OF THE 1,014,209 letters received by WLS last year 56.3% contained proof of purchase. 571,265 letters with boxtops, wrappers or cash orders... this great proof of purchase mail total... is tangible evidence of RESULTS! That's our story... proof that Mid-West America listens to WLS... listens and BUYS!
DENVER DELIVERS DRUG SALES

DENVER IS 18TH IN DRUG STORE SALES

- Drug stores are busy places in Denver. They're busy places all over Colorado. Last year Denverites spent well over $17,000,000 in drug stores, an average of $50.97 per capita! All Colorado drug stores took in $31,084,000; an average of $29.65 for every man, woman and child. The U. S. average was $21.56. In drug store volume, Denver ranked 18th among U. S. cities in 1943 (Sales Management Survey of Buying Power). Are you giving the Denver Market the importance it merits in your selling program? Denver delivers drug sales! Use KLZ to deliver drug sales to you!
WSIX NOW LEADS IN NASHVILLE
All Day from 8 A.M. to 6 P.M.
ROOFER LISTENING INDEX OCT.'43-APR.'44

Morning Index (8 A.M.-12 Noon)

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H HOUR AT NBC  
All commercial programs canceled for 24 hours of radio's greatest reporting

H. V. KALTENBORN

Expert NBC newscaster, preparing one of his penetrating analyses of bulletins which he broadcast interminently throughout the day.
EYE-WITNESS ACCOUNT
Within a few hours of the first flash NBC was on the air with eye-witness stories. Here, foreign news monitor Croswell Bowen plays a recording of such a report in the early morning.

FEEDING THE MIKE
William F. Brooks (standing), manager of NBC news and special events department, and copy desk editor Robert Brown hustling a portion of the hundreds of thousands of words toward the NBC mike. Fruits of long and careful planning were evidenced by the smooth performance of all departments.

ROBERT ST. JOHN
Checking maps and charts to assure accuracy of teletype news flashes was just one of the hundreds of tasks undertaken by NBC to guard its high standards of news reporting. Here Robert St. John, ace NBC commentator, verifies a war zone location.

STILL AT IT!
Six hours of continuous NBC broadcasting at this point, and the strain is beginning to show in their faces. But on it went. By this time hundreds of congratulating telegrams from affiliated NBC stations throughout the country were arriving in New York.

FILLS A BOOK!
Even the tightly condensed version of the rapid developments in NBC coverage of the invasion story, already in book form, required 86 full pages! Titled "HOUR, 1944," it is an amazing thumbnail record of NBC's successful accomplishment of one of the most stupendous jobs ever faced.

AMERICA'S NO. 1 NETWORK FOR NEWS
Once more NBC justified the public's confidence in its leadership as "The Network Most People Listen to Most."
Today—

When You Think of NEW ORLEANS

...You Think of PENDLETON SHIPYARDS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS CLEAR CHANNEL

When you think of NEW ORLEANS, you think of:

WWL

NEW ORLEANS

50,000 WATTS CLEAR CHANNEL

When You Think of NEW ORLEANS

...You Think of PENDLETON SHIPYARDS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS CLEAR CHANNEL

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

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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JACK ARMSTRONG

Represented nationally by Edw. Petry & Co.

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KFOR
Lincoln
Nebraska
"Nebraska's Capital City Station"
49% of W. Va.'s Total Buying Power

50% of W. Va.'s Total Retail Sales

48% of W. Va.'s Total Radio Homes

That's the story of the 20 West Virginia counties that comprise the daytime primary coverage area of

**WCHS**

**CHARLESTON, W. VA.**

5000 on 580 • CBS

John A. Kennedy  Howard L. Chernoff
President  Managing Editor

Represented by THE BRANHAM CO.
In the field together again, making news history again is America's ace team of war correspondents, Richard D. McMillan and Henry T. Gorrell, of the United Press.

Together before they covered the desperate British defense of Greece and the evacuation it led to.

Together they reported British operations in North Africa.

Together now in France this unique pair of fighting-front reporters is turning in a running story of performance that is more outstanding even than their previous brilliant best.

This is their record, from D-Day on—

**FIRST** dispatch from France filed by any correspondent, written as the assault troops still were battling for the first shallow beachhead.

**FIRST** eyewitness dispatch from Bayeux, the first French town liberated by the Allies.

**FIRST** with the news that the Allies had taken Carentan, strongpoint anchoring the German left wing in Normandy.

**FIRST** dispatch filed direct from France to New York since 1942, sent by a transmitter on the beachhead, with an antenna strung from a truck to a tree.

**FIRST** with news of the fall of Montebourg to the Allied forces fighting upward along the coast toward Cherbourg.

**FIRST** with news of the capture of Pont L'Abbe, bitterly defended by the Germans to protect their railroad communications on the peninsula.

**FIRST** with the news that the Germans had rallied and fought their way back into the streets of Montebourg and Carentan.

**UNITED PRESS**

*The World's Best Coverage of the World's Biggest News*
RICHARD D. McMILLAN, with the British in France; First war correspondent accredited by the British; with the first B. E. F. in France; with Empire forces in Greece; the 8th Army from El Alamein into Italy; in Albania during the Italian invasion.

HENRY T. GORRELL, with the Americans in France; Awarded the U. S. Air Medal for gallantry on bombing raid over Greece; covered Mediterranean naval war, British desert fighting; British campaign in Greece; Allied attack on Italy.
Marines leap to the attack. News cameramen advance with them, recording the action. And, in short hours, those precious pictures taken under fire are telling their thrilling story to American newspaper readers.

Short-wave radio makes possible the transmission of news pictures direct to any part of the world. The blacks, grays and whites of a photograph are broadcast as an audible signal, varying in strength according to the shading of the picture. Thousands of land- and sea-miles away, the electronic facsimile recording tube “hears” the picture and reproduces it, line by line, on sensitized paper.

More and more news pictures of this war are recorded by Sylvania recorder tubes manufactured to one standard—the highest anywhere known. This Sylvania electron tube bears the same marked superiority you have long expected of Sylvania radio tubes. The Sylvania recorder tube is vital to quicker transmission than was formerly possible over news-cluttered commercial radio circuits, and it records clearer pictures that are more faithful to the original.

A reputation for radio tube manufacture, attained by serving you, brought Sylvania important wartime assignments in electronics. The recorder tube is one of many electron tubes other than radio that Sylvania now produces. This wide wartime experience will bring you ever finer radio tubes and cathode ray tubes to help you develop your postwar opportunities in the radio and television field.

Quality that serves the war shall serve the peace

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO DIVISION
EMPORIUM, PENNSYLVANIA

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS
Television's engineers are doing a superb job in steadily bettering their miraculous invention. But television's biggest problem today is not one of engineering. It's one of intelligent programming. It is at this point — or rather just ahead of this point — that RKO, the showmanship company in motion pictures, enters the television arena.

No telecasting company, no single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation. The same facilities make it possible for RKO Television Corporation to offer not only filmed television programs but live-talent package productions as well.

RKO Television Corporation will welcome inquiries from advertisers, advertising agencies and all those commercially interested in television, as to how we may be of specific service at this time.

RKO TELEVISION CORPORATION
EXECUTIVE OFFICES - RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.
"THEY'RE A SCREAM—
WONDER WHO THEY ARE?"

Sure, it’s fine and dandy to know that your radio show is laying the listening audience “in the aisles” — but what about your Hooper Sponsor-I dentification Rating?

We’ve got some mighty interesting charts which show how Sponsor Identification zooms when Sonovox is added to commercials. In one well-known network program it jumped from 54 to the present figure of 66. In another it jumped from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox gives recognizable “character” to commercials. It identifies your product as no human voice possibly can. It does the same thing for your radio advertisements that a really distinctive trademark does for your magazine or newspaper stuff. And for a fractional increase in cost.

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

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
FREE & PETERS, INC., Exclusive National Representatives
NWLB Order Leaves Disc Case in Fog

AFM Defies Rule; Recorders Study Next Move

By JACK LEVY

ONE OF THE MOST complex cases to come before the National War Labor Board—the recording and transcription controversy—was “settled” last week by an equally complex decision which brought unfavorable reactions from both parties and appeared to leave the dispute still some distance from solution.

On the one hand the Board ruled that the ban imposed by the musicians since August 1942 against the RCA and CBS recording and NBC transcription subsidiaries be “promptly” withdrawn; on the other hand, in effect, ratified the existing “employment fund” contracts under which part of the industry now operates but ordered the network companies to make escrow payments to “a fund”, with arbitration as the final step in determining a method of distribution.

Petrillo Defiant

In conformity with a resolution passed by the recent AFM convention in Chicago, James C. Petrillo, president, promptly announced that his union would not return to work for the network subsidiaries except under the “Four Employers” contracts now in force with Decca-World and the independent transcription companies.

Attorneys for the networks, after a four-hour conference, decided to withhold comment on the decision in the hope the Board’s formal opinion on the case, expected this week, will clarify some of the questions arising out of the order.

Apprised of Mr. Petrillo’s declaration of defiance of the order, the Board withheld comment pending further developments. It indicated it would await word from the network subsidiaries before deciding its course of action.

Under established procedure, the Board would summon Mr. Petrillo to a show-cause hearing to explain his refusal to comply. There is also the possibility of a petition for review by either side before show-cause action is instituted.

Should Mr. Petrillo persist in his refusal to comply, the only course then left open to the Board would be to refer the case to President Roosevelt, a possibility evidenced foreseen by the AFM president when he testified before a Senate subcommittee in January 1943 that he would not order his musicians to resume recording unless such a request were made by the President.

The Board’s order received a generally cool reception in broadcasting circles, with some quarters expressing the conviction that a clear-cut decision, one way or another, was called for. Some satisfaction was derived from that part of the order which directed that negotiations be carried on to mine to whom and for what purposes escrow payments should be made, many radio people being of the opinion that those who make the records should receive the payments.

The general feeling was that the Board evaded the issue in directing that the method of distribution of payments be determined by arbitration and that in choosing this course it took the easiest way out.

Mr. Petrillo told Broadcasting last Friday that he has sent telegrams directing AFM musicians not to return to work because the Board’s decision does not apply in this case because the musicians were on strike against the companies 12 months before the Act was made law; (2) the union has signed 86 contracts with transcription and recording companies which it will lose if its members return to work, without contracts, for Columbia and RCA.

“Further, the next step,” Mr. Petrillo said, “is up to the WLB. It has no power to force us to go back to work for these companies.”

“We’ve always maintained,” he continued, “we’re not in a war industry and the dispute has been going on since before the enactment of the Smith-Connolly Act. The AFL, at its convention in 1942, especially endorsed our fight against canned music and held that it did not violate the no-strike pledge.

“We’re not going back because last week [June 5-10] the convention of the AFM, attended by 780 delegates, unanimously adopted a resolution ruling that no musician will have to go back to work except under the contract made by Decca Records and other transcription concerns.”

Seven-Point Program

Public and industry members of the Board voted for a 7-point program to settle the case, with labor members dissenting.

The program follows:

1. The so-called “Four-Employer” contracts do not require Board approval.
2. The union is ordered to lift its ban on the making of records or transcription.
3. The parties are given 15 days in which to bargain for the amount of payments to a fund to be held in escrow pending final settlement. If no agreement is reached on the amount, the parties are to report back to the Board as to their respective proposals.
4. The Board then will fix the amount of escrow payments and order payment to begin.
5. The parties to have 30 days to bargain on the method of distribution (by whom, to whom, for what purpose and for how long).
6. If they fail to agree, the parties will have 10 days to bargain on the composition of an arbitration board and the specific points on which the arbitration board may rule. If there is no agreement the parties will report back to the Board on their respective positions.
7. The Board then will appoint a board of arbitration and outline the specific points to be settled by the arbitrators.

In a statement accompanying its order, the Board explained that payments to the “employment fund” under the existing contracts do not involve a wage increase and hence do not require approval under the wage stabilization program.

As to the companies which have the signed contracts with AFM, the Board ordered negotiation “on

(Continued on Page 60)
Networks to Carry Two Programs Daily

By BILL BAILEY

RADIO’S greatest domestic spot news coverage job will be undertaken next Monday (June 26) when more than 500 radio and television stations will cover the Republican National Convention in Chicago for seven networks and 55 individual stations. For the first time in broadcasting history radio will augment on a mass basis its regular news wire services and network programs with on-the-spot handling from both the Republican and Democratic National Conventions [Broadcasting, March 6].

Final plans for the Republican convention were approved last Monday at a meeting in Washington of GOP National Committee officials and the Radio Correspondents Assn., Executive Committee with Harrison E. Spangler, CBS’ national board chairman. The four major networks agreed to pool facilities and broadcast official proceedings at the same time, following the lead set in 1943 in covering the invasion of Europe.

Seating Limited

Although the invasion gave radio its biggest news story to date, handling of which drew wide commendation [Broadcasting, June 12], never in its history has the broadcasting profession taken up on itself such a broad spot coverage job as that mapped out for the two major political conventions. In virtually every instance, stations sending news representatives are planning for special coverage with local flavor, not contained in the general news from the conventions.

As Broadcasting went to press, more than 250 persons had been accredited as correspondents, special events personnel, commentators and technicians, according to Wells (Ted) Church, GOP National Committee radio director. He estimated that another 25 or more would be accredited before Chairman Spangler raps the gavel to officially open the 1944 convention next Monday.

Networks covering the convention include: Blue, CBS, Mutual, NBC, West Virginia, Yankee and British Broadcasting Corp. Radio news services accredited to the radio gallery will be: Ask Washington, Press Assn. (AP radio wire), Transradio-Press, Washington News Bureau, Yankee News Bureau.

Because of space limitations, only 120 seats have been assigned to the radio gallery, which will be under the supervision of D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Radio personnel not seated will be given credentials enabling them to news privileges and range of Chicago Stadium, scene of the convention.

Opening day’s proceedings will go on the air over the four major networks at 12:30 p.m. (EWT) June 26. A second broadcast is scheduled for 10 p.m. (EWT) June 26, the first combined program from the convention is scheduled tentatively for 1 p.m. and the second at 10 p.m., EWT. All the time when men and women of the radio plan pre-convention broadcasts.

CORRESPONDENTS AT CONVENTION

FOLLOWING is the list of personnel accredited by the Republican National Committee and the Radio Correspondents Assn. to the Republican National Convention: Reporters, commentators, technicians and special events handlers. (Those in brackets have been assigned seats in the Radio News Gallery). Others will have radio credentials enabling them to news privileges and the range of the stadium.


Mutual has set up an hour’s broadcast, beginning at 9 p.m. Sunday, June 24, and featuring adip- sive sights and sound history, radio news and of the convention. WNET, NBC will expand its television coverage. WNET, NBC television station, on opening night will carry an hour’s program featuring a historic film of Chicago and scenes from the home towns of the leading Republican candidates. NBC has granted permission to WRGB, General Electric Station at Schenectady, N. Y., and WPTZ Philadelphia, Philco Radio & Television, to broadcast the finest radio film scenes. Each station will pick up the video signals direct from WNET, using relay links to form a three-station network.

NBC also has arranged to film Gov. Earl Warren of California in an advance delivery of his keynote message and to time presentation on WNET with the actual address. Network officials estimate that with proper flying conditions, NBC will have on the air films of the opening of the convention 10 or 12 hours before the delegates are called to order. Telecasting will continue daily throughout the convention.

Wartime conditions and manpower shortages have cut deeply into radio’s news coverage plans, resulting in several presidents and other top executives taking on new assignments. Staffs of the four major networks will be headed by their respective chief executives, while many individual stations will roll up their sleeves and go to work, providing special coverage for their own outlets.

Heading the NBC news delegation will be Nile Trammell, president; Frank E. Mullen, executive vice-president and general manager; Earl MacFarlane, Washington director, and H. Leslie Atlass, Chicago vice-president. Paul White, director of public affairs and news broadcasts, will supervise the large staff of news and special events personnel, assisted by William J. Slocum, Jr., director of special events.

Station Executives

For the Blue Network, Edward J. Noble, chairman of the board, will be present along with Mark Woods, president; Edgar Kobak, executive vice-president; E. E. Atlass, central division vice-president, and Kenneth Berkeley, Washington director and general manager of WMAL. G. W. Johnstone, director of news and special features, will have active charge of news and special events personnel.

W. E. MacFarlane, chairman of the executive committee, and Miller McConnell, president, will head...
Modernizing the Communications Law

SENATOR Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee and the co-author of the White-Wheeler Bill has stated, after meetings with members of the Radio Broadcasting Industry, that the Bill is now “dead.” I have respect for the intelligence and integrity of Senator Wheeler and Senator White. I also believe that Chairman Fly and the members of the FCC, with the same integrity, have fully in mind the changing conditions in communications both domestic and international. Not a Utility

Broadcasting has made great progress in its short life in servicing the public and will continue to make revolutionary progress in the new phases of radio broadcasting which will include television, frequency modulation, and facsimile. In contrast to the common carriers in the communications and transportation fields, broadcasting is not a public utility in the sense that its rates should be regulated, business practices supervised, and rules laid down for the conduct of its service.

As long as the people receive an excellent broadcasting service, whether in entertainment, public events, religion and the educational-political field—the public is not interested in what the sponsor pays to a local station or to a network for time and talent. This fact has been recognized by our statesmen. It is not surprising to me to have

Basic Defects Require Legislation; Accord by All Parties Needed

By M. H. AYLESWORTH*

*Chairman of the Colorado Public Utilities Commission in 1914; executive vice-president of Utah Power & Light Co. in 1912, managing director of National Electric Light Assn., 1920; president of NBC 1925-1928; President and Chairman of Radio-Keith-Orpheum 1925 to 1927; member of the Managing Board of Scripps-Howard Newspapers 1927; publisher of New York World-Telegram 1929; Advisory Counsel, RCA Hldg., Rockefeller Center, New York.

WHEN THE original Radio Act was written in 1927, the biggest name in network radio was Merlin Hall Aylesworth, president of NBC—the first of the nationwide networks. The radio provisions of the existing radio law are practically the same as those in the original act. Efforts to rewrite that antiquated act at this session have proved futile. The writer suggests in broad outline the kind of law he believes should be and can be written, mindful of impending post-war radio developments. An attorney, he has served in executive capacities in all three communications media—radio, newsmagazines, and newspapers—probably the only man with that broad experience.

Senator Egan and the managing board of Scripps-Orcheum have been get made available to the public in various forms. The manager of a broadcasting stations control the sponsor and the commentator, just as the newspaper editor has control of what appears in the paper. It should be a comparatively simple matter for the broadcasters to provide intelligent and fair rules for commentators which give the right of freedom of expression and at the same time correct the personal attack method. It must be remembered that the rules work both ways; that is, to the commentator and to the public.

There must be honesty in advertising in radio, newspapers, and magazines. The Federal Trade Commission has the authority and has demonstrated its courage in dealing with this all-important subject. There does not seem to me to be any reason for additional legislation covering advertising on the radio. If there are dangers of monopoly—and human beings with the best intentions are apt to err even though in complete honesty and to his critics, the public—then the public must be protected.

No one disagrees with this principle but there is much disagreement as to how the “stop light” should be controlled.

Religion and education as well as public events have been carefully encouraged and protected by the broadcasters. The provisions of the law guarantee equal rights for candidates for office. Certainly the facilities of the broadcasting industry have been made available in generous quantity to public officials in order that they may have the right to speak for the opposition. This is true of municipal, state and federal issues.

Proposals to Change Act

Before the Senate Committee held hearings, I felt that the views of a mere bystander, who has had no active association with the industry for more than seven years, might appear presumptuous. Since then every one who wanted to do so has had a chance to appear before the Committee.

It may be that some useful purpose can now be served by constructive criticism of the 1934 Act and the several proposals to amend it.

It is apparent that in the ten years since the Act of 1934 became law, great changes have taken place and are still taking place in the communications industry. Western Union and Postal Telegraph, once competitors in the domestic telegraph business, have been merged. A merger of the companies operating in the foreign

(Continued on page 54)

PROGRAM FOR RADIO LEGISLATION

1. Complete separation of licensing and regulatory activities.
2. Congress to decide what portion of the spectrum each service shall have.
3. Congress to specify an allocation structure for all broadcasting stations.
4. Licenses to be granted by a single Administrator where there is no conflict of interest; conflicts to be adjudicated by a special radio court.
5. Common carrier regulation to be handled by a new agency.
6. Regulation of business practices in broadcasting to be handled by the Federal Trade Commission.
7. Program controls to be imposed directly by Congress and enforced through local court action.

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Back to Normal Operations; Invasion Coverage Widened

Extra Broadcasts, Special Rounds Given By Nets; Cue Channels

BY LAST week the networks had returned to normal operation, with only a few additional news programs. Among the most notable was the broadcast left as relics of the complete D-Day turnover of their facilities to invasion coverage.

All-night operation of the networks has returned, although only a few additional network channels are still being monitored around the clock and everything is ready to return to 24-hour service should events require it. Programs are still being interrupted for late news bulletins, but such interruptions are now the exception rather than the rule.

Invasion Roundups

CBS since June 9 has broadcast an extra news period at 5:30 p.m. daily devoted to the invasion. Reading the communiques which are issued at that time followed by an analysis by Maj. George Fielding Elliot. CBS also airs all-correspondent half-day half-hour Roundup of Invasion News broadcast at 7 p.m. The Blue has replaced Alma Kitchell's program at noon with a daily half-hour news period which will continue until July 3 when a new commercial series will take that spot.

Pooled broadcasts from overseas, almost without exception, all networks, have been practically eliminated, except for broadcasts from the lone radio correspondent stationed at Supreme Headquarters Allied Expeditionary Forces and from the correspondent-engineer teams with the Allied fleet. First broadcasts of returned correspondents from key points are also pooled, but these are naturally getting scarcer as time goes on.

NBC, in cooperation with Rockefeller Center's New York Times, is making several of its sustaining news programs available to Center visitors via loudspeakers installed in the lower plaza. Quarter-hour news periods are fed to these speakers at 8:45 a.m. except Sunday and at 1:45 p.m. and 6 p.m., Monday through Friday.

Spotty Reception

To Bill Downs, CBS correspondent, went the distinction of making the first broadcast from "somewhere in Normandie" to be heard instantaneously in the United States. In his broadcast, which was pooled to all networks, 6:30-30 to 6:35:50 p.m., EWT, June 14, Downs said that a 30-minute trip in a jeep would take him to where Allied forces were fighting, but that military security would not permit a more definite statement of his location. The broadcast was made from an Army Signal Corps facilities, with again no more exact description permitted for the same reason.

Page 16 • June 19, 1944

INTERVIEW DANGER STRESSED BY PRICE CAUTIONING broadcasters and editors that "Berlin is not yet occupied," and "there is still a fighting job to be done," Director of Censorship Bryon Price on June 13 issued a memorandum asking radio stations in their present roundups, to broadcast the Censorship's special request of Jan. 19 (BROADCASTING, Jan. 24) concerning the handling of enemy news, for granting interviews with servicemen who will return shortly from the invasion fronts.

Mr. Price urged that broadcasters comply with the voluntary code and asked that "such interviews thereby aired, are to be made with either the Office of Censorship or an appropriate Army or Navy public relations officer." He also requested that "if there is a story which is too important to be covered, that we should be free to return to the subject later.

Text of Mr. Price's June 13 memorandum to editors and broadcasters follows:

"Berlin is not yet occupied, there is still a fighting job to be done. Information about our plans is in the air. Please review the Special Request of Jan. 19 concerning the invasion and, incidentally, the amount of time and space of future operations, but also information about Allied or enemy secret weapons, equipment and command defense measures, numerous concerning military operations.

Personnel shortly will be returning from the invasion area. President Roosevelt is in the United Kingdom, with stories of what he has seen and experienced. The voluntary code for press and broadcasters request that such interviews be cleared prior to release with either the Office of Censorship or an appropriate Army or Navy public relations officer. Clearances will be more important than ever if we are to guard against the sad situations of enemy with bits and pieces of valuable information.

Radio Listening for Week of Invasion Well Above Normal, Surveys Indicate

Radio listening for invasion week was well above normal, a special survey made in New York, Philadelphia, Chicago and Los Angeles for CBS by C. E. Novik, Inc. According to these figures, data and projections on listening made in May 1944 and June 1945 to obtain a "normal" figure, this survey showed that on Tuesday (D-Day) sets-in-use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

Day-by-day breakdown for morning, afternoon and evening listening, was tabulated as follows: each figure being the percentage above normal listening for the period:

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>75%</td>
<td>90%</td>
<td>60%</td>
<td>70%</td>
<td>80%</td>
<td>75%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>70%</td>
<td>85%</td>
<td>65%</td>
<td>75%</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>Evening</td>
<td>60%</td>
<td>70%</td>
<td>50%</td>
<td>60%</td>
<td>70%</td>
<td>60%</td>
</tr>
</tbody>
</table>

President Roosevelt's Fall of Rome talk on the evening of June 5, invasion eve, earned a Hooper rating of 45.2 and a CAB rating of 37.8. The former was based on calls made in the 32 cities in which all four networks have outlets, the latter in the 31-city sample recently adopted by the C.B.B. In the New York area, a Pulse of New York survey, conducted through personal interviews and not limited as the others are to telephone homes, gave the President a rating of 53.7.

Hooper in a comparable tabulation of sets-in-use 6:10-9:30 p.m. Dec. 7, Pearl Harbor day, shows the average rating to be substantially higher than the above. Day 7, Pearl Harbor sets-in-use is 47.1 as compared to 38.4 for the average of the same period.

Comparative tabulation follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Pearl Harbor</th>
<th>D-Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/5 P. M.</td>
<td>45.8</td>
<td>47.1</td>
</tr>
<tr>
<td>7:45 P. M.</td>
<td>46.4</td>
<td>47.8</td>
</tr>
<tr>
<td>9:30 P. M.</td>
<td>45.4</td>
<td>47.8</td>
</tr>
<tr>
<td>10:30 P. M.</td>
<td>46.0</td>
<td>48.1</td>
</tr>
<tr>
<td>Average</td>
<td>46.8</td>
<td>47.8</td>
</tr>
</tbody>
</table>

Dec. 7, Pearl Harbor sets-in-use is 47.1 as compared to 38.4 for the average of the same period.

B-29 Raid Widens Pool to Far East

WOR Airs Recording Made In Advance by Driscoll

NETWORK pooling plan, now extended to the China-Burma-India Theatre, had its first opportunity to prove itself in action with the American B-29 bomber raid on the Japanese mainland last Thursday. Roy Porter, NBC correspondent, accompanied the mission as representative of all networks.

In a broadcast direct from XGOY Chungking at 8:01 a.m. Friday, a recorded broadcast was carried by CBS. At 8:45 a.m. he went on the air again with an eyewitness account broadcast on NBC, CBS and some Blue stations.

Blue, CBS and NBC flashed the announcement from Washington within a few seconds: Blue at 1:39:28 p.m.; CBS at 1:39:37 p.m.; NBC at 1:39:40 p.m. Mutual affiliates broke in locally, as the network was broadcasting a sustaining orchestra and had no way to clear the chain.

All four networks carried a communiqué read from Adm. Nimitz's headquarters and broadcast direct from Honolulu at 4 p.m. Following that, CBS broadcast a pick-up from Washington by James Stewart, CBS commentator recently returned from Chungking.

Less than an hour-and-a-half after the War Dept. announcement of the bombing, WOR New York put a recording on the air that had been made about a month ago by Dave Driscoll, representing WOR and Mutual, as he toured a Boeing Aircraft plant. Mr. Driscoll was allowed to go inside the new B-29 and record his observations and interviews with crew members, on condition that the disc would be put away and not be used until the proper time. "WOR carried it at 9:15 a.m.

On the Yanks in the Orient program on Blue at 11:15 Sunday night, another "held in readiness" transmission was broadcast. This was a recording made at an air base in western China telling the story of how Chinese laborers have built and are still building air-drones for the new 20th Air Force.

BACK IN THE U. S. after six weeks at the battle fronts, the S. Vadeboncoeur, WSYR Syracuse news analyst and commentator (left) is greeted by A. B. Merrill, president of the First Trust & Deposit Co., Syracuse, on the occasion of his return to the Syracuse area. Mr. Vadeboncoeur interviewed Gen. Douglas MacArthur.
REPORT NO. 1

ON STATION WHO’S HOOPER RATINGS

IF anyone should ask you what station has the largest audience in Des Moines, you’d of course say “WHO”. But what about comparative station-preferences in the “Outside Zone”—in cities 30 to 115 airline miles from Des Moines, many of which have their own local stations? We wondered about that, too. So we asked Hooper to make surveys in Des Moines and the eight cities shown above. The startling result: Discovery that WHO's Hooperatings in these eight Outside Zone cities are spectacularly higher than even in Des Moines itself!

The figures are more convincing than words. Here are two samples:

12 Noon to 1 PM—Monday thru Friday—Station Time—including 15 minutes Farm Markets on WHO. Surveyed among urban listeners only in nine cities.

<table>
<thead>
<tr>
<th>City Zone</th>
<th>Rating Share of Aud. WHO</th>
<th>Rating Share of Aud. STATION B</th>
<th>Rating Share of Aud. STATION C</th>
<th>Rating Share of Aud. OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Zone</td>
<td>22.5</td>
<td>59.8</td>
<td>ALL CBS</td>
<td>BLUE &amp; MUTUAL</td>
</tr>
<tr>
<td></td>
<td>7.2</td>
<td>19.0</td>
<td>4.0</td>
<td>10.6</td>
</tr>
</tbody>
</table>

6 PM to 7 PM—Sunday thru Saturday—Station Time—for sale if and when available.

<table>
<thead>
<tr>
<th>City Zone</th>
<th>Rating Share of Aud. WHO</th>
<th>Rating Share of Aud. STATION B</th>
<th>Rating Share of Aud. STATION C</th>
<th>Rating Share of Aud. OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Zone</td>
<td>27.0</td>
<td>69.2</td>
<td>ALL CBS</td>
<td>BLUE &amp; MUTUAL</td>
</tr>
<tr>
<td></td>
<td>7.1</td>
<td>18.1</td>
<td>3.8</td>
<td>9.7</td>
</tr>
</tbody>
</table>

Note: Samples of “Station Time” are given above because Station Time only is available to spot buyers. Get complete Report for Network Time periods.

WHO is NBC. Ratings for other NBC stations in Outside Zone are: Noon Hour—rating 0.1, share of audience 0.2; for 6 PM to 7 PM—no listeners found.

Whether you are using a local program or network in the Des Moines area, you should see a complete copy of this eye-opening Hooper report. It shows why you need WHO to get adequate coverage, regardless of what other stations or networks you use.

Ask Free & Peters, or any member of our staff, to bring a copy to your office. Ten minutes’ study will open up some new facts that you will find indispensable in your future time-buying.

WHO

+ for IOWA PLUS +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC . . . National Representatives
Radio All Out for Fifth Loan Campaign

New York Information Service Set Up By Treasury

AS THE FIFTH War Loan Drive for $16,000,000,000 swings into its second week, special radio promotion in behalf of the campaign continues to increase, according to many reports received by the Treasury and Broadcasting from stations all over the nation. To aid broadcasters, agencies and sponsors in the preparation of special Fifth Loan promotion activities—including new tie-ins with the invasion effort, Robert J. Smith, chief of the radio section of the Treasury War Finance Division, has announced establishment of a Radio Information Service at the New York office of WFD, 750 Fifth Ave.

The service is under the direction of Julian Street, Jr., WFD consultant, and Mort Milman, with WFD for the four previous War Loan drives. Mr. Milman is supervising production and obtaining national figures for one-minute Fifth Loan announcement of a special "Minute Men" feature available to stations and networks.

Net Promotion

More than 850 stations have requested the Treasury's Four for the Fifth series of half-hour dramatic programs featuring name Hollywood talent and written by Arch Oboler and William N. Robson. Original music for the series has been composed by Gordon Jenkins. The first program, Surrrender, written by Mr. Oboler, features Franchot Tone and Hans Conried. The second, High Command, stars Paul Langton anditch von Stoelzhen. It was written by Mr. Robson. Title for the third program, by Mr. Oboler, has been changed to The Lighter. Fred MacMurray continues to star. Mr. Robson, author of the last program, E-Day, featuring Frederic March.

Four for the Fifth promotion kit has been distributed to stations by the Treasury. It includes newspaper mats of stars appearing on the series in addition to feature stories and other publicity items and ideas.

Kick-off program for the Fifth War Loan on June 12 was carried by all four networks and originated through the facilities of KCMC, Texarkana, La. Written and produced by Orson Wells, the program featured an appeal by President Roosevelt and a talk by Secretary of the Treasury, Mr. Douglas.

On June 13 NBC devoted 21 consecutive hours to the Fifth Loan, during which the network presented special features and pickups from all four networks. In addition to NBC name talent, famous fighting men, Government officials, religious leaders and others,

An hour-long "all star" program from Hollywood climaxed the NBC Bond Day. Arturo Toscanini is taking time off from his vacation to conduct the NBC Symphony Orchestra in two Fifth Loan concerts on the vacation to conduct the NBC Symphony Orchestra in two Fifth Loan concerts on the General Motors Symphony of the Air over the network June 25 and July 2. Featured guest speakers have not yet been chosen.

Historical Series

Salute to the nation's volunteer Bond salesmen was the theme of Beyond the Call, CBS Fifth Loan feature presented Friday night in cooperation with the American Hotel Association. The network also carried a broadcast June 14 with Secretary Morgenthau and Actor Frederic March participating in a show called Who the Money Comes From and How It's Spent. Mrs. Dwight D. Eisenhower, wife of the Commander of Allied Forces, purchased the first War Bond from Bob Hawk, when the quaker took members of his program, Thanks to the Yanks, to Washington, D. C. on June 14. A special show was put on from the Air Force exhibit, "Shot From the Sky," now being shown on the Washington Monument Grounds in the Nation's Capital.

Bond Day for Mutual, June 17, included special "round-the-clock" features with CBS personalities making hourly appeals and participating in various programs throughout the day and evening, in addition to broadcasts from military and war production centers throughout the country. First of a new series of Dave Elman's Victory Auction took the air June 17. Another CBS feature was an hour musical history of racial and religious tolerance, Down to Posterity, which served as the Fifth War Loan theme for the MBS Chicago Theatre of the Air Symphony Hour. Feature of the Blue Network Bond Day, June 24, will be a half-hour Bond-A-Way program presented in collaboration with the Treasury and Hearst newspapers. Blue war correspondents from abroad are to be cut in for special reports as well as national features from Hollywood and New York.

Blue's musical director, Paul Whiteman, has been requested by Treasurers-General H. B. Miller as conductor of the special War Bond Caravan which includes Hollywood and radio name talent.

A series of 15 half-hour programs starring Sidney Blackmer and titled The Awakening of Sleepy Sam is being presented by the Blue, outlining the 20 years preceding Pearl Harbor. A similar five-minute series of special programs highlights famous incidents in American history. Faged from the statutes of well-known historical figures, Blue in addition is featuring a series of four quarter-hour programs in which past personalities "come to life" to express their views on present day events.

Representatives of labor and management from local industries are heard on WPAT's Arthur, N. J. in a series of daily programs designed to show how unity and ingenuity have caused War Bond sales to soar in their respective companies. WBNX New York, foreign language station, saluted the Fifth War Loan Drive June 12 with programs dedicated to the cause in 12 different languages. Station recruited young woman from the various foreign language groups to take telephone orders.

Personnel of WLW - WSAI WLWO Cincinnati, Crosley station are campaigning in a national War Bond campaign with personnel of the other divisions of the Crosley Corp. Winning division will choose a queen for the Crosley Outlook in mid-July.

WWDC Washington is presenting a Good Neighbor program Monday through Friday in connection with the Fifth Loan, featuring appeals in native tongues by representatives of various foreign countries.

WCKY Cincinnati sponsored a special two-hour Bond rally from Music Hall, Cincinnati, on June 6 in cooperation with the Hamilton County War Finance Committee and featuring radio and movie personalities. Half-hour Let Freedom Ring program was broadcast.

WTHT Los Angeles, started "over-the-counter" Bond sales on D-Day, time picked by the Connecticut War Finance committee to start the Fifth Loan in that area. Important "real" editorial features were recorded by the station for evening rebroadcast. Total of $30,200 in Bonds was sold June 6 by WTHT.

An All Service Review opened the Fifth Loan June 13-14 in the WTAG Worcester, Mass. area and was sponsored by the station. A series of features containing famous names now in the service.

Presented by the Treasury, in cooperation with The Chicago Tribune and participating manufacturers, the program was broadcast over WGN Chicago. Music for the program was provided by the Navy Pier Band.

Kate Smith, on her last broadcast of the season in the Friday show, June 6, on WINS CBS, New York, June 6, received a check for $1,000,000 for the purchase of War Bonds from Clarence Francis, president of General Foods Corp., her sponsor.

The Quiz Kids raised $5,744,000 in War Bonds when they broadcast on the Blue from New Orleans on June 11. Bonds were also to serve as admission to last Sunday's broadcast from Ellis auditorium in Memphis. Sponsor is Miles Labs.

Arthur Edwards sold $5,700,130--in War Bonds for admission to the June 10 broadcast of his Truth or Consequences on NBC originating from St. Louis, having rounded up $2,504,000 from the previous week's stand in Philadelphia. His program is scheduled for Fifth Loan performances in Cleveland-June 7, Boston-June 24, Raleigh-July 1.
MacFarlane was at Dieppe . . .

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe. He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came. . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

This world-travelled Scotchman, who for 20 years has been where news was in the making, broadcasts exclusively now for radio station W-I-T-H.

Programming like this has made W-I-T-H the station that’s listened to in Baltimore. Helps it produce greatest results at lowest cost.
CIO-AFL Urge Both Parties To Put Congress On the Air

Unions Submit Identical Resolutions Calling For Broadcasts of Important Debates

NATIONWIDE broadcasts of Congressional proceedings and requests that the two major political parties include such a plank in their respective platforms are urged in resolutions also disclosed last week on Capitol Hill.

Labor unions throughout the country, both AFL and CIO, are passing identical resolutions which "propose and urge upon Congress enactment of the necessary measures to establish a nationwide broadcast of its proceedings". The resolutions also are being sent to both Democratic and Republican National Committees, although officials of both expressed doubts last week whether the broadcast of Congressional proceedings would be given more than a passing interest when the two Committees meet to nominate Presidential candidates.

"Could Lease Time"

Reported to have had its inception in Seattle, the campaign to bring about legislation requiring the broadcast of "important debates" in Congress has spread from coast to coast. To date 25 labor unions have adopted the resolution, a check of the Senate Rules Committee revealed.

Declaring that "Congress could lease time from one or more networks, several important and powerful stations, or broadcast by shortwave all important debates except matters as might jeopardize national security during war", the resolutions have been referred in both Houses to the respective Rules Committees. Sen. Harry F. Byrd (D-Va.) heads the Upper Chamber Rules Committee while Rep. Adolph J. Sabath (D-III.) is chairman of the House Rules group.

Attaches of the Senate Committee said that the resolutions would be "considered" at the next Committee meeting, although at the moment no session is scheduled. Whether the resolutions will be given more than "consideration" was a moot question.

From time to time since April some Senators have presented the resolutions as petitions, although most of them were directed to Vice-President Wallace and Speaker Rayburn (D-Tex.), and had been referred to the respective Rules Committees. Only one such resolution is on file at the House Rules Committee, according to Humphrey S. Shaw, clerk. Several of the resolutions, adopted by West Coast unions, bore the notation: "Sponsored by the Building Service Employees International Union & Local No. 6, Seattle, Wash."

Following are the organizations which thus far have passed the resolution now on file with the Senate Rules Committee:

AFL—Phoenix (Ariz.) Central Labor Council; Service Employees International Union, Local No. 6, Seattle; San Mateo County (Cal.) Central Labor Council; Atlantic County (N.J.) Central Labor Union; Central Labor Council, Kalispell, Mont.; San Diego County (Cal.) Federated Trades & Labor Council; Central Labor Union, Redding, Cal.; Tulare County Trades & Labor Assembly, Billings, Mont.; Pasadena-San Gabriel Valley (Cal.) Central Labor Council; Central Labor Council of San Joaquin County, Stockton, Cal.; Imperial Valley Central Labor Council, El Centro, Cal.; Central Labor Council of Humboldt County, Eureka, Cal.; Central Labor Council, Santa Monica, Cal.; International Brotherhood of Railway & Ship Builders & Helpers of America, Local 181, Seattle; International Brotherhood of Blacksmiths, Drop Forgers & Helpers, Seattle Local 106; Local 255, BSEIU (no other identification given).

CIO—International Woodworkers of America, Northern Washington District, Seattle; United Cannery Packing & Food Processors Local 75, Seattle; Tacoma & Pierce County Industrial Union Council, Tacoma, Wash.; Montana State Industrial Union Council; National Maritime Union of America, Port of San Pedro, Cal.; National Maritime Union, Port of Charleston, S. C.; International Longshoremen's & Warehousemen's Union, Local 1-3, Seattle; National Maritime Union, Port of Cairo, III.

Unidentified as to affiliation or location was Laborers Local No. 273.

KSJB Transfer to 600 kc Given Final Approval

WITHIN a few hours of hearing oral arguments last Tuesday, the FCC announced adoption of its findings granting KSJB Jamestown, N. D., a change in operating assignment from 1440 kc with 250 w unlimited time to 600 kc with conditional power of 100 w night and 260 day. The action had been contested by WMT Cedar Rapids, which operates on 600 kc, claiming that the grant would result in interference to WMT and actually would violate the condition to KSJB's service.

The Commission announced that it had adopted the proposed findings as final. The proposed findings, handed down March 21 (BROADCASTING, March 27) held that the assignment of KSJB on 600 kc would provide increased service and enable the station to secure a CBS affiliation contract—the first time within recollection that network affiliation had been cited as a reason for a station grant. John W. Bolier, of Minneapolis, who has stoutly defended the FCC's regulatory policies, heads KSJB.

Dermetics Plans

DERMETICS Inc., New York, is making plans for radio advertising in connection with its beauty preparation, Dermetics. No details are available. Agency is Wesley Assoc., New York.

Portait of a Diversified Market

Spendable wealth down in KWHK-land is not limited to income from any one industry. For in this East Texas-North Louisiana-South Arkansas market many industries contribute to its prosperity. Within its boundaries is produced one-fifth of the nation's oil. The same area has the second largest known supply of natural gas. Lumber, minerals, livestock, cotton and other agricultural products occupy a major place in this diversified industrial picture. KWHK, this market's No. 1 salesman, will gladly supply you with further details!
When a radio program enters the privacy of the home, it is because people want to hear that program; otherwise, a flick of the wrist would send it packing.

The stations of Westinghouse have it in writing that the programs they send into millions of homes are welcome... sacks and stacks of mail acclaiming NBC's Parade of Stars, as well as the local programs which Westinghouse builds with equal care.

Advertisers in ever-increasing numbers bring their sales-problems... and their "copy"... to the various stations of Westinghouse, for Westinghouse Response Ability is a tangible and not a catch-phrase.

Primary areas alone comprise 18,000,000 people.

Consult NBC Spot Sales for availabilities.
E. K. Cohan Urges U. S. Push Forward In Post-War International Programs

EDITOR Broadcasting:

It has recently come to my attention that there is some talk in Washington about the possibilities of using, in the postwar period, point-to-point transmitters for the transmission of American international programs to foreign countries in both Europe and Latin America.

As one who, in the last 14 years has lived and traveled, I feel qualified to make the point that the transmission of American radio programs to foreign countries is something that could be accomplished by American radio operated in an intelligent manner and unhampered by the restrictions of political censorship.

To do this, it is essential that broadcasting be broad enough to deliver programs at the proper times, with sufficient power in the right directions and in the proper language to permit direct listener reception. Such a plan will permit competition with the powerful local stations at the best listening hours and will, as past experience has proven, build a loyal and enthusiastic audience.

Point-to-point transmitting stations for such a service is nothing more than narrowcasting which must rely on the rebroadcasting of the American program by a local station, which must first agree to give up a share of its local time. Since such foreign stations are almost universally government owned, except in the United States, their operation is financed by taxes and their program policies are motivated by internal policies. Any monetary considerations which may be involved would be of minor importance.

It is a foregone conclusion that the bigger nations of the world will engage in high powered international broadcasting as a part of the postwar calendar. Can we American originators of broadcasting afford to do less?

EDWIN K. COHAN
Technical Advisor, World Wide Broadcasting Corp.

North American Philips Issues Illustrated Booklet

DESIGNED TO serve as a general introduction to the company and to tell something of their wartime work as well as what they hope to do in peacetime, the North American Philips Co., American subsidiary of H. V. Philips Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.) Eindhoven, Holland, has issued an illustrated booklet in brochure form. In 1942 the American company was incorporated to carry on the work of Philips engineers who came to this country from Holland after that nation was invaded.

The company now has three plants in the U. S. engaged in making radio tubes, receiving sets, transmitters and television receivers. In 1927 the Holland concern developed the pentode tube, which vastly improved radio reception, and gave Europe its first all-electric receiving set. The American subsidiary, North American Philips Co. has done pioneering work in the development of cathode-ray tubes with electron-ray deflection for photographic recording and visual observation of oscillograms and for television purposes. Power tubes for high and UHF oscillators and amplifiers are also produced by the American company.

WLB Brooklyn has received the special citation for distinctive programs from the New York newspaper guild at their annual Page One Ball.
Standard Radio

ANNOUNCES

THE APPOINTMENT OF

Mr. GUS HAGENAH

as

MIDWESTERN SALES REPRESENTATIVE

WITH OUR CHICAGO OFFICE

WITH a background rich in musical and radio associations, Gus Hagenah brings to his new duties a sound knowledge of the radio field and a wide acquaintanceship in the industry. Since 1937 he has been affiliated with SESAC, most recently as head of the Program Service Department in New York. . . . He will be in frequent, helpful contact with stations served from our Chicago office.

360 North Michigan Ave.
CHICAGO

Wilson Building
DALLAS

6404 Hollywood Boulevard
HOLLYWOOD
General Baking Expansion

GENERAL Baking Co., New York, during the past few months has expanded spot radio campaign for Bond bread from two or three outlets to a total of 35 stations in Massachusetts, Connecticut, Rhode Island, New Jersey and New York. Schedule consists of live and transcribed spot and chain break announcements, five and fifteen minute news programs and musical participations on: WOKO WBZA WEAI WHDH WNAC WNZG WBGY WBTA WGR WKBW WABC WAGM WHOM WOR WOYF WFCI WJAR WPRO WEHC WSPR WAGE WELI WHYN WBYR WATF WPAB WYN WIBX WORC WTAG WMAS. Agency is BBDG, N. Y.

Groves Expands

IN A RAPIDLY expanding radio campaign for Defender Multiple Vitamins, Grove Labs., St. Louis, is using live and transcribed spot and chain break announcements, five and fifteen minute news and music programs on about 35 stations throughout the country. For the same product Grove July 2 stars Leland Stowe, commentator on the full Blue Network, Sunday 1:55-2 p.m. Magazine and newspaper advertising will also be used for the product, first introduced on the market last April. Agency is Donahue & Co., New York, which has also purchased for Grove's "4 Way" Cold Tablets a five-weeks fifteen-minute program on MBS starting Oct. 2.

Benny Coast Discs

TRANSCRIBED West Coast repeat broadcast of the Jack Benny Show new fall series on NBC starting Oct. 9 under sponsorship of American Cigar & Cigarette Co. (Pac. Mail cigarettes), will be released on Pacific stations. Day, 9:30-10 p.m. \(^{(PWT)}\) Eight network outlets have completed individual deals with Ruthrauff & Ryan, as NBC policy prohibits playing of transcriptions on the network. Stations already signed include KFI KFSD KPO KGW KOMO KMJ KHQ KMED. West Coast repeat of Jack Benny Show for 1944 season, under sponsorship of General Foods, was released on Don Lee Pacific stations. Prior series had been carried by Blue West Coast outlets.

OWI PACKET, WEEK July 10

Check the list below to find the war message announcements you will broadcast during the week beginning July 10. All station announcements are 60 seconds and available for sponsorships. Tell your clients about them. Plan schedules for best time of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GROUP</td>
<td>GROUP</td>
<td>GROUP</td>
</tr>
<tr>
<td></td>
<td>KW</td>
<td>AS</td>
<td>Ind. AS</td>
</tr>
<tr>
<td>Women War Workers</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Rubber Conservation</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Fat Salvage</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Home Front Pledge</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>WAC</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>V-Mail</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 145 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
The following interview, published by the Great Lakes Steel Corporation, in major newspapers throughout the country originated at WWJ.

**THIS IS DETROIT, THIS IS AMERICA**

On last Tuesday, at the request of the Detroit News Station WWJ, Mrs. Myrtle Johnson, an employee of Great Lakes Steel Corp., stepped before a microphone for the first time in her life, to tell Detroit about her job.

Mrs. Johnson is fifty years old. She works seven days a week doing the housework in her house at Wyandotte, Mich. She works seven days a week at the Great Lakes plant in Ecorse, Mich.

She is a woman steel-worker.

Besides working, Myrtle Johnson worries about the welfare of her family—about their future, their education, and their health.

Mrs. Myrtle Johnson, of Wyandotte, tells below what she is doing for her country and her family.

When she speaks—THIS IS DETROIT—THIS IS AMERICA.

---

*Mrs. Johnson, do you think of your work?*

**Mrs. Johnson:** I’ve never thought of my work, but I do know that it’s good for my country. I’ve been working for the Great Lakes Steel Corporation for over five years, and I’ve seen how important it is to have a good steel mill in the country. I’ve seen how steel makes things stronger and lasts longer. It’s important to have a strong economy, and steel is a big part of that economy.

**MRS. JOHNSON:** And lee Johnson? What do you do for the Great Lakes Steel Corporation? For the company? What do you think of the company? What do you think of the company? What do you think of the company? What do you think of the company?

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Monopoly Rules Are Boon to Networks, Declares Fly in Anniversary Review

A specially prepared study by the FCC, asserting to show that the network monopoly regulations have proved a boon to network-station operations after a year's enforcement, was issued last week by the FCC, along with a statement by Chairman James Lawrence Fly. Averring that experience has now shown that "the prophets of disaster were mistaken," Chairman Fly said the analysis showed that the broadcasting industry can prosper "as never before under our regulations". He alluded to June 15 as marking the first anniversary of "radio's Emancipation Day". The study, prepared by the FCC's accounting department, he said, showed that stations as a whole earned "50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited." Network increases ranged from a return of 84% on the value of property for Mutual to 190% for NBC.

Gain in Income

Average broadcast service income of stations in 1943, as compared with the two preceding years, increased from $38,000 to more than $58,000, according to the analysis. The study covered 796 standard broadcast stations operated during the three years, and excluded the nine key stations of the major networks.

Mr. Fly's statement added that the Commission is now studying programs logs of all stations to determine the extent to which the chain broadcasting regulations "have reaped in increased availability of network programs to listeners." The text of his statement follows:

Thursday, June 15, marks the first anniversary of radio's Emancipation Day. On June 15, 1943 the FCC Chained Broadcasting Regulations, as upheld by the U. S. Supreme Court, went into effect, and I am glad to say that never before in its history has the industry been so prosperous.

Despite predictions of doom by network officials if the regulations became effective, broadcasting profits are higher now than ever before. Broadcasting stations as a whole earned 50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited. Thus NBC, which in 1942 earned $77,000,000 on the value of its property, in 1943 earned $127,000,000. CBS went from $85,000,000 in 1942 to $135,000,000 in 1943. The Blue Network went from $80,000,000 in 1942 to $140,000,000 in 1943, and the stockholders in the Mutual network, on a combined basis, earned a return of 100% in 1943 as against 90% in 1942. Experience has now shown that the prophets of disaster were mistaken, and that the broadcasting industry can prosper as never before under our regulations.

That so-called "loser" stations are definitely on the downgrade was clearly set forth in the analysis. It revealed that only 83 stations reported losses during 1943, as compared with 177 the preceding year and 166 in 1941. Losses last year amounted to $370,000 as against more than $1,100,000 in 1942. Business of the whole broadcasting industry, according to this analysis, is now more prosperous than ever before.

Fulton Lewis, Jr. will report on the Republican National Convention in Chicago, June 26 to 29

News, even history, will be made in Chicago during these four days. And Lewis, as usual, will be right on the spot...digging up the pertinent news facts as they are being made...and reporting them to a respecting audience.

Owl Boosts Rosenberg

Harold Rosen, chief of the special assignment division of the domestic radio bureau of the Office of War Information, has taken on additional duties as acting New York deputy director of the OWI. Mr. Rosen's former assistant, Jerome Brooks, with Ben-ton & Bowles before joining the Government agency, is serving as acting chief of the production division. Editorial division head has not been named. Mr. Rosen has been appointed director of commercial writing at Doherty, Clifford & Shenfield Inc., New York agency.

Reaches Million

John P. Nell, account executive of WBO, New York, has reached the $1,000,000 figure in time sales. The accomplishment rates a wrist watch which the other WBO salesmen in the $1,000,000-and-over bracket are Otis Williams, George Schmidt and Jack Low.

713 stations showing increases amounted to $16,200,000 more than that of the preceding year. Subtracting decreases of approximately $400,000, the entire roster of stations in the compilation showed increased business of approximately $15,800,000.

Tax Not Included

In a memorandum accompanying the analysis, William J. Norfleet, chief accountant, pointed out that the broadcast service income (broadcast revenues less broadcast expenses), not including Federal income tax, covered 766 stations out of the total of 912. He added: "All of these stations operated during the years 1941, 1942 and 1943 and have filed financial reports for these years. It will be noted that 73 of these stations reported expenses in excess of revenues during the year 1943 while there were 71 in this category in 1942 and 166 in 1941. The broadcast service income reported by these (796) stations amounted to $46,981,997 for the year 1943 compared to $30,873,542 for the year 1942, an increase of slightly more than 50 percent." Following is the text of the FCC's analysis, prepared under the direction of Mr. Norfleet and Harry Tennyson, acting head broadcast accountant:

Summary of broadcast service income (revenue less expenses) as reported to the Commission by the licensees of 796 standard broadcast stations in the United States that operated during the years 1941, 1942 and 1943. (Note: Excludes operations of 9 key stations of major networks):

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of stations reporting</th>
<th>Number of stations reporting losses</th>
<th>Income earned before income taxes</th>
<th>Losses reported</th>
<th>Total broadcast service income</th>
<th>Average broadcast service income per station</th>
<th>Number of stations reporting increases 1942 over 1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941</td>
<td>388</td>
<td>106</td>
<td>$31,446,927</td>
<td>$3,135,400</td>
<td>$35,582,327</td>
<td>$92,055.29</td>
<td>412</td>
</tr>
<tr>
<td>1942</td>
<td>166</td>
<td>171</td>
<td>$36,997,000</td>
<td>$4,800,189</td>
<td>$52,997,189</td>
<td>$323,074.57</td>
<td>713</td>
</tr>
<tr>
<td>1943</td>
<td>177</td>
<td>156</td>
<td>$40,400,000</td>
<td>$5,680,000</td>
<td>$46,080,000</td>
<td>$268,526.82</td>
<td>1,100</td>
</tr>
</tbody>
</table>

Increase 1943 over 1942: $3,958,783

Total increases 1943 over 1942 (713 stations): $1,192,638

Total decreases 1943 over 1942 (171 stations): $390,783

Increase 1943 over 1942: $801,855
**Why AMPEREX**

**WATER AND AIR COOLED TRANSMITTING and RECTIFYING TUBES**

Major developments by Ampex engineers have considerably extended the working hours of our tubes. Out of this one "Amperestra" alone have come other desirable benefits. Economies in vital materials have been affected. Longer life of devices for war has been prolonged. If you are designing equipment for current or peacetime pursuits, it will pay you to obtain full details of our "Amperestra" engineering service.

---

One of a series showing Ampex tubes in the making

AMPEREX ELECTRONIC PRODUCTS
79 Washington Street • Brooklyn 1, N.Y.
Laughter—to give you strength

Laughter for enjoyment? For merriment and just plain fun? Certainly. But with the shadows of war ever present over the world—over your land—in your street and in your home—laughter can bring you much more.

It brings to your life release from tension—a respite from wondering and worrying—refreshment and courage and strength to tackle tomorrow's job with new zest and vigor—new hope and courage. Laughter—to give you strength.

Laughter—from the jesters of a nation—over your radio, with its funny men and women, its witty, well-turned phrases... its puns... its comical songs and situations.

Laughter is a pretty important part of life. Laughter is a pretty important part of radio. It's a pretty important part of the Blue Network.

There's wit in plenty, too, on many Blue programs—though wit is but one of the ingredients of this round-up of the great of the entertainment world.

You are the one that makes these and all the rest of radio's comedy possible. You in your home... you in your job... you on your ship... you in barracks, and tents and on the battlefields of the world.

You—and your chuckles and laughs that can't be ordered or ordained or dictated—no, and sometimes not, even predicted.

Your tired nerves need the balm of humor. When your spirits need the lift of sly wit... when you want to laugh freely, wholeheartedly, joyously—listen to your radio.

In Ads No. 4 and 5 of The BLUE'S National Campaign, we continue the fundamental theme—ALL broadcasting's service to the people. But we also highlight two of The BLUE'S own contributions—"Laughter" which is sorely needed these days, and The BLUE'S daytime programming philosophy.
Who are you in the *Daytime*?

Are your emotions influenced by the hands of the clock—or by the ticking of your heart?

The Blue Network and its affiliated stations are inclined to believe that your hopes and desires—your tastes and your preferences don’t change with the passing hours.

That if you enjoy a good, hearty laugh of an evening, you also enjoy mirth and wit while you’re washing the dishes. That if there’s a small baby in the house, you, like he, are swayed more by its needs, day and night, than by the hour or minute. That if you go through the *evening* listening for news of some specific theater of war—that’s where your thoughts may be while you’re waiting for the kids to come home from school.

These are more than beliefs on our part. They are convictions—convictions so firm and deep-rooted that we have built the entire structure of our daytime radio programs upon them. Furthermore, we bring you a whole wealth of such programs, not once or twice a week but every day!

For in this important phase of our operations, as in all others, the Blue, and its affiliated stations know that their function in life is to furnish a bridge between the world and you—to express the world to you and you to the world.

In fact... this *is* the Blue Network!

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Both advertisements are being run by The BLUE in national publications and in newspapers in BLUE-owned station cities; and by BLUE affiliates in their city newspapers. In addition, the ads form the basis for dramatized recorded spots which all BLUE stations are broadcasting so as to expand the audiences for these messages.
Europe’s Underground Aided by Radio, IGE Broadcasting Conference Learns

RADIO’S vital wartime role and possibility of post-war communications networks throughout Europe highlighted invasion week in Schenectady, N. Y., when 11 broadcasting authorities from seven United Nations countries attended International General Electric’s two-day broadcasting conference.

Maurice Pariseur of the Telecommunication Section of the French Supply Council emphasized the role of radio in coordinating sabotage by France’s patriots. Representative of three other occupied countries were present to discuss the important role of radio in coordinating underground activities. Lt. T. Jaronski of the Polish Embassy, B. Moldawsky of the Bulgarian Embassy, and Lt. Condr. C. F. Amsterdam, G. F. van Dessel and H. van der Veen of the Netherlands Purchasing Commission were present. Other nations and their representatives were: U. S. S. R.—Dr. M. S. Neiman; Great Britain—A. E. Barrett of BBC and Lt. Col. de F. Bayly, British Security Coordination; Canada—Peter Aylen and Gordon Olive of CBC.

GE and IGE specialists spoke on electronics and other branches of electrical manufacturing at a dinner in Schenectady’s Van Curcur Hotel. Among those who spoke were: Dr. E. F. W. Alexanderson, E. S. Lee, GE engineers; Dr. A. W. Hull, assistant director, GE research laboratory, and C. G. Roberts, manager of IGE’s electronics department; W. B. Van Dyck, assistant to the president of IGE, and E. F. Callahan, IGE vice-president, J. D. McLean, GE commercial engineer of the electronics department, spoke on post-war television.

The conference concluded with an inspection tour of GE broadcasting facilities and the short-wave stations WGBS, WGEO and WGEX over which the OWI is beaming instructions to Europe’s many underground movements.

Teachers Aid WIS

HIGH SCHOOL faculty and students are helping to staff WIS Columbia, S. C., this summer. C. F. MacGillinis, director of Columbia City Schools public relations, is now an announcer, his first assignment being to produce a series for the Fifth War Loan drive. Christie Zimmernann, member of the Columbia high school faculty and director of publications, has taken over direction of women’s programs for WIS. Another new announcer is Caspar Wiggins, a science teacher from Anderson high school. All have handled radio production in connection with their schools.

Electronic News

ELECTRONIC Corp. of America, New York, now sponsoring Johannes Steere three-weekly on WMCA New York, beginning June 5 added WMEX Boston to the Monday 7:30 to 8 p.m. broadcast as the first step in plans to build a special wire hookup of stations for the New York area. Institutional series is placed through Shapelle-Wilkes, New York.

KHBG to Mutual

KHBG Okmulgee, Okla., on June 1st became a full-time MBS affiliate, operating with 250 w on 1240 kc. Station is operated by Okmulgee Broadcasting Corp.

AP Adds 17

SPECIAL AP wire service was used by the following stations as announced last week: WAVE Louisville, Ky., WBTM Buffalo, N.Y., WSLG Roanoke, Va., WITA Lynchburg, Va., WSSU Sault Ste. Marie, Mich., WABC New York, N.Y., WIBA Madison, Wis., WGUI Dayton, KTAJ Phoenix, Ariz., KTTS Springfield, Mo., WFAI Syracuse, N.Y., KADA Abilene, Texas, KSB Springfield, Mass., WPLK Erie, Pa., KFAS Pasadena, Cal., WKAY Macon, Ga., KRKL Midland, Tex.

Frailey Expands

FRAILEY Products, New York, maker of Chalfax, a medical lotion, is planning a full network evening program starting in September. The recently developed lotion during the past six months has been promoted in a test campaign on nine stations in Texas, Michigan, Ohio and South Carolina. Ten one-minute transcribed spot announcements were used per station in the campaign. Although plans are not completed, the new show will probably be a half-hour musical variety program. Agency is Grant Advt., N. Y.

‘Blondie’ Dropped

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel Cigarettes), with June 26 broadcast continues CBS Blondie program after four years, explaining that principal appeal lay with juvenile audience. No replacement is planned. William Esty & Co., New York, is agency.

BEN KAUFMAN, former television editor of Radio Daily on June 12 became managing editor of Television Quarterly magazine published by Frederick Kugel Co., New York.
TALLEST of living animals, the Giraffe is EXCLUSIVE because of its neck, its mild manner and its effective heels. Leopard-spotted, this "highboy" of the animal kingdom attains a height of 18 feet. Mild and docile, the Giraffe fights only in self-defense, making deadly use of its powerful heels which even the lion respects.

K-O-Z-Y IS EXCLUSIVE, TOO . . . the only station in the Kansas City Area reaching the preferred audience in a preferred market through FM . . . the Voice of Tomorrow—Today! Be sure to write for Rate Card 3 and prove how easily KOZY'S EXCLUSIVENESS can become YOURS EXCLUSIVELY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

Pioneering FM in the Kansas City Area
WMAL GIVES 50 NEWSCASTS DAILY
Washington's Blue Outlet Pipes Series of 90-Second Broadcasts to Theatres

INVASION news coverage by WMAL Washington, Blue outlet, will continue indeﬁnitely for an estimated 250,000 persons daily, patrons of five of the largest theatres and more than a 100 restaurants, night clubs and other business establishments in the District of Columbia. Coverage is in the form of over 50 newscasts daily, 90 seconds in length, prepared by the WMAL newsroom and fed by special equipment into projection rooms of theatres and through the facilities of Muzak.

A very complicated telephone and teleprinter system was developed and installed by Dan Hunter, WMAL chief engineer, several weeks before D-Day. Many tests were made, so that promptly on June 3 the first newscast was fed through Muzak facilities and through projection rooms to theatres on the evening of invasion day. Ever since, the 50 -sec. schedule has been maintained.

News editor Bill Neil and the rest of the WMAL news staff have developed an advance line technique to produce the 50 news casts for Washington as well as acting as a direct source of information for the three G. A. Richards stations—WFIR Detroit, WGR Cleveland and KMPC Beverly Hills, Cal. The WMAL news bureau answers special requests from the three Richards stations.

Collegiate Renewals
IN A SURVEY conducted at six colleges whose radio stations carry time signals in behalf of Ingersoll watches, 68% of the 600 students interviewed correctly identiﬁed the sponsor. Many of the students were able to recite the commercial words for word. Survey results were revealed by Intercollegiate Broadcasting System, collegiate chain, in announcing that U. S. Time Corp., producer of Ingersoll watches, had renewed its contract on nine stations, at the same time adding two outlets. The New York Telephone Co. has renewed for the third quarter of 1944 its contract for spot announce ments weekly on WMAL. The IRS outlet is E. U. Co.

Ford Renew
FORD MOTOR Co., Dearborn, Mich., will renew all of its programs on the Blue network, effective July 9, for 52 weeks. Contracts include the following shows, signed on 164 Blue stations: Greenwood Village Chapel Service, Sundays, 7-7:15 (CWT); Early American Dance Music, Saturdays, 7-7:30 (CWT); and a quarter-hour news period, Mondays through Fridays, 7-7:15 p.m. (CWT). Agency is J. Walter Thompson Co., Chicago.

New Wrigley Series
WM. WRIGLEY JR., Co., Chicago, begins sponsorship June 23 of a 25-minute program, Army Service Forces, 7:30-7:55 p.m., re-broadcast 11:30-11:55 p.m. (CWT) Fridays, on CBS. Format details have not been announced. Contract is for 12 weeks, placed by Arthur Meyerhoff Co., Chicago.

W-E Dividend
DIRECTORS of the Western Electric Co., meeting Tuesday, June 23, declared a dividend of 50 cents per share on its common stock. Dividend is payable on June 30, 1944, record of re cord at the close of business on June 20, 1944.
Morale and health are two of the greatest factors in winning a war. Victory demands that they be kept at the highest levels on both the fighting front and the production front.

So, for thirteen weeks a radio program entitled "Ounce of Prevention" was produced inside local war production plants in which more than four hundred thousand war workers were daily employed. Scripts, prepared in collaboration with the Los Angeles Defense Council, dramatized industrial health programs, showed how and why they reduced absenteeism and labor turnover and improved morale.

"Ounce of Prevention", by exemplifying war plants with good health programs and revealing the benefits therefrom, has encouraged management and labor-management committees of other plants to inaugurate similar health plans.

Yes, radio does have a place in war production effort, and here again is evidence of how a radio station can play a vital part in community welfare and build loyalty and good will among a listening audience.

KFI...NBC for Los Angeles
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Edward Petry and Company, Inc., National Representatives
Lending themselves admirably to advertising KXOK's call letters, spot-on-the-dial, Blue Network affiliation, programs and coverage ... 24-sheet posters ... 100 of them ... are used to keep KXOK's message before the public.

These posters have set a style ... a pace ... a greater impact value for KXOK ... reflected in fifteen other types of local and national advertising which are used regularly to promote the station.

Advertisers recognize and appreciate the benefits they receive from KXOK's consistent parade of promotions that have played such an important part in helping to build KXOK ... in slightly more than five years ... into its present effective selling force in this community.
KXOK PROMOTION

24-Sheet Posters
County Bus Posters
Blotters
National Trade Paper Advertising
Newspaper Advertising & Publicity

Broadsides & Direct Mail
Sales Brochures
Book Match Covers
Rural Newspaper Advertising
Coverage Spots
Newspaper Delivery
Vehicle Posters

Theatre Newscasts
Personalized Program Schedules
Coverage Map & Statistics
Surveys
Hotel Lobby Display Boards

REPRESENTED BY JOHN BLAIR & COMPANY

630 Kilocycles - 5000 Watts - Full Time - Basic Blue Network

Affiliated with KFRU, Columbia, Missouri

Owned and Operated by the St. Louis Star-Times
SAINT LOUIS, MISSOURI
TO ILLUSTRATE Mutual's complete news coverage of the country a motion picture trailer titled "This Is Mutual—The Network for News" produced by the MBS sales promotion department. Trailer, which runs 30 seconds and shows important news commentators and overseas reporters at work here and abroad, will be shown in 106 cities through tie-ups arranged by network members and affiliates.

Map and Glass

FOLDING magnifying glass accompanies the Rand McNally index of 160.0. Map and Glass by WROL.

Sell America's New Industrial Frontier With WROL

★ WROL primary area covers some of the world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL Knoxville
NBC FOR EAST TENNESSEE

Merchandising & Promotion

WTMJ Free Seeds—Film Tie-Ups—Brass Tacks

WNAH Scholarships—Radio News Column

PUBLICITY SWAP

A MUTUAL trade deal has been completed between the audience promotion division of WJZ New York and the Skouras Theatres, New York, whereby the film programs are promoted in the 64 theatres of the chain. In return, Skouras' 20th Century Fox films being shown at the Skouras houses are promoted through WJZ, through 21 announcements weekly. One-minute trailers are shown in the theatres four or five times daily in Skouras theatres in New York City, Long Island and New Jersey.

WNAH Scholarships

WNAH Yankton, S. D. has made available funds sufficient for twoettes at Morningside U., Sioux City, Is., in the amount of $300 each, one for a boy, the other for a girl. Scholarships supplement others given by WNAH to Iowa State College, Yankton College, Minnesota College of Agriculture, South Dakota State College, North Dakota State College and Nebraska College of Agriculture. The latest grant to Morningside U. will run for ten years.

"We Move" Folder

ANNOUNCING opening of new executive offices and auxiliary studios on the third floor of the Watorow Bldg., Kansas City, Mo., KCKN Kansas City, Kan., has issued a four-page brochure color titled "We Move Across the River." Promotion piece contains pictures of new studios, offices and other facilities and is centered with photo of the Watorow Bldg.

WTAG Promotion

PROMOTIONS titled "How big a slice would you like?" is being mailed to agencies and advertisers by WTAG Worcester, Mass., the second terminal of the WTAG coverage to other local stations, including figures from the WTAG Station Listening Index. Relative cost of WTAG with other local outlets is given.

WOB Promotion

WOB New York has issued a black-and-yellow promotion folder, 22 by 16 inches, key ed to the theme that "there's a great change taking place in New York." Chart based on the C. E. Hooper station listening index are used as illustrations. WOB clipplings and radio awards are also represented in this folder.

KXNT Column

LATEST KXNT Des Moines promotion is a series of newspaper advertisements in 16 papers—seven dailies and nine weeklies—of miscellaneous size appearing in the form of a column titled "Likely Listenin'" and are set 18 inches, double column, with cuts of local and CBS personalities. Agency is Blakemore Adv., Des Moines.

BROADCASTING • Broadcast Advertising
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore
They Make Fort Industry Co. Stations Bankable

One Fifty Thousand — one Ten Thousand — three Five Thousand and two Two-fifty watters, give Fort Industry Co. stations that REACH-OUT without which there can be no success. This impressive power serves Seven important markets which range from the ever productive Great Lakes region spearheaded by Toledo (WSPD) the birthplace of Fort Industry, to the great Atlantic Seaboard area spearheaded by Miami, the home of WFTL, Florida’s most powerful station.

Added to these must factors of Power and Markets, are the experienced Fort Industry men who know their audiences and the intricacies of successful broadcasting. They are the plus force that does so much to make Fort Industry Co. stations bankable.
WWVA
50,000 Watts
Wheeling, West Va.

WFTL
10,000 Watts
Miami, Fla.

WHIZ
250 Watts
Zanesville, Ohio

WAGA
5,000 Watts
Atlanta, Ga.

WLOK
250 Watts
Lima, Ohio

WSPD
5,000 Watts
Toledo, Ohio

WMMN
5,000 Watts
Fairmont, West Va.
Modelled by Radio

CHAIRMAN Wheeler of the Senate Interstate Commerce Committee, in which radio legislation originates, with the silent acquiescence of Acting Minority Leader White, has definitely and finally interred the White-Wheeler bill to amend the Communications Act of 1934. The bill, he said, was dead “due to industry opposition”.

Sen. Wheeler opposed legislation. But he wanted his kind. He talked about a bill that would limit the FCC’s powers but at the same time not let radio go scot-free. The result was an abortive effort to revise the existing law, through a series of complicated amendments that would give the FCC greater rather than lesser powers. Then he unerringly tossed the bill in the wastebasket after the NAB had suggested changes in the proposed final draft.

Unfortunately, on one point Sen. Wheeler is right. All radio groups haven’t been united. While the NAB, which should speak for radio, projected particular viewpoints, other broadcast units took different positions. So Sen. Wheeler concluded that radio didn’t want legislation. He is in error.

Sen. Wheeler has certain fixations about radio. He insists on equal time and identical facilities for all shades of opinion. He abhors what he calls “super power”. Evidently he felt that he had to use a bill that would arouse the opposition both of the broadcasters and the FCC, he could achieve his kind of legislation. He succeeded to the point of having his bill commit hara-kiri. The ban on sponsorship of news and commentators, which was designed to be a “window dressing” stratagem, did that, and then some in drafting the bill.

There’s no question about the need for legislation. The committee recognized that by holding hearings last November and December. Voluminous testimony was taken. Sens. Wheeler and White and committee aides worked hard and long in drafting the bill. But all that goes for naught, with the bill in the legislative cemetery, blessed by none.

What’s the answer? The legislative process should be reversed. Radio itself should draft a model bill. That doesn’t mean one that would free radio of all regulation. It should be a draft that would assure radio the kind of freedom contemplated by the founding fathers when they guaranteed freedom of the press and freedom of speech. Certainly the plight of radio today goes far beyond that which the Bill of Rights ordained inviolate.

In this issue we publish an article by M. H. Aylesworth, first president of the first network—NBC, and former motion picture and newspaper executive.

“Deac” Aylesworth, a lawyer, was there when the Act of 1927 was written—the key witness for radio. Basic provisions of that act still are in the law. He has no radio axe to grind for he severed all broadcasting connections long since.

Mr. Aylesworth proposes new legislation from scratch—not a patchwork job on the present law. He suggests that Congress assume its rightful responsibility and designate allocations, just as it writes the revenue formulas. He proposes that Congress adopt a standard more explicit than “public interest”. There should be a “single administrator” handling the license function and a separate “radio court” of appeals. He advocates business regulation by the Federal Trade Commission, which governs other media like newspapers and magazines, and examines radio scripts.

Mr. Aylesworth frankly admits it will take a lot of work to “put flesh on this skeleton”. His plan isn’t novel or unprecedented. Much legislation has originated that way.

The issue is clear. Legislation is needed. An adequate job can’t be done by amending the existing law. A fresh start is indicated. Why not have all radio, through the NAB, draft a proposed bill? Mr. Aylesworth’s cogent suggestions supply an excellent springboard.

Then let Congress, in its wisdom and after hearing, complete the task. No one is more familiar with the vagaries of broadcast operation than the broadcaster himself. He is entitled to his day in court.

June will go down in radio lore as the month during which radio demonstrated its ubiquity as a news medium. Having reached a new high water mark with its brilliant coverage of the European invasion, radio now takes on the home-front’s biggest job—the GOP Convention in Chicago.

Some 300 radio reporters, headed by network and station executives will be there.

Radio’s Greatest Triumph

FROM ALL quarters comes unstinted praise for radio’s coverage of the invasion—radio’s greatest triumph. Every man and woman in radio can be proud of the job done in those tense hours following D-Day. The biggest spot news story in history was handled as expertly as if it were a routine occurrence.

Emergency pool points. The emergency polling arrangement, which resulted in direct or transmitted reports by radio reporters over the “combined networks of the United States”, worked perfectly. CBS put it well in voicing thanks to all networks:

This emergency pooling of the keenly competitive foreign offices of all networks and their joint use of limited transatlantic radio channels has enabled all four networks to perform the greatest public service in the history of radio broadcasting. Surely the hour of America’s greatest trial in this war... perhaps the supreme trial of her men and guns... is a proper time to put aside self-acclaim and personal advantage.

Perhaps the most significant development—and the one destined to influence future operations—was the use of transcribed reports of radio war correspondents over all networks. Heretofore, NBC and CBS have turned thumbs down on recordings of any kind. The invasion coverage may well spell the end of that taboo. High point was the stirring film-recorded documentary of George Hicks, Blue network London chief, made from the bridge of a warship under Nazi air attack on D-Day. That spontaneous, vivid report could never have been presented from a studio.

The British, with a war experience antedating America’s by decades, have produced the “actuality” type of broadcast. It is a special event on wax, film or wire. And it’s here to stay.

BOVE the rattle of anti-aircraft fire and the roar of attacking planes, a tense voice is speaking, with the boom of guns and exploding shells punctuating every line. It is George Hicks reporting the biggest story of World War II—invansion.

Broadcasting with the Amertype film recorder, loaned by the Navy to the networks, the management of the Blue’s London news office has achieved a record for repeat performances on the radio.

Under the pooled plan of operations agreed on by the four networks, the Army and Navy, Hicks was official of an Allied landing on the Normandy coast, of a Nazi air attack on an American warship, of a trip with an amphibious convoy, have been played back time and again by the four networks, competition forgotten.

A tall fellow with ruddy complexion, tousled brown hair and hazel eyes, Hicks grew up without any definite idea of what he wanted to do. Born Aug. 26, 1905, in Tacoma, Wash., he worked in sawmills, logging camps and shipyards, in a hardware store, a haberdashery and a picture factory, he drove trucks and dug ditches. He didn’t know what he was looking for but he went to Alaska and Panama, sailed the seas in a freighter and drove a car across the United States.

Hicks spent one year at the College of Puget Sound in Tacoma, one at the U. of Washington in Seattle, and then a year at the Corcoran Art School in Washington, D. C.

Hicks’s hobby still is painting oils and water colors—next to his main hobby, his son, Robert Ivan Hicks, 11, whose proudest possession is the dagger his dad got from a German prisoner in Italy. Hicks married the former Anne Thir.

The family lives in Jackson Heights, Long Island.

While in Washington, about to join a school to train for the consular service, Hicks read an ad for a radio announcer in September 1928, applied with 200 others for the job and, although the managing editor of Station WRC thought he had plunged the depths in bad technique, he was hired. On his first assignment he had mke fright and lost his voice.

But Hicks had found what he was searching for. He was shifted to New York in November 1929 a top-notch announcer.

In December 1932 he made one of the first undersea broadcasts from a submarine and described his sensations on coming to the water protected only by the new Meshen lung. (Continued on page 42)
Again a Citation for Excellence in Public Service is awarded KOIN...

"A gripping, superbly written, and produced drama, depicting ravages of a forest fire and the wartime importance of conservation."

This is the description used concerning "Tillamook Burn" broadcast on the nationwide Columbia network and given FIRST AWARD by the EIGHTH AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS, May, 1944. Sponsored by the Fifteenth Institute for Education by Radio, Ohio State University, Columbus, Ohio.

And these are the men responsible for not only "Tillamook Burn" but hundreds of top-flight productions broadcast over KOIN in its continual program of public service.

HANK SWARTWOOD
Program Director

Supervises production of all programs. Hank personally authored the script of the award-winning "Tillamook Burn" in collaboration with the U.S. Forest Service and Oregon Forestry Department. He also supervised its production and acted as narrator. His radio experience covers 17 years, 11 of them with KOIN, preceded by newspaper, writing and dramatic work.

JOHNNY WALKER
Policy and Copy Coordinator

Johnny has spent 18 years in radio... as singer, announcer, writer, producer and supervisor of music clearance.

TED COOKE
Production Manager

In radio since 1930 as producer, writer, announcer, and technician. Produced bond promotion "Victory Harvest" shows presented in eleven Oregon cities.

BILL MEARS
Asst. Production Manager

With KOIN since 1940, following seven years as free-lance actor, writer, producer in Hollywood. Worked on many network productions.

Its production staff contributes greatly to KOIN's position of leadership in its community.

Koin Portland Oregon
Our Respects to
(Carried on from page 40)
he covered the Normandie’s maiden voyage, and described the flight of the new Atlantic Clipper, flying with it to Europe and return.

Hicks made the first broadcast with the new tiny microwave transmitter, concealed in a silk hat which he wore as he strolled along Manhattan’s thoroughfares and described the 1938 Easter parade.

When the Blue was formed in January 1942 Hicks was taken on as an announcer and in March was appointed a special features reporter by G. W. Johnstone, director of news and special features.

It was in his broadcast for Men of the Land, Sea and Air that Hicks displayed his skill as a reporter and a showman, convincing Johnstone he was the man to send abroad.

On this special series, featuring interviews with men of the armed services and the Merchant Marine, Hicks broadcast the wartime broadcasts from the words of awkward and mike-shy youngsters. Given a tough merchant sailor as a subject, he not only made him talk, but in language that smelted of the salty sea.

In September 1942 Hicks became the first radio reporter to accompany a convoy to a far-off sea frontier, first on a small destroyer and then on a sub chaser, for a total of 18 days—for only 30 minutes of air time. But he considered his mission a success.

"I know now what I wanted to know," he said. "Next time I talk with one of these men on my program, I’ll understand what they’re talking about. And I think they’ll feel a little easier, knowing that the man with the microphone is something more than a question box."

It was because he was "something more than a question box" that Hicks was sent overseas in December 1942 when Johnstone organized the Blue’s overseas staff. He wasn’t too pleased to be named manager of the London news office—he wanted to go to North Africa, Sicily. In September 1943 when Arthur Feldman joined the Blue’s London staff, Hicks got his wish—he went to the North African theatre of operations at Algiers, and although he had missed the invasion of Sicily, he immediately scored his first scoop for the Blue. He was the only American radio or newspaperman to go with the Allied troops invading Corsica.

Then came southern Italy. With no recording equipment available for front line reporting, Hicks traveled the front lines and back to a transmitter in Naples to report the war in Italy for Blue listeners in America.

When active planning for the coverage of the invasion began, Hicks was assigned with an engineer as a team for the naval invasion unit. For what followed, and

### Personal Notes

EVERETT L. DILLARD, general manager and owner of Commercial Radio Equipment Co., and licensee of KOZY, Kansas City, F.M. outlet, was recipient of the company’s Army-Navy “E” Award in ceremonies in Kansas City June 15. In attendance also were C. O. Simmons, radio engineer of the Washington office of Commercial Radio, and Velma Carter Mrs. H. C. Slattery, hostess.

E. R. VADEBONCOEUR, news analyst of WSYR Syracuse, who recently returned from a 31-day tour of the Pacific war theatre, last week was elected a vice-president of Central New York Broadcasting Corp., operating WSYR. The announcement was made by Col., Harry C. Wilder, president.

VOLNEY HURD, director of the Christian Science Monitor’s new rounds over MBS Monday through Friday, was the commencement speaker at the Leland Fowers School of the Theological Seminary, June 16. His topic was “Radio and Its Influence in World Affairs.”

LEE McCARNE, secretary and assistant general counsel of the Stromberg-Carlson Co., Rochester, and owner of WHAM Rochester, has been elected a director for district No. 2 of the National Federation of Sales Executives.

D WIGHT B. BERRICK, newly-appointed NBC war program manager, and acting manager of the NBC public service department, joined NBC as a page boy in 1934, and not in 1943 as inadvertently stated in a recent issue. Mr. Herrick has served as acting manager of guest relations since 1943.

FRANCES MARTIN JR., has joined the sales department of the WOR New York recording studios, replacing Philip Cochraze, who has joined the armed forces.

JULIUS HABER, director of public relations for the RCA-Victor division of RCA Mfg. Co., Camden, N.J., has been elected president of the B’nai Brith Lodge of Camden.

is still following, turn on your radio and listen to any one of the Hicks recordings reaching the air daily via shortwave from London. They are classics in radio war reporting.

**A Proven Sales Medium**

IN WBNX SERVICE AREA THERE ARE:

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

WBNX broadcasts daily to Metropolitan New York and its suburbs. It also reaches the following surrounding areas by air:

- New York City
- New Jersey
- Long Island
- Connecticut
- Rhode Island

**WBGM**

8500 Watts Directional Over New York

**WBGM**

America's Leading Foreign Language Station
Prestige is the precious business ingredient that instills consumer confidence in an organization . . . the ingredient that brings a smile to a consumer's face when he or she hears your name.

Prestige is a mighty step on the road to consumer acceptance.

Prestige doesn't "just happen." It must be earned.

Many things contribute to a company's good name, the worth of the product, the philosophy behind a company, and the effectiveness of their advertising.

An imposing list of national and local advertisers have learned that WMFM and prestige-building are synonymous in Wisconsin.

The reason is WMFM's appealing combination of crystal-clear, static-free FM broadcasting, plus distinctive, quality programs keyed to the wants of the community. Another reason is the intense loyalty of the WMFM audience.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build good will and promote sales. Write, wire or phone for availabilities.
The CBS Station in El Paso, Tex.

Howard Redick, Owner

Val Lawrence, Mgr.


DORRMEE

W

Represented

the heart of the counties of

that spell "RADIO AUDIENCE" in the El Paso Southwest

EDD STEARNS Jr. has joined the Yankee Network as director of production at WNBC 1060 AM, New York, and prior to the war was engaged in news and special events.

JAMES HOFFMAN, of the news staff of WQXR New York, has been named night news editor.

AL LEVY, business manager for Frank Sinatra and formerly with James Sayphir Agency, Hollywood, last week joined the Hollywood CBS program department.

LARRY BERNs, CBS producer in New York, is to join Mr. Levy to work on the building and auditioning of new shows and ideas on the development of new talent. Both will operate as a new division of the program department, set up following a series of conferences between R. Thanhborn, CBS vice-president in charge of the western division, and Douglas Coultier, CBS vice-president in charge of programs.

STANLEY STEVENS, publicity manager of BBC in New York, left last week to set up his own radio public relations firm, which will open offices at 30 Rockefeller Plaza, New York.

RICHARD JENSEN has joined the announcing staff of WTVS Philadelphia as summer relief announcer.

LT. JOSEPH NOVENSON, former announcer of WFIL Philadelphia and navigator for the Army Air Force, has been returned to this country after completion of 50 missions over Italy and Corsica.

MIKE DUNN, announcer of WDFR Flint, Mich., has resigned effective June 24.

TED LE VEQE has joined the production staff of CBN Canada. He was with the BBC in New York, left, and returned to Vancouver a year ago to work in an airplane factory.

CPL. JACK MILLING and Sgt. Jack Chapman, both former announcers of KTSN El Paso, are in England, according to word received by the station last week.

RAY SIMMS, former announcer of WCHV Charlotteville, Va., is a new addition to the announcing staff of WMAL Washington.

GARRY GERARD has been named studio director at the Valley studios of KDKA and KDKB, Pittsburgh, Pa. Melville will announce from Valley Mills and Churchill, known on the air as Mike Dennis, is on a leave of absence from KDKO because of ill health.

RALPH THOMPSON, known on the air as Bucky Wheeler, has been transferred from the announcing staff to that of MURR KSTO Seattle, pending Leonard Langlow, who will return to the newspaper to work as editor of the Tacoma Times.

RUTH FRANZEN, secretary to production manager of KFI-KCLO Los Angeles, has been appointed an assistant producer.

PHILLIP PATTON, formerly production manager of KXMO-KLAC Los Angeles, has joined the production staff of the Blue Network central division.

BYTS TERWEY, for 6 years news editor and chief announcer of WNOX Knoxville, Tenn., has resigned to join the Overseas Branch of the OWI to aid in production of programs to be broadcast to the Netherlands. Joseph Leonard, radio technician instructor at the U. of Tennessee and formerly with KLZ Denver, has joined WNOX for the summer.

FRANK ALLAN, staff announcer of WWJ New Orleans, has married Irene Schaefer of Topolobampo, Mexico.

AMY SCHARF succeeds LARRY F'ommer as publicity director of WOWO-WFIL Fort Wayne, Ind.

TIM GRAY, former program director of WHFC Cicero, Ill., has joined the announcing staff of WWJD Chicago. Jack Corbly, former script writer for WJW Detroit, has joined the program writing staff.

DON RICH, former publicity man at WSYR Syracuse, has joined WJZ New York in a similar capacity.

MARIAN SIMPSON CARTER, program manager of America's News Meeting of the Air, heard on the Blue, and Capt. Lyman, a Garrett "G" airship has returned from operations in the Pacific.

LEE VINCENT has been added to the announcing staff of WEEI Boston. Mr. Vincent has been added to the announcing staff of WEEI Boston. Mr. Vincent has joined the program director of WIS Columbus, O., and formerly announced for WJAR Providence, R. I.

WILLIAM F. PALMER and William S. Haswell have joined the announc- ing staff of WPTF Raleigh, N. C. Mr. Palmer was formerly with WIS Louisville, Ky.

CAL FREDKIN/Ch., former announcer of KLZ Denver, has joined KFWB Los Angeles.

GEORGE W. Cumings, released from the U. S. Coast Guard, has joined KPAC Los Angeles as announcer. He was formerly an announcer at KGI San Diego.

ED SANDFORD, a radio director of WABC New York, has reorganized to form a production firm in partnership with Bill Richman, free- lance writer, Company, Screen Productions, has temporary offices at 33) E. 41st St., New York. Mr. Sandford is his own program director for Schaefer, Fain & Lenti. His first show will be "Mr. America" which he will produce for the first time. Radio stations in both the public and government service and advertising agency include Federal Razor Blade Co., New York; Rhea Thomson Cosmetics, New York; and Western Wire Corp. (Chateau Martin Wine), New York.

ED LETSEN, formerly newscaster of KFAB-KFOR Lincoln, and KXLY Walla Walla City, has joined the news staff of KGQ San Francisco.

GEORGE W. Alllen, director of WABC New York, has been appointed manager of CBS Pacific network programs and will take up his new post on the West Coast July 1, working under Hal Hudson, western program director of CBS and RicORD, account executive on the sales staff of WABC, with CBS since 1932, becomes WABC program director.

PROBLEM OF CUTTING recording time in special ceremonies at Lawry Field, Cal., without interference from the threatening rain was solved for Harold (Red) Stein, announcer of KLZ Denver, when an Army sergeant came to the rescue with the canvas top from a jeep.

ERNST WERNER, assistant production manager of Robbins Music Corp., New York, on June 15 resigns to join Muzak Corp., New York, as consultant in music and industry programs. Mr. Werner was formerly associated with Columbia Recording Corp., as head of the program research department.

VIOLA ROSE has been appointed news editor of KRN Bakersfield, Cal. She replaces Lucille Moses, who continues as commentator.

LEWIS K. HILL, Richard McNamara, Kyle Seby, Charles Bright and Ivan Xoho have been added to the WINX Washington announcing staff.

GEORGE KAPEL newscaster of KMJ Fresno, Cal., has assumed added duties as supervisor of news and special events.

JACK BEALL will replace Gregor Miller in WLS Chicago as commentator and regular member of the WLS-NBC World Front Panel. Mr. Beall spent several years as assistant chief of the New York Herald Tribune's London News Bureau.

CBS Names Allen

GEORGE W. ALLLEN, program director of WABC New York, has been appointed manager of CBS Pacific network programs and will take up his new post on the West Coast July 1, working under Hal Hudson, western program director of CBS and Richard, account executive on the sales staff of WABC, with CBS since 1932, becomes WABC program director.

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WOOD & Co. 350 Madison Avenue, New York

Representatives
The Gold's the same, but the pan has changed. "Production line" methods streamline the work of sourdoughs here in the northwest. Much of the nation's gold, copper, zinc, lead, silver and magnesite come from Inland Empire mines, rounding out a diversified source of income which includes agriculture, lumber, stock raising, manufacturing, fruit and truck gardening. KHQ's service is streamlined to meet the diversified needs of this area.
MARY MARGARET MCBRIDE
PLUS THE AMAZING PULLING POWER OF WEAF
When WEAF and the National Broadcasting Company told listeners of plans to honor Miss McBride on May 31 for her 10th anniversary in radio with a recruitment drive for more women in America's armed services, here's what happened:

Just 3 brief announcements on the Mary Margaret McBride program brought in over 30,000 requests for tickets . . .

Within a week requests mounted to more than 42,000 . . . then Miss McBride asked listeners to send in no more requests. New York's Madison Square Garden was filled to capacity with a crowd of 18,500, including celebrities from all walks of life . . .

Newspapers throughout the country devoted thousands of lines to this news-worthy event . . .

And one more example was added to the already overwhelming evidence of the draw and influence of Mary Margaret McBride and WEAF . . . key station of NBC:

Advertisers are invited to check with NBC SPOT SALES on future availabilities on the Mary Margaret McBride program.
THE BUSINESS OF BROADCASTING

WHO Des Moines
O’Cedar Corp., Chicago (Perma-Moth), 2 weeks, thru Aubrey, Moore & Wallace, Chicago.

WHO Studebaker Corp., South Bend (institutional), 2 weeks, thru Roche, Williams & Connungham, Chicago.

WHO Whitman Baking Mills & Grape, St. Louis, Mo. (fees), 3 weeks, thru Scholl Mfg. Co., Chicago (Zino Pads), 2 weeks, thru Donahue & Co., N. Y.

WHO Kellogg Co., Battle Creek (Kellogg Feeds), 2 weeks, thru Kenyon & Eckhardt, N. Y.

WHO Procter & Gamble Co., Cincinnati (Crisco), 2 weeks, thru Compton Adv. Co., N. Y.

WHO KFWB Hollywood


WHO California Flyers, New Angeles (training school), 3 weeks, thru Philip J. McIndoe Co., Los Angeles.


WHO Williams Tablet Co., Chicago (proprietary), 3 weeks, thru First United Broadcaster, Chicago.

WHO WJJD Chicago
Schonhofen Edgewater Co., Chicago (beer), 6 weeks, direct.

WHO Russell Electric Co., Chicago, 6 weeks, direct.

WHO Bahlsen & Kats, Chicago (movie "Going My Way"), 7 weeks, thru M. M. Fisher Assoc., Chicago.


WHO Providence Newspaper, New Angeles, 15 weeks, thru Ruthrauff & Ryan, N. Y.

WHO Pillsbury Mills Co., Minneapolis (Royal), 3 weeks, thru Minneapolis, Minn.

WHO KJH Hollywood
Pillsbury Mills Co., Minneapolis, 6 weeks, thru Minneapolis, Minn.

WHO WLS Chicago
Oelwein Chemical Co., Oelwein, Ia. (Cocoa-Mars), 15 weeks, thru Ruthrauff & Ryan, N. Y.

WHO WABC New York

WHO KFRC San Francisco

WHO Curtis Chicago (Coronet), 6 weeks, thru Schwallmer & Scott, Chicago.

WHO Associated Dental Supply Co., San Francisco (toothpowder), 18 weeks, thru McCann-Erickson, San Francisco.

WHO G. Washington Coffee, New York (coffee), 6 weeks, thru Ruthrauff & Ryan, N. Y.

WHO WMAQ Chicago
Atlantic Brewing Co., Chicago (Tavern Pale beer), 3 weeks, thru Campbell-Mithun, Inc., Minneapolis.


WHO WQXR New York
Alfred D. McAlever Co., New York (Seaforth toilettries), 2 months, thru Missoula International, Missoula.

WHO Minwax Co., New York (Preen), 13 weeks, thru S. T. O'Donnell Co., N. Y.

WHO WOR New York
Rossel Bros., New York (food products), 6 weeks, thru J. D. Trench & Co., N. Y.

FOREIGN HEADQUARTERS

KFWB Hollywood


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WHO WOR New York
Rossel Bros., New York (food products), 6 weeks, thru J. D. Trench & Co., N. Y.

These Markets in These Markets in
Studs' Markets, Inc., Chicago, Illinois, when purchased as a group, save 10% with the advertiser. McKesson Robbins

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Smart agency buyers are lacking advantage in knowing the opportunity of saving the Pacific Northwest Group.

The Western Ohio and Northeastern Sales Manager

Reitman & Dolk, Chicago

Representatives

KXL | The Lucker Company
Z NET | The Walker Company
KPP | The Katz Company

Buy 2 markets, and save 10% in the representatives.

FORUM DISCUSSES VIDEO FOR STORES

DEPARTMENT stores which are television broadcasters can make a profit by selling the evening hours to other advertisers, Sam Cuff, manager of WARD, Du Mont video station in New York, last Tuesday told a television forum conducted at the Du Mont studios by Irwin Shane, television consultant to the Arkwright Syndicate, at a forum of several department stores represented by Arkwright.

Mr. Cuff said one store has figured that for $350,000 it can earn $260,000 after a slight amendment to the transmitter and get studio equipment including two cameras and a mobile unit mounted to a truck. During the day, Mr. Cuff reported, this store will use its video facilities to demonstrate its department wares, both to the home audience and to store visitors through receivers installed throughout the store, at a cost of about 85 cents a minute, at which rate a department might use a half-hour throughout the day for only $42. In the evening, he said, the store will sell time to other advertisers, estimating that it can gross approximately $275,000 annually on the deal.

Mr. Cuff said that by television a saleswoman in a department store can show merchandise very effectively, ending the demonstration just for the customer to come in and ask for her by name. This idea was tested on a program for neckties, produced on WABD by Mr. Shane. The following day 68 people asked for her by name and purchased ties, estimated. Television programming was also discussed by Norman D. Waters, president of the Waters Advertising Agency, one of the first to experiment with television for department stores. Thomas Riddle, television director of William Esty & Co

CIO Radio Series

UNITED RETAIL, Wholesale & Department Store Employees of America (CIO), union involved in the recent Montgomery Ward strike controlling a remaining radio series which will comprise social, economic and cultural benefits offered by a union to members and to the country. No controversial issues will be aired. Full announcement of the series in the direction of Carl Riblet, Chicago public relations counselor, and Samuel Wolchek, president of the WRFSEWA, will not be made until later in the season. Mr. Riblet handled the union’s advertising campaign during the Ward dispute.

Correction

GOODKIND, Jolee & Morgan, Chicago, is the agency for the Kerr Glass Mfg. Co., Los Angeles. It was incorrectly reported in the May 5 Business Advertising, Business of Broadcasting, Dept. of Broadcasting, Blaine-Thompson Co., Chicago, Illinois, handled the account on WGY Schenectady.

SIDNEY P. MORSE, Chicago radio agent and talent scout, has left General Ad Sales, Chicago, to head the radio department of Consolidated Radio Artists, Chicago.
YOU'LL FIND IT AT BOTH PLACES

They bury it at **KNOX (fort)**
They spend it in **KNOX (ville)**

Fort Knox is a little beside the point . . . but people in Knoxville are spending money! Take a look at the figures! *Sales Management's "Retail Sales and Services Forecast for June 1944"* with June 1943 as a base of 100%, showed Knoxville with an increase to 160%. So all the wealth isn't at Fort Knox! See for yourself . . . tell the Knoxville market about your merchandise, they're eager to hear about it!

**QUICK FACTS**

KNOXVILLE: Now a city of more than 200,000 . . . its Metropolitan area includes ALCOA and other big industries . . . has highest percentage of radio homes of any Tennessee city . . . is the Home of TVA!

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

---

**WROL WBIR WNOX**

**KNOXVILLE • TENNESSEE • HOME OF TVA**
Mullon New Agency

JOHN A. MULLEN, who resigned recently as head of the editorial and production division of the Office of War Information, and as deputy director of the New York office, has been appointed director of the commercial writing department of Doherty, Clifford & Sheldon, New York.

Mr. Mullon

Birk Named V-P

CHESTER T. BIRCH, account executive with Pedlar, Ryan & Lusk, New York, has been appointed vice-president of the agency. Mr. Birch will continue to handle the Proctor & Gamble account. Before becoming a member of the Pedlar & Ryan concern two years ago, he was associated with the staff of Sherman K. Ellis & Co., New York.

Mr. Birch

Mr. Brew

L. MARTIN KRAUTTER, vice-president, Stockton, West, Burdick, Cincinnati, and prior to that, advertising and sales promotion manager of Crosby Corp., has been named vice-president and account executive of Henri, Huest & McDonald, Chicago.

KATHRYN SHANAHAN of the timebuying staff of Hixson-O'Donnell Adv., New York, has been appointed chief buyer of the agency. Stanley F. Ellsworth, of the copy staff, has been named copy chief.

RUSSELL BRANCH, formerly copy chief of Tracy Kent & Co., New York, previously with RCA Mfg. Co., has joined Pedlar & Ryan, N. Y., executive on the Kellogg Co. account; Ralph Linder, formerly with Kroger Grocery Co., executive on the Standard Brands account; and Franklin Owen, formerly with Tracy, Locke & Dawson, N. Y., who is account executive for the Quaker State Oil Refining Corp., the Wesson Oil & Snowdrift Sales Co., and RCA-Victor.

SAM KRUPNICK, co-founder and former half-owner of the Pado Adv. Co., St. Louis, has opened his own agency, Krupnick & Assoc., at 3807 Olive St., St. Louis.

C. L. LANDON, in charge of the plans and research department of Ivey & Elliott, New York, has been elected vice-president.

SHERMAN & MARQUETTE, New York, has moved to 1020 Fifth Ave., New York. Telephone is Circle 6-1500.

HELEN SHERVEY, former manager of the booking and business office of NBC's program department, has joined Compton Adv. Co., New York, as business manager of the radio department. She replaces Lee Graves who entered the armed forces.

WALLACE H. GOLDSMITH Jr., formerly with the National Assn. of Manufacturers, has rejoined McCann-Erickson, New York, as a member of the foreign department.

Coast Agency Expands

IN LINE with expansion of operations, Pacific Coast Adv. Co., San Francisco, has established Southern California offices at 1560 N. Vine St., Hollywood, and appointed Irving S. Atkins resident manager and radio department director. In that capacity he will supervise production of Hollywood-originating programs serviced by the agency. These currently include weekly NBC A Song Is Born and thrice-weekly Red Ryder on Blue Pacific stations, both sponsored by Langendorf United Bakeries. Mr. Atkins was formerly assistant to John Guelde, Hollywood vice-president in charge of radio for Russell M. Seeds Co., and prior to that, assistant radio director of Dan B. Miner Co., Los Angeles agency.

Brew, Linder and Owen

Mr. Brew

THREE NEW APPOINTMENTS to vice-president, at Kenyon & Eckhardt, New York, are John V. Brew, formerly with Pedlar & Ryan, N. Y., executive on the Kellogg account; Ralph Linder, formerly with Kroger Grocery Co., executive on the Standard Brands account; and Franklin Owen, formerly with Tracy, Locke & Dawson, N. Y., who is account executive for the Quaker State Oil Refining Corp., the Wesson Oil & Snowdrift Sales Co., and RCA-Victor.

Mr. Owen

Mr. Brew

Mr. Linder

LINDER has joined the staff of Beaumont, Heller & Sider, New York, has moved to 502 Fifth Ave. Telephone is Murray Hill 2-2551.

NEW CENTURY ADV. Co. is the name of the new agency opened by C. R. Gigli at 551 Fifth Ave., New York.

JERRY LAW, former program director for WINS, New York, has joined Hirsch-Garfield Inc., New York, as director of radio. Agency has been functioning without a radio director for some time.

MALCOLM WILDER, formerly on the copy staff of Marshalledy & Press, New York, has joined Moner & Cotinas, New York.

JOHN P. BRODERICK, director of public relations of Doremus & Co., New York, has been elected a vice-president.

MAX B. SACKHEIM, former president of Sackheim & Schell and in recent years president of the Brown Fence & Wire Co., has joined Franklin Bruck Adv., New York, as vice-president and member of the plans board.

JAMES MILLER, former real estate editor of the Pittsburgh Press, Pittsburgh, Pa., has joined N. W. Ayer & Son, Inc., Philadelphia.

GLENN H. COX, formerly of Eldridge-Northrop Inc., Trenton, N. J., and a staff member of the plans board.

HARRY KERR, commercial writer of J. Walter Thompson Co., Hollywood, and former CBS Los Angeles Radio Theatre, has been commissioned a lieutenant (j.g.) in the Navy.

JOHN S. GRAETZ JR., former manager of food campaigns of the Office of War Information, has joined Lenzen & Mitchell, New York, as account executive.

WESLEY WINNING, assistant treasurer of Richard A. Foley Adv., Philadelphia, has been appointed media director, succeeding Russell Gray Jr., advanced to account executive.

GLADYS RACE and W. Thornton Purkis have been admitted to a limited partnership in the Thornton Purkis advertising agency, Toronto. Miss Race has been with the agency for many years, and W. T. Purkis is at present associated with the Canadian government.

MANNY MANHEIN, Hollywood writer of J. Walter Thomson Co., and Martha Merrill, magazine writer, have married June 1.

SARA LIPSEY, formerly on the copy staff of the Namms Department Store, Brooklyn, has been appointed copy chief of the Chew-Whitman agency. Robin Fersten, former publicity director for the New York agency, has been named publicity chief.
Dear Folks -- You oughta see the mail my Neighbor Lady gets! Last year 80,123, and more'n 3,000 a week so far this year. Real "money mail", too, with cash for everything from brooder-houses to hosiery.

This year, just thru' April, she's sold 20,046 pairs of stockings, 8,456 packages of deodorant, 7,900 packages of breakfast food, 3,863 packs of stationery. The same flour's participatin' for the third year. For a washin' powder, she got distribution in the whole WNAX five-state market, all by herself. A seasonal advertiser uses her all-year to insure bein' on her program at his peak season.

Mark my word, the WNAX Neighbor Lady will get more'n 150,000 pieces of mail this year. She's doin' a mighty low-cost sellin' job. Betcha she can do it for you.

Yours truly, Big Aggie
Radio Advertisers

GRUMMAN Aircraft & Engineering Corp., Bethpage, L. I., N. Y., last week started a series of one minute transmitted spots announcements on four New York stations: WJZ WOR WNEW WMCA. Plans are also underway to use five more stations in the New York area starting this week. Campaign is for institutional advertising in Chicago, served by Charles W. Hoyt Co., New York.

SPARKLETT'S DRINKING Water Corp., Los Angeles (bottled water), will, European invasion June 6 started heavy daily newscast and flash bulletin schedules on seven stations. Station list includes KFAC KWKW KFAS KJPD KFJ KFJ. Agency is Raymond R. Morgan Co., Hollywood.

CHICAGO TRANSFORMER Corp., Chicago (wet plant), began sponsorship June 7 of Tom T. Baker, quarter-hour program, six days weekly, on WGN Chicago. Contract is for 13 weeks. Agency is Lieber Adv., Chicago.

BLUE STAR Foods Inc., Rockford, Ill. (Blue Star Potato Chip), has named Howard H. Monk Co., Rockford, as advertising agency.

Radio is said to be considered.

YOUNG PEOPLE'S Church of the Air, Philadelphia, sponsor of a program of the same name heard on MBS and various independent stations, has contracted with WHB in Brooklyn for a six-weekly half-hour period at 8 p.m. for a religious program remote from Philadelphia. Contract for 52 weeks was placed through Harry A. Zook Co., Philadelphia.

WANDER Co., Chicago (Oraline), on June 11 started Frank Singer's Sunday 7:30-7:45 p.m. news period on WOR New York for 13 weeks.

Agency is Hill Blackett & Co., Chicago.

BACHARACH STUDIOS, Newton, Mass., for its photographic studio branch in Philadelphia, has begun sponsorship on WCAU Philadelphia of The WCAU Washington Reporter, a question-and-answer information series, Thursdays 8-11:30 p.m. Started June 11 for 13 weeks, account placed by Needham & Grohmann, New York.

Chemical Research Foundation, Wilmington, Del., has taken over the sponsorship of the all-night program of WPATH Philadelphia to introduce its new product, Sterillium, a medicated antiseptic cream. Started June 11 and continuing indefinitely the all-news and record show is aired from midnight to 7 a.m. every day except Monday and is titled All Through The Night. Radio campaign coincides with a heavy newspaper campaign in the Middle Atlantic area. Account is handled through Vernick Adv. Agency, Philadelphia.

ANA Publicity Group

CHARLES C. CARR, director of public relations and advertising of Armstrong Cork, has been reappointed chairman of the public relations committee of the Association of National Advertisers. Serving on the committee, which includes some new appointments are:


LUTHERAN LAYMEN'S LEAGUE, St. Louis, has added WAAT Newark to its list of stations carrying a transcribed version of Lutheran Hour. Coverage for the six week period went into effect June 11. List now totals some 160 stations. Agency is Gotham Adv., New York.

STANLEY TALBOT has been appointed assistant to the president of Petri Wine Co., San Francisco. Mr. Talbot was formerly advertising manager for the Palst Sales Co., Chicago.

KAY PREPARATIONS, New York, has resumed advertising on WLJB Brooklyn for its Formula 301 skin lotion with a 52 week contract for several programs of recorded music weekly. Firm continues music participation on WAAT Newark and may expand radio schedule in the fall. Business placed direct.

J. A. STRAKA, assistant to the president of Colgate-Palmolive Co., Jersey City, has been elected a vice-president.

ATLAS BREWING Co., Chicago, has resumed advertising on WLJB Brooklyn for its formula June 7, of a half-hourly musical show titled Night Shadows. Started Monday, 8-9:30 on WBBM Chicago. The 52-week contract was placed by Oliver Advertising Agency, Chicago.

PETROLEUM HEAT & POWER Co., Stamford, Conn., producers of domestic and industrial oil and fuel oil, has signed a 62-week contract with WHIN New York for a five-weeks weekly quarter-hour program combining hearings news with Name Your Merchandise. The script, feature, sponsorship started June 11 in behalf of oil and oil burner service. Business was placed direct.

TEMPLETON RADIO Co., Mystic, Conn., through its new agency, Pack Adv., is releasing its first free spot promotion. Promotion is confined to a spot at present and spot is included in the long-range plans.

NEWARK CHEESE Co., New York, has placed its account with J. G. Prestidigitator of New York. Radio programs are said to be included.


WEBER SHOWCASE & FIXTURE Co., Los Angeles (employment), following a six-week layoff, on July 17 started a quarter-hour, weekly morning newscast on KNX Los Angeles. Contract is for 52 weeks. Agency is Donier-Graham-Saidman Los Angeles.

PLAQUE PRESENTATION is made to KTSO Santa Ana by the June Board of Directors of the station. Outstanding cooperation by the station in assisting the local Junior Chamber president. Others are (1 to r): Charles Lutz, KTSO promotion manager and JC member, Phil Bato, JC member and George W. Johnson, KTSO general manager, who received the plaque on behalf of the station. KTSO presents a 15-minute weekly evening program titled Your Junior Chamber of Commerce Speaks.

Serutan Signs

SERUTAN Co., of Jersey City, has signed for Monday 7:15-7:30 p.m. on the full network effective Sunday July 23. A commentator will probably be used. Drew Pearson, sponsored by Serutan Co. In the adjacent period on the Blue 7:15 p.m., Sunday will be expanded to the full network. From 110 stations with commercials shifted from Serutan to Nutrex, a nutritional competitor of Serutan Co. Agency is Raymond Spector Co., New York.

SOCIETY for Individual Freedom (opposing state socialism), Toronto, has started daily broadcasts on CKGL CFRB Toronto, and expects to expand to other Canadian cities. Agency is Fordham Adv., Toronto.

CARIBBE Motors Corp., San Juan, Puerto Rico, distributor of General Motors Cars and trucks and four-wheel trailers, has established the San Juan office of McCann-Erickson Inc., to handle newspaper and radio advertising.

KEDNMY MFG. Co., Montreal (insecticide), has started five weekly time announcements on nine Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

WILSON FLY PAD Co., Hamilton, Ont., has started one-minute week programs nine times weekly on 21 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

COLISEUM ENTERPRISES, Chicago (Alaskan Stampede show), began sponsorship June 4 of an extensive spot campaign, featuring 5 to 10 transmitted announcements daily on following local Chicago stations: WBBM WAFL WCFT, WIND WJWT WBN WTMQ WLS WCRW WGES WSBC WDUF WJIB & WJOB Hammond, Ind. Announcements promote music show "Alaskan Stampede," which opened at the Chicago Coliseum June 10. Contracts are short term on a guaranteed basis. Agency is Malcolm Howard Adv., Chicago.

FRED W. AMEND Co., Danville, Ill. (Chuckles Candy) began series of 8-week传染 programs Sunday June 11 in Chicago in addition to its regular schedule. Contract is for 52 weeks. Agency is Siegert Hartman, Chicago.

1000 WATTS 610 KC CBS
FREE & PETERS, INC., Exclusive Representatives

Page 52 • June 19, 1944

BROADCASTING • Broadcast Advertising
on locally produced shows 8 a.m. to 10 p.m. Mon. thru Fri.

*C. E. HOOPER GIVES KWK A 20% GREATER AVERAGE AUDIENCE THAN THE AVERAGE OF ALL OTHER ST. LOUIS NETWORK STATIONS COMBINED

...AND KWK PRODUCES ALMOST HALF

All St. Louis network stations combined broadcast 101 hours of locally produced shows. KWK alone broadcasts 48¾ hours or 48% of the total.

The average Hooper rating on locally produced shows for all St. Louis network stations (except KWK) is 3.5.
The average Hooper rating on KWK locally produced shows is 4.2 or 20% better than the average for all other St. Louis network stations combined.

KWK produces 91% as much as all other St. Louis network stations combined.

* All ratings, 8:00 A.M. to 10:00 P.M., from C. E. Hooper "Continuing Measurement of Radio Listeners," Monday through Friday, October 1943 through February 1944.
Stations’ Handling of D-Day News Continues at Top Speed

More Reports on Invasion Coverage by Local Stations Show Radio Coverage Was Complete

AT THE END of invasion week, reports from stations throughout the country, telling of the way they handled D-Day [Broadcasting, June 12] continued to pour in after press time. The following stories on invasion coverage by U.S. stations wind up Broadcasting’s report:

In a full-page ad in the New York Sunday News on June 11, WABC New York, key station of CBS, extended “a vote of thanks to the other networks for joining us in the great radio tool for invasion.” Copy continued: “This emergency pooling of the keenly competitive foreign staffs of all networks and their joint use of limited transatlantic radio channels have enabled all four networks to perform the greatest public service in the history of radio broadcasting...”

Following publication of the ad, CBS received congratulatory telegrams from Theodore C. Streibert, executive vice-president of MBS, and C. W. Johnstone, Blue network director of news and special features.

At WNAX Yankton, S. D. Art Smith, program director, AI Constan, Russ Van Dyke and Whitely Larson, newscasters called between 50 and 75 small towns throughout the WNAX area, informing operators that “Now is the time to sound bells and sirens.” As a result, WNAX was able to report 100% coverage of the entire area, with all scattered rural communities being notified of the historic event.

In Tulsa, crowds blocked traffic at 4th & Main on D-Day to hear invasion news as it came from the KTUL news board. Flashes, bulletins and special news periods supplemented regular news casts. John Eau, KTUL general manager had long ago worked out details for installation of an amplifier on the billboard with KTUL news editor Glenn Connod and chief engineer Bob Snider. Five newscasts daily issued from the loudspeaker.

Paper Praises WFBG

The Altoona Weekly American carried a banner headline in its June 10 issue praising WFBG Altoona on its service during June. Streamer headline read: “WFBG Makes History on D-Day.” The station remained on the air 21 hours, the paper stated, in hablling general manager Roy Thompson for his splendid service to the community.

WMZ Macon, Ga., published and distributed a one-page extra announcing the invasion and calling attention to the fact that WMZ would provide complete news coverage. The sheet, prepared a month in advance, scooped the local newspaper extras in reaching the streets.

WNAC Boston, key station of the Yankee Network, carried all-night coverage of the invasion with local and national news.

WFDF Flint, Mich. reported enthusiastic response from Michigan war plants after the station provided hourly AP and Press Radio spot news summaries of the invasion teletyped to war factories in Saginaw, Bay City, Grand Rapids and Lansing.

In Hartford on June 6, WTIC radio's dollar sacrifice in dispensing with commercials during the hours of great interest in the news and also the expense incurred by networks and stations in delivering the background and current developments to the public.

GOVERNOR ROBERT S. KERR of Oklahoma, paid high tribute to the radio industry. In his weekly broadcast of KVOO Oklahoma City’s program, “Confidentially, Governor,” The Governor cited radio’s dollar sacrifice in dispensing with commercials during the hours of great interest in the news and the expense incurred by networks and stations in delivering the background and current developments to the public.

GOV. KERR’S PRAISE

Compliments Radio Industry

On Invasion Coverage

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CUB Crew in Europe To Cover Allied Drive

A STAFF OF Canadian Broadcasting Corp. correspondents and engineers is now with the Canadian Army Liberating France. Matthew Holton and Marcel Oumet were correspondents going over with the first Canadian troops to land in France on June 6. Holton has covered the evacuation at Dunkirk four years ago, the fighting in North Africa from El Alamein to driving the Germans and Italians out, and landings in Italy. Oumet covers the CBC French-language network. With the invading troop ships were Andrew Cowan, CBC Toronto and Bill Herbert, CBR Vancouver.

Engineers going into France are headed by Arthur Holmes, CBC Toronto, who covered the Blits of Britain for the CBC with recordings, and Alex McDonald, CBC Toronto; Harold Wadsworth, CBC Ottawa; and Paul Johnson, CBC Watrous. In Italy are correspondents Peter Stursberg, CBC Vancouver, and Benoit Lafleur, CBC, Montreal, with engineers Lloyd Brooks, CBC, and Joseph Beauregard, CBC, Montreal.

A. E. Powley, CBC newscaster Toronto, is chief editor for CBC networks in London; John Kamnaw, CBC Winnipeg, is director of all CBC networks overseas, with headquarters in London.

Springfield Esso Reporter, brought last minute news of the invasion to passengers on Northeast Airlines flights out of Boston.

CHECKING LATEST COMMUNICATIONS

ALLIED AND ALLEGIED LANDINGS ARE ELMER PETERSEN, NBCcommentator (left) and William F. Brooks, director of news and special events.

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WHEN YOU SELECT A NEW TRANSMITTER

ConsiDer

Simplicity of Control

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.

2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.

3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.

4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.

5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

Westinghouse RADIO DIVISION

AM - ELECTRONICS - FM

BROADCASTING - Broadcast Advertising

June 19, 1944 - Page 55
Modernizing Communications Law

(Continued from page 15)

field is under consideration and appears likely.

Airmail in this country and abroad provides much quicker and better service than it did in 1934. The Army and Navy, under the stress of war, have expanded their communications systems out of all semblance to those existing ten years ago. In broadcasting, FM, television and facsimile years appears better. The television and facsimile service is likely.

There has been much criticism of the 1934 Act and more criticism of the manner in which the Commission—and particularly Mr. Fly, the chairman of the Commission—has administered it. I do not intend to become involved in that controversy beyond the observation that the Commission’s actions have been upheld by the Supreme Court. Obviously any different legislative intent needs to be more carefully expressed in a new law now.

Three Main Flaws

There appear to me to be three basic defects in the 1934 law:

First—Our radio licensing system should have one, and only one, objective—the prevention of interference between the users of radio frequencies so that the maximum usefulness of radio to all the people may be assured. That was the single objective of the 1927 Act.

Second—Regulation of the many different services using radio should be a separate and distinct function. The use of the licensing power as a device for regulating business practices gives thoroughly bad administration of both.

Third—Under the 1934 Act not only were both these functions combined and confused in a single agency but neither the powers nor the duties of this agency were defined much beyond the standard of “public interest, convenience and necessity” which, like a kimono, covers everything but touches nothing.

These defects are structural and should be a matter of concern to all branches of communications. The Act is deficient in one other respect of primary importance to the broadcasting industry and the listening public. Since the repeal of the Davis Amendment in 1936, it has contained no formula for the allocation of broadcasting stations or any indication of what Congress considers a fair, efficient and equitable distribution of broadcasting service to be.

In my opinion, the failure of Congress to specify, and the failure of the Commission to develop an adequate framework, has led to a non-distribution of stations which underlies most of the industry’s troubles in the standard broadcasting band. In the absence of a clear statement of Congressional purpose, conditions in FM and television will be much worse.

It will be difficult to correct these defects by amendments to the 1934 Act and I am under no illusions as to the amount of work the industry and the Congress must do before a complete new law is written. Even so, I suggest the following:

Non-broadcasting services are discussed only because it is impossible to disentangle broadcasting without doing so.

Frequency Assignment

Assignment of Radio Space to Services. The FCC now has jurisdiction over some parts of the spectrum while others are devoted to Government uses by Presidential Executive Order. Congress, with the advice of the Interdepartmental Radio Advisory Committee (IRAC), should designate the bands of frequencies to be used for national defense, safety of life, broadcasting, telephone, telegraph, amateurs, industrial electronics, and aviation.

As to radio. The amount of space allotted to each should be determined by its relative importance. National defense frequencies will, of course, continue to be administered by the Army and Navy and are excluded from the subsequent discussion.

Technical Service Specifications. Experience indicates that, with the exception of broadcasting, there will be little difficulty defining the technical service to be rendered within the bands thus designated. For broadcasting allocation purposes, particularly for FM and television, the “public interest” is not a sufficiently explicit standard. Doubt has been expressed that Congress through its unwieldy processes can prescribe a better standard. I do not share that doubt.

Drafting of Rules

An allocation formula for broadcasting is certainly no more complex than our tax structure. And clearly it is for Congress to say whether broadcasting stations should be integrated geographically, should be distributed in accordance with population, should be distributed so as to provide outlets for national networks or whether some entirely new plan will produce the maximum in social benefits. Whatever the plan, Congress should write it.

Licensing. Rules implementing the specifications laid down by Congress should be drafted by the licensing agency. They should, under the details after the policy has been established in the same manner that the income tax regulations prepared by the Commissioner of Internal Revenue implement our basic tax laws. Granting licenses for ships, planes, amateur and industrial users under these regulations would be a routine administrative matter. What few conflicts there have been in the past between the telegraph companies will disappear if a foreign merger is approved.

Most of the trouble will come in assigning channels for broadcasting. Even in broadcasting, when there are no interference conflicts under the regulations, many licenses are granted on a routine basis. The machinery for handling conflicting applications in all services is described later.

My preference for the licensing agency would be a single individual as administrator. He should have authority to employ such expert assistance—engineers, lawyers, etc., as he might require. Once a year, or more frequently if he felt it necessary, he should report to Congress and make recommendations for changes in the law.

Adjudication. Separated as completely from the Radio Administrator as the Tax Court is separated from the Commissioner of Internal Revenue, there should be a radio court of three members. Its function should be to adjudicate controversies and to interpret the law and regulations. Any action of the administrator could be taken to the radio court by any interested party and the administrator should be required to refer to the court for adjudication all applications in conflict with his regulations, with any other application or with any existing license. Decisions by the radio court should be appealable to the Court of Appeals of the District of Columbia on questions of law.

Types of Communication

All the machinery thus far outlined is designed to secure the maximum results from a limited number of radio frequencies and it has no other function. We still have the problem of regulating (as distinguished from licensing) the various types of communications' ac-
All WDAF commercial programs (both local and network) were canceled on Tuesday June 6, 1944, Invasion day.
MANAGERS OF THREE Nebraska stations, KFAB-KFOR Lincoln and KOIL Omaha, donated special props for the separation of the two Lincoln stations. Earl Williams, station manager of KFAB Lincoln, acted as umpire as Gordon Gray, wearing the KFOR banner, and KFAB's general manager Hugh Feltis, with appropriate insignia, matched fists for the baseball bat. Purpose of the "ball game" was to introduce Gray as the new general manager of KOIL and Lyle Bremer (1 to r) placed the banners for the novel game.

Don Lee Confines Religious Series

Several new policy rulings affecting station relations, programming and religious broadcasts for the Don Lee Network were discussed by station officials at a meeting held in San Francisco recently. Particularly important was the attitude of station owners and managers towards religious programs. Paid time for religious broadcasts on Sunday will be accepted from sign on until 1 p.m. only. It meant taking steps necessitated by the possibility of increased activity and making available more time for variety shows with top-notch names and organizations.

Lewis Allen Weiss, vice-president and general manager of the network, said that the new regulations were doing a splendid job in helping each station operate with the smoothness required in chain broadcasting. Sales promotion plans were discussed by Sydney Gaynor, general sales manager and assistant to the vice-president. Pat Cottrell, manager of KFRE Fresno, reported on who attended work of the technical Department.

L. A. Schamblin, KPMK Bakersfield; Russell Williams, D. Smithlin, KIEM Eureka; Paul Corbin, KIMT Des Moines; Mr. George R. Pat Campbell, Joseph D. Carroll, KMY Marshalltown; Mr. Howard V. Walters, KDOR Monterrey; Manzy A. Vroman, KFKX San Bernardino; D. J. Donnelly, KFRC San Francisco; Ernest L. Spencer, KVOS Santa Ana; Wallace Wiggan, KVJO Santa Ana; Fin Hollinger, KDB Santa Barbara; Jesse Jodeman, KFRE Redding; Mr. Bartlett, Chet Wheeler, KWIL Alhambra; Ed Persuna, KATI Auburn; Frank H. Logan, KBBN Bend, Ore.; Frank L. Hill, KGB Eugene; Ralph W. Knott, KEUN Grants Pass; Jack Keating, KXRO Aberdeen, Wash.; Joe Allard, Chet Contreras; Evelyn: Oliver A. Roney, KOL Seattle; R. G. McBurn, KFOD Spokane; Carl E. Raymond, KMKX Tacoma, and WITW Sarnia; Jack Clark, KMKX Tacoma; and J. C. Lee, KFAX San Bernardino. Also William Dempsey, attorney for the network.

Hooper Report Reveals Pacific Network Drop

Pacific network April-May report of C. E. Hooper Inc. reveals an average evening program rating of 8.1, down from a year ago, average evening set-in rating 31.5, down 0.5 from last report, up 0.6 from a year ago. Average evening available audience is 76,5, up 12.5 from last report and no change from a year ago.

The average daily program rating is 3.5, down 0.6 from last report, down 0.9 from a year ago. Average daytime set-in of 13.3, is down 2.0 from last report, down 0.5 from a year ago. Average daytime available audience is 65.0, down 2.3 from last report and down 0.7 from a year ago.

Bob Hope leads the list of top ten programs in the Pacific coast, with Red Skelton second and Feller, Heft & Molly third. They are followed by Frank Morgan, Jack Benny, Chic, Ken Murray, Merv Griffin, Hoagy Carmichael, Jack Carson, Jack Clark, KMOX Tacoma, and J. C. Lee, KFAX San Bernardino. Also William Dempsey, attorney for the network.

Fosterlite, newest development in the field of synthetic materials and created by Westinghouse research laboratory, is taking its place in New York recently as a moisture-proof plastic which seals radar and radio parts against moisture. It demonstrated was a synthetic shellac which has several superior to the natural product and has the strength of steel.

Croelsey Corp., Cincinnati, has announced the appointment of the Ends Bros. Furniture Store in Ft. Smith, Ark., as distributors of Croelsey products for western Arkansas.
Have You Explored Canada?

The early pioneers of a century ago searched for and found in Canada a wealth of natural resources. These have been developed throughout the years and today a new wealth is here for the taking—a wealth of opportunity!

Canada has made a place for herself in the markets of the world. On the threshold of a peacetime economy, she offers boundless possibilities in the field of commerce. Forward-looking men are preparing now for the postwar boom. They are opening up avenues of business, building future markets in this territory. Through CFRB you can reach Canada's richest market. On a daily average, this station has a listenership consistently higher than those of the three other stations in this area. Those who know Canada choose CFRB and base their selection on results.
Disc Case Left in Fog
(Continued From Page 18)

a method of distributing a fund to be set up through payments by the companies, with arbitration as the final step in case the parties fail to agree. These companies (RCA, CRC and NBC Radio Recording Division), the Board said, had proposed by way of settlement "that a fund be set up in escrow pending a possible revival of the copyright law", but had objected to payment of funds directly to the union for any purpose.

Artists Protest Ban

Settlement of the dispute, which the Board previously characterized as one of the most complicated ever to come before it, was announced approximately 14 weeks after the issuance of the panel report on the case. The companies had recently protested the delay in reaching the decision, explaining that they and their artists under contract have suffered hardships. The Board accused the companies of employing "pressure tactics" and declared the delay was due to difficulties in arriving at a fair and equitable solution [Broadcasting, June 12].

Earlier last week, a second protest was made to the Board by a large group of artists under contract to RCA and CRC who contended that their professional standing was being jeopardized by the Petrillo ban against new record production by Victor and Columbia. The artists, many of whom are members of the AFM, included James Melton, Kay Kyser, Gladys Swarthout, Benny Goodman, Xavier Cugat, Frank Sinatra, Horace Heidt, Vladimir Horowitz, John Charles Thomas, Harry James and Cab Calloway.

The dispute, according to officials of the AFM, had its origin in 1928 and 1929 when the development of sound films and other forms of mechanized music caused unemployment among musicians. After several efforts to force the employment of live musicians, the union, effective Aug. 1, 1942, stopped making records and transcriptions.

Antitrust Action

Shortly afterward, the Dept. of Justice instituted antitrust proceedings against the union but the complaint was dismissed and the decision affirmed by the Supreme Court. A hearing was held the following January before a Senate committee and the union proposed that the employers pay a fee on each disc to an employment fund to be established by the union. While this proposal was made by the transcription companies, the union had taken the case to the U.S. Conciliation Service.

The dispute was certified in July, 1943, to the NWLB and a panel was appointed to hear the case. Hearings were held in New York last September, October and November, the record comprising 1,900 pages with hundreds of pages of exhibits. While the hearings were in progress, Decca (not a party to the proceeding) entered into a contract with the AFM, accepting the "employment fund" demands. World Broadcasting System (Decca transcription affiliate) and Empire Broadcasting Corp. made similar contracts and withdrew from the controversy.

Subsequently, four other transcription companies (Associated Music Publishers Inc., Lang-Worth Feature Programs Inc., C. F. MacGregor and Standard Radio) negotiated similar contracts with the mediatory help of the panel and withdrew from the case. Their action left RCA, CRC and NBC Radio Recording Division (NBC transcription subsidiary) as the remaining parties to the proceeding.

At a hearing before the full Board in April [Broadcasting, April 10] to receive oral arguments on the panel recommendations, the participants to the "Four-Employer" contract stated they entered into the contract with AFM because they had no alternative. Counsel for Decca testified the contract negotiated with AFM was first submitted to the Treasury Dept. for approval.

Page Petrillo

THAT loud noise you just heard was Jimmy Petrillo's head hitting the ceiling. The War Manpower Commission, in a "Job Family" guide issued to U. S. Employment Service offices, is cancelling non-essential workers into war industries, suggests that night club singers be employed as radio and telephone operators, says the guide. There's nothing about musicians turning "pancakes".

ANPA Ad Report Names Top Ten
Increase in Investors Is Seen Over Last 4-Media Survey

A SUBSTANTIAL increase over previous years in the number of advertisers who in 1943 invested $25,000 or more in one or the other of the four media disclosed in the fifth annual edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio". Publication is released by the Bureau of Advertising of the American Newspaper Publishers Assn., as the only annual reporting comparative dollar totals for advertisers and products for all four media.

There were 1,499 advertisers in the $25,000-or-more category in 1944, as compared to 1,207 in 1942 and 1,170 for 1941, the Bureau reports in a digest of the contents, otherwise not for publication.

Procter & Gamble Co., Cincinnati, for the second time heads the list as the biggest investor both in newspaper space and in all four media combined. General Foods Corp. moved into second place in the list of "Top Ten" in the four media, followed, in order of size of total expenditure by General Motors, Lever Bros., W. J. Reynolds Tobacco Co., Sterling Drug, General Mills, Coca-Cola Co., Colgate-Palmolive-Peet Co., and Liggett & Myers Tobacco Co. Coca-Cola Co. is the only newcomer in the "Top Ten" list.

Barco Considers

BARCO LABS, Brooklyn, for Barcolene Household Cleaner, a 19-year-old product, is considering a nation-wide spot campaign as part of its initial venture into consumer advertising, according to Scheck Adv., Newark, N. J., agency in charge. Provided distribution and time availabilities allow, the schedule may include 70 stations, with initial schedules in the eastern area. Firm started participations on WON New York on a 52-week basis last week.

Press Association

has opened a new regional bureau at Jacksonville, Fla., to furnish regional news to stations in Florida exclusively. This makes the 22nd regional bureau now operated by the AP subsidiary, in which news is written for radio only.
LOREN WATSON, executive vice-president of Spot Sales Inc., station representative organization, has acquired the stock of the company. Spot Sales, organized in 1942, when Mr. Watson took over the Hearst representative company, International Radio Sales, will continue to represent WSAI Cincinnati and WOL Washington, stations operated by the two former stockholders, Mr. Watson said.

For the immediate present there will be no changes in officers, James D. Shouster, president of Crosley Corp., American Broadcasting Co., giving him complete ownership of the company. Spot Sales, organized in 1942, when Mr. Watson took over the Hearst representative company, International Radio Sales, will continue to represent WSAI Cincinnati and WOL Washington, stations operated by the two former stockholders, Mr. Watson said.

RECIPIENT of the Silver Star and the Purple Heart, Lt. H. James Chung, ex-announcer at WCAU Philadelphia and WJJD Chicago, was interviewed recently at Fort Benning, Ga., by Cpl. Mel Allen, manager of KWLK Longview, Wash., and Wesley Kehl, agent for nacional Radio Sales, Chicago, said Mr. Chung, who was awarded the Purple Heart after escaping capture by the Germans in the North African campaign when the Nazi ship on which he was put aboard for transfer to a prison camp was attacked by Allied planes. He got ashore and greeted the 8th Army in Tunisia.

Loren Watson Acquires Spot Sales Ownership

CLARK and Radio Cowboy Locked in Idaho Voting

WATERCOOED-EDUCATOR Food Co., Lowell, Mass., has increased its schedule for Clark during the past few months and now sponsors musical clock programs, news, or live advertisements on WGY Springfield, Mass., and WRBZ Binghamton, N. Y., as well as similar shows on various other stations.

KWLK Transfer Sought

APPLICATION was filed with the FCC last week for transfer of control of KWLK Longview, Wash., from Marion McClung, executrix of the will of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. O. Chatterton. Involved is sale of 140 shares of common stock, 85 shares held by Marjory and 55 shares held by Hugh McClung, for the consideration of $10,000.

New Borden Show

NOVELIST Fred Hurst, starting July 8, will act as narrator in a new series of programs on 189 Blue Network stations dramatizing her novels and short stories. The sponsor, Borden Co., manufactuted products division, will promote Health, a chocolate health drink, on the program scheduled for Saturday 10:10-10:30 p.m. Agency is Young & Rubicam, New York.

CIO Fights Radio Plots

Since INVASION news June 6 knocked out several of the programs normally included in C. E. Hooper’s list of “First Fifteen” programs, the list was not released for the June 1-7 period. Top-ranking programs for the January-May 1944 period were released by the Republican nominee for the June 1-7 period with the list continuing for the month of June.

Hooper ‘First Fifteen’

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FCC Fund Passed

BEGINNING July 1 the FCC must curtail all expenditures by $2,169,335, as a result of Congressional action last week. On Wednesday the House passed the revised Independent Offices Appropriations Bill (HR-4070), which reduced the FCC 1946 fiscal year budget from $3,71,700 to $2,512,843. The Senate passed the measure Thursday and it went to the White House. Senate Appropriators have a list of $1,500,000, normal functions by $104,500.

Goodyear Confers

GOODYEAR TIRE & RUBBER Co., Akron, last Friday was still conferring with Young & Rubicam, New York, on a replacement for the CBS program The Star and the Story, starring Walter Pidgeon. Program bows out July 25, with Goodyear resuming in the fall in its 6:30-7:30 p.m. Tuesday spot, and stay where it is for a summer interval. Reason for discontinuing the program is said to be the difficulty in obtaining female guest stars. Under consideration is a series calling for both male and female guest artists.

More for Crax

MEGOWEN-EDUCATOR Food Co., Lowell, Mass., has increased its schedule for Clark during the past few months and now sponsors musical clock programs, news, or live announcements on WGG Top 40 stations. The transaction awaits FCC approval. The Republican nominee is Conn. G. A. Bottolfson.

Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use Weed, know it means more sales.

Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use Weed, know it means more sales.

NATIONALLY REPRESENTED BY WEED & COMPANY

NEW YORK • BOSTON • CHICAGO

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

DALLAS • HOUSTON • SAN ANTONIO • KANSAS CITY

CHICAGO OFFICE — 67 W. Wacker Drive — Central 8744

HOLLYWOOD OFFICE — 6320 Hollywood Blvd. — Granite 6113

SAN FRANCISCO OFFICE — 681 Market Street — Douglas 4475

SEATTLE OFFICE — Lloyd Bldg. — Elliott 7417

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT

proudly announces the appointment of

HOWARD H. WILSON, C. E.

as National Sales Representatives

For Program or Rate Information please communicate with one of the following

Howard H. Wilson branch offices

CHICAGO OFFICE — 75 W. Wacker Drive — Central 8744

HOLLYWOOD OFFICE — 6320 Hollywood Blvd. — Granite 6113

SAN FRANCISCO OFFICE — 681 Market Street — Douglas 4475

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SEATTLE OFFICE — Lloyd Bldg. — Elliott 7417

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.
Many New Facilities Are Sought in Applications Filed at FCC

Six Standard, Seven FM and Two Television Stations Are Requested During Past Week

MORE than two dozen applications for new broadcast services have been filed with the FCC during the last month, seven of which were received by the Commission last week—for six standard stations, seven FM stations and a new commercial television outlet.

Ronald B. Woodyard, general manager of WING Dayton, and part-owner of WAAC Ft. Myers, Fla., and WIZE Springfield, O., has applied for a new standard local outlet for Utica, N. Y., on 1450 kc, with 250 w unlimited time. Application states that most of the necessary equipment is on hand. There are two other applications pending for local facilities in Utica, filed by the Utica Observer-Dispatch Co. and the Mid-state Radio Co.

Two Seek Portland

Northeastern Radio & Television Co. seeks a new 250 w outlet to operate unlimited time on 1450 kc in Portland, Me. A similar application was filed the previous week by Continental Broadcasting Co., a syndication of business men, for the same facilities in Portland. Northeastern R & T Co. is composed of Fulton J. Redman, president, who is a lawyer, ex-facilitator of Portland Evening News and former vice-president and director of Portland Broadcasting Co., licensee of WGD; George W. Smith, vice-president and treasurer, local businessman; and David Carpenter, secretary, vice-president and general manager of WKNE Keene, N. H.; William E. Hulse, president of WSYR Syracuse, WKNE Keene, N. H., and WTRY Troy, N. Y., would be a majority stockholder.

James F. Hopkins, president of WJBK Detroit, last week sought reinstatement of application for a new standard station in Ann Arbor, Mich., facilities for which are requested to be changed from unlimited time on 1350 kc with 1,000 w power to 250 w power in an amended application.

Thomas G. Tinsley Jr., president and general manager of WITV Baltimore, applies for a new station in Richmond, Va. Plans are complete to lease facilities of WDBL (Broadcasting, June 12), Nashville Radio Corp., Nashville, Tenn., has petitioned for reinstatement of its application for a new local outlet to operate unlimited time on 1450 kc with 250 w in Nashville, Tenn., as also was done last week by Scripps-Howard Radio Inc. for a 250 w local to operate unlimited time on 1450 kc with 250 w in Houston, Tex. Both applications were originally filed in late 1940.

KRLD Dallas, Tex., has filed for a new FM station, estimated cost of which is $150,000 to $175,000. Facilities asked are 45,700 kc with coverage of 20,000 sq. mi. An estimated cost of $45,000 is given for the station the FCC was asked to operate on 48,100 kc with 10,240 sq. mi. coverage. E. C. Dix and Sons, publishers of the Wooster Republican Printing Co., Wooster, Ohio, are applicants for a new FM outlet on 49,300 kc, with 8,500 sq. mi. and a $35,325 estimated cost. WCBM Baltimore requests an FM outlet on 45,500 kc, with 3,600 sq. mi. coverage and $18,360 estimated cost. C. R. Lazarus Co., Columbus, Ohio, department store, seeks a station on 13,273 kc, with estimated cost of $51,360, and the Blue Network Co., Los Angeles, applies for FM facilities of 43,100 kc, 21,024 sq. mi., and $98,750 estimated cost. General Television Corp., Boston, is applicant for a new experimental television outlet on Channel 13.

Other applications which have been filed with the Commission and which have not previously been reported in Broadcasting include requests for six standard outlets, eight FM stations and four commercial video outlets.

A new local outlet for Boise, Idaho, is sought by Idaho Broadcasting Co., a partnership composed of Frank C. Carston, general manager of KUTA Salt Lake City since 1938; Grant R. Wrathall, Washington, D. C. consulting radio engineer; David S. Smith and Jack L. Powers, Salt Lake City businessmen with livestock interests. Each holds a quarter interest in the new company and each is also partner in ownership of KUTA.

Bremerton Broadcasting Co. seeks a new standard station for Bremerton, Wash., with facilities of 1250 kc, 250 w unlimited time. Partners in the company are Bruce Bartley (70%), lawyer; W. R. Zinn (25%), radio and electrical engineer; and F. L. Prutt (5%), real estate sales and real estate dealer. A. C. Neff, president, general manager and 40% owner of Neal-Blum Building Products Co., Savannah, Ga., is applicant for a new standard outlet to be located in Savannah and to operate unlimited time on 1400 kc with 250 w.

Augusta Broadcasting Co., licensee of WRDW Augusta, Ga., seeks a new local standard outlet for Charleston, S. C., requesting assignment on 1450 kc with 250 w unlimited hours.

FM Applications

A new standard station, to operate daytime at 890 kc with 250 w, is sought for Henderson, N. C., by Henderson Broadcasting Corp., composed of local businessmen and Nathan Frank, manager of WCBT Roanoke Rapids, N. C. Owners are: S. S. Stevenson, president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gillam, secretary, auto dealer; W. J. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest in the company. Application states that equipment is under option.

New FM broadcast stations are requested by the licensees of the following stations (with respective facilities sought and estimated costs, where given): WRAK Williamsport, Pa., 47,700 kc, 11,675 sq. mi., $35,060; WLS Chicago, 44,700 kc, 10,024 sq. mi., $33,060; WJBQ Bloomington, Ill., 45,300 kc, 6,650 sq. mi., $34,000; WTAG Worcester, Mass., 45,300 kc, 7,000 sq. mi., also 45,500 kc, 20,437 sq. mi., $167,500; WTTW Hartford, Conn., 45,300 kc, 21,500 sq. mi., $192,000; WMBR Jacksonville, Fla., 44,700 kc, 11,700 sq. mi., $68,500; WBMD Peoria, Ill., 48,700 kc, 11,613 sq. mi., $53,865. Commercial television outlets are sought by KUTA Salt Lake City, Channel 7; WPTL Philadelphia, Channel 7; WJB Detroit, Channel 6; WERF Buffalo, Channel 1.

KLZ Denver has applied for a construction permit to change its experimental high frequency station to a temporary class 2 experimental station and change frequency from 25,400 kc to 43,800 kc (or any frequency selected by the Commission), and to change power from 100 w to 1,000 w.
of WOL
Streibert, the Mutual
lic
KWK St. Louis; Leslie
Cal.;
KSTP
side, Cal.;
Ia.;
Earl
ous, KGNO Dodge City,
Eating during the
Convention broadcast schedule, to be aired by the four major networks (all times EWT):

MONDAY, JUNE 26
12:30 p.m. Chairman Spangler calls Convention to order; Gov. Green will extend greetings.
1:00 p.m. Chairman Spangler introduces temporary chairman, Gov. Warren, who will deliver keynote speech.

TUESDAY, JUNE 27
1:00 p.m. Address by permanent chairman, Rep. Martin.
10:00 a.m. Former President Herbert Hoover and Rep. Clare Booth Luce (R-Conn.) will speak.

WEDNESDAY, JUNE 28
1:00 p.m. Reading of Republican platform.
10:00 a.m. Nominations for the Presidency.

Correspondents at Convention

(Continued from page 4)

KGNO Dodge City; WBBF Chicago; KGRT KRTY Des Moines; WNXA Yankton, S. D.; KMOX
St. Louis; WBBM Chicago; WLS Chicago; WMT Cedar Rapids, Ia.; KSD St. Louis; WTAM Cleveland; WJZR Detroit; WBBM Chicago; KRNT Des Moines.

WGN Chicago; KSO Des Moines; WNBX Kankakee, Ill.; WBBM Chicago; WLS Chicago; WMT Ceder Rapids, Ia.; KSD St. Louis; WTAM Cleveland; WJZR Detroit; WBBM Chicago; KRNT Des Moines.

SPRINGFIELD BEAR KEYS: A group of the GOP Convention

KSDK St. Louis; Leslie Cal.; Earl
ous, KGNO Dodge City, and Dale O'Brien, WGN public
relations director.

Among station executives
credited as radio representatives
covering the convention are:
James D. Shouse, vice-president of
the Crosley Corp. and general manager
of WLW Cincinnati; George A. Richards, Leo J. Fitzpatrick and
Gene Carr of WJR WAGR KMPC; George M. Burbach, KSD St.
Louis; C. Meriwether Dobbin, KGBC
Long Beach, Cal.; J. Frankke Burke, KPAS Pasadena, Cal.; J. C. Deni-
ous, KGNO Dodge City, Kan.; Earl E.
Carr, KHJ Hollywood, Cal.; W. L. Gleeson, KPRO Riverside, Ca.
St.; Stanley E. Hubbard, KSTP
Minneapolis-St. Paul; Louis O.
Kroklos, WTOP Washington, D. C.;
Tom Slater, special features chief; Frank
Schreiber, manager of WGN Chica
go, and Dale O'Brien, WGN pub
clic relations director.

Many Plan Recordings
All the major network top com-
mentators and analysts have been
assigned to the convention with
NBC adding Rep. Martin, who will
do a five-minute summary of
convention highlights after each day's final session. A group of radio edi-
tors of the New York Daily News,
also will be among the NBC com-
mentators. His program will be
colored to facts and non-
political comments.

CBS will present Dr. Wallace
Sterling, Hollywood, CBS West
Coast news analyst, in a daily five-
minute commentary during the
sessions.

Direct pickups will be fed daily
from convention headquarters by
16 stations, while another dozen or
two will handle looks in and
out-of-the-spot recordings. The U. S.
Recording Co. will have studios in
the Stadium and Stevens Hotel
to cover this portion of the
nominal fixed fee, agreed upon by
stations and GOP headquarters,
Mr. Church explained. Still other
stations plan to file copy by tele-
phone.

Stations planning direct pickups
include WLNW Cincinnati; WITH
Baltimore; WGAN Cleveland;

BROADCASTING • Broadcast Advertising

55 Stations to Cover GOP Session

(Continued from page 14)

the Mutual, along with T. C.
Streibert, executive vice-president;
Lewis Allen, president; J. C. Deni-
ous, executive vice-president and
general manager of the Don Lee
network; William B. Dolph, general
manager of WOL Washington; E. M.
Antrim, MBS treasurer-secretary;
and Adolph N. Hult, western sales
manager. Supervising actual op-
erations will be Adolph Opfinger,
MBS program director; Tom Slater,
special features chief; James D.
Shouse, vice-president and general
manager of the Don Lee network;
William B. Dolph, general manager
of WOL Washington; E. M. Antrim,
MBS treasurer-secretary; and
Adolph N. Hult, western sales
manager. Supervising actual opera-
tions will be Adolph Opfinger,
MBS program director; Tom Slater,
special features chief; Frank
Schreiber, manager of WGN Chica
go, and Dale O'Brien, WGN pub-
lic relations director.

The Station
MOST People
Listen to MOST
In Winston-Salem

MORNING
(8 a.m. to 12 noon)
WSJS • 48.4
Station “B” • 44.7
All Others • 6.9

AFTERNOON
(12 noon to 6 p.m.)
Station “B” • 29.7
All Others • 16.9

EVENING
(6 p.m. to 10 p.m.)
Station “B” • 30.5
All Others • 8.8

The Station
MOST People
Listen to MOST
In Winn-Dixie

REPORT BY CROSSLEY, INC.

By survey
Feb. 28 thru March 14, 1944

Friday, June 19, 1944 • Page 63
Shouse Foresees Television Battle
Movie, Newspaper, Radio Will Fight, With FCC as Umpire

POSSIBILITY of a three-way battle for the control of television between the broadcasting, newspaper publishing and motion picture industry protagonists, while the receiving set manufacturers sit on the sidelines and the FCC referees the bout, was depicted by James D. Shouse, vice-president of Crosley Corp., in charge of broadcasting, at last Thursday's session of the television seminar being conducted by the Radio Executives Club.

Predicting that television will develop much more rapidly than was expected up to two or three months ago, Mr. Shouse said that up to that time FM apparently had had precedence. He expressed the opinion that a great deal of FM's preferential consideration has arisen out of the general problem of allocation, adding that he could not understand why "the mere fact of being able to do approximately the same thing in a somewhat different way represented an impelling reason to induce a replacement of one form of broadcasting for another."

Advertising Increase

Mr. Shouse continued: "I think that very influential and very sincere forces in the industry, who are concerned primarily with an equalization of facilities, see in FM a means whereby all broadcasters can be put on a common denominator. American business never has—and I doubt sincerely whether it ever will—react to such a desire, no matter how strong it might be on the part of some broadcasters, who hope through FM to cut all broadcasters down to their level. If the things claimed for FM are as definite and positive in fact as the claims are in theory, I still think it would be well to assume that the people who are big in amplitude broadcasting will continue to be big in FM broadcasting."

From an advertising standpoint, he stated: "It is entirely conceivable, that the whole business of advertising will receive a tremendous impetus far beyond anything that has been conceived before."

Gene Buck, songwriter and theatrical producer, who produced and directed 23 editions of the Ziegfeld Follies and who for 19 years was President of ASCAP, spoke informally of the impact of television on the legitimate theatre, predicting that showmanship would be the keynotes of success in this new entertainment medium as it has been in all others.

Mattress Co. Appoints


CBS Names Jackson

JOSEPH H. JACKSON, today, June 19, becomes personnel manager of CBS, succeeding Francis Barton, who resigned to join How Co., New York, as radio business manager. Mr. Jackson has been with CBS since November, 1945, when he joined the research department as qualitative analyst. He was formerly employment manager, and later personnel research head of New Britain Machine Co.

CBS Supplementaries

CBS last week announced the addition of WSAU Wausau, Wis., and WHUB Cookeville, Tenn., as special supplementary outlets. Both stations operate fulltime on 1400 kc with 250 w power. WSAU, owned and operated by the Northern Broadcasting Co., Inc., becomes affiliated Aug. 1. WHUB, owned and operated by WHUB Inc., will join CBS as soon as wire line facilities are available, perhaps next month.

CAKE 'N PARTY 'n lots of gifts helped celebrate the seven-th birthday of Modern Home Forum program, broadcast 1-1:30 p.m. (CWT) Monday through Friday, on WOWO Fort Wayne, Ind. Leading the flood of congratulations was a wire from Mrs. Franklin D. Roosevelt. First to get a piece of cake were (1 to r): Dick Tennerstedt, NBC spot salesman; Paul Mills, WOWO sales manager; Jane Weston, Home Forum director; J. B. Conley, manager of WOWO. The chef is, as usual, anonymous.

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

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

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

BUT closer home, in WGY's immediate coverage area—a 1 3/4-billion-dollar market with 1,045,717 radio families—MORE people listen to WGY than to ALL other stations in the region combined.
Weber Is Elected By Pacific Group
Storke Is Named Senior V-P
At Third War Conference

GEORGE WEBER, partner and general manager of Mac Wilkins, Cole & Weber, Seattle agency, was elected president of Pacific Advertising Assn., at its third annual wartime conference in Fresno, Cal., June 12-14. Charles A. Storke, executive of KTMS, Santa Barbara, was made senior vice-president. H. O. Cox, assistant manager of KGKXE, Portland, and Robert S. Hunter, head of the Hunter Adv. Agency, Oakland, were also elected vice-presidents. Vernon Church, assistant publisher of the Oregon Journal, Portland, was re-elected secretary-treasurer.

Ted S. Repple, executive director of the War Advertising Council, declared, "After Pearl Harbor advertising began to understand it was a public as well as a private spokesman. It accepted the fact that advertising can be a pleader for public spirited ideas just as well as a pleader for soft drinks and cigarettes."

Maurice W. Heaton, outgoing PAA president, presiding over opening session of the conference, discussed vital question of "How Is Pacific Coast Advertising Meeting the Impact of the War?" Earl J. Glade, mayor of Salt Lake City and former manager of KSL, as guest speaker at the official banquet on June 13, gave a talk on building human values.

Blue Plans Panel To Aid Ex-GIs' Reemployment
PRELIMINARY details of a plan to utilize radio's resources to aid discharged veterans to become re-adjusted to civilian life were revealed last week by James T. Manchester, former chief of the Reemployment Division of Selective Service in New York, and the Blue network, which has been working with Mr. Manchester in the development of his plan.

Keynote of the program is a weekly broadcast of interviews with veterans by a panel comprising a clergyman, a physician, a psychologist, a medical research worker, a vocational guidance counselor, a business man, a labor relations expert and a factory personnel man. The final step calls for the cooperation of employers and organized labor in mobilizing each community's resources for reemployment of discharged servicemen in line with the local panel's recommendations. Plan is said to be designed so as neither to conflict nor duplicate any existing government service.

FM History
WBCA Schenectady, MBS FM outlet marked three milestones in FM broadcast history: (1) June 17, bond rally will be fed to entire AM network; (2) June 12, Boake Carter on series of commentaries five times per day from 6 to 12:15 p.m. for Terbush & Powell Inc. The insurance company placed contract direct for 62 weeks; (3) last month Cugat Dubonnet Date made debut on WBCA marking first time regularly sponsored AM program has been sold on FM.

G. A. RICHARDS, president of WGBR Cleveland, WJR Detroit and KMPK Beverly Hills, Cal., cuts the 1940 cake celebrating WGBR's switch to 1220 kc while John F. Patt looks on. At 12:30 p.m. WJR sent a musical salute to the sister station and later in the day two half-hour shows from CBS accorded salutes to WGBR.

SEALTEST Inc., New York, for eight weeks starting July 6 will replace the Jonn Davis-Jack Healy show on NBC Thursday, 9:30-10 p.m. with Edward Everett Horton, comic. Agency is McKee & Albright, Philadelphia.

Iowa Revere
WMT Cedar Rapids-Waterloo, la., duplicated the famous ride of Paul Revere on D-Day when George Hixenbaugh, chief engineer, rode thru the streets in the early morning hours with a sound truck and called to the citizens to tune to WMT for invasion news. Many calls were received by the station through the day expressing thanks for the novel WMT service.

‘Shadow’ on 35
LARGEST group of local advertisers to sponsor The Shadow on transcriptions during the summer months is the present group of 35, signed by Charles Michelson, Radio Transcriptions, New York, for 13 weeks. They are: KALB, KGU, KDB, KFBK, WEM, KBH, KGK, WMT, KFAX, KRBD, KRV, KVAB, KFAR, WLR, WAC, WMT, WJAC, WJAF, WAC, WMT, WJRC, WCH, WJRT, WAC, WLOL, WOWO.

WAC Appoints Y & R
YOUNG & RUBICAM, New York, has been appointed advertising agency for the WAC recruiting program for the fiscal year beginning July 1, 1944, according to the War Dept. This is, in effect, a re-appointment, as the same agency was awarded the contract for last year also. No media plans have been made. Herbert Lenz is account executive.

Universal Stroboscope
PHONOGRAPH AND RECORDER AID

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

Available from local dealers or by writing factory direct.

Yours for the asking!

Universal Microphone Co.
INGLEWOOD, CALIFORNIA

June 19, 1944 • Page 63
News Transmitted From Beachhead
Press Wireless in Operation Soon After Landings

NEWS transmission direct from the beachhead in France to America was started last week by Press Wireless, whose mobile transmitter, operated by Captain H. R. Raymer, commander of the Theatre Command, is set up not far behind the battle lines. After a few days the messages were relayed via London.

Operating with only 400 watts power and utilizing an antenna which obviously must be kept at a low profile to avoid becoming a target for enemy artillery fire or aerial bombs, the unit is maintaining a 24-hour daily schedule to serve the more than 450 war correspondents in the European area, and is successfully transmitting copy across the Atlantic by radiotelegraph.

Higher Speed
First dispatches, were transmitted at the rate of 275 words a minute and were in newspaper offices in New York not many minutes later. The rate of transmission has since been increased, Press Wireless reports.

The mobile truck unit is equipped for radiotelephone as well as radiotelegraph transmission and the two services can be operated either separately or simultaneously. Press Wireless also has a semi-permanent station, located farther back from the fighting front, capable of sending and receiving all types of radio traffic, including code, voice, pictures and facsimile, with voice quality good enough for transmitting broadcasts to the American networks.

The "invasion unit" is under the direction of Stanley F. Grammer, Press Wireless Western European manager. Personnel includes radio engineers, operators, technicians and other radio experience recruited from the company's plants in this country. Company officials expressed "satisfaction" over the fact that Press Wireless, last communication company to leave France following the German invasion, is the first to resume operations from that country during the Allied drive for its liberation.

NBC Honors Ministers
FIVE MINISTERS have been selected from among more than 100 nominees as recipients of the 1944 Fellowship Awards by NBC and the Congregational-Christian Churches. [Broadcasting, May 8]. Each will attend one of the three NBC summer institutes at Stanford U., Palo Alto, California; Northwestern U., Chicago; or U. of California at Los Angeles. The five include Dr. Bernard Montgomery, Portland, Ore.; the Rev. Charles M. Crowe, St. Louis; the Rev. Elwin T. Randall, Minneapolis; the Rev. Herbert S. Steele, Dartmouth; the Rev. Harley Patterson, Buffalo, Frank Ellington, of the Chicago Theological Seminary, was selected as the outstanding graduate of a seminary for the ministry fellowship. He will complete his fellowship year working at an NBC station.

AFN Now Broadcasts 17 Hours Daily; Eisenhower Approves Allied Effort

THE NEW Allied Forces Network, which began operating on "D-Day plus one" (July 6), is now functioning 17 hours daily, feeding regular program service to Allied invasion troops. This was disclosed last week in an announcement by the New York headquarters of BBC, providing "official details" on the operation [Broadcasting, June 12].

Radio will follow American soldiers of the AEF as they penetrate deeper into France with a rounded service of programs unlike anything heretofore attempted in military history, said the announcement. The new service, transmitted out of BBC facilities, was undertaken with the approval of Gen. Eisenhower and officially described as a "truly inter-allied effort in broadcasting."

Hear Home News
Head of the operation is Morris Gorham, of BBC, Col. E. M. Kirby, detached recently as chief of the Radio Branch of the Army's Bureau of Public Relations in Washington, is the ranking military man and director of SHAPE broadcasting activities.

The initial service uses BBC studios and transmitters radiating "a powerful medium wavelength" directed across the channel from Great Britain. The assigned frequency is 1060 kc.

News resumes are being broadcast every hour on the hour, or 12 a day. Special bulletins are also transmitted to announce any outstanding development. In addition, "home" news of the United States, Canada and Great Britain is being relayed from the American Forces Network in Britain and the general forces program of the BBC and from the Canadian Broadcasting Corp.

Typical American entertainment, such as Bob Hope, Jack Benny and other top-flight performers, supplemented by live shows given by American entertainers in Britain and later in France, when the invasion front is firmly established, will continue to be provided. Other live programs arranged by the War Department to meet the appetite of GIs for baseball and sports news are planned.

The BBC announcement declared that a joint Anglo-American radio production staff will supply special programs. For Canadians, they will be provided by the London unit of the BBC's general forces service, on which are carried network entertainment programs for American troops in India, will also supply material to the BBC program for the AEF.
NLRB Action May Break
Petrillo Hold on Disc Turners

NABET Takes Measures to Enforce Its Contract
For Turners with NBC and Blue Networks

STOPPED by the National War Labor Board from moving in on turntable operations at all network-owned stations, James C. Pettroff, president of the American Federation of Musicians, last week was in danger of losing his hold over platter turners in two major stations in which he had obtained a wedge for further penetration in the radio industry.

The National Assn. of Broadcast Engineers & Technicians [NABET], which successfully resisted Mr. Pettroff's efforts in concert with Ed J. Brown, president of the International Brotherhood of Electrical Workers, and all four major networks to eliminate NABET technicians from 12 stations, took steps to enforce its contract with NBC and Blue, which made NABET claims, gives it jurisdiction over turners in WMAQ and WENR.

Complaint Broadened
NABET amended its unfair labor practice charge, on file with the National Labor Relations Board, against the network companies, expanding its complaint to include violations of Section 8(3) and 8(6) of the National Labor Relations Act. Citing these provisions, the union charges the networks with favoring one union (AFM) against another and refusal to bargain.

NABET expects that NLRB will issue a complaint against both NBC and Blue, charging the networks with violating contracts entered into with NABET in 1945 which allegedly covers jurisdiction over platter turners. NABET originally granted an exception four years ago in its contract with NBC temporarily relinquishing platter turner functions to AFM in the two Chicago stations then owned by the network. NABET later withdrew this exception and subsequent contracts with NBC and Blue included platter turner jurisdiction but the networks continued to give this jurisdiction to AFM in Chicago and NABET contends, has refused to bargain with the technicians union. Should the NABET complaint be prosecuted by NLRB, Mr. Pettroff's musicians would be required to yield turntable operations to the technicians, reducing AFM jurisdiction on platter turners to a few stations in Chicago and all St. Louis stations.

Efforts of the AFM to force additional musicians for platter turning operations on WJJD Chicago, resulting in a strike of musicians when the station refused its demands [Broadcasting, May 1], failed to materialize when the NWLB ordered the strike terminated. Officers of the AFM local walked out of a NWLB regional hearing in Chicago May 29 when portions of their testimony were disallowed by the panel. The local is operating under terms of an expired contract pending approval by the FCC of the sale of the station to Marshall Field.

In pursuing its case against NBC and the Blue, NABET is following up its strengthened position gained last week when NLRB announced the results of a strike vote of NABET members to determine the union's intentions to strike in the event the musicians move on in NOBET's jurisdiction. Out of 540 members polled the vote showed 452 voting in favor of striking, 20 against, 58 members not voting, and 10 votes marked void.

Although the "status quo" request issued by the NWLB [Broadcasting, May 5] prevented the threatened strike of NABET, the union exercises its right to take action. Allan T. Powley, president, declared, however, that his organization has no intention of striking as long as the case is in status quo.

Issues Not Settled
NWLB has not yet taken action to settle the issues which brought the case before it. Ordinarily, it would appoint a panel to hold hearings on the dispute or handle the case itself. It appeared, however, that since the jurisdictional question is so closely bound up with the question of contract violation, that the Board would wait upon the results of NABET's case before the NLRB before it takes further action.

Meanwhile, progress on the amendment (S-1967) by Sen. Vandenberg (R-Mich.) to prevent Mr. Pettroff from interfering with non-commercial, educational and cultural broadcasts was reported in the Senate. Sen. Tunnell (D-N.J.), chairman of the subcommittee of the Interstate Commerce Committee appointed to handle the legislation, announced that the bill will be reported favorably to the full Committee, probably this week. Other members of the subcommittee are Sens. Truman (D-Mo.) and Gurney (R-Ne.).

New Program

STANDARD BRANDS Inc., New York, on July 8 will start this Changing World on CBS, Monday through Friday, 10:30-10:45 a.m., replacing The Open Door. Shift to the new serial is an attempt to maintain a higher rating than that reached by The Open Door, according to Ted Henry Inc., agency in charge. Program will continue to promote Standard Brands coffees and deserts.

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

But This Is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
Miller to Sponsor Legislation Plank

House Prober to Tell GOP FCC Endangers Freedom

A RESOLUTION pledging the Republican Party to legislation which will assure "freedom of speech by radio" and "freedom from Government interference" will be sponsored at the Republican National Convention next week by Rep. Louis E. Miller (R-Mo.), candidate for reelection and member of the House Select Committee to Investigate the FCC.

"In winning the war abroad, we mustnot lose it at home," Rep. Miller will tell his colleagues. "Any attack on the fundamental freedom of the individual must be met and repelled. Today, American people are in danger of being told by a Government agency what they may and may not hear over their radios. Freedom of speech by radio—freedom from Government interference—is in jeopardy."

"American broadcasting is the finest in the world," he said last week. "It has brought us the finest entertainment, the best news coverage and a full and fair presentation of public questions."

"We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a station a license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards, the FCC will not be able to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear."

Rep. Miller left Washington last Saturday for his home in St. Louis preparatory to attending the Convention.

GRADUATION of the fourth announcers school at WEEI Boston attracted this gathering of station managers or their representatives to audition the graduates. Back row (I to r), Harold E. Fellows, general manager of WGEI; Dick Bates, WGAN Portland, Me.; Del Brissette, musical director, WORC Worcester, Mass. Front row, Wayne Latham, general manager, WSPR Springfield, Mass.; Dave Harris, WTAG Worcester, Mass.; Fred E. Ripley, general manager WPBO Providence, R. I.; Jack Maloy, assistant production manager, WEEI Boston; Ray Girardin, production manager, WEEI. Several graduates made connections.

No Early Appointment to FCC Is Seen; Wheeler Plays Host; Craney Returns

THERE was little to indicate last week that an immediate appointment will be made by President Roosevelt to fill the vacancy on the FCC which will be created by the voluntary retirement of Commissioner T. A. M. Craven on June 30.

Comdr. Craven will become vice-president of the Iowa Broadcasting Co. (Cowles stations) and will headquarter in Washington.

Thus far the only name prominently mentioned has been that of Dr. Irvin Stewart, executive secretary of the Office of Scientific Research & Development, which controls the FCC. Comdr. Craven's predecessor, having been appointed to the original FCC in 1934. He voluntarily retired in 1937.

Union Candidate

A labor union candidate mentioned last week was Gennerd D. Gleason of Portland. He has been endorsed by United Telephone Employees of Oregon Inc., an independent telephone union affiliated with the National Federation of Telephone Workers. It was felt that the President might be disposed to forego the appointment until after the Congressional recess, or possibly even after the November elections.

All thought of an FCC reorganization, such as that proposed in the White-Wheeler Bill, evidently has been discarded. Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, was host to five members of the FCC last Monday at a dinner at the Willard Hotel in Washington. It was believed the legislative and regulatory situation was discussed. Commissioners present were Chairman Fly, Durr, Case, Walker and Jett.
Shift of Cincinnati Net Affiliations Due; WKRC Will Rejoin CBS Next Year

A SHUFFLE of network affiliations in Cincinnati was foreseen last week with the announcement by Hurst Akerson, CBS vice-president in charge of station relations, that WKRC, owned by the Times-Star, will rejoin the network on June 1, 1945, as a basic station. The station was a CBS outlet from 1921-1939 and formerly was owned by CBS.

Present outlet for CBS is WCKY, which joined the network in 1939. WKRC, since that switchover, has been affiliated with Mutual and formerly was a stockholder member of the network and keyed its southern segment.

WCKY May Get Blue

The sale of WSAI by Crosley Corp. to Marshall Field, Chicago merchant and publisher of the Chicago Sun and PM, subject to FCC approval, [BROADCASTING, June 12], also may have a bearing on the Cincinnati network affiliations. WSAI is under contract as a Blue Network outlet until June 15, 1945. There have been conversations with the Blue on nessa, Mexico [BROADCASTING, July 19, 1943].

The Commission last week also approved of the voluntary assignment of KSRO Santa Rosa, Calif., from Ruth W. Finley, execrix of the estate of E. I. Finley, deceased, to Ruth W. Finley as an individual. Power of attorney was also granted to T. E. Roderick and Olga B. Roderick to administer the affairs of Dorrence D. Roderick, operator KROD El Paso, Tex., and now in the armed service, in connection with the affairs of the outlet.

WORL, WCOP PLEA IN DUOPOLY DENIED

Despite completion of negotiations through which the Cowles stations group acquired WCOP Boston from the Arde Bulova interests [BROADCASTING, June 12], the FCC last Tuesday denied petitions of Broadcasting Service Organization, licensee of WORL Boston, and Massachusetts Broadcasting Corp., licensee of WCOP, for an extension of the duopoly rule (335 under Order 84-B) effective date to Aug. 1. Petitioners requested a 60-day extension to permit time for filing application for consent to transfer.

By its action, in which Commissioner T. A. M. Craven did not participate, the Commission designated for hearing the application for renewal of WORL and auxiliary. Commissioner Craven leaves the FCC June 30 to become vice-president of the Cowles group in charge of eastern operations.

Sales of WWPG, KWAL Sanctioned

KWBU Assignment of CP To Century Authorized

JAMES A. BOHANNON, president of the Brewery Corp. of America and his two sons now officially acquired half interest in WWPG Palm Beach, Fla., through FCC approval last week of relinquishment of control and stock sale by Charles E. Davis, founder, president and manager of the station who continues as directing head and owner, for a total consideration of $30,000. Acquisition was by the Ajax Corp., a family holding company in which the Bohannon holds 75% interest. Transaction covered $12,500 for 125 shares common stock and $17,500 for investments in real estate and tangibles.

KWBU Assignment

KWAL Wallace, Ida., was granted transfer of control from Clarence Berger to J. R. Binyin, president and 25% owner, who also holds half interest in KKEV Everett, Wash. Involved in the transaction was the sale for $100 of 100 shares of common stock (50%) formerly held by Mr. Berger to Mr. Binyin by H. C. Nicke, former president and 6% owner of KWAL, who was decreed the stock as plaintiff in a case against Mr. Berger before the Superior Court of Washington.

KWBU Corpus Christi, Tex., was granted consent for assignment of construction permit from Baylor to Century Broadcasting Co., a new corporation composed of Carr P. Collins, president, head of Crazy Water Crystals Co.; Pat M. Neff, vice-president; E. E. Nash, secretary; and L. L. Waller, treasurer. Equipment for the 50,000 w outlet is that of the former XEAW Rey.

WILL PAY TOP PRICES

for

1000 WATT TRANSMITTER EQUIPMENT INCLUDING

- Frequency monitor
- Modulation monitor
- Two insulated towers
- Speech input equipment

(Approx. 350 feet)

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BROADCASTING MAGAZINE

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CAB to Measure Audience for FM
First Continuing Check Not Yet to Be Made Public
PLANS to start a continuing historical record of FM listening were announced last week by A. W. Lehman, president, Cooperative Analysis of Broadcasting, who said they were an integral part of the CAB's new expansion program.

All listening to FM programs in the 81 United States cities regularly covered by CAB field crews will be segregated for easy future reference and to maintain a continuing history of the total volume of listening to FM stations, both individually and collectively.

While data collected will not be made immediately available to CAB members or to the industry, the announcement terms the move significant in marking the first continuing check on FM listening on a national scale and in preparing the way for a more scientific evaluation of this kind of broadcasting by advertisers and agencies. The CAB will add a regular FM listening report to its service as soon as it is in the mutual interests of all its members, network advertisers and agencies, the announcement stated.

John Shepard 3d, president, American Network, FM organization, and operator of FM stations WGBR Boston and WMTW Mt. Washington, N. H., in a statement congratulating the CAB on "this progressive innovation," declared that "even though the data are not made public for the time being, a record of the growth of FM listening from the start will be invaluable to the industry when FM eventually becomes the powerful factor I expect it to be in American communications."

Blackhawk Expands
BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk Topper & Sons, Chicago, to handle its advertising. Now distributing in Iowa, Oklahoma, Missouri and Illinois, company is planning territorial expansion. In addition to newspaper and outdoor advertising, five-weekly quarter-hour programs will be used on principle Iowa stations with expansion to follow. Full campaign plans will be announced at a future date.

2 NEW DISCOUNTS IN CBS RATE CARD
CBS Rate Card No. 30, effective July 15, mailed last week to advertisers and agencies, introduces two new discounts to advertisers not now using the full network plan (providing a 15% discount). New discounts are 12 1/2% for programs using stations whose card rates aggregate 95% of the total CBS network and 10% for programs using stations whose card rates total 90% of the full network.

Full network discount of 15% is continued, but will be granted only for programs using the actual full network of 125 paid stations. An accompanying letter from William C. Glittinger, CBS vice-president in charge of sales, said that "advertisers currently earning the 15% discount for the use of the 108 paid stations which comprised the full CBS network when the plan was announced a year ago, will be protected for 12 months."

Since the last rate card, nine additional bonus stations have joined CBS, making a total of 16 bonus stations on the new card, most of which will be added to the "paid" network of advertisers earning the 10% and 12 1/2% discounts as well as to those taking the full network. In the two years the full network plan has been operative, more than half of all CBS clients have taken advantage of the plan, the letter stated.

Net Optioning Total of Three Hours Held by FCC as Maximum in a Period
A NEW interpretation of the FCC's network regulations, relating to option time, holding that not more than a cumulative total of three hours may be optioned by all networks, whether national or regional, in any five-hour segment, was given informally by the FCC last week and may have an important bearing on clearance of network programs.

The situation arose when an eastern station affiliated with a major network and also a regional network outlet filed with the Commission, pursuant to the regulations, contracts covering network service. The FCC law department notified the station, through Washington counsel, that the cumulative total of hours optioned for network programs exceeded the maximum of three hours in any five-hour segment (Rule 3.104).

The station contended, however, that it had not exceeded the three-hour maximum because its major network affiliation was concerned and that the additional option time covered purely regional network service. In turn, was taken up with the Commission, with the informal opinion orally transmitted to the station, that the rule applied to option time on 56 days' notice covering all network programs, irrespective of source. The station was not cited for hearing, but was asked to comply with the letter of the rule.

Radio attorneys interpreted the ruling as one that means stations must devote two hours of each five-hour segment to national spot or local business, except as to such network programs as the stations may be willing to take and the networks willing to supply without an option arrangement.

Mentholatum Spots
MENTHOLATUM Co., Wilmington, Del., starting July 3, begins a spot campaign on 150 stations on the Pacific Coast and throughout the West, using one-minute live announcements, quarter-hour newscasts, musical and participation programs. Plans are under way to add other outlets throughout the country. Firm last week started a three-weekly quarter-hour program on 14 Pacific Coast Blue station.

George Hicks, Blue correspondent in London, was responsible for some of the outstanding Navy recordings of the invasion, was guest of honor on the Women in Blue series, Saturday, 2-2:30 p.m. on the Blue network.

Hicks' message to the WAVES was shortwave from London.
'Farm, Home Hour' Change Protested

Iowans Want It Continued, Gillette Advises Wickard

PROTESTS from Iowans over curtailment by the Blue Network of the National Farm & Home Hour [BROADCASTING, May 29], made to Sen. Guy M. Gillette (D-Ia.), members of the Senate Agriculture & Forestry Committee, brought from Secretary of Agriculture Claude R. Wickard the statement that the Department of Agriculture may be compelled to rely on commercial sponsorship in order to have access to network facilities.

Sen. Gillette last week announced that he had received several letters from livestock commission firms and stockmen in western Iowa, asking that he use his influence to have the Blue Network continue the National Farm & Home Hour. The Senator wrote Secretary Wickard as follows:

Gillette Suggests Sponsor

"I have received from my home State expressions of grave concern over the prospective abandonment of the Farm & Home Hour, which has been a feature of the Blue Network for some 17 years. The elimination and curtailment of this program will be a matter of real loss to the people of the middle west, to whom it has become not only a pleasant and interesting program, but also a necessary part of their days. Constituents have suggested re-institution of the Blue Network as a feature for the middle western section of the country."

Sen. Gillette's letter suggested that in view of reports that stations in the network continue East and far West objected to carrying the program because of its exclusive appeal to farmers, perhaps the network be required to be licensed for listeners between Buffalo and Denver. He further suggested that the National Livestock Exchange might be interested in sponsoring it.

"We have always held that public service of this sort is a responsibility of the networks and stations rather than advertisers, and I hold still to that principle," Secretary Wickard replied. "However, if we must bow to the inevitable we will seek sponsorship of a type that will make us a part in the position of endorsing a farmer product and that will not cause our information to reflect the views or policies of the sponsor. In other words, we must have complete freedom in deciding what information is to be broadcast and how it is to be handled."

Secretary Wickard advised Sen. Gillette that the Department of Agriculture would "prefer a truly national farm service rather than one limited to any one section of the country." He also informed Sen. Gillette that criticism had been received because the program appeared to "emphasize midwest agriculture" but added that "mail returns show that program is popular in all regions".

Secretary Wickard sent to the Iowa Senator notes taken by Wallace Kadderly, chief of the USDA's Service Information in May with Phillips Carlin, Blue vice-president, in charge of programs, in which Mr. Carlin outlined the new program The Homesteaders which was to replace Farm & Home Hour except on Saturdays.

Rep. Hampton P. Fulmer (D-S. C.), chairman of the House Committee on Agriculture, had received no comments regarding the program.

BROADCASTING • Broadcast Advertising

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Actions of the FEDERAL COMMUNICATIONS COMMISSION - JUNE 10 TO JUNE 16 INCLUSIVE

Decision

JUNE 12

KJUL Garden City, Kan.—CP makes changes in transmitter equipment and increasing power from 1,500 watts to 1,650 watts.

Applications ..

JUNE 12

WBER Erie, Pa.—CP change 1400 kc to 1280 kc.

WXYD Detroit, Mich.—CP move auxiliary transmitter to site of main transmitter and operate with DA-N and 1 kw.

WOOD Grand Rapids, Mich.—CP move formerly licensed 500 main transmitter to site of present main transmitter and operate same as 500 w auxiliary with DA-N.

WBNS Columbus, Ohio—License to use transmitter auxiliary license to operate on auxiliary normal high frequency station W9VEJ as 250 w auxiliary (WELD).  

Earl J. Austad, Gen. Mgr., to announce Shaw, Inc. to move transmitter to site of main transmitter and operate same as 500 w auxiliary with DA-N.

JUNE 13

WBNC Hartford, Conn.—Transfer control of WCMR from Arthur A. LaPoint to Yankee Network Inc.


Northeastern Radio & Television Corp., Portland, Me.—CP new standard station, 1450 kc, 250 w, unlimited.

WFMN Syracuse, N.Y.—License to cover transmitter power and D in transmitting equipment, (incomplete).

WATC Springfield, Mass.—License to cover CP for transmitter power D and D in transmitting equipment, (incomplete).

JUNE 14

WAAT Newaygo, Mich.—CP new commercial television station, Channel 5.

First Baptist Church, Pontiac, Mich.—Extension of permission to transmit programs to GKLW Windsor, Ont., for period of 6 months.

James F. Hopkins Jr., Ann Arbor, Mich.—CP new standard station, 1050 kc, 1 kw, unlimited, amended to change power to 250 w and transmitter and studio site to be determined.

WMBS Uniontown, Pa.—CP new FM station, 88.100 kc, 10,024 sq. mi., $250,000 estimated cost.

WGVV Westfield, Mass.—CP new transmitter, increase 250 w to 1 kw, install DA-N and license, 450 kc to 690 kc, amended to change request power to 250 w.

Wooster Republican Printing Co., Wooster, Ohio—CP new FM station, 98.80 kc, 250 w, $250,000 estimated cost.

Thomas Garand Tinsley Jr., Richmond, Va.—CP new standard station, 1250 kc, 5 kw, specified call as assigned WGBL.

WBRL Richmond, Va.—CP change specified hours of operation from Sundays from 11 a.m. to 12:15 p.m. and from 9 p.m. to 9 p.m., and move transmitter to WGBL.

WFOR Hattieville, Miss.—Vol. assignment of license from Forrest Broadcasting Co., to C. J. Wright, B. M. Wright and C. J. Wright tr/ta Forrest Broadcasting Co., a corporation.

Board of Education of the City of Altama, Ga.—CP new noncommercial educational station, 90.300 kc, 1 kw, (amended and renumbered).

WGBL Columbus, Ohio—License to use transmitter auxiliary license to operate on auxiliary high frequency station W9VEJ as 250 W auxiliary (WELD).

Earl J. Austad, Gen. Mgr., to announce Shaw, Inc. to move transmitter to site of main transmitter and operate same as 500 w auxiliary with DA-N.

JUNE 13

WBNC Hartford, Conn.—Transfer control of WCMR from Arthur A. LaPoint to Yankee Network Inc.


Northeastern Radio & Television Corp., Portland, Me.—CP new standard station, 1450 kc, 250 w, unlimited.

WFMN Syracuse, N.Y.—License to cover transmitter power D and D in transmitting equipment, (incomplete).

JUNE 14

WAAT Newaygo, Mich.—CP new commercial television station, Channel 5.

First Baptist Church, Pontiac, Mich.—Extension of permission to transmit programs to GKLW Windsor, Ont., for period of 6 months.

James F. Hopkins Jr., Ann Arbor, Mich.—CP new standard station, 1050 kc, 1 kw, unlimited, amended to change power to 250 w and transmitter and studio site to be determined.

WMBS Uniontown, Pa.—CP new FM station, 88.100 kc, 10,024 sq. mi., $250,000 estimated cost.

WGVV Westfield, Mass.—CP new transmitter, increase 250 w to 1 kw, install DA-N and license, 450 kc to 690 kc, amended to change request power to 250 w.

Wooster Republican Printing Co., Wooster, Ohio—CP new FM station, 98.80 kc, 250 w, $250,000 estimated cost.

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Announcing the resumption of FIELD AND ALLOCATION ENGINEERING SERVICE with an enlarged engineering staff.

* ANDREW CO.
363 E. 75th St, Chicago 19, Ill.
Triangle 4400

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10¢ per word. All others, 15¢ per word. Boldface costs 30¢ per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted
Washington Engineering Firm needs draftsman, a well trained radio engineer. Must have experience. Please send liberal resume. Prefer midwest. Box 399, BROADCASTING.

Salesman Wanted—If you're looking for a good opportunity, here's your opportunity. Kentucky station 256 watt Mutual affiliate wants a salesman. Give us a complete sales record back of you. References required. Box 383, BROADCASTING.

Transmitter engineer, licensed, deferred. Permanent. Excellent working conditions. Midwest 6 KW network affiliate. Give previous experience and salary expected first. All replies confidential. Box 383, BROADCASTING.

Salesman or sales lady, major New York station seeking outgoing, interesting type of experience. Box 384, BROADCASTING.

First Class Engineer for control room work, $50 per 40-hour week, WREN, Lawrence, Kansas.

Announcer for permanent employment on Mutual outlet. Capable man will be given position to grow, in whose duties, Restricted, or better, license helpful but not required. Salary, open. Write with full details to Radio Station WLAG, LaGrange, Georgia.References required. Box 385, BROADCASTING.

Wanted—commercial salesman by growing NBC station. Also experienced, ambitious, drafted, competent announcer, with references, starting salary $40 per week. Apply KWEW, Hutchinsion, Kansas.

Engineer, licensed, first class, preferably located in Midwest. Permanent position offered in progressive local network station, pleasant working conditions, nice location. Vacancy qualifications and phone to Chief Engineer, WCLK Janesville, Wisconsin.

We need a good all-round announcer for small town station with big town schedule. You will be one of three on local sunset station with one day off weekly. Starting salary according to experience and ability. If you don't want a permanent position don't answer. We don't need hot-shot prima donna, we just want a good announcer, regular. Must have enough experience to announce and operate a W-B board and use his head when he needs to. Our boys and girls will know about this thing. That's our story, how about you mailing us yours if you think you're the fellow we're looking for. E. D. "Easy" Jones, WBBR, Brooklyn, N. C.

Wanted—First or second class engineer, 250 watt NBC affiliate. Permanent position offered to right party. WJAC, Johnstown, Penna.

Announcers—Outstanding midwest 5,000 watters want announcers at $65 for 48 hours. Must have at least one year's experience. Box 386, BROADCASTING.

Announcer capable of handling sports at once. Station WZZO, Kalamazoo, Michigan.

Situations Wanted

Chief Engineer: Desire change. Interested in connection Eastern section. Will not consider union station. Ten years' experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size important. Excellent location. Salary $7,000 with possibility of advancement and good benefits. Complete remuneration: Box 342, BROADCASTING.

Announcer-Woman. Five years experience as announcer. Box 384, BROADCASTING.

Offering, July 1st—Ten years' experience, including nightclub, radio, and television. Successful morning show; personality and punning. Excellent greeting; commercial minded program direction. Seeking Permanent connection of responsibility with good pay and advancement opportunities. 45, 50, 3 children. Write Box 389, BROADCASTING.

Situations Wanted (Cont'd)

Manager, network station, age 39, university graduate, newspaper background, wants better opportunity. Prefer midwest. Box 386, BROADCASTING.

Station Manager—Versatile, energetic radio manager, 13 years radio-publication experience, desires congenial, honest connection with promising future. Successful, broad background as manager in local and regional network affiliates. Married with family. T-A. Draft deferred. Box 372, BROADCASTING.

ANNOUNCER—6 YEARS NEWS, SPORTS, COMMERCIAL, DISC-DEFEERED, MARRED—RECOMMENDATION PRESENT EMPLOYER—DETAILS BOX 374, BROADCASTING.

Announcer—Newscaster—Experience Versatile. Pleasing voice. Prefer West, Box 375, BROADCASTING.

Assistant Station Manager—Wants permanent position as Assistant Station Manager with good broadcast organization with a future. 12 years experience as office manager and broadcasting, account executive, has also experienced in radio announcing, program presentation, musical broadcasting, newscast. All experience on 1 KW educational station. Reliable, progressing. Willing to move. Married with 2 children. Draft exempt. Will you give us this opportunity? West coast preferred. Box 377, BROADCASTING.

Experienced Announcer—Available immediately. Rich, smooth voice, strong style. Personality. Metropolitan or surrounding area. Box 382, BROADCASTING.

Available immediately. Experienced chief engineer, 45, now employed. Excellent references. Wire or write Engineer, care F. O. Box 81, Anderson, S. C.

Wanted to Buy
Will pay cash for 150 to 250 kW tower. Also need console. Wire Box 388, BROADCASTING.

Wanted to buy either 250, 300, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency counters. Address Box 250, BROADCASTING.

Wanted—One Presto 6-N or 6-D Recording Turner on will, Presto Zephyr. Our Presto Model Y Recording complete with amplifier; One Presto Type 88-A Recorder with amplifier, Write with price and condition to Box 355, BROADCASTING.

Wanted—Used recording machine complete with microphone and amplifier. Prefer Presto, Box 376, BROADCASTING.

Wanted to purchase: Weston Type 495 R.F. Ammeter $16 Amps, new or used. Box 351, BROADCASTING.

For Sale

Used Custom-Built Portable Instantaneous Recorder consisting of two 10" bi-axial turntables with heavy duty tables bolt driven by special Rodine motors and having suspended mounts. Two turntables, special pickup, high-fidelity tone and amplifier housed in large portable case with removable top. Proven to give modern chronicilled legs. Heavy duty 12" electrodynamic speaker in separate matching portable cabinet. Original cost $2,850.00, will sail as packed for shipment from Los Angeles for $995.00. First telegraphic money order or certified check takes same. Kluge Radio Company, 1915 Monroe Street, Los Angeles 26, California. Telephone Exposition 1742.

Miscellaneous

Radio Engineer wants operating contract. Will consider and sales of part interest in small station. Box 379, BROADCASTING.

Radio Engineer having available equipment desires to contact party wishing to apply for FCC in East. Box 399, BROADCASTING.

Equipment Wanted


Box 199, BROADCASTING

Equipment Wanted

1 kW transmitter and all other accessories for 1 kW station. Give full details, description, etc.

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

Wanted to Buy

5 KW or 1 kW radio station with complete equipment. In your reply please state in detail the description of the equipment you have for sale.

Box 378, BROADCASTING

Equipment Wanted

250 watt Transmitter.
Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.

Box 199, BROADCASTING

Wanted

250 watt Transmitter.
Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.

Box 199, BROADCASTING

The School of Radio Technique

(America's oldest School Dedicated exclusively to Radio Broadcasting)

SPECIAL SUMMER

6 Weeks' Day Courses

JULY 5 & AUGUST 2

8 Weeks' Evening Courses

JULY 18 & AUGUST 14

Taught by Network Professionals, for Beginner & Advanced students, including:

Announcing Station Routine
Newscasting Acting Continuity Writing
Commentating Voice
Cued, Modulated Notes, Etc.
Cash or Bank Draft. Write for booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
Circuit 7-0193

FOR SALE

CASH ONLY

RCA 100 watt transmitter converted to 250 watts (has been approved by FCC) complete with tubes. $3250.

Wire or write Bob Alburt, Radio Station WHQB
Hotel Gaysos
Memphis, Tennessee
Transfers Under Quiz; Income Tax Phase Held ‘Routine’

INVESTIGATION into alleged abuses by the FCC in handling requests for probe licensing by the FCC will be conducted by the House Select Committee to Investigate the Commission in the near future, it was disclosed last week.

As the result of a decision by the FCC, it was learned that the Committee will suspend public hearings indefinitely after this week to permit John J. Sirica, a general counsel, and Harry S. Barger, chief investigator, to develop new phases of the probe, which began early in 1943.

When Mr. Barger concluded cross-examination of Dr. Robert D. Leigh, chief of the FCC Foreign Broadcast Intelligence Service, last Thursday afternoon, Chairman Clarence F. Lea (D-Cal.) said the Committee would go into executive session to hear three days of secret testimony by Commission witnesses in connection with the Radio Intelligence Division.

Income Tax Mystery

Some time this week the Commission will present its side of draft-deferment charges and Chairman James Lawrence Fly will be called for a day of cross-examination. Oscar Denny, Jr., general counsel, said with the draft deferment presentation, the Commission will have answered all charges made thus far before the Committee.

An air of mystery surrounded the Committee's request and the President's subsequent executive order granting the provers permission to inspect income tax returns for 1932-38 [Broadcasting, June 12]. Chairman Lea said the Committee had "nothing definite in mind" but merely to "open the door to the blanket authority in case we find it necessary to look into incomes in connection with the investigation of stock sales and transfers." Other Committee members professed ignorance as to the purpose of the request, other than to affirm the chairman's statement that the Committee's next phase of investigation will be into the manner in which the FCC exercises its powers to license radio. Several station transfers of recent years also will be scrutinized, they added.

Mr. Sirica said he had requested Chairman Lea to ask for access to the income tax records at the Bureau of Internal Revenue as a routine matter. His predecessor, Eugene L. Garey, had made a similar request in March 1943 without success.

Reached in New York, Mr. Garey said the original request was merely routine and had no particular significance. It is customary, he explained, for Congressional committees investigating branches of the Government to request blanket permission to probe income tax returns, if such might be necessary to complete inquiries.

"I had no plans for looking at anyone's income tax return," said Mr. Garey, "but we did want to have arrangements made so the information would be available when and if it was wanted." Robert Barker, Committee investigator who served under Mr. Garey (resigning last November and returning to the staff when Mr. Sirica was named general counsel a few months ago) formulated the original request. He explained it was Congressional investigation procedure and had no particular current significance.

In four days of cross-examination last week Dr. Leigh staunchly defended the FRB, criticized Mr. Garey, particularly for a closed session in May 1943 when he was examined by the former general counsel. He branded the sessions conducted by Mr. Garey as "star chamber" and declared: "Those were the most disgraceful proceedings I've ever seen in the history of investigative procedure."

Mr. Barger cross-examined the witness on a lengthy prepared statement which Dr. Leigh had submitted over a period of time, questioned him closely regarding property and how the FRB spent its appropriated funds. The hearings last week were punctuated frequently by exchange of quips between Committee counsel and witness.

J. Darlington Denit, chief of accounting and bookkeeping of the General Accounting Office, testified last Thursday the FRB, criticized Mr. Garey, particularly for a closed session in May 1943, $113,000 was transferred from the President's National Defense Emergency Fund to the FCC to cover over-time pay and on June 29, 1943, another $187,000 was transferred for the same purpose.

He added, under examination, that the $300,000 was returned to the President's fund Sept. 13, 1943, after Congress passed a deficiency appropriation bill. When Chairman Lea asked if he knew of "any instance in which the FCC has expended any funds unlawfully", Mr. Denit replied in the negative.

Rep. Louis E. Miller (R-Mo.) who left Washington Saturday for St. Louis, last Monday requested that the FCC be ready with its draft-deferment defense by Thursday or Friday. Lengthy cross-examination of Dr. Leigh, however, altered plans to wind up the Commission's defense last week. Also attending last week's sessions, in addition to Chairman Lea and Rep. Miller, was Rep. Richard B. Wigglesworth (R-Mass.).

AWD at White House

RADIO WOMEN were represented at the White House June 14 in the person of Dorothy Lewis, NAB Coordinator of Listener Activity when Dr. Roosevelt called a conference of 200 outstanding women leaders from all parts of the U. S. to discuss inclusion of qualified women as delegates and members on international and national conferences and agencies. Ruth Chilton, president of the Assn. of Women Directors, represented that organization.

Hudson Pulp Expands

HUDSON PULP & Paper Corp., New York, in an expanding campaign for its household paper products, using thrice-weekly news programs in addition to WOR New York, has added WBAL Baltimore and WRC Washington and will use KYW Philadelphia beginning July 1. Additional spots are planned. Agency is Duane Jones Co., N. Y.

Program Improvement Rumor Is Termed Preposteorous

Each of the four nationwide networks last week emphatically denied that it has any plans for demanding that spoilers of programs with ratings of five or less either improve their programs or give up their network time to other advertisers now waiting for time.

Statement that within 30 days "no one" will be given a pre-primetime slot on the most popular edicts concerning the broadcasting business will be made by one of the most important networks, was made in a column, "Personal Postcards", distributed by Transradio Press service to its station clients. Column declared that this network which was not identified, was pro-mulgating a ruling ordering off-the-air commercial programs with ratings of five points or less in the listeners surveys.

Time Allowed

"The order will give the sponsor until September to add important properties or personalities to the list of guests, or else be obliged to relinquish the valuable broadcasting time to sponsors standing in line on a long waiting list of big and important radio entertainment programs—which are expected to obtain higher rating in the surveys," the item stated.

To implement the idea "preposteorous," network executives pointed out that if ratings were made the sole basis for gauging a program's right to time on the air, many of the outstanding cultural and educational programs would be eliminated.

Drawn for Broadcasting by Sid Hix

"I say, Higgenbottom, what IS the 11-day Palmotive plan?"

All Networks Deny 'Five Point' Rule

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WTSP BATTLE PAGE

Florida Station Grants Both Party's Time

FLORIDA listeners who tune their sets to WTSP St. Petersburg during the months of the forthcoming presidential campaign will be regaled with a Battle Page of the Air which will be broadcast thrice-weekly as a public service.

Equal time will be given each of the major political parties. The respective party chairmen will be responsible for the programs, WETF exercising no control over the broadcasts other than protecting the station against libel.

Nelson Poynter, WTSP president, stated that he hoped the Battle Page of the Air would help keep the campaign in West Florida on a more responsible basis, since each candidate will have the whole day devoted to it or discredited for its share of the broadcasts. "Broadcasting can promote no greater service," Mr. Poynter said, "than stimulating honest, democratic debate."

WTSP experimented with a similar arrangement during the March primaries and the reaction was so favorable that for the general election sponsored by Mr. Poynter and set up a regular sustaining show for the entire pre-election period
Here live the memories of vanished days
Beside the works of man's inventive mind.
Beyond the streets of Maysville lie rich farms,
And in the town are buildings proud with age
As some are bright with youth. The Court House
stands—
Symbol of justice—here the Library,
And Wilson Hospital, where mercy dwells.
Wheels turn in factories, and things men need
To carry on the battle for the right.
Flow out, a mighty stream, on shining tracks
To either coast, and then across the seas.

This is what ancient Maysville means to us;
A strongly-knit community of lives

Devoted to the building of great wealth
Of mind and body; of the heart and soul.
What do we mean to Maysville? This, we hope;
A channel for the music of the world,
And for swift news of those beloved ones
Whose names burn brightly in a whispered prayer
As on an Honor Roll. We have a bond
Between us, woven with the silken threads
Of memory, of progress, and of time.

Norine Freeman

WLW
The Nation's Most Merchandise-able Station
Division of The Crosley Corporation
Television sees Democracy in Action

- Americans have always been eager to share in the political life of our Democracy. This year, the two great political conventions will be filmed in Chicago and the reels will be rushed to New York for broadcasting over WNBT, NBC's pioneer television station. In 1940, WNBT made television history, by directly telecasting the Republican Convention at Philadelphia and by broadcasting films of the Democratic conclave in Chicago.

  When Peace comes, a greater and more widespread television audience—expanding into millions of homes equipped with RCA television—will see as well as hear Democracy in action...thanks to the new super-sensitive television camera, and other radio-electronic devices developed in RCA Laboratories.

  Today, RCA research and engineering facilities are devoted to creating the best possible fighting equipment for the United Nations. Tomorrow, RCA—Pioneer in Progress—looks forward to supplying American broadcasters, and the American public, with still finer radio, television, and electronic instruments.