—Withdrawn.

WATL Atlanta, Ga.—Same.

WATE Knoxville, Tenn.—Denied.

KFWX New York, N. Y.—Denied.

KFKJ Minneapolis, Minn.—Withdrawn.

WBBM Chicago, Ill.—Withdrawn.
Help Wanted

ashington Engineering Firm needs drafts-
man and a control radio engineer. Must be
good. State starting salary desired and
draft classification. Box 209, BROADCAST-
ing.

anted: Holder of 1st class license to
serve as chief engineer for 1 kW mid-
west station in town of 25,000 pop. Sta-
tion has definite post-war plans, in-
cluding FM application already filed. State qualifications, references, etc., 1st letter.
Write Box 901, BROADCAST-
ing.

anted: Program Director - Announcer
small CBS station permanent. Box 312, BROADCAST-
ing.

anted: Combination announcer-engineer
western, network affiliation. Box 320, BROADCAST-
ing.

Wanted—If you're looking for a good future, here's your opportunity! A Kentucky station 250 watt Mutual affil-
iate. Must be familiar with a sales record back of you. References required. Box 192, BROADCAST-
ing.

nouncer—Experienced by 1900 watt
Blue Network in thriving city. Advise age, draft, state references, and
whether transcription available. Also your phone number and what you're looking for. Box 305, BROADCAST-
ing.

nouncer wanted. General staff work, send transcription, outline experience, complete background, age, salary and
salary desired. Write KMKO, Han-
nibal, Mo.

Situations Wanted

nouncer—Desirable, Industrial. In-
terested in permanent position where
industry and merit will be recognized. Prefer western. Box 226, 4-F. Box 217, BROADCAST-
ing.

dman of nine years experience avail-
able July 1st. Indefinitely. Has versatile delivery. Audience-build-
ing morning and platter shows. Experi-
enced station. Will guarantee acceptance. Apply to pro-
gram director, 30, 4-F, 3 children. Seek-
ing permanent position with station
with salary. Box 301, BROADCAST-
ing.

nscribable open? Thanks for reading this.
Knowledge, experience, progressive, complete reliability, youthful, draft ex-
cept, excellent reason for desiring change. Write confidentially and we'll con-
er. Box 904, BROADCASTING.

rogram-Director - Assistant Manager,
capable, assists in complete responsibility. Program, production, continuation, traffic, office management. Twelve years expe-
ience, local, state, and national net-
work affiliates. Also complete musical background. Age 35.
-
nessary. Box 814, BROADCAST-
ing.

ookkeeper and Assistant Bookkeeper, full
duty $50 station five years. Available singly or together. Box 326, BROADCASTING.

ouncer—3rd class license. University
education. Organist, capable of
Ministry. Minimum experience 18, draft exempt. Wants work immediately. Box 327, BROAD-
CASTING.

ancer—Woman. Five years experi-
ence as announcer. Box 384, BROAD-
CASTING.

Situations Wanted (Cont'd)

Sales Executive. 48, aggressive capable
producer. Has broad commercial experience handling national billboards for large.
tractive permanent connection with pro-
gressive Eastern network; background registration as Commercial or Station Manager. Now in broadcasting; sales with large electrical manufacturer. Inquiries invited on strictly confiden-
tial basis. Box 328, BROADCASTING.

Chief Engineer, local network station
available soon. Transmitter, control
room, and recording experience. First
phone license. 4F. Box 330, BROAD-
CASTING.

Announcer—12 years one organization. Ex-
cellent ad-lib, straight, Years of inter-
viewing, audience participation, special
events. Versatile. Draft deferred. Prefer
southern California. Box 331, BROAD-
CASTING.

Time Sales Representative — Available
now. Lady representative, pleasing per-
sonality, 15 years experience basic Net-
work Station, excellent sales record in competitive market. Average earnings $6000 annually. Best references from leading agencies. Accept moderate sa-
role additions. If you want sales incentive, write me. Box 335, BROAD-
CASTING.

Engineer—First phone. Wants permanent
position West Coast or Rocky Moun-
tain area. Control work preferred. Offer six years experience, reliability, service, E, F, married. Box 336, BROAD-
CASTING.

Supervisor—College-trained local station
experience, responsible offer accepted. Box 337, BROADCASTING.

Announcer—Young, versatile, deferred. 2 years experience. Box 338, BROAD-
CASTING.

Announcer available. Good resonant voice.
Recently completed best available voice training in Chicago. Familiar with large station and chain operation. Experience included NBC Public Relations Depart-
ment, 6 years. Has handle installation, maintenance, very competent of doing a man's work. Good comprehension, important than salary. Box 339, BROAD-
CASTING.

Announcer—3 years experience in news
editing, newsmaking and network. De-
sign, Announcer very proficient. Prefer partnership, Box 540, BROAD-
CASTING.

Young woman—Experienced writing and
announcing. Background: Newscasting, writing continuity, setting and compu-
tating, College graduate. Masters from Columbia School of Journalism. Free to locate anywhere. Box 341, BROAD-
CASTING.

Chief Engineer—To assume charge of
a station up to 19 kW. Will be available July lst. Box 342, BROAD-
CASTING.

Chief Engineer: Desires change. Interested
in connection Eastern section. Will not consider, small and national net-
work affiliation. Also complete musical background. Age 35.

Engineer—17 years experience, resource-
ful, dependable, best references ever available. July 15. Accom-
plished to complete technical responsibility, has tool and instruments. On mar-
tal enjoyment with FCC. Would like-
ese in progressive station. Box 344, BROAD-
CASTING.

Station Manager—16 years radio-newspaper
experience. Thoroughly familiar with pro-
gressive business selling and adver-
tising work. Now employed manager local net-
work station in major market. Married with family, age 37, 3-A. Box 346, BROAD-
CASTING.

Psychology, Geography Courses in WMCA Studio

A PROJECT for adult education by radio, using the classroom tech-
nique, was announced last week by
Nathan Straus, president of
WMCA New York. Plan calls for a series of "radio courses" in psy-
chology and geography on WMCA,
with a studio class made up of stu-
dents of local schools, colleges and
discussion groups. Courses would also be available gratis to any in-
terested member of the public. Plan
calls for two nighttime hours
weekly, with each semester consti-
tuting one hour per week. Format would con-
sist of a brief presentation of the subject, followed by "class-room"
discussion.

Wanted to Buy

Wanted—One KW and 250 watt trans-
mitters. Age no factor. Box 180, BROAD-
CASTING.

Wanted—broadcast station Transmitter
Tower with or without transmitter equip-
ment. Box 182, BROADCASTING.

Wanted—to buy either 250, 500, or 1000 watt approved broadcast trans-
mitter and complete musical out-
put. Box 291, BROADCASTING.

Wanted to buy—complete equipment for
250 watt station. Submit written
application. Box 800, BROADCASTING.

Wanted—Broadcast equipment for 1000 watt
station. Needs the ability to buy-
turntables to towers. If you have trans-
mitter frequency monitor, modulation
monitor, amplifiers, turntables for im-
mediate attention, see address Box 323,
BROADCASTING.

Wanted—complete equipment for 250 watt
station that has large frequency
movement, especially toward the
low band. Assemble quickly. Must have
all equipment. No credit. Box 324,
BROADCASTING.

FOR SALE

5 kw. full time network
affil of Pacific Coast. Very profitable
operation. In your reply
state details regarding yourself or whom you represent, and financial background indicating ability to finance pur-
chase.

BOX 286 BROADCASTING

WANTED

PROMOTION AND MERCHANDISING MAN BY 50 KW

Drift exempt, under 35, must have ideas and initiative. Fam-
ily man preferred.

50 KW out of local metro-
politan Middle West. Send complete data to Box 347, BROAD-
CASTING.

EQUIPMENT WANTED

1 kw transmitter and all other accessories for
1 kw station. Give full details, description, etc.
Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

EQUIPMENT WANTED

250 watt transmitter and all other accessories
for 250 watt station. Give full details, de-
scription, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

Factory Music Cited

VALUE of music as a factor of
industrial safety has been recog-
nized with the presentation of an
award to RCA Victor Division of
RCA, Camden, N. J. By the Liberty
Mutual Insurance Co. Award, in
the form of a "Goblet of the Seventh
Column Certificate of Merit" was
presented June 3 to the company
during the RCA Blue network pro-
gram, Music Americas Loves Best.
Millions of war workers, the cita-
tion reads, are now hearing music
supplied by Victor and Bluebird
records through RCA plant broad-
casting systems, constituting a "di-
rect contribution to the relaxation
and the greater safety of war work-
ers."

RYAN AERONAUTICAL Co., San
Diego, Cal. (institutional), in a 12-
week campaign ending July 25 is
sponsoring a series of ten transcribed
five-minute weekly programs To
Whom It May Concern on KGB.
Agency is Barron A. Stebbins Adv.,
Los Angeles.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 20c per word. Ad must be all
light face or all bold face caps. Count 3 words for blank box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Maga-
azine, 870 National Press Bldg., Washington 4, D. C.
WHIP Application To Reopen Heard

FCC Hears Testimony During Five-Day Chicago Session

A FIVE-DAY hearing on the application of Calumet Broadcasting Co., Hammond, Ind., to reestablish WHIP with studios in Chicago and Hammond, was closed in Chicago yesterday, with the record left open for later engineering testimony in Washington proceedings.

Before J. Fred Johnson Jr., FCC attorney who sat as presiding officer, Rev. George Courrier, president, and Doris Keane, treasurer, sought to show that the proposed station would serve public interest and that the company was financially sound. A. Harry Becker, of the Chicago office of the FCC, and Sam Miller, Washington staff attorney of the Commission, essayed to show through testimony that the enterprise was not adequately financed.

Among witnesses called by George Porter, Washington attorney and counsel for the applicants, were Rev. Val Karr, pastor of the Assumption Church, New Chicago, Ind., and Mr. Smith, Chicago attorney, both of whom testified they held stock interests in the applicant company.

The proposed wavelength was 1620 kc with 5,000 w. Equipment for the station was purchased at a receivership sale, after WJWC Hammond-Chicago, had discontinued operation and been turned in its license, early last year. Then application to reopen was filed.

Timothy Murray

TIMOTHY MURRAY, 75, president of the Hudson Adv., New York, who founded in 1904, died May 31 in Yankees, N. Y.

STRIKE COVERAGE

Conference Carried by Local

- Stations in St. Louis

VALUE of radio was demonstrated last week when local stations in the St. Louis area provided coverage of the strike paralyzing local transportation facilities. Direct wires from City Hall, where the dispute was being settled, were arranged by KSDK, KOKK. Tribute to radio's service was given in the following editorial which appeared in the St. Louis Post-Dispatch June 2

A remarkable demonstration of radio's usefulness to the community was given yesterday in the street car and bus strike. Thousands of homes got their first word of the surprise tie-up through early morning broadcasts. Workers thus were enabled to make arrangements for relocation in places of employment. In the afternoon, radio stations put the City Hall conference on the air. The unprecedented broadcast permitted listeners to follow the discussion almost as if they were present. Then being the day and night frequent bulletins told the public of developments. Radio is contributing materially to both the convenience and the informing of the St. Louis area in one of its most trying periods.

Hettinger Takes Post With Crowell-Collier Co.

DR. HERMAN S. HETTINGER, who retired May 1 as deputy director of the Domestic Branch of OWI, on June 6 joined the Crowell-Collier Publishing Co., with executive editorial duties at New York headquarters. The precise nature of his assignment has not been announced.

Dr. Hettinger resigned last month after nearly two years in Government service specializing in war advertising campaigns. He recently was appointed campaign manager of the War Advertising Council for the Government's economic stabilization program. Before joining the OWI in 1942, Dr. Hettinger was associate professor of advertising and marketing at the Wharton School of Finance & Commerce, U. of Pennsylvania. In that capacity, he originated a number of radio research studies and has engaged in private radio consulting practice for more than a decade.

‘Look’ on WRGB

A NEW SERIES OF television programs was started in the Look magazine on WRGB Schenectady. The premier telecast at 9:30 p.m. featured a mystery from "Photoc cult," one of its regular photo-features. Two subsequent programs, June 29 and July 13, will be a television version of "Photocult," another of the magazine's pictorial features, and a telecast based on an anti-inflation article which appeared in Look last February. Daniel D. Mich, executive editor of the magazine, will m.c. the program.

Expanded Analysis

AS ANOTHER step in its program of expansion, the Cooperative Analysis of Broadcasting has announced that beginning with its June program it will retransmit the minute network programs as well as those of longer duration. Inclusion of these ratings is made possible by the service monthly program viewing in 81 U. S. cities of 50,000 or more population, CAB states.

Ruppert on 25

JACOB RUPPERT BREWERS, New York, is running a series of musical transmissions from two to five times a day on 25 stations along the eastern seaboard. Brewery has started sponsorship of the Newkets Bears International League night baseball games on WHOM Jersey City, in conjunction with Look magazine, to continue until the end of the season in September. Ruppert agency is Ruthrauff & Ryan, New York.

Disney Discs

WALT DISNEY PRODUCTIONS, Hollywood, to promote its animated cartoon, "The Three Caballeros," has contracted with Standard Radio, Hollywood, for transcriptions of entire film score, to be released to stations in United States, South and Central America. Recorded in English, Spanish and Portuguese, discs will be sent to approximately 1,000 stations for use in connection with release of the motion picture by RKO Radio Pictures Inc., during July.

Mentalum Sponsors

MENTHOLATUM CO., New York, on June 12 starts sponsorship of What's Doing?, Ladies in 14 Pacific Coast stations of the Blue Network, for 42 weeks, using three-weekly quarter-hour broadcasts of the five-times weekly program. Contract was negotiated by Blue Spot Sales in New York, through Walter Thompson Co., New York. Safeway Stores sponsors the first quarter of the program Monday through Friday.

Condr. Beltz Moved

COMDR. WILLIS H. BELTZ, for the last three years head of the Shore Group, Radio Division, Navy Bureau of Ships, last week was transferred to the Philadelphia Navy Yard as Radio Materiel Officer. Comdr. Beltz relieves Comdr. Gustaf USNR, formerly with RCA. Comdr. Beltz, prior to his call to active duty on July 16, 1941, was fleet's manager for RCA transmitter sales, and headquartered in Hollywood.

Army V-Discs Are Made Available to the Navy

"V-DISCS" prepared and distributed by Army's V-Disc Service Division for use in Army camps here and abroad, will be available to the Navy about July 1. The 10-cent basic issue provides funds for 36,000 discs a month for its own use. Other branches of the armed forces may follow suit. The Army is now sending overseas 160,000 discs a month and an additional 24,000 to hospitals in this country.

A portion of the material made up of selections from radio programs with commercials deleted, but about 85% consists of specially built acts, with titles contributing their services.

S. A. Rate Change

AS A result of talks between the American delegation to Bogota, Columbia (BROADCASTING, May 18), was announced the Colombian Government, subject to approval of the Colombian Council of Radio Broadcasters, to make the 10 cents basic word rate on ordinary northbound telegrams to the U. S. This approximates the proposed by the FCC in its order effecting reductions beginning July 1943 on rates charged by U. S. communications companies on Latin American telegraph service. The Colombian Government has also agreed to approval by the Colombian Congress, to make the same northbound rates applicable to all types of telegrams whether carried over RCA communication Inc. or all American Cables & Radio. At present, RCA's northbound rates in Colombia are lower than those of all America. The Stat. Dept. has received word that a new rate has been confirmed by the Colombian government.

NEWSPAPER GUILD TO CONFERENCE AWARD

NEW YORK Newspaper Guild will award Page One awards on Norman Co- win, Bob Hope, and Kate Smith representing the newspaper and radio industry. Presentative of the awards to 16 individual editors and the industry as a whole will be at a Broadway play, will be Mac June 10 at the Hotel Commodore in New York.

Mr. Corwin, CBS writer-producer-director, receives his award for having "created a unique and lasting literary style of the air." Bob Hope, cited on NBC by Peps- iod Co., is cited for "his tireless service as forces as G.I.'s favorite comedian." Kate Smith, who is sponsored on CBS by the Columbia Corp., is described as "a great radio performer who has given outstanding services to the war effort."

Arturo Toscanini, conductor of the NBC Symphony, receives the music award for his "militant anti-Fascist stand. The journalism awards go to Walter Winch, King Features columnist and Biltmore, Daily News columnist, and CB commentator.

Army V-Discs Are Made Available to the Navy

"V-DISCS" prepared and distributed by Army's V-Disc Service Division for use in Army camps here and abroad, will be available to the Navy about July 1. The 10-cent basic issue provides funds for 36,000 discs a month for its own use. Other branches of the armed forces may follow suit. The Army is now sending overseas 160,000 discs a month and an additional 24,000 to hospitals in this country.

A portion of the material made up of selections from radio programs with commercials deleted, but about 85% consists of specially built acts, with titles contributing their services.

S. A. Rate Change

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KRAFT CHEESE Co., Chicago, wis. made possible by Ed Sullivan, Gildersleeve, Sundays, NBC, off the network July 2, returning Sept. 50.
From the green-lawned homes within the town,
From the fertile farms beyond, along the red-sand roads,
From the cabins clinging to the hillsides...
To all the places of the earth where war is waged...
Sweethearts, brothers, sons and fathers
Have gone from Nashville.

So relatively few, you say?
No, they are relatively many out of few!
So many blue-starred flags wait in the windows;
So many anxious hearts greet each tomorrow
With hope, with apprehension...
Eagerly snatching at morsels of news.

Their precious letters have replaced tall tales.
When cronies gather at the Liars' Bench;
Across the grocer's counter, tidings are exchanged:
"John's won his corporal's stripes".

"My boy's at Anzio",
"The wire said 'killed in action'",
But they'll come back
To the green-lawned homes and the fertile farms
And the hillside cabins...
Back to Weedpatch Hill, and Salt Creek,
And Echo Lake, and Yellow Wood Lake...
For these are wonderful to come home to.

Meanwhile, this is our sacred trust:
To follow them around the earth,
And bring the news of them to these friendly homes
Where ours is a welcome familiar voice.

WLW
The Nation's Most Merchandise-able Station
DIVISION OF THE CROSLEY CORPORATION
How a new RCA Transmitting Tube is created

Our tube designers are much like orchid fanciers...everlastingly striving to produce a new “strain”...a new type that will outdo its predecessor.

Consider the RCA 828, for example:

In this case the designers were after a transmitting tube of small size, with long life, high gain, low distortion, relatively high output.

From the experience gained in building the most complete line of tubes ever assembled by any one manufacturer, these RCA design engineers adopted an idea here...made trial adjustments there...introduced improvements...and applied known theories in new ways. Experimented...discarded...and tried again.

A zirconium-coated anode was selected in order to provide greater heat dissipation and therefore longer tube life. Electron beam principles were applied to obtain higher efficiency.

Drawing always on their training, their years of experience, their skill, and with the desired end-result always clearly in mind, these experts labored on where less qualified workers might have given up.

It's only engineering “know how” of this high order that can create for broadcasters a tube such as the RCA 828, and that will continue to produce the one right RCA tube type for the purpose intended.

Is it any wonder, then, that RCA Transmitting Tubes are the standard of comparison in the broadcasting industry?

The Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA.