Month after month, WOR's Continuing Study of Radio Listening in Greater-New York* uncovers little facts that shock sponsors pleasantly.

Sometimes it's a rating that's nudged its way upward. But most times it's information deeper than that, data regarding your show which only WOR's Continuing Study can reveal to you.

For instance:

Your healthy rating may or may not have changed, but perhaps your audience has. That middle-income group — the ideal market for your product — may be almost twice as great as it was two months ago.

Again, perhaps more women than men are now listening to your show. And women may be exactly the people to whom you want to talk.

Alert timebuyers who know that more goes on behind a rating than the rating shows, make it a habit to contact WOR regularly for data such as this. The effort, they find, is amply repaid by the pleasant shock the facts give their clients.

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

- that power-full station WOR

* a monthly personal interview study conducted by Crossley, Inc. exclusively for WOR, New York
Grace Wilson (left) as she looked about the time she sang the first song on WLS on opening night, April 12, 1924, and today (circle), still entertaining WLS listeners. Tom Corwine, impersonator and second mate of radio's first "Show Boat," also started at WLS in 1924. Large photo shows him about that time, circle as he is today. Bill O'Connor (lower square), Irish tenor, is another 20-year veteran, still with us. Pianist John Brown (upper square) has been with WLS as accompanist and soloist since 1927.

OLDTIMERS
And How WLS Listeners Love Them

Old friends are the best friends... and that's just the way radio listeners in Midwest America feel about WLS. For 20 years we have been giving them what they want in entertainment, friendly counsel in their business and in the problems of everyday living. For that entire 20 years, listeners have been hearing some of the same folks; many more are 15-year veterans.

When one of these veterans has a birthday, there's sure to be a card shower from listeners. A new baby brings forth a flood of gifts from radio friends. Even the newcomers to our staff soon share this close friendship with listeners. Naturally, such friendly listeners are loyal to the station... loyal and responsive. That's why WLS Gets Results.
THE HOME TEAM DRAWS THE BIGGEST CROWD

T'S the home-town team that stirs the crowd enthusiasm; and it's the friendly home-town radio station — a booster for local enterprise — that reaches the greatest number of local homes and stimulates buying for the local merchant.

There are twenty-one home-town teams in The Yankee Network league — twenty-one teams (or stations) that support and have the support of home-town merchants and reach 2,055,010 radio homes.

This in a very practical sense is complete coverage of New England's trading areas and buying power. Of New England's 8,437,290 population, 8,377,543 are within the service areas of Yankee's twenty-one stations.

You can't reach so many people, so fast and so effectively in any other way. It's your best medium for home-crowd appeal.

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

ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION

Omaha's Prosperity is as Substantial as Her Wealth of Grain

When gold lured thousands to San Francisco's Golden Gate, Omaha was unknown. Today, Omaha's wealth is more basic than gold. Omaha's golden hoard lies in its 13 terminal elevators, capable of holding 28 million bushels of sun-ripened grain.

Omaha's prosperity is as basic and stable as agriculture itself. Investigate the possibilities of this rich market. KOIL

Represented Nationally by Edward Petry Co., Inc.
The last few decades have seen a marked expansion in the exploitation of this market's many resources. Oil and natural gas are produced in abundance. More than 14,000,000 acres of pine and hardwood provide a thriving lumber and pulp wood industry. Improved cultivation methods have brought about increased agricultural activity, dismissed one-crop farm programs. In the last 10 years alone, a fast-growing livestock industry has rapidly matured into undreamed-of proportions. It is all these things combined that make this East Texas-North Louisiana-South Arkansas area a great and profitable market for your advertising dollars. And only KWKH offers complete, effective coverage for your message. An inquiry will bring you further details, or... ask a Branham Man!

KW KH
50,000 WATTS
CBS

A Shreveport Times Station
Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising

June 12, 1944 • Page 5
During this year of invasion, the American Red Cross is charged with the task of obtaining from volunteer donors even more blood than the 4,000,000 pints it sought in 1943. Out here on the West Coast we're helping—Columbia Pacific and the Sea Island Sugar people who sponsor a weekly program called I Was There.

The past half year Sea Island has focussed this broadcast on helping the Red Cross. Its direct appeals have sent thousands of West Coast listeners to nearby blood donor centers.

The success of our combined efforts has been creditable. After five months, the Red Cross reported a 30% increase in San Francisco donations. The Los Angeles donor center calls I Was There one of its "best sources."

Listeners are not the only ones who give blood. The studio audience volunteers donations right after the show; so, periodically, does the cast of I Was There. And every ten weeks the entire Hollywood staff of Columbia Pacific holds a "Blood Bank Night."

In recognition of Sea Island's efforts, Norman H. Davis, chairman of the American Red Cross, issued a citation: "Certificate of appreciation for outstanding cooperation with the blood donor service."

I Was There provides a powerful background for these blood donation appeals. Its personal accounts by people who "were there" at gripping world events—when the Helena went down in Kula Gulf, when Pétain gave up, when Doolittle visited Tokyo—bring the war grimly close. It is hardly surprising that, of 52 shows now produced for Coast networks, I Was There consistently ranks among the top ten in Hooper ratings.

Like all Columbia Pacific programs, there's an idea behind it. This one is the determination to save lives, to help bring more fighting men home safely when the war is over. It's a worthy war job implemented by a patriotic sponsor. We're frankly proud it's on Columbia Pacific, the idea network.
Ros Metzger

Vice President (Radio), Ruthrauff & Ryan, Inc., Chicago

Says—"Spot broadcasting permits a hit show in every market on the list"

Yes, and that statement makes a hit with us, Mr. Metzger! Because, believe it or not, there really are some people who still think spot broadcasting is confined solely to one-minute spot announcements!

Just to amplify Mr. Metzger's words a little, we'd like to add that there are dozens of spot-broadcasting advertisers who use time on large numbers of stations, who have selected in each market a popular local show (often with a higher listener-rating than even the best-known network shows), and who are thereby doing a truly national job of extraordinary effectiveness and economy. We of Free & Peters are proud to have helped many such advertisers to achieve that result. Tell us the markets that interest you, and we'll give you the facts about the local radio situation, the market and listener statistics, and even the available local shows of proven merit. Say when!

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
D-Day Gives Radio Greatest Opportunity

Networks, Stations Rise to Occasion
With Graphic Invasion Account

By BRUCE ROBERTSON

HISTORY'S mightiest military operation last week gave to American radio its greatest opportunity for spot news coverage. Radio was not found wanting.

Months of preparation by stations and networks alike, buttressed by the reports of the world-wide news associations, in a twinkling were translated into steady, smooth handling of the European invasion, with the first flash after midnight June 6. Service has proceeded since without a hitch, achieving for radio enlarged stature, reliability and dignity as the swiftest and most articulate of the news disseminating media.

Calmly, seriously, with no evidence of excitement, radio took its D-Day task of keeping the public informed in the true radio tradition. Pre-arranged schedules were discarded; commercials were ruthlessly scrapped; all programming was keyed to the single motive of advising a listening nation of the minute-by-minute story of the most momentous single event of the war.

All radio worked together, as the greatest volume of intelligence ever written "moved" across trans-Atlantic radiotelephone channels on a 24-hour schedule. Direct pick-ups, radiotelegraphic dispatches and recordings contributed to the flow of the spot reporting of the invasion. The Signal Corps message center handles over 6,000,000 words daily.

It was not long after midnight—12:37 a.m. EWT, to be exact—that the newsroom teletypes tapped out an AP bulletin of a broadcast by the German Trans-Ocean Agency reporting that the invasion had begun. Almost immediately the report went out on the air, accompanied by warnings that it came from a Nazi source and might be a phony. Lacking official Allied confirmation, network newsmen on duty could not be sure that the report was true, but they took no chances and soon news writers, announcers, commentators, engineers and other key personnel were on their way to the studios, in all manner of dress and undress, by all means of transportation. One NBC engineer arrived at Radio City New York via a milk truck.

All Night Service

Meanwhile, the networks had notified their affiliates that the networks would continue service through the night. And, as more and more Nazi claims came in over the news tickers, with nothing but silence from London and Washington, the German bulletins were broadcast to the early morning audience, accompanied each time with the reiterated warning that while it might be true that the long-awaited invasion was actually on the German broadcasts might also be some kind of propaganda trick.

At 1:26 a.m. came a report that the BBC had broadcast a warning to the people of occupied Europe by the High Command to move inland and stay off the roads. German bulletins were now reporting the
bombing of Le Havre, that German naval forces were engaging Allied landing craft off the French coast, and paratroopers were being dropped over Europe. But at 1:45 a.m. the War Department in Washington announced it had no information on the invasion, and at 2 a.m. repeated the statement, which was echoed by the Navy and the OWI. At 2:30 the Washington situation was the same, except for the report that the entire staff of the War Department had reported for duty at 1:45.

German Report Confirmed

At 3 a.m., when the German news was to some extent backed up by a BBC report of a "bombardment" off Le Havre, CBS, whose New York newsroom staff had swelled from four to 30, discontinued its regular musical schedule and put Bob Trout on the air for a final trial of the new "roving microphone." Trailing some 60 feet of cable, Trout went into the newsroom, letting his listeners hear the chatter of the teletypes as he moved from ticker to ticker, reading the bulletins as he traveled.

At 3:17 a.m., when Maj. George Fielding Eliot took over the roving mike for a military commentary on the significance of the Nazi news reports, if they should be true, Robert St. John was broadcasting his first dispatch of the morning from the NBC newsroom in New York. At the Blue Network, micrograms were starting to roll out a statement by Edgar Kobak, Blue executive vice-president, that invasion news would take precedence over all regular programs, which might be canceled or rebuilt to fit the news needs of the hour, with war messages to be substituted for regular commercial announcements.

Finally, at 3:30, the growing feeling that D-Day was really here was turned into a conviction by a stand-by flash by London, announcing a broadcast at 3:32. This was it: Invasion Communique No. 1 from Supreme Headquarters Allied Expeditionary Forces.

Nothing But News

From then on news reports, commentaries, analyses, official bulletins filled the air. At 3:48 a report from SHAPE and a minute later Gen. Eisenhower's message to the Allied troops, followed immediately by a London broadcast of King Haakon of Norway to his people and its English translation. At 3:50 the Prime Minister of the Netherlands was heard in a message to his countrymen and a few minutes later the Prime Minister of Belgium made a similar broadcast, both of which, with their English translations, were broadcast by the American networks.

By this time, the networks' D-Day plans were all operating in full swing. At MBS, John Whitmore, network director of news, and Dave Driscoll, NBC news head, handled the Mutual operations from New York, where Sydney Mosley, first commentator to reach

(Continued on page 59)

FLASHES ON THE INVASION kept members of the NBC news staff in New York on the jump. Clarence Mense, vice-president in charge of programs and John F. Royal, vice-president in charge of NBC International, are at upper left. Bulletins and flashes came steadily during the night.

ALL THROUGH THE NIGHT and day CBS commentators kept vigil at the microphones to give the nation a running story of the invasion progress. Left to right: Maj. George Fielding Eliot, military analyst; Jesse Zousmer, night news editor; Bob Trout, correspondent and news analyst; and Quentin Reynolds, author and veteran of the Dieppe raid.

WHEELER'S PRAISE

Senator Lauds Radio Coverage Of Invasion

WARM PRAISE for the manner in which radio handled invasion news was given last Thursday in a statement to Broadcasting by Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee and co-author of the Wheeler-Bill (S-814), now dormant in Committee. Chairman Wheeler's statement follows:

"I want to congratulate all the networks and radio stations generally for the fine job they have done in reporting the invasion. It was not necessary for them to do away with their advertising as they have done away with it but it's to their credit that they have done so.

"My only wish is that they would use as much good judgment in other matters as they have in this instance. I appreciate that radio has got to depend upon advertising so as to maintain it as a private enterprise. But there's a limit to the kind of advertising and the times and places where the advertising should be, just the same as there is in newspapers if radio expects to have and to maintain the high respect of the American people."

VIDEO PARTICIPATES IN D-DAY COVERAGE

IN New York, television also covered D-Day. H. V. Kaltenborn, NBC news analyst, dropped off a dispatch at the NBC microphone by a quarter-hour appearance before the cameras of WNET, where he presented a recapitulation of the day's news, illustrated by maps of the invasion area.

On WABC, the regular Tuesday evening telecast staged by the staff of WOR was discarded in favor of a special invasion program that included a round-table discussion led by Bob Emery, producer of the program, and a summary of the news, presented against a background of newspaper headlines.

On Wednesday evening the Lever Bros. program on WABD featured Sam Goff analyzing the invasion.

Opens UP Rome Bureau

REYNOLDS PACKARD on Monday, June 4, the day after the fall of Rome, opened the United Press bureau in the Italian capital and resumed his duties as manager. Batting out his first dispatch at 10 a.m., a typewriter balanced on a stack of German newspapers, Mr. Reynolds told how shortly after he opened the office, Swiss and Swedish correspondents came in to renew their contacts with UP. With Reynolds as assistants are his wife and James E. Roper.

Stimson Listens

SECRETARY of War Stimson told newsmen he got the surprise of his life by listening to one of the invasion dispatch on his bedside radio at 4:20 a.m. on D-Day.
Radio Barrage Clears Way for Invaders

Warning Message Sent at Dawn On-Delay

By JACK LEVY

Radio spearheaded the greatest military operation in history. As the invasion forces poised for their historic landings on the coast of France, it became evident the long awaited news to the oppressed peoples that the hour of liberation had finally come. It was a Tuesday at dawn, when Holland, Belgium, France and the Low Countries would be arising, that a familiar voice, a voice which could be trusted, spoke into a microphone:

I bring you an urgent instruction from the Supreme Commander of the Allied Expeditionary Forces. Many of you depend upon the speed and thoroughness with which you are particularly addressed to all who live within five miles (22 miles) of any part of the coast.

Warning of Attack

A new phase in our air attack has begun. The general warning was swept away railways, railway installations, main highways and key coastal belts. But as you know, the coastal belt I have mentioned, it will be imperative for the Allied Expeditionary Forces to make intensive attacks on certain targets. The Supreme Commander has therefore directed that advance warning, wherever possible, shall be given to the towns in which these targets will be bombarded. The warning will be given by means of special leaflets dropped from the air.

The warning may precede the actual attack by a period of from four to twelve hours. Be prepared to act with the greatest promptitude. As soon as you see special warning leaflets you must follow these instructions:

One: leave the towns at once, informing your family and neighbors who may not be aware of the warning.

Two: choose a walkout of the town which is as far as possible avoids frequented roads and follows byways and field paths. Three: go one foot ahead take nothing with you which you cannot easily carry personally.

Four: get as quickly as possible into open country, at least a mile from the outskirts of your town, and as far as possible from any railway or bridge.

Five: do not gather in large groups which may be mistaken for troop concentrations.

We repeat: a new phase ...

Serving as an integral part of the Supreme Headquarters Allied Expeditionary Forces, radio was used as a kind of information barren to prepare the way for the invasion armies. As in North Africa and later in Sicily and Italy, radio broadcasts, along with loudspeakers blown by airplanes, provided the principal means to attack the morale of the enemy and to strengthen the resistance of the occupied peoples to Hitler rule.

In this strategic or preparatory phase of psychological warfare, the abjured people had become familiar with and learned to trust certain voices which daily brought them news of Allied victories and plans for their liberation. From the reports of these radio messages they had literally found hope and strength to try on under the Nazi yoke.

Consequently, when the familiar voice of the military cleared the coast at once and to avoid main roads in moving inland, they complied. The smoothness of the invasion operations which followed was a result of the complete and uniform compliance with and to the biggest "success story" of radio's history.

Powerful Transmitters

In carrying out its propaganda operations, the Psychological Warfare Branch of SSHAEP, composed of OWI, the British Ministry of Information, and the U.S. and British military, employed a battery of transmitters in America, England, North Africa and southern Italy. These included four 50 kw medium wave and at least four powerful shortwave transmitters, all beamed to the continent and assuring reception in any part of Europe.

"Relay by day", declared OWI, "the radio has been pumping into Europe the increasingly impressive story of Allied advances on every front, the story which adds up the score of reversals which their victory is inevitable. To the people of Germany and to German troops in Italy and France this was designed to have the same effect as strategic leaflets: to undermine the enemy's total war effort. To the people of occupied France it was designed to say, by fact and implication, that the day of liberation was drawing near, the day when Frenchmen would be called upon to spring into action against the enemy."

Important as it is in the preliminary phases of military strategy, radio assumes even greater value in the actual combat phase of the liberation. As an instrument of attack, it can be used during the invasion as a weapon of Allied Field Headquarters to send appeals to enemy troops to surrender and to issue instructions to civilians behind the lines to take actions in support of military operations.

The evidence of radio's contributory success to victory has been amply demonstrated in this war. In North Africa, radio facilitated the American and British landings which liberated Tunisia. It was radio broadcast from a transmitter adapted to the international distress signal which brought about the surrender of most of the Italian fleet.

With the fall of Mussolini, radio messages warning against aiding Hitler resulted in tangible evidence of obstructionist tactics by Italians directed against German supply and troop transport. And when Naples fell, radio broadcasts, supplemented by sound trucks and posters, succeeded in evacuating the city's 1,000,000 population while the Army cleared away concealed bombs and restored public services.

Captive Stations Used

Wherever the armies of liberation go, radio goes with them. Facing the same hazards as the attacking forces, PWB combat teams, carrying portable transmitters and other equipment, move into action to broadcast regulations from the military command and to inform the liberated population on ways to assist the invading armies.

American radio engineers and announcers lose no time in taking over and putting into operation stations captured from the enemy. Riding into Palermo in advance of the main American forces, a team of OWI and Army personnel seized the station there so unexpectedly that the Fascist manager was unable to carry out the sabotage orders he had received. Within three hours Radio Palermo was broadcasting the first honest news the populace had heard in the last 20 years.

Stations Rebuilt

At Bari, PWB men seized and held the big transmitter there while the city was still under German control and in other Italian points OWI engineers rebuilt radio stations which the Germans thought they had completely destroyed. The stations were soon on the air broadcasting American music and giving assurance to a people made suspicious by long exposure to Axis misrepresentation. Radio thus permitted the Army to release thousands of men for combat who

(Continued on page 44)

Dramatic Hicks Film Record
In Demand by All Networks

MOST in demand of all invasion recordings yet to reach the air is the film recording made at 12:10 a.m. June 7 by George Hicks, Blue correspondent, from the deck of an Allied warship approaching the French Coast in convoy. Just as Hicks started his description of the action along the coast, the convoy was attacked by JU 88 bombers, strafing and bombing the ship.

Throughout the blaze of anti-aircraft batteries and the heavy firing both from ships and planes, Hicks put up a running commentary on the action. Gun 42, a 40 mm twin-barrel anti-aircraft gun beside the microphones, succeeded in bringing down one of the JUNKERS. The recording caught not only the sound of the firing and the plane falling into the channel, but also the shouts of the men at the gun as they "scratched" their first plane.

"Do I get a case of Scotch?" yelled the gunner.

Film Recorder

All four major networks broadcast the recording simultaneously at 11:15 p.m. June 7. Blue repeated it at 1, 6:45 and 8:45 the following morning. NBC rebroadcast it at 7:45, Mutual at 1:45, CBS at 8:30, all a.m. time June 8. It has since been repeated innumerable times in response to the great listener demand.

The recording was made on one of the Navy's film recorders which have been made available to the networks for covering the invasion. The sound film was returned to London headquarters, processed for security and relayed from London on shortwave. The broadcast was re-recorded by the networks. Known as the Recordgraph, Commando Model, the recorder is manufactured by Amertype Recordgraph Corp., New York.

In order to record on-the-spot invasion action, announcers and engineers chosen by the networks are assigned to ships in a pooling arrangement arrived at by the networks and the Navy, March 3.

(Continued on page 44)

Lt. Royston with a film recorder.

ROADCASTING • Broadcast Advertising

June 12, 1944 • Page 11
**AFM Stands Pat in Net Recording Row**

**Board Issues Rebuke to Record Companies For 'Pressure'**

**REAFFIRMING its determination not to yield to the network recording subsidiaries in the 'closed music' fight, the American Federation of Musicians in annual convention last week in Chicago voted against releasing any more records on any other terms than those embodied in the Decree and 'Four Company' contracts.**

Following a detailed recapitulation of the history of the recording dispute from its beginning in 1941 to the impending decision by the War Labor Board, Joseph A. Padway, AFM general counsel, let loose a blast against the companies which have refused his demands.

"When the time comes for peace," he declared, "RCA Victor and Columbia should look back. They're liable not to get as good terms or conditions as others."

**Board Cracks Down**

Simultaneously, the RCA Victor Division of RCA and the Columbia Recording Corp. dispatched a strongly worded protest to the WLB for its protracted delay in issuing its final decision and that the present report on the recording dispute, charging that the postponement is working hardship not only on them but also on many outstanding musicians, was rendered very shortly.

As BROADCASTING went to press, the Board released a stinging reply to the telegram, charging the companies with attempting to extort a verdict without warrant. The telegram stated that the parties in the dispute are working hardship not only on them but also on many outstanding musicians.

**President Authorizes Probe To See 1932-38 Tax Returns**

**WHite House cooperation in the FCC's investigation of the dual program of June 8th has been the deepest since the White House cooperation in the FCC's investigation of the dual program of June 8th has been the deepest since the...**
MacFarlane Knew Him When...

In 1933 Ian Ross MacFarlane was the official guest of the Nazi regime in Germany. He lived in the "little Brown House," headquarters of the National Socialist Party. He interviewed members of all ranks. On the record. Off the record. He sifted their propaganda, too.

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst. He's lived on the spot...through news in the making! He knows what he's talking about.

And it is this background of living closer to the people about whom he talks...their country...their psychology...that gives MacFarlane's broadcasts seldom heard authenticity.

It is with great satisfaction that W-I-T-H presents his views exclusively.

Ian Ross MacFarlane is another scoop for W-I-T-H...the successful independent station.

WITH

Baltimore, MD.

Tom Tinsley, President :: Represented Nationally by Headley-Reed
Neville Miller Is Appointed Deputy UNRRA Chief in Cairo

Former NAB Head, Louisvile Mayor to Direct Administration of Liberated Balkan Areas

APPOINTMENT of Neville Miller, former president of the NAB, as senior deputy chief of the United Nations Relief & Rehabilitation Administration Balkan Mission, with headquarters in Cairo, was announced last Thursday by Herbert H. Lehman, director general of UNRRA. Mr. Miller will leave for Egypt later this month.

The post, second in authority on the Mission, was selected by Mr. Miller among several Government assignments. Head of the Mission is William Matthews, a British subject. Officials of other Allied nations will serve on the staff, which will have civilian complement of some 450, aside from military personnel. All relief and rehabilitation activities in the Balkan nations fall under the jurisdiction of the agency.

Mr. Miller, as deputy chief, will be in direct supervisory charge of all administrative functions in all of the liberated Balkan areas. These include general activities, personnel, budget, housing, transportation, hospitalization, and various other functions.

Mr. Miller left the NAB last March after a six-year tenure. Before becoming the NAB's first paid president in 1938, he had served as assistant to the president of Princeton University. He was mayor of his home city of Louisville during the Ohio River flood in 1937, when he directed the extensive problems of relief and rehabilitation.

Mr. Miller was educated at Princeton and Harvard Law School. He practiced law in Louisville during the 1920's and served as dean of the University of Louisville from 1930 until elected mayor in 1932.

During Mr. Miller's foreign service, Mrs. Miller and their four daughters will remain in Washington.

GOING TO CAIRO

Mr. Miller

Ballard to Head Nunn Stations; Other Changes

John Ballard has been named coordinator of all Nunn-operated stations with John Hart replacing Mr. Ballard as executive director of WBIR Knoxville, Tenn. Garrett L. Leavitt, who was named commercial manager, succeeding Mr. Hart.

Tex Turner, former publicity director and program manager, has gone to WSM Nashville. L. Wayne Davis will be program director at WGCC Gulfport, Miss. New member of the announcing staff is Bill Lane. Sam Leavitt moves to the publicity and program departments.

Democratic Committee Names Reinsch to Be Radio Director

J. Leonard Reinsch, managing director of the Cox stations in Ohio and Georgia, last Friday was appointed radio director of the Democratic National Committee with headquarters in Washington. The appointment was made by Paul A. Porter, director of publicity, and former CBS attorney in Washington.

Mr. Reinsch has been granted leave of absence by former Gov. James M. Cox of Ohio, for the duration of the campaign. Since 1941 he has been managing director of WSB Atlanta, WJNO Palm Beach and WHIO Dayton. He will promote the Cox stations to Chicago this week, to handle arrangements for radio coverage of the national convention next month.

Mr. Reinsch has been active in national radio affairs. He is currently a member of the NAB Legislative Committee and is a past president of the Ohio Assn. of Broadcasters.

A native of Illinois, Mr. Reinsch has lived in Atlanta since 1940. He is a graduate of Northwestern and began in radio in 1928 as an announcer at WLS Chicago. He joined the Cox stations in 1934 at WHIO, where he served as manager. When Gov. Cox acquired WSB, he became managing director of the three Cox owned stations. He was born in Streator, Ill., on June 28, 1908. He is married and has two children.

Gov. Cox was the Democratic nominee for the presidency in 1920. Franklin D. Roosevelt was the vice presidential nominee in that campaign.

CIO ASKS RECESSION OF WHKC LICENSE

ECHOES of charges late last summer that WHKC Columbus, O., by deleting portions of a speech by UAW-CIO vice-president Richard T. Frankensteen, was not operating in the "public interest" were heard last week as the Internationa UAW-CIO and Columbus Local 92 filed a complaint with the FCC to reconsider its three-year license renewal for WHKC, granted May 16 and dependent on the sponsoring station's application for renewal.

WHKC was charged with "unfairly" censoring a speech delivered by Mr. Frankensteen [BROADCASTING, Aug. 23 1943]. An original petition, filed by the Mass., Sept. 17, 1943, was denied by the Commission on Nov. 8. Philip G. Loncak, Washington counsel for United Broadcasting and chairman of the last Friday in an answer asked dismissal of the CIO petition on the ground that it was the same case on which the FCC already has ruled, that the UAW-CIO, in contract with WHKC agrees that the "call letters prepared by the sponsor are subject to the approval of the station manager as to the content," and that the program complained of has been "discontinued through the voluntary act of the Union."

Westinghouse Pickups

Westinghouse ELECTRI FIC. Co., June 12 starts its series of program pickups by Te Malone on the Blue network. Speaking from London Monday and Thursday, 10:30 P.M. Mr. Malone will give word-pictures of the U.S. service men, along with names, addresses, and well-bein Program replaces Top of Th Evening, a musical show. Agency: McCann-Erickson, N. Y.

Smiley in Navy

Ralph Smiley, who negotiates the contracts for leasing of short wave stations to OWI, has resigned from the Navy to accept a position in the Navy. He was commissioned lieutenant (j.g.), effective June 1st. Col. R. G. Emch, a naval managing engineer, has been in the administrative end of OWI since its inception an until a few months ago was managing engineer of the Istanbul, Turkey, outpost.

Spalding Airs Tennis

A. G. SPALDING & Bros., Chicago, has granted to the National Tennis Matches from Forest Hills, L. I., over a four-week period of work at the CIO tournament. Monday and Thursday, 10:30 P.M. The four Sunday games will be two方式, 10:30 P.M. The four Sunday games will be two

Groves on MBS

GROVE LABS., St. Louis, he signed for the Monday, Wednesday and Friday, 11:30-12:15 P.M., former period of 186 MBS stations promote 4 way cold tablets start on Mason, St. Louis. Agency: Egdahl, Coe, N. Y.

Mentholatum Plans

MENTHOLATUM Co., Wilmington, is planning a spot campaign of announcements, station breaks and especially a program, to be added to a Pacific Coast Blue network program, starting June 12. Agency is Walter Thompson Co., New York.
"UNITED PRESS BUREAU, ROME. JUNE 5—(UP)—The Rome bureau of the United Press was reopened at 10 a. m. today when I entered our offices in the Foreign Press building, placed my typewriter on a stack of German newspapers and began writing this dispatch.

"I thus completed an assignment given me in North Africa last August, to follow the Allied armies into Italy and reopen the Rome bureau at the earliest opportunity."

The foregoing dispatch is from Reynolds Packard, U. P. manager in Rome. With him again, as his chief assistant, is his wife, Eleanor.

The Packards' homecoming reunion in Rome completes another brilliant chapter in the careers of both members of the world's most notable team of foreign correspondents.

The reopening of the Rome bureau furthermore is an early chapter in the plan of the United Press to resume its news gathering and distribution in all liberated countries, to extend to them again "the world's best coverage of the world's biggest news."

UNITED PRESS
NAB Plans 2-Day Condensed Session

Late August War Conference Dependent on Conditions

A STREAMLINED two-day NAB Radio Executive War Conference, limited to active and associate members, will be held at the Palmer House, Chicago, in late August if war conditions permit, under arrangements completed last week.

Still regarded as subject to change in the light of war conditions and at the discretion of NAB President J. Harold Ryan, the arrangements provide for business sessions Tuesday, Aug. 29, and Wednesday, Aug. 30. Efforts will be made to adjourn following a luncheon session Wednesday, with cleanup board and committee activities Wednesday afternoon.

Tentative Schedule

C. E. Arney Jr., NAB secretary-treasurer, conferred with members of the general committee, headed by Leslie C. Johnson, WHBF Rock Island, district director and chairman, and with the housing and reception committee in Chicago last Thursday. Tentatively the agenda calls for registrations Sunday, Aug. 27. Standing committee, special committee and group meetings on Monday, Aug. 28, Tuesday, Aug. 29, general business session on key war and operations problems; luncheon speaker; possible adjournment after luncheon; and cleanup board meeting and cleanup.

This schedule may not be adhered to, depending on developments, Mr. Arney declared. He pointed out that the NAB board, at its meeting, decided to limit attendance to members and associate members. Reservations will be handled in their order of NAB member and nonmember status. All reservation requests should be directed to headquarters in Washington, and not to the hotel.

The housing committee comprises William Hutchinson, WAAF; Gilbert Berry, WENR; Jack L. Van Volkenburg, WBBM. The general committee, headed by Director Johnson, comprises all member stations and associates in the Chicago metropolitan area. Glenn O'P. Snyder, WLS Chicago, is chairman of the reception committee, also made up of member stations and associates in Chicago.

NAB, Reasserting Vital Need of Radio Legislation, Takes Issue With Wheeler

TAKING ISSUE with Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee who blamed radio for the apparent demise of the White-Wheeler Bill (S-814), the NAB in a statement last week reasserted its position that definitive legislation is vitally needed and expressed hope that "Chairman Wheeler will renew his call for a Committee meeting" and that eventually the Senate would pass it.

"In view of the testimony favoring legislation given before the Senate Interstate Commerce Committee during last November and December," said the NAB statement, "and the subsequent diligent efforts of the Legislative Committee of the NAB directed toward the securing of consideration by Congress of the vital need of the broadcasting industry for definitive legislation, we are disappointed with Chairman Wheeler's conclusion to call off further Interstate Commerce Committee meetings to discuss the radio bill."

"We are amazed that the industry should be accused of not desiring any legislation in light of the facts," the statement continued, setting forth that the NAB had given Sen. Wheeler its comments on the revised bill, "pointing again to the vital need for definitive legislation!"

"The fact is that the industry does not oppose legislative consideration—it is seeking it," said the statement.
THE ONLY SINGLE MEDIUM

Completely
COVERING THE INLAND EMPIRE

KHQ

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

World's largest white pine sawmill at Lewiston, Idaho, in the heart of the world's largest stand of white pine. Lumber goes from Inland Empire's 102 mills to the nation—adding to its diversified source of income which keeps Buying Power at a constant peak. Everything grows in this rich area—even your sales when your message completely covers the Inland Empire over KHQ. (Photo Courtesy Potlatch Forests, Inc.)
NEW MEMBERS of the NBC Ten Year Club, KOA Denver branch, gathered recently at the Denver Club to be welcomed by these old-timers (Continued): Clarence C. Moorhead, KOA program director, who has been with station since 1924; Carl Schenck, former member of the engineering staff; Roy D. Carrier, station engineer; Robert H. Owen, chief engineer, also with KOA since 1924; Joseph Rohrer, controller; supervisor James MacPherson, general manager; and Russell C. Thaw, a member of the club; C. A. Peregrine, control supervisor, and Francis A. Nelson, transmitter engineer, both with KOA 20 years; Walter Morrissey, control supervisor.

PREMATURe FLASH PROvIDED TesT
Broadcasters Get Warmup as Calls Sweep
- Studios After False Message

RADIO had the equivalent of an intensive test drill in the operation of its instant gag room. The reason was Saturday, a week ago, when the AP teletype operator in London mistakenly ran off a scrap of tape containing a bit of her practice copy reading, "Flash Eisenhowers' headquarters announced Allied landings France."

Although the "Bust that flash" order came through to radio newsrooms here less than two minutes after the receipt of the false flash, those two minutes were enough to get the story out to a good part of the listening public and to throw the news editors into a frenzy of activity, aggravated by the fact that a full explanation of the error, giving final reassurance that the news was false, was not ready to be broadcast until a good 21 minutes after the original news items.

Race Interrupted

CBS was the first to broadcast the flash, interrupting Ted Husing's coverage of the Belmont races at 4:38 p.m. and following with a retraction at 4:41 p.m. Paul White, CBS director of news, suspended himself when none of the other wire services carried the report, obtained reassurance that nothing of "extraordinary importance" had happened, through the cooperation of a censor who broke in on a circuit talk with Charles Shaw, CBS London man, with the offer to check Ed Murrow, CBS European chief, for a verification that the flash was a false alarm. Both were assured and the full explanation at 5 p.m., and it was repeated by Quincy Howe at 6 p.m., but CBS nonetheless received over 100 phone calls.

NBC broke into Doctors at War at 4:39:50 p.m. with the original flash. Advised by the AP printer that an explanation was forthcoming, NBC withheld the "kill order" until 4:54:01 p.m. with the full explanation at that time. In less than 45 minutes, NBC had received 1,100 phone calls.

Breaking into a sustaining musical show at 4:59:40 p.m. with the first announcement, the Blue broadcast the "kill" order at 4:59:40 p.m. and the full explanation at 5, 5:45 p.m. and 6:15 p.m. Network's invasion plan got partly under way, with a number of the staff writers and commentators already having left their homes for the studio before hearing of the cancellation.

MBS broke into an account of the Belmont races at 4:40 p.m. with the news, following with the hold and kill order at 4:45 p.m. and the full explanation at 5:45 p.m., repeated twice.

Bennett Heads Expanded

Welcome Wagon Service

ARCHIBALD S. BENNETT has been appointed director of marketing research of The Welcome Wagon Company, New York and Memphis, which recently announced expansion of its consumer and dealer research facilities to a national sales base [Broadcasting, May 29]. Mr. Bennett has served as director of the Paul Cornell Adv., Geo. O. Heyer Adv., and Jackson & Rabbit.

Mr. Bennett said that the service was not set up to compete with C. E. Hooper Inc. and the Cooperative Analysis of Broadcasting.

With facilities in 500 cities, including a number of small country communities, the research service will reach listeners who don't have telephones and the lower income rural group, he said. Firm will use the telephone as well as the personal interview method, both coincidental and conscious recall.

Fiji-Oil Spots

CONSOLIDATED HAIR GROO Co., Chicago (Fiji-Oil shampoo) is expanding continuously on its 16-spot campaign which began 1 year ago on WCFI Chicago, using daily eight announcements on the following stations: WON WENE WCFI WAIT WJZ WIND WEMP WIBC WOBO WGBF WMIN WHBF WLWT WJAN with more to be added. All station contracts are 52 weeks. Agency is Malcolm-Howard Adv. Agency, Chicago.

TWENTIETH anniversary meeting of the Radio Manufacturers Assn. and Third War Production Conference convened at the Stevens Hotel, Chicago, with a meeting of the radio manufacturing industry attended by over 700 members of the radio manufacturing industry attended by newspapers and television sessions with the election of R. C. Cosgrove, vice-president, and general manager of Crosley Corp., Cincinnati, as RMA president, succeeding Paul V. Galvin, president of Galvin Mfg. Corp., Chicago.

Mr. Cosgrove

Two-day program opened June 6 with Ray C. Ellis, director of the Radio and Radar Division of the War Production Board, Washington, delivering his annual report from the first six weeks, 7,000 mile unrestricted tour of Soviet Union radio plants, stating that "Radio in Russia has made tremendous strides in development in the war."

Fun Established

The Board of Directors authorized the appropriation of a $5,000 fund for a series of tests on problems arising from automobile interference with television and FM reception.

Opening the formal luncheon meeting, June 7, Paul V. Galvin presented his annual report in which he asserted that the radio industry has been a splendid example of the free enterprise system at work, and a return to the American competitive economy should be made at the earliest possible moment.

Maj. Gen. William H. Harrison, chief of procurement and distribution, Office of Chief Signal Officer, Washington, stated that thanks to the work of laboratories of the electronics industry, "the armies of the United States possess signal equipment that outstrips that of the enemy on all counts." Gen. Harrison declared it significant that roughly half a billion dollars of the year's military requirements for signal equipment are involved in just two new projects in initial production. He stated that: "Procurement plans must be on a basis of continuation of war in all theaters." He reassured the manufacturers that the War Department is aware of its responsibilities as to the perplexing problem of reconversion, but that it is not an immediate problem to the electronics industry.

Assuming his position as RMA president, Mr. Cosgrove emphasized that military, radio and radar requirements in 1944 probably will amount to an increase of 50% over 1943, and according to the War Production Board, production is approaching capacity. The industry's overall production rate is now more than 2,000% of its peace-time operation. Mr. Cosgrove urged the public not to expect immediate postwar radical innovations in radio equipment.

Following new procedure, Mr. Cosgrove was elected to presidency by a forum of directors. Other officers elected included E. A. Nichols, president; RMA Radio & Televis. David T. Schultz, Raytheon Production Corp.; Walter A. Evans, Westinghouse, and Thomas A. White, Jensen Radio Mfg. Co., vice-president. Also elected were: Leslie F. Muter, The Muter Co., Chicago, treasurer; Bond F. Geddes, re-elected as executive vice-president, general manager and secretary.

BROADCASTING • Broadcast Advertising

BRYAN'S AIR BEAT
Georgian Scores First for "WSB and 'Journal'"

AFTER nine months of watchful waiting, Wright Bryan, WSB Atlanta commentator and former managing editor of the Atlanta Journal, was awarded the first eyewitness broadcast of the invasion of France on Tuesday, June 6 at 4:50 a.m. The tall (6 ft. 5 inch) commentator went to England last fall to represent WSB and the Atlanta Journal to a select group, from where he has been airing a 15-minute commentary from London over WSB each Monday night.

In his now famous invasion broadcast, Mr. Bryan recited the details of his flight to the coast of France with the first squadron to deliver Allied infantry to the scene of action. He is believed to have been the first man to return from the invasion to the U.S. by radio. Mr. Bryan made the trip over in a C-47 transport named "Snoopy."

Mr. Bryan is 39, married, and has two children. He is a graduate of the U. of Missouri school of Journalism, and Clemson College.
When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte—just halfway between Omaha and Denver, at the confluence of the Platte Rivers—the richest spot he could find!

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

**THE NORTH PLATTE MARKET**

Population: 131,115
Value of Livestock and Grain Sold in 1943: $33,700,000
Union Pacific's North Platte Payroll for 1943: $4,268,000
Retail Sales: $49,972,000

**KODY Showmanship**

Two daily broadcasts from famous North Platte Canteen...Associated Press...United Press and Chicago Daily News Foreign Service...Community Service and Special Events Programs Every Day.

**IN FIVE MONTHS**

43 NBC ADVERTISERS...12 National spot advertisers...and 47 local advertisers.

**1240 KC**

**RADIO STATION**

**KODY**

**NORTH PLATTE**

**NEBRASKA**

Owned and Operated by

**RADIO STATION WOW, INC.**

John J. Gillin, Jr., President
JOHN BLAIR & CO., REPRESENTATIVE
Effect of Bursts on FM Are Studied
By FCC; Satisfactory Solution Seen

THAT portion of the very high frequency spectrum allocated to
FM, the "staticless" method of transmission, is disturbed by an
interference phenomenon known as "bursts" as well as "sporadic E"
transmission which may bring in occasionally a normally unheard
station which takes control of the
FM receiver for minutes or even hours. That is the report of the
FCC issued last Wednesday, based on technical studies of FM propa-
gation still in progress.

While "bursts" are not new to
radio engineers, no detailed information heretofore has been report-
ed officially. The FCC said the am-
plitudes of but few of the "bursts" are
sufficient to cause serious interfer-
ence under existing standards. More detailed data and being gath-
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will be issued several months hence.

Both of these interference ef-
facts, the Commission said, are be-
ing studied by panels of the Radio
Technical Planning Board. The Commission added it believed it
"will find a satisfactory solution of the
problems involved."

Following is the text of the FCC
announcement:

Observations on a phenomenon in radio
propagation hitherto not reported—long-
distance bursts causing interference in the
very high frequency band which includes
the band and lower frequencies now assigned to
FM broadcasting—were announced today
by the Federal Communications Com-
mission.

The amplitudes of the bursts, according to
FCC engineers, have varied from the
lowest levels which can be measured up to
levels well in excess of that required to
render a satisfactory FM broadcast serv-
vice. During periods of maximum activity
they may occur at the rate of several hun-
dred per hour. However, the amplitudes
of but few of the bursts are sufficient to
cause serious interference to a receiver
operating within the protected area of an
FM station and they exceed FCC standards.

FCC Defines 'Burst'

A "burst" is defined as a sharp increase
of signal strength of very short duration—
seldom covering more than the time con-
sumed by a single spoken word or a note
of two or more music notes from an FM station
located at a considerable distance from the
center of a large metropolitan area. Since February, 1943, FCC en-
gineers have been recording reception from
several FM stations to determine the na-
ture and extent of the interference.

The bursts were observed from the higher
powered FM stations only. This may ac-
count for the failure of amateurs, experi-
mentalists, and others to have reported this
type of interference in this frequency
range. The bursts are not normally ob-
served from nearby FM stations, since the
steady ground wave signal is of sufficient
strength to obscure them, but they may be
observed in such instances by a system
of pulling or by a directional antenna
which discriminates against the ground
wave. At greater distances where the
steady signal is reduced, or in low intensity,
the bursts may be heard through the loud-
speaker or may be recorded by a suitable
recorder.

Bursts have been observed by both meth-
ods at distances up to 1,400 miles from cer-
tain FM stations, but are neither so in-
tense nor so common at the longer dis-
tances as they are at distances of 300 to
700 miles. A more careful study of the bursts
is being made for the lower frequency bursts which
are fewer in number. However, many
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FM bursts are received, as well as cer-
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tain measurements of signal path length,

indicate they are ionospheric in origin, just as are the bursts at the lower frequencies. There is also substantial agreement be-
tween the daily variations in the FM bursts and the lower frequency bursts which is further evidence that they are related and may perhaps be both a common cause.

Bursts were also observed by Commission
engineers at certain television stations at
72 megacycles, but insufficient data have been collected on those to make any deter-
mination of the relative amplitudes, fre-
quencies of occurrence of distances as compared with the bursts in the FM band.

In accordance with a commitment made
when the FCC met, November 17, 1943, with representatives of the Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, and the Board of
War Communications to discuss organiza-
tion and procedure to be followed in post-
war planning, the Commission has made a preliminary study on bursts in the FM
band to the RTPB.

Study to Continue

Commission engineers are continuing their
observations and it is hoped data will be
obtained which may serve as a basis for approximating the amplitudes and numbers of the bursts to be expected at
various distances from a transmitter at
given times. This determination in-
volves not only a long-time measurement of burst amplitudes from FM stations; but measurements as well of the path lengths and directions of the signals in order to identify the medium causing the bursts.

In addition to the burst signal interfer-
ence described above, there is another
distinctly different kind of interference to the Very High Frequency region which has been recognized for some years. It hap-
pens occasionally that a normally unheard
station will come in with sufficient signal
strength to operate a receiver satisfactor-
ably for a considerable length of time—
many minutes or hours. This effect, easily distinguishable from the burst pheno-
momenon by its duration, can be produced by
transmitters not known to exist and has been
known to produce a signal sufficiently strong to take control of a receiver tuned to
a local station on the same frequency.

The cause of this phenomenon has been
traced to abnormal "patchy" ion densities
in the lowest of the ionospheric layers—
the "E" layer, and is known as "sporadic E"
transmission. The much data on this effect
has been accumulated at lower fre-
quencies; more are needed for the Very
High Frequency region of the spectrum
and it is hoped that the present co-opera-
tion program of the Commission will help to
supply the need.

Both of these interference effects are
being studied by the appropriate Panel of the Radio Technical Planning Board and
with this cooperation and that of other
interested organizations, it is believed the
Commission will find a satisfactory solu-
tion of the problems involved.

WWNC Limits Religious
Paid Time to Mornings

UNDER a new policy governing
religious broadcasts, WWNC Ashe-
vile, N. C., will not sell daytime and evening hours for such pro-
grams. Don S. Elias, station execu-
tive director, disclosed last week.
Religious programs will be ac-
cepted commercially only in these time blocks: 'Prior to 7 a.m.
Monday-Friday; prior to 8:30 a.m.
Saturday; prior to 11 a.m. Sun-

Mr. Elias restated the station's
rigo policy prohibiting direct so-
lidation or acknowledgment of funds, long in effect. WWNC will
continue to provide time without
charge to the best-known religious
organizations in the community,
including Protestant, Jewish, Cath-
olic and leading Negro churches.
Station also will continue to carry
CBS sustaining religious programs.

RCA board of directors, meeting Fri-
day, June 2, declared a dividend of
8 1/4% cents per share on the outstanding
shares of $139 cumulative first
preferred stock, for the period April 1,
1944 to June 30, 1944, payable July 1.
Mark Twain to the contrary, somebody does do something about the weather—makes it, in fact, just as he wants it—is able to forecast it months in advance.

His is the job of keeping 4,200,000 cubic feet at NBC temperature ideal, dew point just what it should be, humidity never varying.

Humidity, that's the important thing in manufacturing made-to-order weather and processing it for string and percussion instruments, singers' throats and a host of performers who need the best atmospheric conditions for the best performances.

That's why NBC operates one of the most completely integrated air-conditioning systems in the world . . . 64 separate mechanical lungs so delicately coordinated that hundreds of people may enter one studio without raising or lowering the temperature in the one next door.

This elaborate air-conditioning system helps keep actors and audiences comfortable and responsive, of course, but all that is secondary to the role it plays in contributing to better broadcasting . . . building a smoothness of presentation, a fidelity of instruments and vocal cords which contributes so much to the perfection of NBC's musical presentations.

Custom-built weather is just one of the many examples of the manner in which NBC strives for perfection in the little things of radio knowing that the grand total of little things well done helps NBC maintain its leadership, helps make NBC "The Network Most People Listen to Most."

They all tune to the
National Broadcasting Company
It's a National Habit
Newspaper Survey Full of Loopholes

"Statistical Nonsense" Is Term Applied to N. Y. Data

The following analysis of the New York newspaper promotion booklet, "Newspaper Readers and Radio Listeners," was here prepared by Broadcasting on the basis of interviews with a number of prominent market research executives. They were unanimous in their rejection of the methods by which small sample data, designed only for comparing the relative popularity of broadcasts with other broadcasts and newspaper ads with other newspaper ads, were projected into figures purporting to be measurements of listening and readership, but which are actually only statistical nonsense.

THE newspapers of New York City have published a booklet, Newspaper Readers and Radio Listeners, which purports to compare readership of retail advertisements in newspapers with listening to retail advertising on the air by New Yorkers. Conclusions are that the median audience for newspaper ads is five times that of radio, and that the radio advertising is four times as costly per individual reached.

Results for the comparison are a one-week radio survey conducted by Crossley Inc. utilizing, according to the booklet, "the same, authentic Crossley ratings by which national radio audiences are regularly measured," and 19 newspaper surveys, made between 1939 and 1943 by L. M. Clark Inc. (Now Grant Research Inc.).

Extent of Study

The radio study, the booklet reports, was a coincidental telephone survey, made Oct. 14 through Oct. 20, 1943, covering programs of 15 minutes or more sponsored by retailers, comprising more than 10,000 calls and designed to have a minimum base of 600 dialings per program covered. Results were adjusted for "no answers" by including in the base a percentage of the "no answers" equal to the radio of set-owners to total conversations.

Listeners were asked: What were you listening to just now as your telephone rang? If the answer was a station identification, they were asked: To what program were you listening? The third question was: What company or product does this program advertise? Calls were distributed: Bronx, 20%; Brooklyn, 35%; Manhattan, 25%; Queens, 20%.

Results are printed for 21 programs on six stations, reporting on each program in rows: Number of radio homes in the New York Market, 3,060,000; number and per cent not listening to the radio; number and per cent not listening to the station; number and per cent listening to the program; number and per cent who did not know the sponsor, and finally the number and per cent who knew the sponsor.

One of the programs is shown to have no listeners; 12 others are shown with no listeners who could identify the sponsor. The median audience for the radio programs is shown as 29,000. But before analyzing the results it might be well to look at the way they were achieved.

First, data were gathered by telephone and percentages were projected to all radio homes, although only approximately 35% of homes in the area surveyed have telephones and telephone homes are obviously not typical of all radio homes.

Second, a sample of 600 calls is a sample of only two one-hundredths of one percent of the 3,000,000 radio homes to which the percentages of listening are projected.

Third, the coincidental telephone survey technique employed measures sponsor identification only at the moment of the call. The percentage of identification does not indicate the percentage of listeners who knew the sponsor after listening to the program, but only an average minute by minute identification.

Crossley Comments

Archibald M. Crossley, president of the research organization which collected the radio data, has stated: "The conclusions and projections released in the newspaper report were without our knowledge, consent or approval. The issue involved is a question as to how figures are to be projected and reworked. In this case the projections and reworkings seem to have gone beyond the scope of the original data."

A word might be added on the selection of the programs included in the report. Several programs are of the participation type, with a number of advertisers sharing in the sponsorship. In such cases the study selects one sponsor as the right one, marking all other identifications as wrong. One advertiser sponsors six daily programs on a station. The one reported on is the one with the lowest rating of the six. Several of the advertisers are credit merchants, appealing to buyers in the lower income brackets.
There's a Spot Time in any old town tonight

A wonderful "break" for advertisers has been the chain break—putting over short, powerful selling messages that really sell.

And there are many such good spots available, ready to go to work for you and your product tomorrow. A John Blair man can tell you about the best of them, in the markets that interest you.

Fall schedules will be heavy, so talk to your John Blair man today. He has not only radio information for you, but marketing facts as well—a good man to know.

ask a John Blair man
less likely to be covered by a survey limited to telephone homes.

In contrast to the radio study, which covered advertising for a wide variety of products including food, furniture and men’s clothing, the newspaper advertising reported on is limited to the women’s apparel field. The 19 studies made by L. M. Clark during 1939-1948 covered 600 newspaper ads, measuring 300 to 1,000 lines, placed by 34 advertisers in six New York newspapers.

“In each study,” the booklet states, “the Clark field staff personally interviewed 300 women and 300 men who had read the particular issue being checked. The interviewees indicated on each page the items they specifically remembered having read.” A spokesman for the research firm said the sample was further limited to readers who said they had read the particular issue as thoroughly as they usually do. Ignoring the reactions of mass-circulation readers, the report states that the 94 women’s apparel ads were read by a median audience of 151,000 women in the metropolitan area.

“This figure was arrived at by taking the average of women recalling having read the ads—with 100%, remember, equalling only those who had read the paper as thoroughly as usual—and projecting this percentage against the entire circulation of the paper. As Mr. Crossley had criticized the unauthorized projection of his radio data, so of the newspaper research firm disclaim any responsibility for the projections of their readership percentage figures.”

Wide Range of Error

Research people scoff at such projections of low-sized samples as are made of both the radio and newspaper figures. It was pointed out that the range of error is many times greater than any of the ratings and that the average size of the audience is indicative only of relative popularity of one radio program compared with other radio programs or of one newspaper ad compared with other newspaper ads, but they are not a measurement of absolute size of audience in either case.

Accurate data on exactly what percentage of each newspaper’s circulation is read by women are not available. However, a study made in 1936 of newsstand purchases of morning papers in the New York area showed 73.8% of these purchases made by men and it is at least questionable that all such copies were read by women. For comparable radio figures, the percentage of those identifying the sponsor out of those listening to the program, projected to total radio homes, would give a much truer basis than the one used.

The newspaper booklet now takes these two medians, 151,000 for retail newspaper advertisements and 29,000 for retail radio advertisements and begins making its comparisons. But the 29,000, which started out as radio homes, has now become individual listeners by an undescribed transition which overlooks the fact that more than one person in a radio home may listen to a program. Recent studies indicate a New York daytime listening audience ranging from 1.1 to 1.8 listeners per radio home.

The report identifies the 21 radio programs, their sponsors and the stations which broadcast them, but does not supply a similar identification of newspapers for 94 radio ads. Even the eight ads reproduced in the booklet are not accompanied by the names of the papers in which they appeared, but only by the size of the ad and the number of women readers, with an explanation of the method by which that figure was arrived at.

Ignoring the statistical incomparability of the two sets of data, the newspaper booklet continues to its conclusion that the median cost of reaching 1,000 radio listeners to 21 retail programs was $1.67, without talent costs, whereas the median cost of reaching 1,000 women readers of 94 newspaper ads was $1.16.

Without going into a detailed analysis of all the programs reported on in the study, it is interesting to note that the Jerry Lawrence program for National Shoes on WMCA, which is reported to have no listeners at all, a few weeks later made an offer for a four-week period which pulled 11,865 responses.

Also interesting is a survey made for a food advertiser using a participating program on WOR and also advertising in 19 morning and 22 evening papers within the station’s guaranteed area. Listening was measured by Crossley Inc. with both telephone and non-telephone homes included. Readership estimates were based on the Continuing Study of Newspaper Reading made by the Advertising Research Foundation. Cost per thousand homes in which the advertising was seen or heard was $13.70 for morning papers, $12.91 for evening papers; $1.29 for radio.

**WHAT 1,253,600 HOUSEWIVES CAN DO**

...In a Social Mood

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won’t give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women-buy $437,925,000 worth of food and $54,050,000 worth of drugs and cosmetics annually. They can and do listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only $.000073 per Housewife.

**WTAM**

**CLEVELAND**

**REPRESENTED BY**

**NBC SPOT SALES**

**Millions stay tuned to the**

**National Broadcasting Company**

**It's a National Habit**

KATZ Optical Spots Bring
Quick Results

KATZ DRUG Co., Kansas City, gives credit to radio for a good selling job, according to its advertising manager, Henry Gerling. Katz had been promoting its optical departments with newspaper advertising for many years, but because of newspaper shortage, the company and agency, Bruce B. Brewer & Co., decided to expand in radio.

The spot campaign now going on WDAF KMBC WHB, promoting the Katz optical departments, has produced definite results, Mr. Gerling said. The Katz Drug Co. long has been a big user of radio, both spots and programs.

**EYE APPEAL**

**KATZ Optical Spots Bring**

**Quick Results**
High on the list of Chicago "musts" in radio programs is WGN's "Swing's the Thing"
featuring Bob Trendler and the WGN Swing Band with the hottest vocal octette in radio.

For reasons best known to swing enthusiasts, this evening half-hour has definitely caught
the fancy of the jive crowd. The studio audience exhibits the complete swing reaction—screams, whistles, cheers, and dancing in the aisles.

Maybe it's the trend—we don't know. But we do know that
"Swing's the Thing" is a great example of WGN's program building ability
and long standing policy of bringing the best of all types of radio
entertainment to listeners in Chicago and the Middle West.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS
30,000 WATTS 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
FCC Demands More Renewal Details

Program, Engineering, Business Data Required

WITH THE extension of standard broadcast station licenses for three-year tenures, to become effective this fall, the FCC last week announced approval of a revised form 303, relating to applications for renewal of licenses, eliciting far more detailed information from stations than required in the past. Simultaneously, the Commission announced it had authorized two additional forms (303-A and 303-B), classified as to type of antenna used, seeking detailed engineering data with regard to each standard station. The new 303 form was approved for six months only (until Dec. 31, 1944), by the Bureau of the Budget, which has authority over all Government forms and questionnaires. The supplementary forms dealing with engineering data, according to the Bureau, are undeniable. It was declared to be the intention of the Bureau to "invite criticism" of the new form so that provisions which might cause undue hardship can be modified. This is consistent with Bureau policy. The FCC, however, did not make mention of this invitation in its news release.

New Program Breakdown

The new form 303 covers seven typewritten pages. A new method of breakdown of programs is required, designed to ascertain the amount of network program service used by stations, as well as the division between commercial and sustaining, and the distribution among transcription, recordings and "live" talent. This provision is substituted for the former renewal question relating to program content for particular types of programs, such as entertainment, educational, religious, agricultural, fraternal, news, etc.

The breakdown on network programs, obviously stemming from the network regulations banning exclusive contracts and option time, asked each station to specify the amount of commercial and sustaining programs received from each of the four major networks and from "other" networks, including transcribed delayed broadcasts of network programs. The new renewal form will be used effective Aug. 1, for licenses which expire on Oct. 1. The regulations require that renewals be submitted at least 60 days in advance of license expiration. The three-year license, covering the full statutory period, was authorized by the Commission Dec. 14, 1943. Two-year licenses had been issued since Oct. 11, 1941, and one-year licenses from Aug. 1, 1939. From April 16, 1931, until the 1939 date, licenses had been issued for six-month tenures. In 1927, when the original Radio Commission was created, licenses were issued for three months, and that requirement remained in force until 1931.

The new form, designed to eliminate certain other forms heretofore required by the FCC, but it seeks vastly more information than was required heretofore. The Bureau of the Budget approved the form on a trial basis on the promise that it would expedite and improve methods herefore in force. It is subject to review and re-examination, however, it was pointed out.

More Details Required

The form was approved by Peyton Stapp, clearance officer of the Bureau of the Budget. David E. Cohn, of the Bureau's Division of Statistical Standards, was assigned to the FCC form clearance. It was emphasized that six-month approval had been given to form 303 but not to the supplements.

In its news release the FCC said that precise engineering data must be supplied on form 303-A or 303-B. Heretofore it had been explained, engineering information has not been current or accurate in many cases. The revised form probes deeply into ownership, operations, and other financial interests of all licensees. Stations will be required to submit programming and operating logs with each renewal, covering the seven days immediately preceding the date of execution of the form. Stations are not required to submit financial data beyond that already requested by the Commission for annual financial reports, unless substantial changes in the

(Continued on page 30)
TIME BUYERS ARE KEEPING AN EYE ON WLAC . . . 50,000-WATT STATION IN NASHVILLE . . .
★ I am Free-Speech "Mike". My ancestors landed with the Pilgrims in 1620 ... helped write the Declaration of Independence, the Bill of Rights and the Constitution. I stand for the freedom of speech that Americans fight and die to preserve. I am located in more than 900 free radio stations of America. I am proud of my job. I'm going to fight to keep it!

MEET FREE-SPEECH "MIKE"

TUNE IN "VICTORY F.O.B."

Hear America's outstanding citizens, enjoy the thrilling music of victorious peoples on the march, presented by the WJR orchestra and chorus.

CBS Coast-to-Coast Every SATURDAY 3:00 P. M., E. W. T.
War has changed and upset many of the precious things to which we Americans had grown accustomed. Even now, we willingly have yielded certain liberties which are among the very principles for which we fight.

One of the principles for which Americans have fought and died is the constitutional right of the people to speak as freely as they choose. Radio, which truly has become the voice of the American people, necessarily has surrendered some of its privileges during wartime—the complete and unfettered freedom which victory surely will restore.

Radio broadcasting in America is an integral part of the nation’s competitive enterprise system. It helped bring this country to the world’s highest standard of living. It is aiding the war effort in countless ways. And it promises to provide still greater benefits for Americans in postwar days to come.

Radio . . . released by peace from unavoidable wartime restrictions . . . will play a leading role in making America and the whole world a better place in which to live. That is why the "mike" must stay free!
KLCN to Sudbury

FCC last week granted KLCN Blytheville, Ark., consent to voluntary assignment of license from Fred O. Grimwood, sole owner, to Harold L. Sudbury, general manager of the station, for a total consideration of $16,965.12. Mr. Grimwood is now engaged in war work. KLCN operates daytime on 900 kc with 1,000 w.

Monopoly Questioned

Directors and principal stockholders must show in what other radio stations or businesses they hold a 25% or more interest, the nature of the business and other pertinent data.

Applicants are asked whether they have been involved in any Federal Court proceeding relating to monopoly or attempt to monopolize radio communications—pursuant to a provision of the Communications Act which specifies that no one "finally adjudged guilty" in such a proceeding may hold a license.

In addition to the breakdown on commercial, sustaining, network and other program operations, the Commission asks stations to state the average number of hours per week used in advertising any business, other than broadcasting, in which the applicant is engaged directly or indirectly.

Stations also are required to submit copies of all contracts or give the substance of all sustaining of a general nature affecting program service, including chain broadcasting contracts and transcription service contracts. Another question goes to contracts, arrangements, or understandings, express or implied, giving any person other than the licensee rights or privileges in ownership or operation or presentation of programs, including management contracts, or bulk time sales contracts. If not in writing, such agreements must be reduced to writing and all other submitted.

An entirely new question reads: "Set forth in an exhibit the name, address, citizenship, experience and salary, including any bonus, of all personnel of the station (including any salary or bonus paid the licensee or owner), showing the position and duties of each." The form specifies that the last application for station license is to be considered part of the renewal and the truth of any statements contained in it "is hereby reaffirmed". Provision is made for exception in given particulars.

The form carries the customary waiver that the applicant waives any claim to the use of any particular frequency or the emission of power and of the segments of the equipment as against the regulatory power of the U.S. "because of the previous use of the same, whether by license or otherwise," and requests a "renewal of its existing license in accordance with application."

Following is the text of the FCC's news release issued June 6:


The Commission has required very little engineering data, with regard to any standard broadcast station since the change to the revised renewal application Form 303 in February, 1942, and in view of the recently extended license period for standard broadcast stations to three years, it is essential that up-to-date engineering information be filed with the Commission. For this reason, the Commission requested to submit to the Commission, by Aug. 1, 1944, such current engineering information on Form 303-A or 303-B. It is expected that a supply of the newly approved Forms 303-A and 303-B will be available in a short time and will be promptly mailed to each standard broadcast station.

One significant change in the forms covering the engineering data is that in addition to being executed by the applicant, the chief engineer or technical director of the station will be required to swear or affirm that he has read the same, knows the contents thereof, and that the matters and facts set forth in the form are true of his own knowledge. Past experience has indicated that many licensees filed their renewal applications with gross errors which are repeated time and time again, thus indicating that the data had been copied from a previous renewal application without re-examination by anyone having knowledge or information of the facts. It is hoped that with the revised forms, engineering information submitted will be current, accurate, and of real assistance to the Commission.

In addition to up-to-date engineering data, the revised application form and renewal of license seeks to elicit information as to the ownership, operation, interests therein, etc., of all licensees. Current information on program service is likewise sought and applicants will be required to attach to the original application only the program and operating logs or one exact copy thereof required to be kept under Section 1.604 of the rules for the seven consecutive days immediately preceding the date of execution of the application form. If the original log is submitted and so marked, it will be returned to the applicant.

The requirement in the revised form for submission of program and operating logs is in lieu of the provision in Form 303-A for Form 303-B, which sought a breakdown of program content giving percentage of total monthly hours (commercial and sustaining) divided into types of program content, educational, religious, agricultural, fraternal, etc., and it is believed will result in collecting required information on the subject of program service the station renders, with the less effort on the part of the applicant.

In view of the fact that under Section 1.361 of the Commission's Rules of Practice and Procedure, licensees are required to file an annual financial report, no additional financial data are required by the revised Form 303 unless changes in the financial status of the applicant have occurred since the filing of the applicant's last annual report in which event such changes are required to be reported. The applicant may represent that its financial condition, except for minor changes occurring in the normal course of business, is the same as of the date of execution of the renewal application as that shown in the most recent annual report, stating the date filed.

ONE STOP—OR 26?

There are 26 comparatively small towns in the Hartford Trading Area. No one of these towns compares with Hartford. But together, they have more retail sales than the entire city of Hartford!

Naturally, it's practical to reach the people in these surrounding towns. Before the advent of radio, this required 26 separate trips. Today, your message on WDRC covers not only Hartford, but the entire trading area! Eliminate non-essential traveling, and at the same time, do the essential job of advertising to ALL your customers.

Connect in Connecticut by radio, on WDRC!

ROYAL LACE PAPER Works, Brooklyn, has appointed H. M. Kiesewetter, Jr., New York, to handle advertising effective about Sept. 1. A spot advertiser, the account is at present inactive in radio. Future media plans not set.

WDrC HARTFORD 4 CONNECTICUT

Page 30 • June 12, 1944

BROADCASTING • Broadcast Advertising
SOLID PERFORMER

KRLD
Oldest CBS Outlet in TEXAS

Ask a Branham-man

KRLD
DALLAS, TEXAS
The Times Herald Station
50 KW ★ 1080 KC.
ASCAP Answers to NAB Music Group

Society Explains Stand On Several Disputed Questions

Differences between ASCAP and the NAB Music Committee over the interpretation of six disputed points in connection with royalty claims came to a head last week (June 9) in Baltimore at the NAB convention, and ASCAP contends that its position was not adequately presented in the analysis published in the June 6 issue of Broadcasting in an article abstracting the report of the NAB Committee to its membership. ASCAP contends that its position was not adequately presented in the analysis. Broadcasting herewith publishes in full text the letter of May 5 sent by John G. Paine, ASCAP general manager, to Campbell Arnoux, WTRF Norfolk, chairman of the NAB Music Committee, in an effort to present the ASCAP side fully.

Dear Mr. Arnoux:

Whether you know it or not, you and Mr. Bresley laid before us a very difficult and complicated problem, only, however, as to the first of the six points which you called to our attention and on which you have asked us to set out in writing our stances and interpretations.

Unfortunately for us, at all events, you were not in on the negotiations of these contracts at the beginning and therefore naturally cannot be familiar with the whole licensing problem as it presented itself to the Society and to the radio broadcasting industry.

Considered as a Whole

We cannot think of any one type of contract alone. We must at all times think of our entire licensing formula, which consists in the main of four principal types of agreement, the blanket, the blanket, the blanket, the program commercial, the program sustaining, the program commercial, and the program sustaining. Modifications or interpretations of one contract affect not only that contract but each of the others involved.

At the time of the negotiation of these contracts they were never considered separately, they were always considered as parts of an interrelated whole. When the rates were determined they were determined on the basis of intention and language and agreed interpretations between representatives of the Society, representatives of the radio industry, and in many instances, with the approved associations of the industry.

Hours and hours were devoted to discussions of the contract, paragraph by paragraph, and to the meaning of the contract, paragraph by paragraph, and eventually in order that there might be no further controversy, a special committee was appointed by the Independent Broadcasters Inc. to work out with ASCAP a final determination and interpretation of the per program agreements, and that interpretation was sent to the entire industry by the special committee in a letter dated Oct. 17, 1941, which is known now as the IBI letter. Undoubtedly you have a copy of this letter in your own files. If not, you dare to have it. We shall be very happy to send you one. This letter of interpretation was sent to the entire radio industry before a single per program contract was entered into between ASCAP and any radio station.

Three years have gone by since that occurred. Some broadcasters having the per program contracts now feel that more favorable interpretations and modifications should have been obtained when the contracts were originally negotiated, but it must be remembered that the negotiation of these contracts was a matter of giving and taking. In every case and at the time the contracts were entered into, the interpretations offered by the IBI letter were accepted as satisfactory by the entire radio broadcasting industry, and that was the basis on which the rate structure was determined.

Mr. Miller, at a meeting of your committee, a moment ago, said I had failed to answer what I was asked to answer. I just said as being not so, that ASCAP was not in agreement with the joint rates laid down and would not take any deal that was offered. I was perfectly finished with Mr. Miller's statements as to the state because he knows, or should know, better than anybody else that the IBI appointed committee had no power to lay down interpretations with ASCAP in connection with the per program contract only because they felt that the per program contract was a national contract between the licensees for the industry and ASCAP, did not sufficiently meet the needs of the industry, and ASCAP met with the IBI and made the modifications which the IBI committee wanted and which were all that the IBI representatives felt could reasonably be demanded of the Society.

Refers to Letter

You ask that ASCAP clarify its position regarding "royalties on announcements containing no ASCAP music scheduled immediately adjacent to or between completed programs containing ASCAP music and vice versa." We feel that we have already done this in a letter addressed to you under date of May 13, 1943 to all local station program commercial licensees, a copy of which letter I enclose.

In sending this to you as our reply to your point No. 1, we would like to state that ASCAP is today as interested in establishing cordial relations with the radio industry as it was in October, 1941, and if you feel that it would serve a real industry-wide purpose to canvass further the provisions of the contracts, we will be only too happy to meet with a committee appointed, to assume, by the board of the NAB, to go into the matter further.

In answer to point No. 2, which is to have ASCAP clarify its position regarding royalties on commercial revenue earned in participating programs where a non-sponsored Government transmission containing ASCAP music is spotlighted thereon. I think I can do no better than to repeat here what I said to you on your visit. This question first came to our attention from the Treasury Dept., which holds a license from the Society, and we advised them that if the NAB would assure us that our agreement to consider such a non-sponsored Government transmission as not a part of the participating program, we would not be a precedent against us in any of our interpretations of what constituted a participating program. We would be quite willing to agree to that arrangement.

Of course, if a broadcaster should insist in a participating program an unreasonable number of such Government transmissions, we would naturally consider such a use an evasion of obligation of the agreement, unethical and, we also feel, detrimental to the best interests of broadcasters.

As to point No. 3, in which you ask ASCAP to clarify its policy regarding the issuance of national network licenses for occasional regional networks, there is not much that we can say about this because under our consent decree it is mandatory for us to clear at the source all network programs whether they are regional or occasional or national. The decree reads as follows:

"(d) Real Stations. ASCAP shall not license the public performance for profit of any composition or arrangement when it shall be apparent to ASCAP that the performance is to be used primarily as a part of or in connection with the performance of any composition or arrangement that is clear for broadcast from a source other than ASCAP.

In reference to point No. 4, asking for a judging technique utilized by ASCAP particularly with regards to record numbers. ASCAP has always taken the position that in connection with such an operation, the ASCAP transcriptions and transcription library services, which supply..."
KNOXVILLE . . . a growing, wide awake city of over 200,000, home of great industries, leading the nation in increase in retail sales and services. What target for your sales message!

"A GUARANTEED BULL'S-EYE"

KNOXVILLE'S

160

Sales Management's "Retail Sales and Services Forecast for June '44" with June '43 taken as a base of 100%, showed Knoxville with an increase to 160% . . . Leading the nation!

"Copr. 1944, Sales Management Survey of Buying Power; further reproduction not licensed."

WBIR  WROL  WNOX

KNOXVILLE - TENNESSEE - HOME OF TVA
Corning on WPAR

IN A MOVE to bring about closer understanding between management and labor, the Corning Glass Works (Parkerburg, W. Va., division) presented its employees in a half-hour variety program on WPAR Parkerburg. Although the time was purchased by the glass works, the program was presented under the auspices of Corning’s Cooperative War Council, a committee of representatives from management and labor.

The radio station of its product or service and that such announcements would not be amenable to percentage.

This was subsequently modified and broadened to cover a separate entity which wholly owned the corporation operating a radio station and it was no longer necessary that the radio station and the parent company be the identical corporate entity. But the understanding has always been that the exemption from percentage payments applied only to announcements and not to programs.

As to the sixth and last point, in which you ask ASCAP to clarify its policy where the ownership of a number in dispute is involved, we understand that there has been some objection raised by radio broadcasting stations to ASCAP’s continually writing to them, month after month, calling their attention to their use of a work claimed by us and which they have failed to account to us as belonging to ASCAP. This frankly is an inquiry which we cannot undertake. It may be that the phrasing of our letters could be improved. That I don’t know.

But certainly we would be very remiss. I should think, if we didn’t let the radio stations know that we were claiming a number which they used, as the continued use of that number may be building up for the station a substantial contingent liability, and any businessman, it seems to me, would like to do that only with his eyes wide open. Our failure to call these things to his attention should be the subject of criticism rather than our calling them to his attention.

In conclusion, I want to thank you personally for the opportunity which you and your committee afforded the society in laying before the industry these matters, and to tell you how deeply appreciative we are of the courteous and businesslike way that you and Mr. Seglog presented the problem at the very pleasant conference we had about ten days ago in my office.

Mil-Du-Rid Test

INTERCHEMICAL Corp., New York, has appointed Samuel C. Croct Inc., New York, to handle advertising for Mil-Du-Rid, a new paint product. A test campaign using one-minute live announcements started May 28 on WFTL, WIOD, WTIC, WDRC, WHERC and KRTN.

We’ll get your message across!

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

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

DUSTIN’S NEW ROLE
Ex-Commercial Head of WSM
Becomes Client

FORMER commercial manager of WSM Nashville, Winston (Red) Dustin, now a Solon on the PRO staff of the Fourth Fergoing Group, turned out to be a “client” (albeit a sustaining one) last week. The “dog days” man heat occurred when WSM Nashville put on a service show to simulate WAC recruiting at Bon Auditorium, Memphis. For $5,000 for himself and women, Sgt. Dustin was the PRO man in charge.

Entertainers at the show were Roy Acuff and his Smokey Mountain Boys & Girls of Grand Ole Opry, NBC show. Featuring top network talent, the personnel of the show included Whitey (Duke of Paducah) Ford, Grand Ole Opry m.c. and Ernest Tubbs, the Texas Troubadour. Troupe was flown to Memphis and back by plane, along with the station’s boss—Harry Stone, WSM general manager.

Johnson Bill Licensing Commentators Shelved

LICENSES by the FCC of commentators and analysts whose programs are sponsored is provided in a proposed amendment to the White-Wheeler Bill (S-814), introduced last Monday by Senator Ed Johnson (D-Colo.), member of the Interstate Commerce Committee. Senator Johnson previously had submitted an amendment to ban liquor advertising by air in states with such prohibitions [Broadcasting, June 5].

The Johnson amendment, now considered “dead” with the bill, would provide for the licensing of commentators and analysts who subscribe to and accept this code: “News shall be presented with fairness and accuracy; no comments shall be made that may incite any false, slanderous, libelous or derogatory statement concerning any person; any news commentators and analyses shall be presented in compliance with all the provisions of the Communications Act of 1934 and regulations made pursuant thereto.”

Authority to revoke licenses of news commentators who violate the “code of ethics” would be vested in the Commission. It was to provide appeal to the courts, however.

KID Transfer Granted

CONSENT was granted by the FCC last week to the voluntary transfer of control of KID Idaho Falls, Idaho, from Jack W. Duckworth, to James H. Herdt, president and 90% owner of KVNU Logan, Utah, president and 90% owner of KVNU Logan; also in the electrical contracting business; L. A. Herdt, general contractor; and Walter Bauchman, Idaho Falls electrical contractor. Each acquires one-third of KID, which operates on 1330 kHz with 5,000 watts to local sunset and 500 w night.
No Re-Conversion Problem

R. G. LeTourneau, Inc., like other major Peoria industries, faces no serious problem of reconversion when the war is won. The same types of LeTourneau equipment now so vital for war will help build the highways, the flying fields, the dams and bridges of tomorrow.

The Committee for Economic Development says this about Peoria—"... only about one thousand workers will be dropped from a wartime high of 30,000 employees—thus continuing the prosperity of the district ...

WMBD serves industrial Peoria and all Peoriarea—16 counties in the heart of the rich Illinois cornbelt with a population of over 600,000. An outstanding market today. An even more valuable market tomorrow! Use WMBD for complete coverage.

One of a series of advertisements saluting Peoria Industry.
We Sell Programs

In these days of saturating demand for announcement availabilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.
ALL-STAR SPORTS REVIEW

Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station's staff.

Naturally, with a great baseball background, Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football seasons as does all play-by-play voice for the station. His baseball broadcasts were sponsored last fall by the NATIONAL HOUSE COMPANY, a local bank. High school basketball games, including the state tournaments, were sponsored by the BANKS PUBLIC SERVICE COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question — ALL-STAR SPORTS REVIEW — has been running for two years and, until last month, was sponsored by the MOORE INSURANCE COMPANY six days a week. The MOORE COMPANY decided to drop the program for the summer, but will be back next fall. If in the interim we can attract a 62-week sponsor, the station will withhold him from this previous sponsor.

Actually, he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and uses coaches and players on his program for interviews. During the summer his broadcasts are confined mainly to big league baseball and
Invitation by Airwave

D-DAY and H-Hour found American radio ready for full war togs. The first flash in the small hours of June 6 put American transmitters on round-the-clock schedules. Most of the 130 million Americans who remain at home lived by their radios and will live by them until Hitlerism is pulverized.

Radio's achievements since Pearl Harbor are etched deeply in this war's history. But this, the biggest military operation of all time, found radio primed to perfection—not overthrown.

Every minute aspect of the invasion, as soon as passed by SHAEF censorship, was brought clearly and precisely to mothers, fathers, wives and children. There were no melodramatics.

A whole nation prayed for its fighting forces—by radio. For the first time a President of the United States led the nation in prayer over combined networks and independent stations. All prayed in a common tongue. Some 90 million Americans prayed with the President for victory. Radio was the pulpit.

The grim reality of war is brought to the fireside. The biggest news story since creation is being reported in split seconds. Radio really found itself on D-Day.

Radio wants no special praise for this job. It’s radio’s responsibility, albeit a heavy one. Radio’s task is to purvey information as accurately and as quickly as military operations permit. Then it is radio’s job to maintain morale.

As this is written, Allied forces have achieved their preliminary goals. But this, we are told, is only the beginning of the all-important chapter in this war of liberation. Radio was there in the amphibious operations, going over with the invasion troops by surface vessel and plane. Carefully laid plans for round-the-clock transatlantic radio worked perfectly. Network correspondents reported to the awaiting American audience on-the-scene observations within minutes.

The George Hicks recording of an invasion craft under enemy attack is the first great documentary of the war. All networks, on the pooling plan, carried it. They forgot the recording taboos.

As has been done many times since Pearl Harbor, commercials were tossed overboard by networks and stations, and with the willing acquiescence of sponsors and the cooperation of agencies. No program is sacrosanct. Invasion news has the right of way and will continue to have it until Yankee Doodle is played over “Radio Berlin”, ending the European phase of this holocaust.

Radio—American radio—is performing in other ways in this epochal battle. It is serving as a potent instrument of attack. It is being used to rally the underground in subjugated countries. American transmitters, manned by American broadcasters, are pouring instructions into the continent. Allied transmitters are being established wherever Allied forces go as the Voice of Liberation.

Last September the Italian fleet surrendered via radio. Every Allied unit of the invasion is equipped to operate captured stations for broadcast in native tongues. Psychological warfare, spearheaded by radio, is playing an important role in this invasion—a story that won't be told in its full significance until the Hitler tyrants are knocked out.

We are warned about overconfidence. It may be a long haul to Berlin. Radio's job is to keep our people the best informed anywhere. Thanks to the industry, understanding and resourcefulness of Gen. Eisenhower and his Supreme Command, this is being done.

Today American radio is performing brilliantly by reporting every heartbeat of humanity's greatest armed conflict.

Tomorrow it will be the voice that proclaims peace.

The Johnson Gag

LIKE THE late-lamented White-Wheeler Bill itself, the proposed Johnson Amendment to license radio commentators also appears to be dead as a dodo. And dead it should be, for never was there proposed a piece of legislation that would so completely and thoroughly destroy freedom of radio—and of the press. Whether a commentator "publishes" via the microphone or the printing press makes no difference. All reporters are commentators, and vice versa. Some wear spats.

The amendment offered by Sen. Ed Johnson (D-Col.) would provide that no sponsored news analysis or commentary could be broadcast unless the commentator or analyst were licensed by the FCC. The amendment would authorize the FCC to license commentators and invest in the Commission authority to revoke such licenses if the commentator violated the law or any regulations. He would have a right to appeal to the courts.

Under a proposed "code", by which the Commission would be guided in issuing licenses, commentators would agree to present news in "fairness and accuracy", and not to falsely broadcast any "scandal, libel or derogatory statements". They would swear to be guided by the Communications Act of 1934 and "regulations made pursuant thereto."

It doesn't take clairvoyance to detect that, should the bill become law, it would mean the end of free speech and free press. It would mean that the FCC, in addition to present broad regulatory powers, would, in fact, become the Government censor through which all news broadcast would flow.

Portions of the White-Wheeler Bill and Johnson amendment face the dangerous trend in legislative thinking.

Those charged with disseminating news don't need Government supervision. For generations newspapers have done a pretty good job of keeping their own reporters, analysts and columnists straight. Radio likewise has performed well. The burden of editorial judgment rests not on the FCC nor any other Government agency, but with radio itself.

True, a few scattered commentators step out of line occasionally in their zeal to criticize certain Congressmen who use the immunity of Congress to assualt them. But that isn't a job for Congress or the FCC. It's up to radio management, which is guided by public reaction.

Be it said in fairness to the FCC, it certainly didn't ask for the Johnson amendment.

Radio's Liberation Forces*

IF A POLL were taken today of radio’s man of the hour, no single soul could win. Those 25,000 people who man the nation’s 912 standard stations and those additional hundreds in other broadcast pursuits would ballot en bloc for the men of radio on the firing lines and in the war theatres—6,000 of them from broadcasting’s ranks alone.

So we break precedent. Our “Respects” go to all of radio’s fighting sons. Attention is focused upon Europe where the Allied forces under Gen. Eisenhower are pressing into the Continent to free enslaved millions from the Hitler yoke in the greatest war offensive of all time. Every radio man on this side of the pond has his heart on the beaches of France or in the British Isles.

Almost every broadcaster thinks of a fighting brother or son or colleague in that inferno. He tries to listen without emotion to the news piped in from the fighting fronts, and it is his job to keep the home front informed—a sort of radio conduit to the fireside. But he thinks of that kid announcer, or that ganging guy in the control room—just ordinary G.I. Joes now.

The full story of radio’s invasion role isn’t being told on the transatlantic circuits. There are those hundreds of boys with the invading forces wearing Signal Corps insignia, who rig up the lines for communications. There are the intricate Air Forces communications systems, virtually all radio. Many radio men are with the Army’s AMG, prepared to take over radio operations in occupied territories.

OWI has a formidable and well-organized crew for psychological warfare, who have performed from the British side and now are fil-

(Continued on page 40)

* Heraldic Interpretation of Sheaf Emblem—Upon a field of sable, black, representing the darkness of No opposition, is shown the sword of liberation in the form of a Grumbler's sword, the flames rising from the hilt and leaping up the blade. This represents impending justice by which the enemy power will be broken in Nazi-dominatied Europe. Above the sword is a rainbow, emblematic of the blending of the peoples of which the National flags of the allies are composed. The heraldic chief of azure blue, above the rainbow, is emblematic of a state of peace and tranquillity, the restoration of which to the enslaved people is the objective of the United Nations.

BROADCASTING • Broadcast Advertising
Why your WMFM program will be received with

'OPEN ARMS'...

You'll meet an intensely loyal audience, when you add WMFM to your fall radio list... a family audience that extends "open arms" to a well-planned program.

You'll meet families that prefer WMFM because it gives them the appealing combination of crystal clear, static free FM, plus distinctive quality programs, keyed to the wants and needs of the community. These listeners stay tuned to WMFM, the station that gives them the programs they want.

Your WMFM program will be listened to and enjoyed by men... women... children who are eager and receptive. They will make your program a prestige building, sales promoting success.

WMFM is anxious to work with you in developing your WMFM program. Perhaps one of the outstanding WMFM sustaining programs would be ideal for your purpose. Or together, we can develop a program that will guarantee you a large share of the FM families in Wisconsin.

Plan now to include WMFM in your fall schedules. Learn how WMFM can give your products added prestige and added sales, in Milwaukee and most of Wisconsin. Write, wire or phone

THE MILWAUKEE JOURNAL FM STATION

Member -- The American Network
Our Respects to
(Continued from page 38)
tering into the occupied areas. But that story, with fullest impact, comes later.

There are names well-known to professional broadcasters alike who have performed outstandingly in the invasion news. The Murrows, Richardsbons, Hicks, and Steeles of the networks. There are 19 network correspondents on the scene. By now most of them have been across the Channel and returned to tell 180 million Americans of the strength and brilliance of the invasion forces. Some of them will move with the armies across the Continent. And one day American microphones, manned by American radio and wire correspondents, will broadcast from Berlin with the Allied emblem whipping in a free breeze over the Reichstag.

Radio's direct job from the invasion front is buttressed by the work of some 560 accredited news correspondents—most of them with the great news associations that serve radio. A continuous flow of news packages—upwards of a half-million words a day—pours into newsrooms of stations and networks. The ingenious film and wire photographers went across the Channel that eponymous radio to be. Network tasos were tossed out as recorded programs on a "pooled" basis supplemented the radio and wire dispatches and the eyewitness reports. For every man whose voice is heard, there are hundreds behind him to balance the circuits, fashion the plans and process the news.

Only a few of these names are known. They include Col. David Sarnoff, president of RCA and chairman of the NBC board, who, as a Signal Corps officer and commercial correspondent, helped blue-print the biggest "traffic" job in communications history. Col. Harry C. Butcher, Naval aide to General Marshall, who went with the Supreme Commander through the African, Sicilian and Italian campaigns, is there—a practic-a broadcast who headed CBS Washington until three years ago. It was CBS President William S. Paley, now Radio Chief, Psychological Warfare, SHAEF, who prepared that first historic invasion announcement.

Col. Ed Kirby, formerly of WSM Nashville, afterward publicity director of NAB, and since 1940 with the War Dept. Bureau of Public Relations as radio chief, recently returned to ETO to serve in a vital radio role. Of him more will be heard as the liberating forces plunge toward Berlin.

While the Army and Navy have such familiar radio names as Lt. Col. Samuel R. Rosenbaum, who headed WFIL Philadelphia; Maj. James C. Hanrahan, Scripps-Howard Radio vice-president and head of WMPS Memphis; Capt. Arthur W. Scharfeld, radio attorney, There's Phil Cohen, erstwhile OWI radio chief, now operating ABSIE, the powerful

Standard Radio Names

HAGENAH, station relations representative of SESAC since 1937, will join the sales department of Standard Radio June 19. He will be located in the Chicago office of the transcription company, succeeding Alex Sherwood, now in charge of the New York office.

Mr. Hagenah has served at the NAB Convention in late August, Mr. Hagenah will be in New York.

Prior to his SESAC connection, Mr. Hagenah was a violinist and was also associated with Florenz Ziegfeld. His radio background dates from appearances at WEA New York in the early days of broadcasting.

Ed Furman

ED FURMAN, 41 member of the sales staff of WBBM Chicago, died June 3 from a heart attack.

J. M. OTTER, midwestern sales manager for Philco Radio & Television Corp., Chicago, has been appointed as radio chief, vice-chairman of the executive board of the Chicago Foundation, and vice-chairman of the board. W. F. O'CONOR, vice-president of the Chicago Foundation, will assume the duties of sales manager.

M. F. (Chic) ALLISON, director of WHAS Louisville, the Louisville Courier-Journal and Times, the Hearst newspapers in the Louisville area, and the Louisville broadcaster, has been appointed to the executive board of the Chicago Foundation. Mr. Allison, vice-chairman of the executive board and managing editor of the Courier-Journal, will be in charge of the Chicago Foundation's advertising and sales operation.

FURMAN, Meter, of KFWJ Kansas City, has been appointed sales manager for the Chicago Foundation.

KELLEY E. GRIFFITH, veteran of the Five War Broadcasting Foundation, has been appointed sales manager for the Chicago Foundation.

WILLIAM R. THOMPSON, former WOR New York sales manager, has joined the sales department of the Chicago Foundation.

OSCAR KRONENBERG, on the staff of WCBX Chicago, has been appointed assistant sales manager.

DOUGLAS COULTER, CBS vice-president in charge of programs, has returned to New York from Hollywood.

Ed Furman

ED FURMAN, 41 member of the sales staff of WBBM Chicago, died June 3 from a heart attack.
FIRST ON THE NORMANDY COAST!

The Army's SCR-299's went ashore with the wave of Allied assault troops that split the 2nd front wide open. These mobile radio units rolled up on the beachhead early in the battle to serve as vitally important front line communications weapons to coordinate and direct the striking power of the land, sea and air forces. In truck or duck, the Hallicrafters-built SCR-299's go anywhere and are sturdy enough to withstand front line action. Highly dependable and powerful, they "get the message through."

hallicrafters RADIO
THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

BUY A WAR BOND TODAY!
STAN ORNEST, former announcer of CBR Vancouver, has moved to Toronto to free-lance.

GEORGE BOUCK, formerly of CHML Hamilton, has joined the announcing staff of CHEX Peterborough, Ont.

HAROLD BURLEY, formerly of CKV8 Kingston, Ont., has graduated as a navigator and commissioned as a pilot officer in the RCAF.

T. A. LEACH, graduate of the U. of British Columbia, has been appointed farm broadcast commentator of CBR Vancouver, replacing Fergus Mathie, who has been moved to the national program office of the CBC, Toronto.

GORDON HAASE of Wilkie, Sask., has joined the CBC as assistant prairie division farm broadcast commentator at Winnipeg.

MARGARET FIELDER, traffic chief of CBR Vancouver, has joined the Women's Royal Canadian Naval Service, and is now training at Galt, Ont., as a probationary captain's writer.

BOBIE PATRICK, graduate of the U. of British Columbia, has joined the newsroom staff of CBR Vancouver.

NORRIS MACKENZIE, formerly of CKWX Vancouver and CJC Edmon- ton, is now at CKOC Hamilton, Ont.

ROBERT MARTIN, announcer, formerly of WTAG WFB1 WIBX WSB, has joined WOR New York.

CHARLES D. HILTON has joined the announcing staff of KGLO Mason City, Ia. He was previously with KORE Eugene, Ore., now new to KGLO is Grover C. Ruwe, who has been announcing at KICD Spencer, Ia.

CHARLES BURKE, formerly connected with KFXJ Grand Junction, Colo., has joined the announcing staff of KOA Denver.

ROBERT F. HURLEIGH, WBBM Chicago news analyst, is the father of a boy.

CONNIE COCHRAN and Helen Rixey are new members of the continuity staff of WYX Oklahoma City. Ted Cramer has been added to the news staff.

WARD C. GLENN is now program director at WKM0 Kokomo, Ind. He formerly was with WISH Indianapolis.

EDWARD SOBOL and Paul Allen have been added to the television staff of NBC. Mr. Sobol, former stage director, will act as producer of live programs, and Mr. Allen, former film editor, will take charge of film production for the network.

Here are more facts about the round-the-clock audience that our complete news service has built for the "easiest heard" and "most listened to" station in this area of 147,660 radio homes.

C. E. Hooper—Feb., 1944

Let us show you the complete Hooper ratings. They show that WKbh continues to deliver audiences like these... day and night.

READ THIS!
A New Address for an old friend

CLEVELAND'S FRIENDLY STATION

W GAR
NOW
1220

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

* BASIC STATION...COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., National Representative
GARY MORRISON, former sports announcer, has been appointed chief announcer and production manager at WPTF Raleigh, N. C. Mary Hanford will join the WPTF continuity department.

MILDRED PARISETTE, former radio actress in New York, has joined the merchandising staff of WFIL Philadelphia.

JOE DANIELS, formerly of WATR Waterbury, Conn., and Boilermaker, formerly with WPEN and KYW Philadelphia, has joined the announcing staff of WFIL Philadelphia.

CHARLES McKEE, released from the Army and formerly announcer at WEST Boston, Pa., has joined the announcing staff of WHAT Philadelphia.

WAYNE THOMPSON, announcer at WPTF Raleigh, N. C., has resigned to report to the Navy Air Corps for V-12 training.

RITA McDERMOTT, former continuity writer for WNEW New York, has rejoined the station as publicity director.

NORMAN NATHAN, new to radio, is now a member of the announcing staff of WOOP Boston. He replaces Buddy Brooks, Warren Saunders, formerly of CKWX Vancouver, B. C., and is also a new addition to WOOP's announcing staff.

KENNETH SMITH joins the production staff of WILW Cincinnati on June 19. Former assistant manager of Fox Theaters on the West Coast, Mr. Smith has been connected with Army Public Relations in a civilian capacity, writing and directing the Texas State network show The Army on the Air.

RUSSELL SALTER, formerly associated with WJJD Chicago, WOR Rockford and WMBR Aurora, Ill., has joined the WLS Chicago announcing staff.

WOY New York has set up a religious advisory board, of Catholic clergyman, who will be consulted on questions arising during the minority of Italian language scripts having a religious theme. This move is up through the cooperation of Catholic Charities.

WNEW New York has set up an invitation to the best youthful violinist, in the name of Serge Koussevitzky, conductor of the Boston Symphony Orchestra. Contestants will compete in a series of programs starting sometime in the fall. Winner will receive a $1000 violin.

SELMA LEE, formerly on the theatre staff of William Morris Agency, New York, has been appointed director of the agency's newly organized television department.

WLW Cincinnati has announced some changes in its grocer show, Home Forum, which will now be heard 1:30-2 p.m. Saturdays. New format includes segments which tie in with WLW's monthly grocery merchandising promotion for food dealers in the Ohio, Indiana, Kentucky and West Virginia areas.

A BOOKLET, "How Quarts Crystals Are Manufactured", has been issued by the North American Philips Co. Inc. 100 E. 42nd St., New York. In addition to telling the manufacturing details, the 36-page booklet makes some predictions as to the future of quarts in the post-war era. Copies of the pamphlet may be obtained from the staff of the agency's newly organized television department.

WQXR New York has taken additional space at headquarters, 750 Fifth Ave. Plans call for the building of a special music library.

CKY Winnipeg uses rhymed announcements to tell of local wartime activities. In announcing meetings, for example, of the Winnipeg Prisoner of War Relatives Association, station tells of the group's activities in verse, announcing next meeting, time and place.

CICA Edmonton on June 1 began operation of a 200 w Marconi short wave transmitter under the call VXC. Known as the daylight, 900 a.m. and evening, 6:30 a.m. to midnight, to give more adequate coverage to soldiers and workers on the Alaska Highway, to lonely trappers, gold miners and the well miners in the Canadian northeast.

JIMMY SCRIBNER, star of the one-man show, The Johnson Family, now on Mutual stations, has added WILV Grand Rapids, Mich., and WBBB Burlington, N. C., to his list of commercially sponsored stations, bringing that total to 30. Program originated at WKRC Cincinnati.

STUDIOS of WKY Oklahoma City were used by the U. of Oklahoma for its first Network radio contest, Gaye Grubb, WKY general manager, and his staff participated in round-table discussion re, present and post-war radio problems.

WHAT Philadelphia has started a six-day week all-night schedule, continuing on the air from midnight to 7 a.m., after receiving FCC permission. WHAT will use its own listeners to choose a name for the all night recorded music and news program, offering prizes of $100 in War Bonds for the best names submitted.

ALLEN MELTZER has opened a public relations office under his own name at 400 Madison Avenue, New York, to handle radio program and film accounts. Phone is Plaza 3-7647. Mr. Meltzer was formerly publicity manager of Warner Bros., New York. Before joining Warner Bros., he was with the CBS press department for four years.

GREAT BRITAIN'S version of Information Please, the British Broadcasting Corp.'s Brain Trust, on June 11 was started as a five-week Transmitted Series on WNYC, New York's municipal station, replacing for the summer BBC formula heard regularly on Sundays on WNYC.

SAID TO be the oldest network program on the air devoted exclusively to consumer, NBC's Consumer News, embarks on its 12th year of broadcasting June 12. Program is presented as a public service feature over NBC by the War Food Administration.

THREE more stations, WAVE Louisville, KELD El Dorado, Ark., and KOOS Marshall, Ore., have acquired the special AP radio wire through Press Assn.

IRWIN SHANE, executive director of Television Workshop, New York video program production firm, and television consultant to Arkwright Inc., New York syndicate representing 200 department and specialty stores, will conduct a television seminar for a group of store executives meeting in New York June 15.

CKKC Winnipeg sent a live talent group by air to entertain troops stationed in the northern outpost areas. CKKC artists featured were: Jack Wells, m.c.; Cy Calinas, pianist; Doreen Cousins, dancer and singer; Geri Kaye.

SPOT announcements are used to promote two road shows of the play, "Abe's Inn," now on tour. A good share of the promotional appropriation goes into radio, and many of the 30-second local announcements are purchased adjacent to the half-hour radio show sponsored on NBC by Procter & Gamble Co., Cincinnati for Drene Shampoo on Saturdays at 9:30 p.m.

NBC Names Herrick

Dwight Herrick, formerly manager of guest relations of NBC, has been named war program manager, and acting manager of the public service department. He has been succeeded as executive manager by Lathrop Mack, formerly assistant manager and special events. Mr. Herrick started off with NBC in 1928. Before his appointment to guest relations, he was for a time assistant to the manager of the public service department. Burke Miller resigned some time ago as war program and public service manager to accept a special assignment for the Government.

Lt. Jack Bell

Lt. Jack Bell, 39, Army Air Force instructor and former Los Angeles announcer, died from injuries received in an automobile accident near Lordsburg, Ariz., on June 2. He was under going advanced training for combat flying overseas at this time of his death.

LOWEST Cost!}

Covers Atlanta at LOWEST Cost!
Jerry Devine to Head
Radio Directors Guild

RADIO Directors Guild, New York, elected officers June 8, naming as
president, Jerry Devine, freelance (Mr. District Attorney); vice-pres-
ident, William Robson, CBS; treasurer, Harry Ackerman, associate
director of radio, Young & Rubi-
cam; secretary, William Sweets, freelance (Gangbusters, Counter-
spy). Several months ago, the RDG
changed from a voluntary associa-
tion of radio directors to a repre-
sentative group for the majority in
each agency, network and program
producing firm, entitling it to act
as a collective bargaining agent.

Council members elected to rep-
resent their fields were: Lester
O’Keefe of J. Walter Thompson Co.,
and Thomas L. Riley of William
Esty & Co. for agencies; Lindsey
Macharrrie, Blue network and An-
ton Leader, NBC for networks;
Stuart Buchanan, Blue network
and William S. Rainey, National
Asan. of Manufacturers for fre-
ance. Under the new constitution,
the Guild becomes a national or-
ganization. A Hollywood chapter
has been formed [BROADCASTING,
May 29], and a Chicago unit is to
be organized.

MGM Test Series Starts
On MBS to Seek Talent

METRO - GOLDFYN - MAYER,
New York, has bought a thrice-
weekly five-minute spot on Mutual,
11:05 a.m. to promote its Seven
Test talent scout series starting
on MBS as a regular series Mon-
day, June 12. It is considered un-
usual for an advertiser to pur-
chase network time to promote its
own program. Promotional series,
a transcription titled Seven Test
Preview, started June 5, and will
run for a total of seven weeks.
MGM starts June 12 on 89 MBS
outlets, five times weekly, 9:15-9:30
a.m. Full network of 226 stations
will be used in the autumn.

Among the various radio pro-
jects of MGM, which has allocated
$1,000,000 to radio for 1944
[BROADCASTING, May 22], is a five-
times weekly five-minute trans-
scribed series Inside MGM now
running on 12 stations at 6:15
p.m. Program features MGM tal-
et and promotes individual pic-
tures in which the stars appear. Agen-
cy is Donahue & Coe, New York.

Walkie-Talkie Cited

IMPROVED Walkie Talkie that
accompanied the first beachhead
landings on Anzio has been cited
by the Signal Corps "as the most
valuable item of radio equipment in
the division". Called SCR-290, the
sets were used in all communica-
tions from Division to Infantry
companies as well as in Cub planes
used for observation. Its range is
triple that of the old model, and
through use of FM, has great
clearly of tone. A goose-neck an-
tenna permits the soldier operating
the set to lie prone.

McLARENS Ltd., Hamilton, Ont.
(coffer), has started a musical five-
minute test campaign thrice weekly
on CHML Hamilton. Account is placed
by Russell T. Kelley Ltd., Hamilton.
War Demands Bulk Of Radio Material
Hard-to-Get Replacement Parts Needed for Civilian Sets

BECAUSE radio tubes and repair parts have gone to war, radio repair shops and civilian set owners find it increasingly difficult to obtain tubes and parts, the WPB revealed last week.

War communications, which involve the use of radio equipment to the extent of as much as $100,000 worth in one plane, take the largest part of radio accessory equipment, the WPB said.

Regulations Available
While production of MR (military replacement) tubes is currently about 18,000,000 annually, this is considerably less than the number needed to maintain civilian sets in operation. As in the case of repair parts, WPB said repair shops should keep in close contact with their principal sources of supply.

A repairman needing tools or equipment which requires a rating or a special application should apply in person or by letter to the nearest War Production Board field office for assistance, WPB said. Copies of CFM Regulation 9A assigning allotment symbols to purchase copper wire and certain kinds of copper, steel and aluminum are available to repairmen. The regulation provides that an AA-3 rating may be used to obtain other materials and items that require a rating such as dial cords, sockets, adaptors, etc. Copies of Order L-265, which governs distribution and sale of tubes and accessories also are available. These documents may be obtained from any WPB field office or from the War Production Board, Washington 25, D. C. [Broadcasting, April 24 and 31].

Canadian Requests
PRIVATE individuals and newspapers are among applicants for new Canadian stations which are awaiting equipment to go on the air. A list of such stations was given in the evidence of Dr. A. Frigon, acting general manager of the Canadian Broadcasting Corp., before the Parliamentary Committee on Broadcasting [Broadcasting, May 29]. The 250 w transmitter at New Westminster, B. C., is being applied for by William Beaumont; formerly employed at CJOR Vancouver. The evening daily Canadian Observer, Sarnia, Ont., is applicant for a 1,000 w station. Neal Jordan asks for a 50 w station at Port Alberni, B. C.; Gerard Boucher, a 50 w station at Edmonton, N. B.; Henri Gendron and Arthur Provost, a 250 w station at Sorel, Que.; and the CBC has applied for a 100 w station at Halifax. Local community companies have applied for these 1,000 w French-language stations in western Canada: Radio-St. Boniface at St. Boniface, Man.; Radio-Edmonton Inc., at Edmonton; Radio-Prince Albert Inc., at Prince Albert, Sask.; Radio-Gravelbourg Inc., at Gravelbourg, Sask.

CBC Restrictions Proposed
RESTRICTIONS on commercial programs carried by the Canadian Broadcasting Corp. was recommended by the Canadian Periodical Press Assn. at the June 2 sitting of the Parliamentary Committee on Broadcasting at Ottawa. The association said that although the periodicals were now doing capacity business, after the war they would need new business because of the expected competition with United States periodicals. Proposed restriction on CBC commercial programs would aid the periodicals, a spokesmen said. As an alternative, the association suggested the government's dropping the annual radio listeners' license fees which go to the CBC.

Blue Expands Space
BLUE Network central division has acquired 300 additional square feet of space in the Engineer's building, Chicago. Graphic and art department will be housed in the new quarters, as well as a workshop for the central division's engineering staff.

The American Composers Alliance announces the appointment of Broadcast Music, Inc. as exclusive radio and television licensing agent


WHAT PAPER SHORTAGE?" demanded Joseph Oscar Maland, vice-president and general manager of WHO Des Moines, when he surveyed his desk after two weeks in Washington and New York. He's also an NAB director and helped to welcome officially Joseph B. Ryan as his recent Washington visit.
Columbia U. Plans Radio Instruction

NBC Provides Staff Teachers For 22 Accredited Courses

Plans for instruction in broadcasting and related fields, as part of the 1944-45 curriculum of Columbia U., were announced last week by Nicholas Murray Butler, president, and Niles Trammell, president of NBC. Project includes 22 different courses, 13 covering sound broadcasting and television as part of a new radio unit, and nine offered for credits in the divisions of physics, electrical engineering and sociology.

NBC will provide instructors for ten of the radio classes, to be held in the network's New York studios as well as at Columbia. Columbia U. Radio Club, a low-powered station covering the campus will be the workshop; they may also use the facilities of NBC's FM outlet in New York, WEA-FM.

Covers School Year

The arrangement with Columbia covers the regular school year including fall and spring sessions starting next fall. Courses will be recognized by the N.Y. Board of Education for teacher credit toward salary increments, and may be counted toward a degree. All courses will be under the supervision of Dr. Russell Potter, director of the Institute of Arts and Sciences at Columbia, and Sterling Fisher, NBC assistant public service counselor.

Among courses offered during the 1944-45 year are: introduction to radio writing, Morton Winshengrad, NBC staff writer; advanced radio writing, Wade Arnold, assistant manager, NBC script division; radio publicity and promotion, John McKay, NBC press chief; speech for radio, Prof. Jane Dorsey Zimmerman, Teachers College; radio announcing, Patrick J. Kelly, NBC chief announcer; use of broadcast and television equipment, Ferdinand A. Wanke, NBC eastern division engineer; voice effects, Dr. Frederick G. Knopke, manager, NBC sound effects; production, Frank Papp, NBC producer; advanced production, instructor to be announced; television production, John F. Royal, NBC, in charge of international television and short-wave; music for radio, NBC music division. There will be additional courses in script writing, radio and television news programs; programming, sales, and classroom utilization.

Headliners Honor Hunt

RAZIER HUNT, commentator and author now with Transamerica Broadcasting & Television Co., New York, has been awarded the Valor Medal by the National Headliners Club, it was learned last week. Award will be made at the annual dinner of the Headliners Club, June 10 at Atlantic City.

Rev. Hynes Heads WWL
REV. JOHN W. HYNES, S.J., former president of Loyola U. of the South, has been appointed faculty director of the university's station, WWL New Orleans. Rev. Orie L. Abell, S.J., has been made university treasurer. They succeed the late Rev. Francis A. Cavey, S.J., who held both positions until his death May 21 of a heart attack [BROADCASTING, May 29]. At the same time, Deane S. Long was named production manager, according to W. H. Summerville, WWL general manager. Mr. Long was formerly program-production manager of KXEL Waterloo, Ia., and has served in radio 13 years as announcer, control operator, sales manager and production man.

Political Party

ELECTION party terminating a two-month schedule of political broadcasts leading up to the State Primary of May 27 was held at WPTF Raleigh, N. C. It was broadcast from 12:05 a.m. until 2 a.m. Refreshments were served to the victorious candidates, Mal. Gregg Cherry, North Carolina's Democratic nominee, and his party, as well as the station's staff.

Fitch's New Show
F. W. FITCH Co., Des Moines, begins sponsorship July 2 of a half-hour program featuring Leo Brown's orchestra, 6:30-7 p.m. (CWT) Sundays on NBC, originating in New York. Title has not been decided. Format includes guest stars who have made overseas tours. Agency is L. W. Ramsey Co., Davenport, la.

For BULLSEYE Sales Results

shoot straight to your market with KCKN

KCKN concentrates exclusively on the heart of your target — Greater Kansas City. No effort is made to program for the farm and small town audience of our state Missouri and Kansas — only for the 861,603 city listeners within KCKN's primary-service area. For therein lies the greatest, by far, concentration of population and effective buying income in the Kansas City trading area.

Start profiting from the potency of KCKN's successful program format, and enjoy the dollars-and-cents results that KCKN consistently produces for its advertisers.

Phone or wire your nearest Capper office TODAY for availabilitys.

On the air day and night — all night. Basic Mutual after 6 P. M.
**Radio Advertisers**

LUDENS Inc., Reading, Pa., producers of Menthol Cough Drops, is continuing its spot radio advertising this summer on 90 markets, as against 30-35 markets retained last summer, in order to hold valuable spots. Effective May 15, Ludens switched from live announcements to transcription chain breaks. Agency is J. M. Mathes Inc., New York.

ALEXANDER H. COHEN, Broadway producer has joined Bulova Watch Co., New York, as director of publicity and promotion, a new post.

SHERMAN D. GREGORY, who was to serve as radio manager of Cresta Blanca Wine Co., Los Angeles, newly organized distributing subsidiary of Schenley, has returned to the eastern headquarters of Schenley, Distillers Corp., parent company, to resume his post as director of all radio activities of the latter firm. Schenley's new CBS program for penicillin, along with other Schenley network programs, will require Mr. Gregory's full-time supervision from eastern headquarters. It was decided. Sandor Heyman has assumed duties as director of advertising and sales promotion for Cresta Blanca on the West Coast.

ANSLEY Radio Corp., Long Island City, N. Y., has named Harry Gould, Garfield Inc., New York, to handle advertising since the Ansley Dynascope radio phonograph. Ansley plans consumer advertising as soon as it goes into set production. Radio may be used.

JAMES McCREEERY & Co., New York department store, has purchased a series of spot announcements on WQXR New York to promote war bonds sales at the store on June 12 and 13. Merchandise will be offered to bond purchasers. Contract for the department store, which is new to radio was handled by Victor Van der Linde, New York.

CANADIAN GOVERNMENT, Dept. of Labor, Ottawa, (farm labor), on June 3 started 15 live spot announcements for farm labor recruiting on a large number of Canadian stations. Account was placed direct.

DESSERT Grapefruit Industry Committee Inc., Phoenix, has appointed J. Walter Thompson Co., Los Angeles, to handle advertising for grapefruit and canned grapefruit juice.

TRUST COMPANIES ASSN. of Ontario, with 55 members plans an institutional radio campaign for next autumn and winter, according to a statement made in the presidential report at the association's recent annual meeting at Toronto. The association's radio committee has recommended a five-year radio campaign.

SECURITY First National Bank, Los Angeles, on May 28 started sponsoring a daily weekly-hour newscast on KIJJ Los Angeles. Contract is for 52 weeks. Firm also sponsors a twice-weekly fifteen-minute newscast on KFT Los Angeles. Agency is Dana Jones Co., Los Angeles.

PARAMOUNT PICTURES Inc., Hollywood, to promote the film, "The Story of Dr. Wassell", currently showing in Los Angeles, in a 2% week campaign ending June 16 is using daily live and taped announcements on five local stations. List includes KBEA, KFAC, KPFB, KNX, KIJJ. In addition, daily participation is being used in Make Believe Ballroom on KFBE. Agency is Buchanan & Co., Los Angeles.

NANCY's, Hollywood (women's specialty shop), has appointed Hillman-Shane-Breyer, Los Angeles, to handle its advertising.

OSWALD & HESS, Pittsburgh (most products), on June 3 began sponsorship Mondays thru Fridays of Bob Prince's 5:00 a.m. newscast on WCAF Pittsburgh.

**ARF Committee**

ADVERTISING Research Foundation last week announced appointment of an executive committee, headed by William G. Palmer, who is also chairman of the ARF board of directors and a vice-president of J. Walter Thompson Co., New York. The committee is comprised of Richard Compton & Reynolds Adv.; Otto Allen Kenyon, Kenyon & Eckhardt; Stuart Peabody, Beden Co.; Harold B. Thomas, Sterling Drug.

MOUNTAIN CAME to Mohammet when the Formfit Co., Chicago, came to MBS marking the first time a manufacturer of foundation garments has sponsored a network show. Seated, signing the contract are: Edward W. Wood Jr. (left), MBS general sales manager, and Walter H. Lowy, vice-president in charge of advertising, Formfit Co. Standing are: George Enalinger (left), vice-president of Buchanan & Co., agency handling account, and Dick Brown, singing star of new series.

SILVERCREEK Precision Co., Silver Creek, N. Y. (lift carriers) has named Warmen & Co., Buffalo, as advertising agency. Plans for radio are said to be included.

MILES Labs, Inc., Elkhart, Ind., will renew sponsorship of its quarter hour morning news broadcast on WGN Chicago, Mondays thru Saturdays, effective July 3. Contract is for 52 weeks. Agency is Wade Adv., Chicago.

CANADIAN GOVERNMENT, Dept. of Munitions & Supply, Ottawa (motor vehicle control), on June 3 started 1 live spot announcements three weekly on truck maintenance, on a number of Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.


HOMIS Co., Los Angeles, distributor of Homis watches, has appointed Hillman-Shane-Breyer, Los Angeles, as its advertising agency.

**WJW’s Mr. Ginch**

Our Mr. Ginch sits in the little office over there in the corner. He doesn't need much room because he's only two feet tall, and all he does is remember. But his memory is fabulous. He knows just how you, our national advertiser, wants your program handled, how you want your copy presented, and what you are attempting to do with radio. It may have been days, weeks or months since we've discussed your account with you. But as long as Mr. Ginch is on the job you don't have to worry about being neglected at WJW. His memory has never failed him. He's 4-F, too, and we've got him sewed up with an air-tight contract.

**WJW**

<table>
<thead>
<tr>
<th>Basic</th>
<th>560 5000 Watts</th>
<th>CLEVELAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td></td>
<td>REPRESENTED NATIONALLY BY HEADLEY REED COMPANY</td>
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</tbody>
</table>
RKO Forms Video Subsidiary in N. Y.

**Ullman, Austrian, Kingsberg New Officers of Company**

FORMATION of RKO Television Corp. as a video program production subsidiary of Radio-Keith-Orpheum Corp., motion picture producer, was announced last week by N. Peter Rathvon, president of RKO and chairman of the board of the new company, which has established headquarters in the RKO Bldg., New York.

Frederic Ullman Jr., president, Pathe News, is president of RKO Television Corp., whose other officers are: Ralph B. Austrian, former assistant vice-president of RCA Mfg. Co., executive vice-president, and Malcolm Kingsberg, RKO treasurer, vice-president.

**Use of Movies**

Thomas H. Hutchinson, former television program manager of NBC and a recently television director of Ruthrauff & Ryan, has been appointed television production head of the new company. Arthur Willi, talent director of RKO Radio Pictures, will be talent and casting director.

In announcing the new organization, Mr. Rathvon expressed the belief that while the most suitable types of television programs will differ radically from Hollywood pictures, built for theatre exhibition, motion picture techniques may play a greater part in their evolution than existing radio techniques. He added that the use of film will probably be more important in television than transmissions are in radio.

"Rather than stand aside while others preempt the field," he said, "it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television. Television's biggest problem today is one of intelligent programming, rather than engineering, Foster to Groves

GROVE LABS., St. Louis, now sponsoring Kay-Date from St. Louis on 26 MBS stations, Monday through Friday, 1:15-1:15 p.m. in behalf of Gold Tablets and B Complex Vitamins, on June 26 starts Cedric Foster, from Boston, to be heard on over 50 stations Monday through Friday, 1-1:15 p.m. For the same products. Agency is Russell M. Seeds Co., Chicago.

Utility Ad Men Discuss Post-War Public Service

MICROSCOPING wartime and post-war advertising of public service industries, members of Public Utilities Advertising Assn. met at their annual meeting June 6-7 at the Palmer House, Chicago. Presiding was Edward J. Doyle, president of Commonwealth Edison Co., who delivered the opening address.


Mr. Austrian stated, "RKO believes that it is preeminently qualified to develop the new art form that is television programming."

"The new technique" of video programming, he continued, is not that of the movies, the theatre or radio, but "an adapted combination of all three." RKO, he said, will offer advertisers and agencies suitable programs, but live-talent package production as well.

**DePAUW RESEARCH GROUP ORGANIZED**

TO PROMOTE and coordinate "useful scientific research in the psychological problems of radio, television, plant, hospital, school and theatre broadcasting," the Society for the Psychological Study of Broadcasting has been formed at DePauw U., Greencastle, Ind., it was announced last week by Dr. Paul J. Fay, director of the radio studio at DePauw.

The Society circulates a monthly newsletter, Broadcasting Research Newsletter, of which Dr. Fay is acting editor in the absence of Dr. W. A. Kerr, secretary-editor of the organization, who has accepted a commission in the Navy.

**WENT Opens in July**

WENT Glovesville, N. Y., will take the air in July, according to Bernard Dabney, manager of the new local outlet, which will operate unlimited time on 1540 kc with 250 w. Arthur McCracken, stage and radio veteran, will be commercial manager and will assume his duties June 12. Joining the sales staff is Albert Viscoosi, former Firestone salesman. Head- ing the engineering department will be W. L. Murthough, formerly of WOV New York. Mrs. Hazel Wylle will be traffic manager; Keith Blake, announcer, and Carolyn Lynch, receptionist. WENT is one of the first grants to be made following the Jan. 26 FCC-WBP statement of policy relating to the use of critical materials.

This advertisement is directed particularly to those who think the South Bend market can be covered by using a Chicago radio station exclusively. The above Hooper study shows the absurdity of such an idea, for WSBT has more listeners, in the South Bend area, than the first two Chicago stations combined.

This South Bend station dominates a rich and growing market. War workers in Northern Indiana and Southern Michigan have money — more and more every pay day. Much of this cash is being invested in war bonds. In South Bend every quota has been more than met since Pearl Harbor.

WSBT — no upstart but one of the pioneer stations — is 22 years old, 1000 watts, 960 kilocycles, owned and operated by The South Bend Tribune.

**KOZY**

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

FM in KANSAS CITY

**SOUTH BEND ISN'T IN CHICAGO**

**COLUMBIA NETWORK**

June 12, 1944 • Page 49
WOR New York
W. F. Straub & Co., Chicago, (lye juice), 5 sp weekly, 13 weeks, thru Duane St., N. Y.
Richard Hudnut Sales Co., New York (bathing powder), 7 to weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Gotham Appliance Co., New York (paper napkins), 3 sp weekly, 26 weeks, thru Duane Jones Co., N. Y.

KYW Philadelphia
Artra Cosmetics, New Brunswick, N. J. (sunscreen cream), 8 sp weekly, thru Schwimmer & Scott, Chicago.

KFBK Sacramento, Cal.
McKeon & Roberts, Inc., 9 to weekly, thru Ivey & Ellington, N. Y.

KTSF San Antonio, Texas
Bu-Tay Products Co., Huntington Park, Calif., 9 to weekly, thru Gross & Co., Los Angeles.

KRGY Weslaco, Texas

KJMJ Fresno, Calif.
Maxey-Harris Co., Racine, Wis. (farm implement), 15 to weekly, thru Cramer & Anderson, Milwaukee, Wis.

WINN Louisville
Orange Cream, Chicago (soft drink), $1, thru M. R. Kopmeyer Agency, Louisville.

KROW Oakland
Eckhardt & Company, N. Y., thru Ruthrauff & Ryan, N. Y.
BERNARD J. PROCKETT, radio business manager of the Biow Co., New York, and Richard Lewis, writer-producer, also with the agency, last week resigned to set up their own production and radio counsel at 200 Madison Ave., New York. Phone is Vanderbilt 6-0674.

WILLIAM & SAYLOR Inc., New York, merchandising and advertising agency, has moved to 271 Madison Ave. Phone is Lowndes 3-4368.

THOMAS BLAKLEY, formerly in the advertising production department of Kellogg Switchboard & Supply Co., Chicago, has been named chief copy staff of Beamont & Holmaz Inc., Chicago.

CLAIRE A. WOLFF, public relations, advertising and sales promotion manager, has moved to 350 Fifth Ave. Phone is Lowndes 5-0718.


LOU F. WEGEL has been appointed production manager for the Detroit office of Arthur Kuder Inc.

DIAMOND ADY, Agency, has been established in Philadelphia at 5038 Walnut St. by D. Dennis Baaberoer.

J. E. FLEISCHER has joined Ruthrauff & Ryan, Chicago, after 14 years with A. Stein & Co., Chicago.

WINSTON McQUILLIN, radio director of Cockfield Brown & Co., Toronto, and A. E. Wright of the agency's Montreal office, have been elected to the board of directors.

G. BARR & Co., Chicago, has appointed Bill Blackett & Co., Chicago, to handle advertising for its entire line of cosmetics and pharmaceuticals, including Dalmol skin conditioner.

MAURICE ZIMM, writer-producer of Broadcast Adv. Co., Los Angeles agency, has returned to the armed services.

OLGA FABIAN, formerly in the contact department of Sydney Biefield Adv., Detroit, has joined McCann-Erickson Inc., New York, in a similar capacity.

OTTO M. FOERNSLE, formerly in the production staff of George H. Gibson Co., New York, has joined O. S. Tyson & Co., New York, in a similar capacity.


ELECTRONIC Mfg. Co., a new organization specializing in complex transformers, choke, wave filters and other difficult types of electronic equipment, has opened a factory and main office at 735 W. Ohio St., and a branch office at 5200 W. Chicago Ave., Chicago. E. J. Rehfelt, formerly with the Thordarson Electronic Co., is planning and production manager; Harry Holubow, also from the Thordarson Co., is chief engineer; sales manager is J. S. Cislar; K. C. Hawkins is credit manager.

Steers Heads Media

WILLIAM E. STEERS, formerly director of all media for Pedlar, Ryan & Skue, New York, has joined the newly organized agency, Doherty, Clifford and Shenfield, New York, as director of all media and secretary of the company. Mr. Steers had been with Pedlar, Ryan & Skue for 14 years.

Mr. Steers and his staff are now headquartered at 14 East 42nd St.

Brown Names Barton

FRANCIS C. BARTON Jr. has been appointed business manager of the radio department of the Biow Co., New York, succeeding Bernard J. Procket, who resigned last week to set up his own production company in New York. Mr. Barton formerly was director of the CBS program service and since May 1942 has headed the personnel department of the network.

His CBS association, Mr. Barton was affiliated with N. W. Ayer & Son, managing the Albany office.

New Norwich Series

NORWICH PHARMACAL Co., Norwich, N. Y., through Lawrence C. Gumbinner Adv., New York, is preparing a new series of one-minute spot announcements and radio programs for Pepto-Bismol. MidWest stations will be used at the start with expansion to other parts of the country to follow.

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Donley Named to Head Westinghouse Set Sales

APPOINTMENT OF HAROLD B. DONLEY, a veteran of 22 years' service with Westinghouse Electric Supply Co., as manager of the radio receiver division, with headquarters in New York, was announced by E. S. Loomis, vice-president in charge of the company's radio activities. The division will market home sets as soon as they can be made again.

Mr. Donley will supervise planning and experimental work through which Westinghouse, for the first time since 1928, will develop a complete line of home radio receivers. Development work is already under way on new models, including standard sets as well as frequency modulation, with and without phonograph combinations and home television equipment.

Mr. Donley started with Westinghouse in 1922 at the company's electric appliance division, Mansfield, O. He is a member of the National Electrical Wholesalers Assn. and an alumnus of Ohio Wesleyan U.

---

You can't cover the Southwest without KWFT

KWF T
5,000 WATTS 620 KC

COLUMBIA AFFILIATE—Wichita Falls, Texas
Represented by Paul H. Raymer Co.

New York Chicago Detroit San Francisco Los Angeles

---

WMMN offers you

Plain People

-of the liberal Ameri can sort who have all the needs of the average citizen and who have a tremendous loyalty for their WMMN which we have built up over the years.

They listen!

They have confidence!

They buy

No Advertiser can ask for more!

5,000 WATTS

FAIRMONT, W. VA.

ASK A JOHN BLAIR MAN
Heavy Purchase of Radios After War Indicated by Dr. Whan's Kansas Study

HEAVY purchase by Kansans of radio receivers and television sets, along with other household appliances, is indicated in an advance supplementary study to the 1944 Kansas Radio Audience Survey conducted by Dr. F. L. Whan of the U. of Wichita and released last week by Ben Ludy, general manager of WIBW Topeka, which has developed, financed and printed the annual report.

On the basis of 3,556 families interviewed during the last two weeks of January and the first two weeks of February, each 10,000 of the State's 511,109 families (1940 census figures) have made adequate plans to purchase, at the war's end, 1,605 radio receivers and 698 television sets. Radio purchases are topped only by washing machines and electric or gas refrigerators in the definite post-war plans.

War Conditions A Factor

In addition, anticipated purchases, though definite plans have not been formulated, include 610 radio receivers for each 10,000 family units and 836 television sets, the supplementary study revealed. Also in the "expect to buy but no definite plans" column, each 10,000 families plans to purchase 1,043 electric or gas refrigerators.

A foreword by Dr. Whan explains that the advance supplementary study was made "in an effort to learn something about the plans of Kansas families for the post-war period." He pointed out that because of wartime conditions no exact figures are available on the number of families in Kansas in 1944 who live on farms, in villages or in urban centers. "However, it is probable that the 3,556 families reached represent with reasonable accuracy the State as a whole," he concluded.

Information was gathered from 1,561 city families, 942 families in towns of less than 2,500 population, and 1,102 farm families. That represents one out of each 110 city families, one of each 128 village families and one of each 141 farm families living in Kansas at the time of the 1940 Federal census.

"Renewal of time-payment plans, renewal of advertising and merchandizing activities, and employment to replenish depleted inventories of peacetime products, should all operate to stimulate the post-war market," Dr. Whan explained. With reference to ownership and condition of radio sets, the sample indicates that 6.6% of the families checked owned no radio. Of the 93.4% reporting radio ownership, 89.6% said their sets were in working order and 3.8% reported sets not working.

A total of 73.7% reported owning one set; 20.2% two sets; 3.7% three sets and 2.6% more than three receivers. Power for 73.1% of the sets is obtained through highlines or public utilities, 2.3% through home generators and 24.6% from batteries.

Dead Batteries Listed

Receiving sets reported not working were broken down as follows: Farm, 5% village, 3.1%; cities, 3%. Families reporting no radio sets owned comprise 8.2% farmers;

KDYL Staff Changes

REORGANIZATION of the KDYL Salt Lake City staff has been announced by S. Fox, president and general manager. George A. Provost has been appointed director of national sales; Alvin R. Pack is program director; George D. Stnell is director of production; Ken Herrard, chief announcer; John Baldwin, technical director; and Charles Stockdale has been named chief engineer.

5.6% city dwellers and 5% living in small towns.

Receivers for non-operating radios were listed as follows: Batteries dead, 32.1%; tubes bad, 27.1%; other reasons, 14.3%; unknown, 21.4%. In some cases more than one cause was given for non-working sets. Of those affected by dead batteries 54.6% were on farms, 20.7% in villages and 7.7% in cities. Bad tubes were broken down as: 34.8%, farms; 27.5%, villages; 15.5%, cities.

Of farm families reporting sets out of order 27.3% said they have no radio service for more than a year, while 19.6% reported their radios going bad in the 30 days preceding the survey.

Kansas families have saved much of their incomes, the survey shows, and in the definite post-war purchase plans such appliances as electric cook stoves, gas cook stoves, mangle ironers, sewing machines and vacuum sweepers are included along with radios (both standard and television), refrigerators and washing machines.

Many families have made definite plans to buy furniture, home air conditioners, cold storage plants and install utility services such as telephone, water and electric systems. Dr. Whan pointed out, however, that the figures on "definite plans" reflect current demand and can be used in predicting future market only with the realization that "prolongation of the war, violent readjustment-unemployment following the war, and loss of confidence in the future could drastically affect purchases downward."

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,226,759 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups who comprise 21% of the population. These millions, with millions to spend, have their own channels, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers buy a "WBNX" spot. WBNX is consistently first in this market. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York, N. Y. for availabilities. Or call Melanie 5-0332.
The Forerunner of NATION-WIDE FM NETWORKS*

Covering over ¼ the total population of the United States, this network was completed in 1942. Thus for the first time, a station network was programmed by radio relay, without the use of land lines. The reliability required for commercial network operation is provided by the use of Armstrong crystal-control, phase shift modulation employed at all these stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Type</th>
<th>Frequency</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMTW</td>
<td>10 kw</td>
<td>REL transmitter</td>
<td>43.9 mc</td>
<td>2,000,000 pop.</td>
</tr>
<tr>
<td>WQR</td>
<td>50 kw</td>
<td>REL transmitter</td>
<td>44.3</td>
<td>5,500,000</td>
</tr>
<tr>
<td>WEOD</td>
<td>250 w</td>
<td>REL S-T link</td>
<td>156.</td>
<td>(studio-trans 43 ml.)</td>
</tr>
<tr>
<td>WDRS-FM</td>
<td>5 kw</td>
<td>composite</td>
<td>46.5</td>
<td>2,118,000</td>
</tr>
<tr>
<td>W2XMN</td>
<td>40 kw</td>
<td>REL equipped</td>
<td>43.1</td>
<td>12,000,000</td>
</tr>
<tr>
<td>WFIL-FM</td>
<td>10 kw</td>
<td>REL transmitter</td>
<td>45.3</td>
<td>4,500,000</td>
</tr>
</tbody>
</table>

*The true FM networks projected for postwar service, will be programmed by FM radio transmission.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Hooper Rating Reveals Spring Listening Drop

EVENING network ratings released by C. F. Hooper Inc., in its May 30 report, again show evidence of a decided decrease in listening, both in comparison to the previous report and to that for the same period a year ago. The figure for average set-in-use is 24.1, down 2.9 from the last survey, down 2.6 from a year ago. Average available audience is rated at 70.2, down 1.4 from the last report, down 2.6 from a year ago. The average evening program rating is 7.9, down 0.9 from the most recent report, down 1.5 from a year ago.

Bob Hope, followed by Fibber McGee & Molly, and Red Skelton, respectively, are the top three in the list of "First Fifteen" evening programs. The list continues: Davis With Haley, Aldrich Family, Charlie McCarthy, Take It or Leave It, Screen Guild Players, Radio Theatre, Abbott and Costello, Bing Crosby, Jack Benny, Walter Winchell, Kay Eddy, Mr. District Attorney.

The five top ranking programs of Hooper subscribers are listed in terms of number of listeners per listening set in the following order: Great Gildersleeve, Crime Doctor, Blue Ribbon Town, Charlie McCarthy, with Life of Riley and Radio Reader's Digest, tying for fifth place. The subscriber programs with the highest sponsor identification index in Radio Theater.

Biscuit Series


Fifth War Loan Continued for Fourth Straight Week on OWI Radio Schedule

RADIO allocations for the Fifth War Loan are continued on the Network and Station Announcement plans for the fourth straight week in the OWI Domestic Radio Bureau schedule for the week beginning July 3. Two other subjects are continued from the previous week and two others return after more than a month's absence.

Along with the Fifth Loan, messages on Play Square With Gasoline and Save Paper are retained on the packet. Gasoline appeals are assigned to both Station Announcement and National Spot allocation, with the conservation theme tied into military needs.

Brought back to the allocation plan after a two-month absence is the campaign to recruit Women War Workers. Messages have been assigned to network programs to urge millions of women, now unemployed, to take jobs in war production plants, essential civilians and women's armed services.

The V-Mail campaign, missing from the packet for five weeks, is also assigned to Network allocation, with appeals directed to the importance of conserving precious cargo space as the number of troops now overseas increases. Army and Navy V-Mail has jumped 50% in volume since the first of the year. OWI points out, for which radio deserves a large share of credit.

In addition to the allocation assignments, the OWI Women's Radio War Program Guide for July lists four subjects for women's programs. These are Home Canning, Make Do and Mend, Save Paper, and Tire Conservation.

TELEVISION

FIRST APPLICATION IN SOUTHEAST

In step with latest developments in broadcasting WPDQ has applied for a television license.

Programming and engineering techniques are being studied to bring this exciting new form of public service to the people of Jacksonville at the earliest possible date.

A downtown location is under option for early construction of the new facilities when materials become available.

FM

WPDQ

TELEVISION

Robert R. Feagin, Gen. Manager

JACKSONVILLE, FLORIDA

Representatives:

George P. Hollingsbery Company

New York Chicago Los Angeles Atlanta

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

The PLUS Buy in the Heart of PENNSYLVANIA

NBC MUTUAL

PAUL H. RAYMER

Sales Representative:

Page 54 • June 12, 1944

BROADCASTING • Broadcast Advertising
"Fast, Accurate, Complete"

While INTERNATIONAL NEWS SERVICE is usually FIRST with the news (as it was again with the flash of the invasion) ACCURACY is never sacrificed to speed alone.

HERE ARE A FEW OF THE MANY FINE TESTIMONIALS RECEIVED THE LAST FEW DAYS:

"Appreciate outstanding coverage of INS on invasion. We found INS accurate, fast and complete. It met our broadcast requirement in every way. Thanks."

ROBERT J. MYERS
Editor-in-Chief
Yankee Network
Boston, Mass.

"We of station WHO have been very well pleased with INS invasion coverage so far. You have been on top of the latest developments all the way, and we have found your service a real help in compiling our newscasts in a time of great pressure."

JACK SHELLEY
News Editor
Station WHO
Des Moines, Ia.

"INS coverage on the invasion was excellent. All through the day I have been pleased to receive thorough, brilliantly written and fast stories from INS on this stupendous development in the war."

GILBERT FORBES
News Editor
Station WFBO
Indianapolis, Ind.

"Many thanks to INS for its outstanding coverage on the invasion. Everything was highly satisfactory. While we have three services, INS gave us more personal attention than the other services by alerting us with frequent phone calls before the official flash from Eisenhower. It was a job well done. Another fine INS achievement."

JAMES McPHERSON
Station KOA
Denver, Colo.

"INS supplied its usual good service and fine cooperation when the invasion came."

NICK PAGLIARA
Manager
Station WEW
St. Louis, Mo.

"Many thanks for alertness of last night. KFUN took the air at 11:45 PM staying on until 3:45 AM (MWT1), broadcasting practically every INS dispatch. The official allied confirmation was flashed by you in Las Vegas less than two minutes after it was released in London. Again, thanks for keeping us on top of the story."

Station WFUN
Las Vegas, New Mexico

"Get it FIRST, but first get it RIGHT" continues to be the watchword of INS

INTERNATIONAL NEWS SERVICE
Programs Shifted By General Foods
Kate Smith to Be Heard in News for Independents

HIGHLIGHT in a series of network program time changes precipitating a major revamping of CBS and NBC summer and fall schedules is the shift of Kate Smith to the Sunday 7-8 p.m. period on CBS Sept. 17, when she returns to the air after a summer hiatus.

In announcing the shift for Kate Smith, heard Friday, 8-8:55 p.m. since 1939, Young & Rubicam, New York, agency in charge, emphasized there was no intention to establish competition with Jack Benny.

Comedian has severed connections with General Foods and returns to his Sunday 7:30-8:30 p.m. spot on NBC for Pall Malls October 8. Setting up competition to Benny is "an incidental bi-product" of a shift which is dictated by the factors of good business, according to Y&R which states that the Sunday 6:30-8 p.m. block purchased on CBS was the only desirable continuous time open to the company.

Fanny Brice Show

In the 6:30-7 p.m. spot, G-F is slated to sponsor a Maxwell House coffee show with Fanny Brice, beginning Sept. 17, while Frank Morgan is scheduled to return August 31 to the original Maxwell House Coffee Time NBC Thursday 8-9:30 p.m. in a show of his own, with final plans still to be confirmed.

For two weeks, starting June 22, G-F's Those We Love will be heard on NBC Friday 8-8:30 p.m. instead of Sunday 2-2:30 p.m. Wrigley's America In The Air on September 16 is scheduled to move from Sunday 6:30-7 p.m. to Saturday 7:30-8 p.m. on CBS, latter period to be vacated July 1 by Thanks To The Yanks. R. J. Reynolds Tobacco shifts this show July 3 to Monday 7:30 p.m. on CBS replacing Blondie, to be permanently discontinued by Reynolds.

Another confirmed change is G-F's plan to shift Thin Man from CBS Sunday 10:10-11 p.m. to NBC Friday, 8:30-9 p.m. June 16. Not as yet fully confirmed is shift of G-F's Dina Shore Show to Monday, 9-10 p.m. on CBS to Thursday, 8-9 p.m. on NBC on return in fall, and transfer of Altrich Family from NBC's Thursday 8:30-9 p.m. spot to CBS Friday 8-8:30 p.m. September 15 after a summer hiatus. Gulf Oil Corp. is expected to shift We, The People, heard on CBS from 7:30-8 p.m. to 10:30-11 p.m. on Sunday, June 18, and Anchor Hocking Glass to move Corliss Archer, effective July 6 to Thursday on CBS 9:30-10 p.m. instead of into the Sunday 7-7:30 p.m. spot on the same network.

AFM Stands Pat

(Continued from Page 18)

Sens. Wheeler (D-Mont), Clark (D-Ida) and Vandenberg (R-Mich) as being "defenders of employers". All three Senators have opposed Petrilio's interference with educational broadcasts.

Despite his blasts at the WLB in connection with the recording dispute and the WJJD and KSTP strikes, however, Mr. Petrilio decided not to oppose the Board's "status quo" request on the NABET dispute (Broadcasting, June 6) In introducing Ed J. Brower, president of the International Brotherhood of Electrical Workers, he asserted that "because of the invasion" it was better not to fight and "to take it on the lam" and "keep quiet momentarily at least".

Reviewing his agreement with the networks and his subsequent contract with IBEW as to jurisdiction on platter turners, Mr. Petrilio said that the independent engineers (NABET) became "militant and decided to strike if the musicians take over. However, he assured Mr. Brown that they would work together.

"I'm satisfied," he said, "that the NAB some day is going to give us a fight. We've got to be prepared for that fight now. They're making so much money they don't know what to do with it."

Principal resolution affecting radio passed by the convention concerned the recording dispute. It provided:

That no member or members of the AFM shall take employment or become employed in the making of records and transcriptions upon terms and conditions different from those prescribed in the "Decca" contract or in the "Four Employer Contract"; and officers of AFM hereby stand instructed to refrain from entering into any contracts or agreements with any person, company or employer who seeks the services of any musician in the making of records and transcriptions unless such person, company or employer signs abinding agreement with the Federation embodying the same terms and conditions now included in the "Decca" contract and the "Four Employer Contract."

Another resolution, designed to safeguard AFM members against any "confusing" effects on their employment by inde-

HOW KEEN IS OUR VALLEY?

Today it's keener than ever, richer than ever, more discerning than ever. Known for generations as the "Breadbasket of the West"... today it has the "highest per capita farm income in the world. The Bee-Line offers the only means of covering this enormous area, plus Western Nevada.

1942 average $8,797 per farm.

WHAT IS THE BEELINE

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

See McClatchy Bee-Line rate listing first under California in Standard Rate and Data

McCLATCHY
Broadcasting
Company
Sacramento, California

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to wives, villagers, entire families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

Page 56 • June 12, 1944
Fifteen minute transcriptions play back with split-second accuracy.

Where seconds count, maintaining broadcasting schedules or dubbing sound to synchronous-driven movie films, you're offered the perfect timing of the Fairchild Portable Recorder turntable drive.

The motor is synchronous. The drive is positive. Two speeds: 33.3 rpm by worm and gear; 78 rpm by precision friction-ball-race stepup. The only necessary interlocking device to other synchronous equipment is the A.C. line.

With professional use in mind, all Fairchild portable recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002” tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

The result of persistent research to provide studio-quality recording in the field is the Fairchild No. 539 Portable Recorder. Descriptive and priority data are available.
Allied Service
(Continued from page 9)

Branch by Lt. Col. Jack Harris, former assistant manager of WSM Nashville. Col. Kirby formerly was an executive of the Nashville station, but served three years as public relations director of the NAB prior to his Army radio assignment as a civilian in 1944.

In addition to separate programming operations for U.S. and British-Canadian forces, there will be a joint AEF production unit, made up of former BBC men in the British Army and former broadcasters available from the American Army. Special events programs will be developed, along with other established features.

New program material also will be drawn from American and Canadian networks, as well as BBC. One program definitely planned follows the "musical clock" pattern, probably to be called the AEF Early Bird, Rise and Shine program. Sgt. Casper Kuhn, formerly an m.c. on NBC using the name Dick Dudley (Dawn With Dudley), and an RAF soldier who was a BBC m.c., are handling the early morning program. The effort is to give soldiers a laugh and bright music to start the day.

Preliminary plans also contemplated a "show case" type of rendition, to be supplied by the various networks and featuring their top talent. Supplanting such recorded programs would be live talent both from here and in England, as it becomes available.

Col. Kirby's transfer to ETO was requested, it is understood, following a visit there in April in connection with arrangements for radio coverage of the invasion. He worked with Col. David Sarnoff, president of RCA and chairman of the NBC board, now with SHAEF as radio liaison officer, and Comdr. Harry C. Butcher, former CBS Washington vice-president, Naval aide to Gen. Eisenhower.

While precise information was lacking, preliminary discussions regarding the Allied Forces Network operations contemplated broad-scale operations. A service department would inform troops of facts and information at home and other war theatres, provide air, and explain orientation and other services, and generally perform as radio counselors to servicemen.

As needed, it is thought, additional transmitters and other facilities will be established, beamed to the Continent. The effort will be to develop facilities so that at all times the primary service area of the AFN stations will be within the range of Allied troops.

In addition to the military nature of this operation, it is expected that a vast civilian population will be attracted. The American Forces Network, with its restricted operations, is reported to have established a following of some 6,000,000 civilians, who listened over the shoulders of the troops in the British Isles alone, prior to the invasion.

Headquarters of the new service are established in London and the center of operations probably will remain there. With the establishment of invasion subheadquarters on the Continent, it is believed branch studios and mobile transmitters will be set up. News operations probably will be expanded considerably over that former, provided. American Forces Network news was handled largely by the staff of Stars & Stripes, expatriate force newspaper.

The simultaneous BBC-AFN operations will continue indefinitely, it is understood. It is conjecture that there will be a separation when American, British, and Canadian troops have been segregated in particular areas. At that time, it is expected BBC will serve British Canadian troops and AFN will serve American occupied areas.

New Int'l Silver Show
INTERNATIONAL SILVE E
Meriden, Conn., on Oct. 1 will replace Silver Theatre on CBS Sunday 6:30 p.m. with a new drama-edy comedy The Adventures of Harriet and Ozzie, starring Ozzie Nelson, band leader and his wife. Con tract for 13 weeks was placed through Young & Rubicam, New York.

Winning Los Angeles with
WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

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

WICHITA
KDH
BOOM TOWN BOBCAT!
The Cessna Bobcat Trainer mascot is war worker No. 74, a morale booster at the busy Cessna Plant.

FORWARD-LOOKING ADVERTISERS are creating sales-habits now with that Selling Station in Kansas' Richest Market...

5000 WATTS DAY & NITE CALL ANY EDWARD PETER OFFICE

BROADCASTING • Broadcast Advertising
D-Day Gives Radio Opportunity

(Continued from page 10)

a mutual microphone, was soon followed by Charles Hodges, Royal Arch Gunnison, Paul Schubert and Cecil Brown. These commentators broadcast frequently throughout the early morning filling in background and interpreting the news reports.

Later in the morning, Miller McClintock, MBS president, announced that Mutual had cancelled all commercial insertions in the invasion flash in order to bring its listeners the full news as it happened and that this policy would be continued as long as necessary. Effective at noon, he warned that specials would be broadcast every half-hour on the hour and half-hour, this practice to be continued until further notice, adding that when commercial programs were resumed they would be interrupted or displaced as news events occurred.

At CBS, where Paul White, director of news broadcasts, had been at his desk since before 1 a.m., Quentin Reynolds joined Trout and Elliot to handle the brunt of the commentary from New York for that network. Jack Gerber, supervising shortwave listening, had also been assembling his staff, which from midnight June 5 to midnight June 6 monitored approximately 20,000 words of copy, broadcast from a dozen key cities in half that many languages.

Blue Acts Fast

Summoned by John Madigan, manager of the Blue newsmen in New York, who was on duty when the first invasion bulletin came through and who set the Blue's D-Day assembly plan into motion, G. W. Johnstone, director of news, arrived in time to assume command of the Blue's news operations well in advance of the Allied confirmation. Thomas Vellotta, assistant news head; Ray Diaz, supervisor of announcers; James Bixler and Edward Stevens, manager and assistant manager of night programs, were also on duty. Phillip Carroll, Blue vice-president in charge of programs, followed the news from his office over his radio, while Charles Barry, eastern program manager, coordinated activities and controlled schedules from vantage points in the newsroom.

William F. Brooks, NBC director of news, supervised the flow of invasion news and news analysis for that network. Adolph Schneider, Brooks' assistant, remained at the cue channel desk, in direct contact with London, from the time of the first official announcement until late in the afternoon, directing cut-ins and cues and calling the timings for overseas pickups.

Commercials Out

H. V. Kaltenborn, dean of news analysts, and St. John handled the brunt of news interpretation for NBC from New York, where Don Goddard, Don Hollandbeck, Cesar Saerchinger headed a battery of announcers who read pre-broadcast announcements and news bulletins.

Niles Trammell, NBC president, arrived shortly after the first announcement, as did vice-presidents C. L. Menser, John F. Royal and Frank E. Mullen, to provide overall supervision. Mr. Trammell's first act was to order the cancellation of all commercial and sustaining programs, except for some news periods, for as long as the invasion coverage might warrant this policy. Not a single commercial program was broadcast on NBC during the entire D-Day operations.

While the final New York staff members were still straggling in from remote suburbs, news was being made, reported and analyzed on the air. At 4:17 a.m. EWT, Wright Bryan of WSB Atlanta, and managing editor of the Atlanta Journal and an NBC correspondent, broadcast from London the first eye-witness report of the beachhead landings as seen from a plane. This and subsequent reports of correspondents during the first hours of invasion news were pooled and carried simultaneously by all networks. As time went on, however, a tendency developed for each network to stick more closely to reports of its own staff, except for official communications from SHAED and for personalities such as King George of England, who broadcast at 3 p.m. EWT, who are always accorded time on all networks.

In keeping with the solemnity of the D-Day atmosphere, the day's broadcasts included many prayers and programs of a religious character, climax by the message of President Roosevelt at 10 p.m. on all networks. At 7 a.m. the Blue broadcast a program of special D-Day prayers by the Most Reverend Francis J. Spellman, Catholic Archbishop of New York and Military Vicar of the U.S. armed forces, Dr. Israel Goldstein and the Right Reverend William T. Manning, and a message to American women by Mrs. Eleanor Roosevelt. These had been recorded in advance for broadcasting after the start of the invasion. At 8:30 a.m. the Blue picked up a community church service from Chagrin Falls, Ohio.

Liberty Bell Rings

From Independence Hall, NBC at 7:15 a.m. picked up the ringing of the Liberty Bell by Mayor Bernard Soler of Philadelphia as a symbol of the eventual liberation of oppressed peoples everywhere, followed by prayers for men of the armed forces said by Dr. Norman Vincent Peale, Rabbi David Desola Zool and Father Francis X. Shea. The prayer offered by Archbishop Spellman at noon was repeated on NBC at 2:30 p.m. and at 8 p.m. NBC carried the eternal light ceremonies from Madison Square with

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Midwinter 1944 Report by G. R. Hooper, Inc.

Says H. A. Hooper about Augusta, (Ga.)...

30 Minute break-downs. WGAC with more listeners than all other stations combined, 25 of 28 half-hours, 8:00 A.M.-10:00 P.M.

To outsell 'em all...

Smart advertisers use this call

WGAC

AUGUSTA - GEORGIA

J. B. Fuqua—Vice President & General Manager

Headley-Reed Co., National Representatives

BROADCASTING • Broadcast Advertising
"Now, if we were only staying at THE ROOSEVELT!"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passage-way from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

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

A HILTON HOTEL
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
TEXAS: Abilene, El Paso, Longview, Lubbock, Midland; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, San Francisco; FLORIDA, Miami; OHIO, Columbus; THE PHILIPPINES; MEXICO, Albion, The Poli
clo Hilton, Hilton Hotels, C. N. Hilton, President.

FLORIDA'S LARGEST
and most productive market
...now...and in the years to come!

WIOD covers this new, rich market as completely as Miami's magic sun

5000 Watts - 610 KC

BROADCASTING • Broadcast Advertising

GIVING invasion news precedence over all other programs on D-Day, the nationwide networks cancelled many of their regular commercial as well as sustaining shows, cut off or interrupted others. NBC went the farthest, killing its entire program schedule for the day, not even broadcasting the customary announcements that are customary in such cases.

Blue Network cancelled the following sponsored programs, listed to show sponsor, program title and time of scheduled broadcast:

- A. E. Staley Mfg. Co., Sweet River, 10:10 a.m.; Libby, McNell & Libby, My True Story, 10:15-10:40 a.m.; Kellogg Co. and Procter & Gamble Co., Breakfast at Sardi's, 11:11-13:30 a.m.; Coca Cola Co., Songs by Morton Downey, 3-3:15 p.m.; Miller Laboratoris & Co., Lum and Abner, 8:15-8:30 p.m.

By noon, all the networks except NBC had returned to approximately normal program schedules, except the news bulletins were broadcast at the beginning of each program period. There were numerous interruptions for special bulletins and a number of cancellations for special programs, but the tension was gradually lessening. By Wednesday morning, all four nets were back to normal, although ready to revert to a fulltime news and analysis basis whenever events should warrant it.

Although NBC carried no commercials on Tuesday, Bob Hope, Fibber McGee and Molly, Red Skelton, Ginny Simms and Fred Waring made brief appearances, using special material in keeping with the solemnity of the occasion.

Raymond Gram Swing's news show for Socity-Vacuum Oil Co., on the Blue was shifted from 10-10:15 p.m. to 5:10-5:25 p.m.

This and a number of other sponsored Blue programs were broadcast with no commercials except sponsor identification, the extra time being utilized for war messages or news.

tines, 4-4:25 p.m.; William Wrigley Jr. Co., American Women, 5-45-6 p.m.; General Foods Corp., Loveboat, 6-6:45 p.m.; Sterling Drug, Big Town, 8-8:30 p.m.

The Romance Of Helen Trent, broadcast 12:00-12:45 p.m. for American Home Products, was cut off at 12:41 for war news and American Melody Hour, 7:30-8 p.m. for Procter & Gamble Co., was similarly cut off at 7:44 p.m. Courtesy announcements crediting the sponsors were broadcast for all cancelled and curtailed programs. A number of other programs opened late to permit the broad-casting of news bulletins in advance.

The only MBS commercial cancel
cation was the Gotham Housey Strictly Personal program, 11:05 a.m.-12 noon. Numerous Mutual programs, however, revised their commercial continuity to eliminate product advertising, retaining only the name of the sponsor.

New Raleigh Show
BROWN & WILLIAMSON To
bacco Corp. (Raleigh cigarettes), shifts Hildegarde from its half-hour Beat the Band, Wednesdays, on NBC to a new half-hour pro
gram, Raleigh Room, originating at NBC New York, Tuesdays, be
ginning June 15. Format retains Hildegarde's cafe personality with guest appearances. Clayton Coll
yer will announce, and Harry So
nick's orchestra provides the mu
sic. Raleigh Room will be produced by Ann Sosenko, Hildegarde's manager. Succeeding Hildegarde on Beat the Band, effective June 14, will be Eddie Mayhoff with Harry Sonick's orchestra. Both contracts are for 13 weeks. Agency is Russel M. Seeds Co., Chicago.

Commercials Ignored as News Of Invasion Gets Precedence

NBC Killed Entire Program Schedule, Not Even Using Courtesy Announcements for Sponsors
RYAN LAUDS RADIO’S ROLE

RADIO’S role on D-Day kept the nation constantly informed and distinguished itself, J. Harold Ryan, NAB president, said in a D-Day message to broadcasters. His message follows:

“ Invasion for liberation has begun. In the middle of our American night word was flashed through the ether which brought millions from their beds to listen to every syllable of news from the French coast.

As instinctively as they would rush to their windows to see what was going on in their own front yards, the American people turned to their radios for full information on the tremendous Allied move. Far transcending the story of Pearl Harbor, radio’s instantaneous reports of the invasion for liberation are placing the people at home in close touch with the scenes where wave upon wave of our loved ones in uniform are pouring into the attack.

Mr. Ryan

As we listen today we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption and delay. The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this vast system of communication for minute to minute news, for words of cheer and comfort from leaders of the world around.

In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating.”

News Chiefs of Networks Claim Pool Provides Best Coverage for the Public

ENDORSEMENT of the effectiveness of the pooling system of invasion news coverage was given by the news chiefs of the four nationwide networks who issued the following statements in response to a request from broadcasting.

John Whitmore, manager of Mutual’s news division, said:

So that American listeners might get the most factual news reports on the invasion, the four American networks agreed to pool their coverage, the success of this venture is evident. Correspondents were competing to get on the air first. It was merely a question of getting the most accurate information possible. I believe a precedent has been set which will be followed on important news stories in the future. It is perhaps unfortunate that the industry and listeners could not hear the conversations of Messrs. White, Johnstone, Brooks and myself with the London bureaus and correspondents via the overseas communications circuits. If they had, the industry would have witnessed the smooth coordination that existed under trying conditions.

Paul White, CBS director of public affairs and news broadcasts:

Cooperation by both London and New York has been extremely effective, and because of the pooling arrangements there has been a minimum of confusion. The American public has benefited through the most comprehensive coverage ever given for one event. The networks have best served the industry and the public by its cooperative effort.

William F. Brooks, NBC director of news and special events:

The pool in my opinion has worked very well. Used in combination with NBC’s own staff of trained reporters, it provided a source of front line material to supplement the exclusive stories flown by our staff men who have been assigned to all branches of the invasion forces.

Heard on D-Day

AMONG prominent personalities who carried the Voice of America over OWI’s shortwave transmitters to Europe on D-Day was Wendell Willkie. Citing his German ancestry, Mr. Willkie emphasized the ties of millions of Americans with the people of Europe and voiced hope for the early liberation of the oppressed nations. Other D-Day broadcasters over OWI were Herbert L. Lehman, director general of UNERA, King Hakon of Norway, Secretary of State Cordell Hull, and Undersecretary of State Edward R. Stettinius Jr.

Basic Blue WING is DAYTON OHIO’S No. 1 Choice of Merchants Using Radio

Ronald B. Woodward Exec. Vice President

Wesley G. Woolard

Weed & Co. National Representatives

MBS 41% Increase

MUTUAL’S gross billings for May totaled $1,525,090, an increase of 41.1% over May of last year, when the total was $1,080,797. Accumulative figure covering the January-May period, is $8,592,778, a 74.4% rise over the first five months of last year.

Proud of Your Sales in HUMBLE (Ky.)

Don’t feel crestfallen if your Humble (Ky.) business isn’t worth getting puffed up about. Chances are, it’s only because the Louisville Trading Area has 54% of Kentucky’s total retail business! So forget Humble. Get Louisville and you’ll really have something to be proud of! Incidentally, be sure to call your attention to the fact that WAVE covers the whole Louisville Area at lowest cost. Need we say more?

No wonder we’re whooping it up...

TAKE A LOOK AT YOUR MARCH HOOPER!

Program Share of Audience

Take It or Leave It 94.4

Lux Radio Theatre 93.8

Kate Smith 98.3

News 99.2

World Today 100.0

CARRYING ALL CBS MAJOR PROGRAMS

BROADCASTING • Broadcast Advertising

June 12, 1944 • Page 61
The San Francisco Radio Picture

The San Francisco Radio Picture

Has changed!

Look up Blue's

in your latest

Hooper!

It's THE Bay Area Buy!

24 Hours a Day!

WASHINGTON

WOL

Washington's Only 24 Hour Station

1000 WATS - 1260 KC.

Affiliated with MUTUAL BROADCASTING SYSTEM

Page 62 • June 12, 1944

OWI Tells Story of Invasion To the World in 28 Tongues

Overseas Service Jumps Into Action When Flash Is Received of Allied Landings in Europe

NEWS of the invasion was broadcast to the world in 28 languages and dialects over all 23 transmitters of the OWI in the U.S., Africa and Europe within minutes after receipt of the first flash of the landings at H-hour on D-Day, June 6.

At 3:34 a.m., two minutes after the official announcement of the invasion, the internal teletype system linking all radio and cable desks of the Overseas Branch in New York sent a bulletin reading: "First Allied landings in Western Europe have started."

Flashed to the World

At 3:37 a.m., five minutes after receipt of the news, the OWI short-wave transmitters in New York sent out the first flash - in French. At 3:42 a.m., the flash was cabled to Chungking, Algiers and Naples for rebroadcast and two minutes later the text of the first communiqué was sent to Bombay, Stockholm, Beirut, Istanbul, Moscow, Cairo and Naples. Five minutes later it was broadcast in Italian and one minute later direct contact was made with London.

One transmitter in London carried brief announcements of the landings which were followed by Gen. Dwight Eisenhower's order of the day and messages for the leaders of governments in exile. Due to considerable atmospheric interference, London pick-ups had to be dropped and the OWI returned to regular programs originating from the studios in New York.

OWI's regular schedule of broadcasts continued throughout the day with English every hour on the hour, German 15 minutes after the hour, French on the half-hour and Italian at 45 minutes after the hour. News on the progress of the war was also flashed in Norwegian, Danish and Flemish.

Broadcasts directed to German troops in Western Europe were discontinued on the theory that the German soldiers were too busy to listen to them. Time was devoted to German language programs with specific items in Hungarian, Czech, Polish and Rumanian.

The special events division of the radio program bureau cut platters of leading commentators of the four main languages. These were later sent out by the OWI transmitters to Europe and were designed to give confidence to Europe's underground and to assure them that Allied victory was inevitable.

OWI broadcasts operated on a 24-hour basis via 21 transmitters. At the invasion hour, Allied radio stations, including those in the United States, England, North Africa and Italy, were coordinated for a propaganda campaign directed at Germany and occupied countries.

Into 28 Languages

Both Gen. Eisenhower's communiques and President Roosevelt's Monday evening speech and Tuesday night prayer were translated into 26 languages and beamed to all parts of the world. Prominent men and women throughout the country who cooperated with the OWI in making reports to Europe included Stanslaw Mikolajczyk, prime minister of Poland; Wendell Willkie; A. A. Van Ahyn, chairman of the Netherlands Finance Control Board; and Sigrid Undset, Norwegian author.

On June 7 there were pickups from Rio de Janeiro giving the reaction of Portuguese and Brazilian citizens to the invasion. The Canadian Wartime Information Bureau cooperated with the OWI by sending a record of an exclusive talk by the Prime Minister of Canada, Mackenzie King, who voiced the invasion reaction of Canada. These talks were also beamed to Europe.

In an effort to determine the reaction and feelings of the American people toward the invasion and invasion news, the OWI special events bureau on June 6 sent wires to approximately 100 English and foreign language stations throughout the country requesting them to cut transcriptions of prominent citizens speaking in behalf of the community. Within 24 hours after the wires had been sent out, 85% of the stations had responded that they would cooperate and some already had started discs on the way to New York. As soon as these records were cleared by OWI, they were beamed to occupied countries in Europe.

The special events division which formerly worked on a 14-hour day is now operating on a 24-hour basis, sending out some 1,000 radio programs weekly. The majority of these broadcasts are quarter-hour programs broadcast in 26 languages plus dialects.

Stokowski Not Renewed

NBC last week confirmed the report that Leopold Stokowski's contract with General Motors as conductor of the NBC Symphony Orchestra, had not been renewed. For two years, Mr. Stokowski has shared the podium with Arturo Toscanini, each leading the orchestra for 12-weeks. Mr. Toscanini will conduct 16 concerts next season, with guest conductors handling the balance.
OF ONE MIND as the invasion breaks, Senators of both parties gather around the radio for reports on the newest landings. The Senators are (1 to r): Taft (R-Ohio); David Walsh (D-Mass.), chairman of the Senate Naval Affairs Committee; Connally (D-Tex.), chairman of the Foreign Relations Committee; Vandenburg (R-Mich.); Barkley (D-Ky.), Majority Leader. They listened in Senate Radio Gallery.

Radio Barrage Clears Way

(Continued from page 11)

would otherwise be required to preserve order.

The effectiveness of radio in reaching enemy, satellite and sub-
jugated peoples has been deter-
mined through various sources.
Edward W. Barrett, Executive Director of the OWI Overseas Branch, appearing recently before the House Committee on Appropriations, cited testimony from more than 150 repatriated Gypsies in passengers providing concrete evidence as to the listening audi-
ence in France, Germany, Czechoslovakia, Poland and Greece."

Repatrants Testimony

Interviews with the passengers, Mr. Barrett said, "confirm the
vast accumulation of evidence from
many sources as to how well the
oppressed people of Europe have
perfected their clandestine news-
distributing organization. It shows
how wide an influence a single
listener may have."

Additional confirmation has come
from interrogation of German pris-
oners. A report from Allied Force
Headquarters stated: "It appears
that more credence than ever is
given British and American broad-
casts and...produces greater re-
sults than ever before."

Vienna and Dusseldorf were re-
ported by prisoners as special cen-
ters of listening to American broad-
casts. An official British source cited by Mr. Barrett esti-
mates that there are approximately 350 organized clandestine listening posts in Poland with a round-
the-clock monitoring by some 1,500 persons.

Radio, too, serves as the back-
bone of intensive underground ac-
tivities in other media. Mr. Barrett
disclosed reports by Polish patriots
who escaped to London that more than 100 underground periodicals with a circulation of 350,000 to a

half million copies rely almost exclu-
sively upon Allied radio news.
One of these Polish publications
prints excerpts regularly from the
Voice of America, now carried
from the powerful new OWI sta-
tion in England, ABSIE, and som-
times uses entire programs.

Despite the sternest measures
taken by the Nazis to stop the
listening and to confiscate receivers,
the people of Europe are believed
to possess a still sizable number of
radios capable of receiving Allied
news. Ingenuity has been employed
to resist the German decrees.

One set will be registered in an-
other set hidden. Old sets are
turned in to the authorities and a

good set retained. Outside aerials
revealing shortwave sets are re-
placed by bed springs.

So important is radio in the
Allied grand strategy that specific
instructions have been sent re-
peatedly over the Allied radio sets
construction, maintenance and
repair of sets. A recent OWI broad-
cast in the French language sug-
gested:

Keep the tubes and parts of old
sets. They will form a spare parts
stockpile.

If possible, make use of earphones.
A telephone receiver may be easily
adapted.

If your set requires repairs, have it
fixed by someone you can absolutely
trust.

If you are eventually compelled to
turn your set over to the enemy, take
off the good tubes and insert old ones
in their place.

Organize at once groups of collec-
tive listeners including at least one
radio techniciam and possessing at
least one set.

A British Broadcasting Co. re-
port based on a survey of receiving
sets in Europe estimates that there
are approximately 25,817,000 li-
censed and 7,570,000 unlicensed
radios operating in Germany and
German-occupied Europe, of which
around 50% are equipped for
shortwave reception.

Sets in Europe

The report shows that there were
15,812,000 sets licensed in Germany
and Austria in 1942, of which 33%
were shortwave. In France, 5,322,000 sets were licensed in 1943
and unlicensed sets are estimated at
between 500,000 and 2,000,000.

In Holland, out of 1,473,000 li-
censed sets in 1942, the bulk of
which were shortwave, it is esti-
mated that approximately 100,000
have escaped confiscation. In Nor-
way, which had 245,000 sets li-
censed in 1940 and only 6,500 in
1943, it is believed that well over
10% escaped confiscation. It is re-
ported that only 200,000 sets were
delivered over to the Germans.

With this nucleus of communica-
tion, and with Allied broadcasting
facilities being geared to reach an
increasing number of European
listeners, radio's role in the in-
vasion will assume greater and
greater proportions. And when Ger-
many is occupied it will play an
even larger role in eradicating the
devilism from German minds and
brining peace once more to Europe.
Heard Hubby
LISTENING for the latest war bulletins on D-Day via WBBM-CBS Chicago, Mrs. Alex Hahn in Chicago, heard a record made by Charles Collingwood, CBS correspondent, and Corporal LST boat bound for France in which he interviewed one Sgt. Alex Hahn, her husband.

Film Recordings
(Continued from page 11)
[Broadcasting, March 20]
Undoubtedly with the agreement, a team of one engineer and announcer from each network represent the combined interests of all networks. All recordings and dispatches are pooled. The first recording made on land, the first eyewitness account of a returned accredited Navy correspondent, and the first dispatch filed by a Navy correspondent are being made available to the networks simultaneously and relayed from London.

This arrangement will remain in effect until the Navy announces operations have ended, or until three of the four networks agree to terminate the pool. It is the Navy’s intention to extend this method of war coverage to the Pacific.

Network Representatives
Coordinating the technical operations in London for the sound recordings is Lt. Marvin F. Royston, former Blue and NBC engineer, who went with the Radio Section, Navy Public Relations Office in April, 1943. Lt. James C. Shatuck, previously with CBS, is the assistant public relations officer for radio, also stationed in London. NBC is represented in the Navy pool by David Anderson, announcer, with George Wheeler as alternate, Frederick D. Frutchy as engineer. For CBS, Charles Collingwood and Charles Shaw are announcers, and Fred E. Rider is the engineer. Mutual has Larry Meier, announcer and Edmund E. Franke, engineer. Robert S. Massell is the engineer for Blue, with George Hicks the announcer.

Early in 1943, Lt. Comdr. Charles E. Dillon and Lt. Marvin F. Royston of the Navy’s Radio Section, Office of Public Relations made extensive experiments with disc, wire and film recorders aboard flattops involved in offensive operations against U-Boats in the Atlantic [Broadcasting, Feb. 14]. The film recorder was found to be most satisfactory for shipboard use under combat conditions.

Time Hiatus
TIME, Inc., which had been postponing the date for a summer hiatus for March of Time, pending the start of the invasion, has now decided to go off the air for four weeks June 29. Agency is Young & Rubicam, New York.
Individual Stations Report D-Day

Complete Coverage Was Keynote of No. 1 Assignment

STATIONS large and small throughout the country disrupted their regular schedules and turned virtual handsprings to give invasion news precedence over everything else, once it was learned D-Day was at 9 a.m. Following is a roundup of how individual stations handled problems posed by the breaking of the greatest story since the war, based on reports received as BROADCASTING went to press:

Most WLW Cincinnati executives and commentators were winding up a farewell party for M. F. (Chick) Allison, promotion director who is going into the Navy, when the first German announcement was flashed early in the morning of June 6. Though the party was being held several miles from the WLW newsroom, the entire staff rushed across town to Croley Square, was on the job within 15 minutes after the first flash.

Blue Hussy in Capital

Within minutes after DNB broadcast a bulletin on the Allied landings the Blue Network Washington staff swung into action. William Neel, newsroom chief of WMAL, Blue affiliate, was rounding the Lincoln Memorial on his way home from his office when he heard the bulletin. He returned to the station.

By pre-arrangement the program production and operations, news and special features director were notified to stand by. At 1:15 a.m. all hands were called to work, save those scheduled to take over to relieve the original crew. In the WMAL-Blue newsroom were, besides Mr. Neel, Peter Cousins, Peggy Eck and Cliff Allen, Jack Edmunds, program director, headed the program production and operations staff, on which Gordon Hubbell and Link Diamant served. Bryson Rash, director of special features, was liaison with New York Blue headquarters and coordinated various activities in Washington.

Assigned to the War Dept. Pentagon were Commentator Ray Henning, announcer Ken Evans and an engineer. At the studios were David Wills, Baukhage and Martin Agronsky, commentators. Earl Godwin was told to "catch some sleep" and take over at dawn.

WRC, Washington key, supplied NBC with comment and stories from the Nation's Capital, originating a 4:43 a.m. broadcast from the Pentagon. Directing operations from Washington were Bill McAndrew, director of news and special events, and Carleton D. Smith, general manager of NBC Washington.

Richard Harkness, Morgan Beatty and Holly Wright handled the commentary with Nancy Osgood originating a special interview with the wives of the allied commanders (see photo).

From the Senate Radio Gallery interviews were carried with Senators Hill, Barkley, Clark and White. Throughout the day all commercials were withheld.

Months of preparation for the greatest of all stories culminated for WSB Atlanta when at 3:29 a.m. NBC flashed that an official announcement would come from London at 3:32. WSB had maintained an engineer on all night duty for nearly eight months, so the station was ready when the news broke. The engineer summoned Add Penfield. WSB night news editor, who was studying for his Army placement tests at the time. Mr. Penfield is scheduled for induction the latter part of June. By 6 a.m. WSB had cut a transcription of Gen. Eisenhower's statement, which was rebroadcast along with the rebroadcast of Wright Bryan's eyewitness story of the invasion.

First station to feed an invasion program to the Blue network was WJW Cleveland. From Chagrin Falls, O., a small midwestern community, direct wire brought a church broadcast of prayers for success and protection for the fighting men. Program was prepared in advance and the entire town participated in the broadcast.

In Pittsburgh, WCAE had special invasion car cards in buses and trolley cars by Tuesday evening, announcing the station's invasion news service. WCAE publicity director, Mitchell de Groot, had arranged for advance printing of the cards a month ago through W. Earl Bothwell, adv. agency, and had a release granted by 3:45 a.m. Tuesday for posting the cards.

Alert coverage of D-Day by KLZ Denver reminded Denverites of the invasion even if not tuned to their radios during the early morning hours. Car cards were placed in Denver street cars during the night and phone calls went out to leading civic and business leaders. Also mailed to more than 500 Denver business men were up to date invasion maps, compliments of KLZ.

In Chicago WGN arranged a feature broadcast by Mayor Kelly who recommended a day of prayer. WMAQ interviewed the "man on
Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

Halifax, Nova Scotia
JOE WEED & CO.
350 Madison Avenue, New York Representatives

ROUSED FROM SLEEP these members of WLW Cincinnati gathered in the station’s newsroom to help handle invasion news. Checking news wire in left foreground are Commentator Arthur Reilly and Nancy Langus, newscaster; with seven hours of solid news and background after the flash. War Bond announcements were substituted for all commercials. Entire days operation was recorded by the station and rebroadcast at a later hour. BBC was monitored constantly and shortwave programs were carried via new antennas erected for that purpose.

New York Programs
New York’s independent stations, a number caught by the invasion news just before or after sign-off time, witnessed in the early morning hours to high-speed news transmission, with a tendency to retain a minimum of their straight entertainment for the benefit of a highly keyed up listening audience.

There was little or no evidence of a defeatist attitude, expressed previously that listeners would inevitably tune to the networks, with their vast overseas news facilities. The locals made every effort to give their listeners the equivalent of direct overseas coverage, Leaning heavily on BBC’s North American service, on material supplied by listening posts and radio news desks of affiliated newspapers, on recently acquired commentators with backgrounds in foreign affairs, for special feature talks and interviews.

Stations differed in their handling of commercials, either knocking out all reference to sponsors, retaining commercials or omitting them completely as suited the occasion. One number advocated the policy of introducing the program with a courteous announcement, giving the advertiser’s name, but omitting all production promotion copy. All WQXR accounts, for example, waited selling copy to make way for special credited messages, tying in the invasion with the need for War Bonds, or blood donations. Commercials did not revert to normal until 11 a.m. the following day, while four advertisers volunteered to continue the “courtesyes” for another full day.

WHN reports that it omitted all mention of sponsors for 17 solid hours. WHN reported about 90 percent of the commercial time for D-Day cancelled. WINS “minimized” up until noon, thereafter omitting all mention of sponsors. WOR eliminated or minimized ads. On the whole, sponsors appeared willing to accept “make-good” at late notice, or to ignore completely the lost time, dispensing with the rebate. About 90 percent of WOR’s accounts did not take rebates and were accepting make-up.

The handling of music received special attention from local stations where it is a basic commodity. Stations with length shows of recorded popular music, such as Martin Block’s Make Believe Ballroom, carried on with subdued music, avoiding swing tunes. Ready for WNEW staff members when the news broke, was an “Invasion Kit” designed containing music of a military or liturgical character for broadcast between news periods. WOR’s broad-casting news 75 percent of the time, music for the balance, operated under a “no-jive-no-jazz” policy.

Personal Ideas
Some listeners seemed to expect stations to carry out personal ideas for D-Day celebration. They telephoned by the hundreds, wishing their stations to carry special programming, such as prayer sessions by radio, or announce meetings that would be held through the day. WOR’s special announcer in New York was able to introduce the “no-jive-no-jazz” policy.

Builders of the landing craft which carried the invasion forces into France were interviewed directly from the shipyards by WBBZ-WBZA Boston-Springfield. Special prayers were aired throughout the day by the Westinghouse stations. Telephone reports of the invasion were made to over 500 families in Ohio, Indiana and Kentucky by WCKY Cincinnati. Five KKO theaters received WCKY invasion bulletins directly by wire.

News bulletins, mimeographed and circulated to leading clubs and luncheon meetings, assisted WQA Cleveland in its invasion coverage. The entrance to the Statler Hotel in Cleveland mounted a loud speaker to carry the WQA invasion news to the people on the street. Most commercial programs were cancelled for the day.

WINS Washington, picked up NBC London broadcast of Allied confirmation of invasion operations at 3:31 a.m., ad libbing the flash and beating the news wire services, according to station. First Washington newscast by WINX, piped to WMCA New York was aired at 4:00 a.m. by Dr. Frank Livingston, WIBA commentator in Washington to cover the dissolution trial. During the day WINX also featured exclusive interviews with various Washington leaders. WTOP Washington provided invasion coverage on the House of Representatives with radio representatives by direct wire to the House radio gallery. Lt. Col. Victor Morrison of the French Mission spoke to a CBS audience on the invasion. He is an authority on the invasion area.

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FCC Press Monitoring Service Planned, House Probe Heats

That the FCC, in collaboration with the OWI, planned nearly two years ago to create a press monitoring service that might supplant those maintained by newspapers was inferred last Thursday at hearings before the House Select Committee to Investigate the FCC as Harry S. Barger, Committee chief investigator and assistant general counsel, read excerpts from the minutes of a Commission meeting Sept. 22, 1942.

During examination of Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service, Mr. Barger read a portion of the minutes devoted to FBIS budget estimates in which Dr. Leigh explained a proposed setup to the Commissioners. The FBIS chief was quoted as saying "it is necessary to do this work (monitoring) primarily for the OWI." Under questioning by Commissioner T.A.M. Craven Dr. Leigh said the minutes showed that considerable news in the newspapers about enemy broadcasts was supplied by the OWI from information gathered by the FBIS.

Resume This Week

Dr. Leigh told the Commission, according to the minutes, that the OWI was depending solely on FBIS for service, and added: "OWI is proposing to send this service to New York after it has gone through an editing process. They are looking toward a press service to the American news service. It might lead to the newspapers adopting it as their press service rather than utilize their own." Resumption of hearings tentatively was set by Chairman Lea (D-Cal.) for Monday (June 12). Also attending last week's sessions was Rep. Hart (D-N.J.).

Mr. Barger cited Title 18, Sec. 901, U.S. Code, which prohibits government officials or employees from soliciting aid in connection with appropriations, then asked Dr. Leigh if he had sought for the Senate Appropriations subcommittee, headed by Sen. McKellar (D-Tenn.), letters from the other agencies commanding the FBIS services. Dr. Leigh said he had "telephoned two or three" after Sen. McKellar had told him that obtaining such letters was "a job for us and not the Committee." He denied that he had violated the law, explaining he understood that Sen. McKellar's suggestion was "authority."

Enumerates Changes

Dr. Leigh, returning to the stand Tuesday afternoon, enumerated four specific charges leveled against the FBIS before the Committee as follows: (1) Inadequate legal or administrative authority; (2) improper financial practice; (3) improper personnel management; (4) uselessness as a whole or in part. To each of the first three charges he submitted prepared statements refuting the various allegations, point by point.

To the fourth charge that the FBIS work is useless Dr. Leigh, speaking from notes, declared that for "11 months I have been waiting for subscribers to substantiate these almost murderous charges." He admitted the FBIS was not a "perfect service" and that very few Government agencies wanted all four of its products. He confessed, also, that no doubts some of the FBIS copies went in wastebaskets.

Leigh Sees No Bias

Referring to cross-examination of FBIS witnesses tending to bring out that the analyses are biased, Dr. Leigh said "theoretically there might be a bias. The question is whether our product shows such a bias. Nothing has been produced to prove it."

"Now I come to my painful last statement," said the FBIS chief. "The wastebasket myth did its work before we could put our side into the record. It seemed to us necessary to put the FBIS story into the record before Congress passed our appropriation bill." As a result of a reduction of more than $2,000,000 in the FCC 1945 fiscal year budget, Dr. Leigh said the Kingaville, Tex., monitoring station had been "completely abolished."

He told the Committee Washington service has been greatly curtailed. The wire services will remain intact, but the Daily Report has been "reduced in scope." The Bi-Weekly Review remains but the Weekly Review, which he termed "one of our earliest and most famous documents" has been "eliminated. So have the Eastern, Western, and Southern European Analyses."

Personnel Cut

The appropriations cut means that the processing and duplicating division, which operated on 24-hour basis, now functions 12 hours daily with half the previous staff, he added. When changes are fully carried out under the mandate from Congress, personnel will be reduced by 150, he said.

Under cross-examination Wednesday Dr. Leigh said that while the wartime functions of the FBIS, which he described as a war service, would cease with the end of hostilities, he was of the opinion that the Government should continue a monitoring service of foreign broadcasts for the State Dept. after the war. He testified that FBIS personnel is "the best qualified in the country" for the work done by his department.

The FBIS chief disclosed that the Analysis Division (which had been under attack from the Committee and was the subject of controversy in appropriations hearings) was abolished April 16. He also disclosed that Jacques Downs, former librarian who appeared before the Committee last fall, had "left the FCC" last spring. He denied that Mr. Downs' testimony before the Committee had anything to do with his leaving, but Dr. Leigh added that Mr. Downs had been "released."
Actions of the GENERAL COMMUNICATIONS COMMISSION—JUNE 3 TO JUNE 9 INCLUSIVE

Decisions...

JUNE 6

KIB Idaho Falls, Ida.—Granted voluntary transfer of control from Chas. D. Macauley (withdrew) to W. S. Bunche, K. F. Lamb, and L. A. Heredia, the holders of 250 sh (105%) capital stock for $100,000.

KLCN Butteville, Ark.—Granted voluntary transfer of ownership from Fred D. Griswood to Harold L. Sducky, for $3,815.

KCBY Tucumcari, N. Mex.—Confirmation of granted CP change 780 kc to 1110 kc, hours of operation from simul. D-S-N WBRM, to unlimited, and install DA-N, subject to Jan 28 FCC policy and regulations.

WJAG Norfolk, Va.—Granted CP change 1000 kc to 720 kc.

WBDM Chicago—Granted mod. license change of operation from simul. D-S-N KFAB, to unlimited.

Evangelistic Mission, Adrian, Mich.—Granted extension authority to transmit programs from Pontiac, Mich. to CKLW Windsor, Ont.

JUNE 7

WDRS Barancake, N. Y.—License renewal (June 20).

KSBJ Jamestown, N. D.—Modification of license for 600 kw ERP to WMBH, Participant—WMT Cedar Rapids, Ia.

KOMA Oklahoma City, KGFG Coffeyville, Kan.—Consolidated license for facilities renewal. KOMA CP for facilities renewal to be amended to unlimited on 690 kc with DA-DA. Participant—FMuir.

WFBF Fallon, Mass.—Assignment of license from Duerrigh & Welch Electric Company to Fall River Broadcasting Co. (June 14).

WORD Spartanberg, S. C.—Voluntary assignment of license from Spartanburg Advertising Co. to Piedmont Radio Inc. (Dismissed at request of applicant).

Tentative Calendar...

WNBZ Barrancake, N. Y.—License renewal (June 20).

WORD Spartanberg, S. C.—Voluntary assignment of license from Spartanburg Advertising Co. to Palmetto State Broadcast Co. (Dismissed at request of applicant.)

JUNE 7

WBIW New York—Transfer control from Paul F. Harron, Joseph Lang, Margaret Harron and Harold R. Lang to Iowa Broadcasting Co. CP new FM station, 48,100 kc, 3,000 sq. mi., amended to change type of transmitter.

WCAO Baltimore.—CP moved formerly licensed 1 kw transmitter to be used as a 1 kw auxiliary without DA.

WJAR Providence, R. I.—CP new FM station, 48,500 kc, 1,750 sq. mi., amended to change from CP new FM station to 1 kw, type of transmitter and transmitter site.

WORC Millville, N. J.—Transfer CP new commercial television station.

WFIL Philadelphia.—CP new commercial television station.

WKXO Wilmington, N. C.—CP new FM station, 17,500 kc, 11,470 sq. mi., $130,600 estimated cost.

WJR Detroit.—CP new commercial television station.

WLS Chicago.—CP new FM station, 44,700 kc, 10,624 sq. mi., $180,000 estimated cost.

WJBK Detroit, M. I.—CP new FM station, 45,800 kc, 5,660 sq. mi., $14,500 estimated cost.

WDUL Superior, Wis.—License to cover CP authorizing new FM station.

KLS Norwich, Mass.—CP change W3XLA from experimental high frequency station to temporary class 2 experimental station, change frequency from 4,460 kc to 4,560 kc or any frequency selected by the Commission, change power from 10 kw to 3 kw, install new transmitter and change emission to class B.

Associated Broadcasting Corp., Grand Rapids, Mich.—Authority to transmit programs from Grand Rapids to CKLW Windsor, Ont. (Incomplete).

WAG Warren, Mass.—CP new FM station, 45,500 kc, 7,000 sq. mi., $115,000 estimated cost.

WBIR Cleveland license to cover CP authorizing change 1460 kc to 1220 kc, increase power, make changes in DA and move transmitter.


Idaho Broadcasting Co., Boise, Idaho.—CP new standard station, 1460 kc, 250 w, unlimited.

Birmingham Broadcasting Co., Birmingham, Ala.—CP new FM station, 46,500 kc, 5,065 sq. mi., $41,900 estimated cost.

Associated Broadcasting Corp., Grand Rapids, Mich.—CP new standard station, 1460 kc, 250 w, unlimited.

WGMQ Miami, Fla.—CP new FM station, 46,500 kc, 3,650 sq. mi., $50,000 estimated cost.

WAPI Birmingham, Ala.—CP new FM station, 46,700 kc, 17,800 sq. mi., $78,000 estimated cost.

KGBX Tyler, Tex.—Acquisition control from James G. Ulmer and Mrs. James G. Ulmer through transfer 12 ab common stock from J. G. Kruegerling to James G. Ulmer.

ABC Stands Pat

(Continued from page 58)

vision, empowered the appointment of a committee to collaborate with the Executive Board "to legislate and enact all such laws and measures which they will deem beneficial to the membership of the Federation."

Television, the resolution stated, "is on the eve of being widely commercialized" and "if properly conducted should be of great benefit to the members of the AFM."

The AFM passed a resolution under which all contracts shall include a clause permitting members to engage in other employment in case a strike is called or ban imposed. All reproduction contracts include a provision terminating immediately in case a strike is called or ban imposed against the employer or person for whom music is rendered.

BBC Provides Invasion News for Independents

NON-NETWORK stations depend largely on the BBC for eye-witness accounts of the invasion. Such material as the broadcast of Guy Byn, BBC correspondent who flew to the continent with one of the first waves of para- troopers, parachuting to earth with his walkie-talkie equipment and broadcasting a description of the scenes, enabled U. S. independent stations to compete with the network outlets.

BBC service has been available to non-network stations since the invasion began.

About 200 stations used BBC material last week, the New York office estimated, adding that many of their own shortwave equipment to monitor BBC transmissions and pick up whatever parts they want. Other stations have monitoring done by Press Wireless. BBC also reported the use of its programs by quite a few network affiliates as well as by the non-network stations.

D-Day Audience Up

D-DAY audiences were more that double the normal average, CBE disclosed last Friday, releasing s C. E. Hooper Inc. survey covering a nationwide sample. For 14 hours studied the audience was 82% above that of a normal day. Greatest increase, 138%, was recorded in the 4-6 p.m. period.

KRLD, Dallas, Texas

You have performed perfect at on all-time high in radio news services.

Clyde Rambert

Managing Director
Help Wanted
Washington Advertising Firm needs draftsman and a qualified radio engineer. Must be able to work in a state starting salary desired and drafted classification. Box 309, BROADCASTING.

Situations Wanted—1st you're looking for a good future, here's your opportunity: A Kentucky station 250 watt Mutual affiliate Must be a hunter-winger, a record back of you. References required. Box 389, BROADCASTING.

Wanted—Studio-transmitter engineer. 50 KW Southeastern station. $500.00 for 40 hour week. Freedom to move. Box 310, BROADCASTING.

Continuity Writer, Midwest network station. Give all qualifications in first letter. Box 311, BROADCASTING.

Announcer wanted. General staff work. Experience, audition, complete background, age, draft status and references. Write KHEX, Hannibal, Mo.

First Class Engineer for control room work. $50 per hour week. WENN, Lawrence, Kansas.

Situations Wanted
Production Man—Eleven years experience, preferably New York station or agency. Excellent background, network experience, draft age. New program director of 5000-watt NBC station. Box 326, BROADCASTING.

Announcer—Experienced, 4F, good commercial, ad-lib, Funny Money—Box 366, BROADCASTING.

Manager, network station, age 38, university graduate, newspaper background, wants better paycheck. Prefer mid-west. Box 386, BROADCASTING.

Announcer—Woman. Five years experience as announcer. Box 394, BROADCASTING.

Engineer—First phone. Wants permanent position on West Coast or Rocky Mountain network. Control work preferred. Offers six years experience, reliability, references, age, draft, married. Box 386, BROADCASTING.

Offering, July 1st—Ten years' experience, incoming studios and sales management; successful morning show; personality and public relations; commercially minded program director. Seeking: Permanent commercial manager with experience in sales and advancement opportunities. 4F, age, height. Write Box 389, BROADCASTING.

Chief Engineer: Desire change. Interests in connection Eastern section. Will not consider union station. Ten years' experience in all phases of broadcasting. Special and unusual experience on transmitters and associated equipment. Station size important if position offers definite possibility of advancement both in responsibility and remuneration. Box 342, BROADCASTING.

Production specialist, writer, director, supervisor, twenty years experience, seeks strong advertising agency, or connection. Box 346, BROADCASTING.

Announcer—Experienced, desires change, prefer East. Ad-lib, control room, turn-table, console discharge. Box 388, BROADCASTING.

Thoroughly capable big-time announcer with years of permanent connection metropolitan New York. Year's experience sportscasts, news, commercials. Recently honored for discharge. Army. Finest references. Box 347, BROADCASTING.

Commercial Manager: Station Management. 14 years in radio, all phases, energetic, career type, incomparable, college graduate. Family man—draft exempt—now employed—wants change. Western or Southwestern station preferred but not material. Replies in first letter. Box 348, BROADCASTING.

Announcer—Desires connection with New York station or agency. Eleven years' experience includes writing, acting and broadcasting. Six years in program director, network experience, over draft age. Current today for proof. Box 344, BROADCASTING.
Covering the Invasion From London

British, Americans Work Together Setting Up Machinery

Editor's Note: This story on radio preparations for coverage of the French invasion was seen in London just before the channel-crossing got under way. Sent by radiotelegraph, it carried from London—just hours ahead of the first invasion flash. The author is the chief of NBC's London Bureau, former assistant to J. H. Marks, who was an assistant director of censorship for radio and formerly with the Associated Press in Moscow and at other European capitals.

By STANLEY P. RICHARDSON
Chief, London Bureau, NBC

LONDON—Most elaborate preparations have been made to cover the Second Front. After five weeks' observation the Press Relations Division has plotted operations to tell the world what is happening in parallel in details the plans of operations worked out by the military staff. Press Relations Division of the staff headquarters, AEF, is headed by Brig. Gen. T. J. Davis, USA, British Broadcasting W. A. S. Turner, Air Commodore L. F. Heald, and Col. R. Ernest Dupuy, former commentator of NBC's Army Hour, as deputies. This group organizes the Press Relations office staff who will cover staff headquarters in London, advance command posts, and beginning with D-Day, those which will accompany various units to the European beaches.

Over 400 Accredited

Radio's part in the coverage of these operations will be large, indeed. Of 400 odd correspondents credited to staff headquarters, at least 50 carry credentials from the four major American networks and independent stations. In addition, American radio, through long established exchange agreements with the British Broadcasting Corp. and the Canadian Broadcasting Corp., will have the benefit of the recordings and dispatches produced by reporters attached to those organizations. Beyond our radio sources and those of the foregoing alliances, American broadcasters participate in the overall global pool at staff headquarters which is supplied with the dispatches of correspondents of newspaper agencies in the same way that the Allied and neutral press benefit from radio material. A committee representing the four American networks, under the chairmanship of the writer, worked many months in creating an effective method of joint operations which will be necessary to handle a story of the magnitude of the invasion. At the same time, individual networks, working out their own plans of special coverage of broadcast features, will continue with their independent operations once the global pool is no longer in effect.

The problem of supplying the necessary technical facilities was very great. With the establishment of staff headquarters in the Ministry of Information Building, London, it became necessary to arrange studio set-ups as well as work rooms for the commentators with space to handle dub-ins, recordings, and a multitude of other operations necessary in large scale broadcasting. Through cooperation of the Ministry of Information and the BBC, floor space in the basement, formerly assigned to the United States Army and Navy, was speedily converted into well equipped, even if slightly improvised, broadcast headquarters.

Three studios were built and assigned to the broadcasters, numbered to correspond to the three available Trans-Atlantic circuits; viz: two commercial American Telephone and Telegraph-British Government Post Office circuits and one Army transmitter. Installation of the equipment and the necessary tests were completed in a fortnight.

BBC Facilities

At the same time, facilities provided in Broadcasting House by NBC's American Division will continue to be available to take care of overflow or emergency. NBC contemplates the following types of newscasts in covering the invasion. First, commentators who speak from London, where the first official news will be made available; secondly, broadcasts prepared in London from material dispensed by reporters in the field prior to the establishment of mobile equipment; thirdly, "live" reports supplied by men returned from operations, originating at transmitting points closer to the fighting front than London headquarters; fourthly, recorded material from reporters on sea and in the war areas; fifthly, "live" reports from beachheads, using equipment supplied by the United States Army as well as high powered BBC mobile transmitters.

Together with Gen. Davis, American broadcasters worked out a pooling operation designed to give maximum information to American listeners. During the global pool period the voices of various network reporters will also be available to listeners of other networks. This unusual practice is called forth by the complex nature of the operations and a desire to provide complete coverage for the American public. Furthermore, the hazardous nature of some assignments would make it improper to arrange exclusive scoops to say the least.

Leonard Marks Named Chief of New-Facilities

LEONARD MARKS, senior attorney for the FCC, has been appointed chief of the new-facilities section, broadcast division of the law department, it was announced by the Commission last week. Mr. Marks, who will report to Gen. H. Hvide, assistant general counsel, fills the vacancy created in January when Peter Shuebruk was promoted to assistant to the general counsel, Charles R. Denny Jr. [Broadcasting, January 31].

A graduate of the U. of Pittsburgh Law School, Mr. Marks held a faculty fellowship at the university in 1938 and 1939, and was an assistant professor at the law school from 1939 to 1942. He has been with the FCC since February, 1943.

Good Demand Seen For Radio Devices

Survey Shows Number of Sets Not in Working Condition

ONLY 8 1/4% of the 90% of U. S. households with radios have sets out of order, the second report of the study on consumer requirements of the Office of Civilian Requirements revealed last Saturday. The second report covers miscellaneous household goods, including radio receivers and batteries, whereas the first report was on consumer durable goods.

There are approximately 33,000,000 households with radios, nearly 2,432,000 homes in need of repair since Jan. 1, 1944. Of this 30%, one-third did not bother to have repairs made, one-third did have their set or sets repaired, and one-third could not obtain repair parts or service and failed.

Since Jan. 1, 1944 there have been 2,432,000 households in the market for radio batteries, and 6,551,000 households have been in the market for radio tubes, says the report. Those households in the market today—those who would buy if radios were plentiful—number 2,181,000 for batteries and 6,092,000 for tubes. Of the 2,432,000 households in the market for batteries since Jan. 1, 30% was successful in getting them; of the 6,551,000 in the market for tubes, 39% were successful. To those who were unsuccessful in getting the batteries and tubes they wanted, the OCR posed this question: "How much difference did it mean to you not to get the batteries and/or tubes?" Of these who did not get the batteries they wanted, 49% reported that "real inconvenience" or hardship would result; of those who did not get the tubes they wanted, 41% reported "real inconvenience." The demand for tubes, the OCR found out, appeared to be three for every two households, or 1 1/4 tubes are currently required by each household.

Clausen Joins WCKY

MAJ. WALTER B. CLAUSEN, joining WCKY, Cincinnati, as assistant engineer, will be heard at 6 and 11 p.m. daily for Hudepohl Brewing Co.'s agency is L. F. McCarthy & Co., Cincinnati.

"Those Old Federal Questionnaires From WOOF Really Put Over Our Paper Salavage Drive!"

Drawn for Broadcasting by Sid Mux

"Those Old Federal Questionnaires From WOOF Really Put Over Our Paper Salavage Drive!"

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Mayor John B. Gage of Kansas City, Missouri, says this of radio, "Our most important task today is to establish complete and accurate public understanding of the complex problems of modern civilization. A free, independent and competitive radio industry, stepping up constantly by improved methods and technological advances, its public service features, goes far to meet this challenge. Let the mass of the people really know the truth, and our future under a democratic government is secure."

RADIO SERVES THE CITY

This nation is the patchwork quilt of cities, large and small, like those in the Heart of America. The responsibility of radio to these communities is vital. KMBC, as one component part of America's great broadcasting system, is aware of its obligations to the area it serves. Such alertness is evidenced by the prestige KMBC holds in the Heart of America—prestige for itself and for those associated with it. No little wonder why civic leaders throughout the land echo the words of Mayor Gage—I congratulate the radio industry, including KMBC of Kansas City, on its present accomplishments and the bright promise of the future.
higher than any man-made structure in the southern half of the United States, WKY's new 515-foot antenna is one of the two tallest in America. From this height one can see for a distance of 50 miles farther than many stations can be heard.

In addition to the boost in coverage which this antenna will give WKY when hooked up to its new transmission facilities in the near future, this lofty tower was planned to carry FM and television antennas as soon as equipment is available. Applications for licenses are already on file.

WKY coverage, which is now considerably in excess of that of any other Oklahoma City station, will be materially increased daytime with its new quarter-million dollar installation, and nearly doubled nighttime.

WKY was the best buy for advertisers yesterday, is the best buy today, and will be the best buy tomorrow.