MacFarlane Leaves For Republican Convention

Countless millions will hear the Republicans pick a presidential candidate at Chicago in June. Baltimoreans will hear all that, but they will also hear the intimate, behind-the-scenes activities of their own elected delegates!

The networks will cover the high spots. But Ian Ross MacFarlane, the world-traveled war correspondent and exclusive news analyst for W-I-T-H, will broadcast the hot-off-the-griddle-story behind the Maryland story, direct from Chicago to Baltimore.

It is programming like this that has made this successful independent station “The People’s Voice In Baltimore.”

W-I-T-H
Baltimore, MD.

Tom Tmsley, Pres. • Represented Nationally by Headley-Reed
People naturally have confidence in something told them by an old friend. That's one of the reasons why WLS is so successful for advertisers: Many of our staff have been with us so long that listeners regard them as old friends.

Take the three announcers pictured here, for example. Hal O'Halloran first came to WLS 15 years ago, in 1929. Jack Holden started announcing on WLS in 1931, and Howard Black, now an announcer, first joined the staff in 1932 with the famed, old musical act, the Hoosier Sodbusters.

These are only a few; there are singers, musicians, engineers and executives who have been with us ever since WLS began broadcasting 20 years ago. And through these many years, radio listeners in the Midwest America have developed a friendly feeling for them; listeners believe in them...and in WLS, itself. That's why WLS Gets Results!
Your advertising $$$ can capture Philadelphia through

* The Station that Sells
WITH A 10 YEAR RECORD OF REAL RESULTS . . .
Let us give you the facts!

WPEN
PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
Locate your transmitter for maximum coverage

Locate your studio for maximum convenience

Bridge the gap without wires

* Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G.E. "All Girl Orchestra" at 10 E.W.T. over NBC.
Through proved performance in the six already established relay systems, G-E S-T (studio-to-transmitter) relay equipment offers a practical method by which you can reliably and economically relay your FM programs from studio to transmitter.

Extremely high fidelity, low noise level and a virtual absence of distortion are additional advantages of this exclusive G-E equipment. Completely dependable, too! Rain, sleet, floods or windstorms have no effect on this unique system "without wires." Distance is not a problem, for G-E S-T equipment is now reliably functioning up to airline distances of as much as 110 miles.

The G-E S-T relay transmitter is of the economical low-power rating of 25 watts. The G-E directional S-T relay antenna beams the signals to a receiving antenna of the same type at your G-E broadcast transmitter location. The total power gain of this system is 100. Thence, with full fidelity and further power gain, the programs go out over your service area through the easily tuned G-E circular broadcast antenna. . . . G-E S-T equipment is low in initial cost and economical to operate. Write for details, and information. Our engineers will be glad to discuss your problems with you. Section 3-D, Electronics Department, General Electric, Schenectady, N. Y.
KOIL Columbia, of course
The Radio Buy of OMAHA

New Orleans has its French Market

Omaha has its Super Markets

Omahans “Know their Groceries”

Six hundred retail food stores are kept busy every day supplying Omahans with fine foodstuffs. In modern super markets and smaller stores you’ll find nationally advertised products from the North, South, East and West.

KOIL programs feature many of these nationally advertised brands of food. KOIL consistently brings these food products to the attention of this active Omaha market. Reach this market with your message directly, daily, and at low cost through KOIL.

AN ACTIVE FOOD MARKET
70,000 Omaha families spend an average of $54.00 a month for food. Omaha’s retail food business totals approximately $3,800,000 per month.

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

*See Latest Surveys! Check Availabilities!

National Representatives (Outside N. Y. Area)
Spot Sales, Inc.

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

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
is a rare dish. In 2% of the total U.S. area, it packs 6.3% of the population with 18% of the nation's savings deposits. Other ingredients are similarly above average.

To bring out the full sales flavor of this market, NERN offers:

- Primary coverage of 96.6% of New England's radio homes for only $398 per daytime quarter-hour.
- Stations which carry the nation's top-rated programs. (All NERN stations are NBC affiliates.)
- 300% more power than any other combination here. (Including the only 10,000-watt stations in New England.)
- Free studio facilities in New York, Boston and Hartford.
- A "spot operation" with network impact.

A dash of NERN will influence the entire dish. It will be exactly to your taste, and will give you lots more than a taste of sales. When you buy NERN, you buy a network.
This is the Recordgraph Film Recorder which, through the efforts of these Announcers and Engineers and with the cooperation of the U. S. Navy, made possible the on-the-spot documentary news broadcasts which you have heard from aboard ships at various Invasion points. They are of real historical significance!

"The greatest recording yet to come out of the war."
N. Y. World-Telegram

"Probably the most repeated and without doubt the most thrilling invasion broadcast."
N. Y. News

"Most in demand of all invasion recordings yet to reach the air"..."the first great documentary of the war."
Broadcasting

"Described as the greatest report of the war."
N. Y. Post
Says—"We've spent more than $5,000,000 in spot broadcasting, with seldom a miss"

- Thanks for the tip, Mr. Morgan—we now have your range, and the entire battery will forthwith open fire!
- Seriously, it seems to us that money does talk more convincingly about spot broadcasting than about any other medium. Spot broadcasting is always asked to swing its weight in sales—in returns—in tangible dollars-and-cents results. Rarely is spot broadcasting given a "prestige" job, an "institutional" job, a "keeping our name before the public" job. Therefore when spot-broadcasting advertisers talk dollars, they talk in the special vernacular of the medium. Praise be to Allah.
- Speaking of dollars, the markets at the right contain some really spectacular investments for any advertiser who has something to sell. Shall we send you a prospectus?
Newspaper Problem Not Settled, Says Fly

Movie Ownership Also Clouded At Probe

By BILL BAILEY

FCC CHAIRMAN James Lawrence Fly last week told the House Select Committee to investigate the Commision that newspaper ownership of stations, though ostensibly disposed of by dismissal last July 13 of the FCC's newspaper divortion proceedings [BROADCASTING, Jan. 17] still is an unsettled and undefined question. At the same time he disclosed that the FCC might not look favorably upon ownership of stations by the motion picture industry.

Denny Thanks Committee

His startling revelations came Tuesday afternoon on the eve of suspension until fall of Committee public hearings [BROADCASTING, June 19]. At the close of Wednesday's session, Committee Chairman Clarence F. Lea (D-Cal.) announced that the present phase of the probe was completed and that public hearings would be postponed until September.

Just before the Committee adjourned Wednesday afternoon for the summer, Charles R. Denny Jr., FCC general counsel who has guided the Commission's defense of charges made before the Committee, offered the following statement:

"That completes our case. In conclusion I would like very sincerely to thank this Committee for the opportunity afforded us to present our case. We've had a full hearing and a fair hearing and we sincerely appreciate it."

Mr. Fly's testimony regarding the newspaper and motion picture ownership came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on the Commission's newspaper divorestation proceedings. Several times the FCC chairman and Committee counsel clashed.

Mr. Fly shouted: "You're not paying me for legal opinions." Chairman Lea ruled the remark out of order.

Both Mr. Barger and the Committee chairman questioned Mr. Fly at length on the newspaper divorestation proceedings and attempted to get from him a statement of policy with reference to ownership by newspapers. Mr. Fly declined to express his opinion as to the FCC's authority to preclude any particular business from ownership of stations. "In the first place I have no right to make decisions here for the Commission," he asserted.

Still Undetermined

Mr. Barger continued to hammer away in an effort to get a direct answer to the question as to what Mr. Fly considered the Commission's authority. When he insisted that Mr. Fly answer the question: "Does the Commission have the power to proscribe newspapers from owning radio stations?" Chairman Fly said, "You'll have to ask the Commission."

In other words, the question still remains unsettled and undefined," persisted Mr. Barger.

"That's right," replied Mr. Fly. He read from the public notice dismissing the newspaper proceedings (Orders 79-79A).

A few minutes before, Chairman Fly gave the Committee an inking that the FCC might be considering the question of motion picture ownership of stations. Mr. Barger had asked whether the Commission might preclude churches and other organizations, also, from owning stations. Chairman Lea interposed: "If the right of a church or other organization was involved, it would be a question of whether the same provision as might apply to newspaper people would apply; it would be an application of the same principle. Isn't that true?"

"I don't think you would treat the church as a medium of mass communication," said Mr. Fly. "They are not in the news business or in the business generally of influencing public opinion on various current questions. A closer question might come as to the motion pictures." He did not elaborate.

Licensing Powers Next

During the summer John J. Sirica, Committee general counsel, will direct a staff investigation into alleged abuse by the Commission of its licensing powers, the Committee disclosed. Mr. Barger will have charge of all investigatory

Commercials to Be Dropped For Coverage of Convention

SHIFTING from the war front to the home front, American radio this week will perform its second outstanding public service in three weeks when it broadcasts to the world proceedings of the Republican National Convention, opening today (June 26) in Chicago.

Just as commercial programs were shoved aside on June 6 to bring the American public news and developments on D-Day, so the four nationwide networks are cancelling all sponsored programs that might stand in the way of complete Convention coverage. Individual stations, as well as regional networks which are augmenting major networks and news wire services with special Convention broadcasts, also are adhering to the fundamental policy of American radio that public service at all times is the first consideration.

When the Democratic National Convention opens in Chicago July 19 radio again will perform in the public interest, once more cancelling commercial shows at the loss of much revenue, to perform in the public interest.

Cost has been no factor in radio's preparation for its biggest on-the-spot news coverage ever attempted [BROADCASTING, June 19]. More than 300 men and women representing the four major networks, two regional nets, the BBC, 55 individual stations, six television stations, special radio news wires and news bureaus are in Chicago, broadcasting to the American public—and the world at large through shortwave—the nation's first wartime political convention.

All of the major networks and several independent stations scheduled (Continued on page 80) and while Mr. Sirica was noncommittal, it was understood that Committee members favor the addition of a legal aide or two. The present staff consists of Mr. Sirica, Mr. Barger, Robert Barker, investigator, and two stenographer-clerks.

Of $110,000 appropriated by the House for the investigation, more than $20,000 remains. The original appropriation was for $60,000. A new public hearing was called in May, and while Mr. Sirica characterized it as an unimportant hearing, the difference was voted because Mr. Barger, as chairman, utilized all available resources.
Hooper Prepared to Double Sample for Program Ratings

Asks NAB to Examine Reports and Submit to Expert Judges; Stations To Pay Added Cost

C. E. HOOPER Inc. is prepared to double the number of calls on which its "continuing measurements of radio listening" are based, beginning in October and continuing "until such time as the stations petition us to drop the sample back to present levels," Mr. Hooper stated June 20 in a letter to subscribers.

Letter expresses agreement with the suggestions of a group of station managers that adequate sample, proper supervision and public inspection be made the standards for judging reports. On the second point the letter states that the complete text of the Hooper Radio Reports Field Manual is being submitted to the NAB Research Committee "with the request that it be examined from a practical point of view by the committee members and with a second request that they submit it to expert but impartial judges for a technical review and report to our subscribers."

Urges Inspector Plan

Changing the "public inspection" to "insignificant expert inspection" on the ground that the 'public' is not competent to judge how well the field staff carries out its instructions, Mr. Hooper requests the NAB Research Committee to appoint at least one "inspector" in each state, and if possible one in each city in which the audience measurements are made.

He suggests that "in most states and many cities there is a college or university in the department of mathematics, marketing or psychology, an individual who can qualify as both expert and impartial in judging the degree to which our instructions to reporters are being carried out."

By a chart appended to the letter, Mr. Hooper illustrates the high degree of relative stability between the present cumulative random sample of 300 calls, which he terms "indicative of 600 calls, which is termed "conclusive."

Stating that the statistical principle of this chart is simple and forceful in itself, he continues: "However, we are convinced that it may represent a sound step in the development of acceptance of it if station managers in individual cities have a practical demonstration of this in their individual communities."

Since the extra calls involved in the extended "national" or "sectional" reports, the full cost of the extra field work must be borne by the station subscribers, the Hooper report estimates that the double sample will cost stations about 21/3 times as much as they are now paying. The stations should likewise be insured that the reviewing experts employed by the NAB, Mr. Hooper suggests. While it is not mentioned in the letter, in response to a query, Mr. Hooper said that the inspection report should extend to the tabulations made by his office staff as well as to the collection of data in the field.

Suggestion for an increased sample, proper supervision and public inspection was first advanced by Fred A. Palmer, manager of WCVY Cincinnati, during an informal discussion of audience measurement standards that was evoked by an article written for BROADCASTING by Mr. Hooper on May 23 last previous Tuesday on which listening was measured by the CAB, shows average daytime listening (between 9 a.m. and 6:30 p.m.) rising from 13.9% to 26.2%, while average evening listening (6:30-10:30 p.m.) rose from 24.5% to 35.6%.

FIRST CERTIFICATE of Appreciation from the Chief Signal Officer, Maj. Gen. R. C. Ingles (left), is presented to Dr. Edwin H. Armstrong, inventor of the electronic broadcast method, by Dr. Kellogg, engineer in charge of the Signal Corps' Wireless Division, at the Signal Corps headquarters here May 23.

CAB Expands Service

ADVERTISERS using limited networks can now get twice-a-month audience surveys. At a meeting of the Cooperative Analysis of Broadcasting, the CAB announced last week. The move was made possible by an extensive expansion of the CAB coverage sample from 33 to 81 cities. Service to the regional and limited network advertisers will be priced on a pro-rata basis.

Army Cooperation Cited by Networks

War Dept. Thanked for Aid In Invasion Coverage

UNPRECEDENTED cooperation of the War Dept., Bureau of Public Relations and the Signal Corps during the opening days of the invasion of Europe was praised by NBC, CBS, MBS and Blue.


On June 19, the four network representatives stationed in London sent a message of appreciation to the War Dept., addressed to Maj. Gen., Maj. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Chief of Signal Corps Army Communications Service. Text follows:

"We have gained a brief breathing spell from the frenzy of the first few days of invasion coverage operations, the four networks represented in London want to take this first opportunity to thank you and all concerned for the general assistance and cooperation which was accorded by the Army."

Signal Corps Aid

"Particularly do we wish to convey to the Signal Corps our gratitud for the great help and service rendered to us both as to facilities and technical aid by its communications personnel. It already has been amply demonstrated that had the Signal Corps not made its special broadcasting channel available to us our operations here in London would have been vitally hampered with the consequence that the invasion coverage which has not been as speedily and as well informed as it has been."

"For not only putting this broadcast channel at our disposal but actually making it work in a most efficient manner the American broadcasters feel that only the highest praise is due the Army which for making possible this outstanding public service. We deem it especially fortunate that Col. David Sarnoff was put in charge of this服务. His wide experience in the field of radio communications was and is of inestimable value to the American broadcasters in their operations. His unselfish and tireless efforts of his associates as well as in this work was an inspiration to us all. To him and all who had a part in it we hope you will convey our warmest thanks."

"We wish to express to Maj. Gen. Harry C. Ingles, to Col. Dupuy, to Col. Phillips, to Col. Smith and to all associates in BPR and our highest appreciation of the invaluable help and cooperation given to us."

D-Day Listening High

DAYTIME listening on D-Day was up more than 100% over normal and evening listening up 42%, according to the Cooperative Analysis of Broadcasting survey of listening in 81 U. S. Cities. Comparison of the June 6 data with those for May 26, last previous Tuesday on which listening was measured by the CAB, shows average day-time listening (between 9 a.m. and 6:30 p.m.) rising from 13.9% to 26.2%, while average evening listening (6:30-10:30 p.m.) rose from 24.5% to 35.6%.

Jergens Revising

ANDREW JERGENS Co., New York, for four weeks starting Aug. 6 will replace Walter Winchell's Jergens Journal, on the Blue net- work, Sunday, 9-11:30 p.m., with the Jergens Journal, on the Blue network, Saturday, 9-11:30 p.m., with three-three-fourths of the News, featuring Fulton Oursler, Louella Parsons, and a third commentator still to be named. Company will promote Jergens Lotion on the CBS Pacific Coast network on Hollywood Mystery Time starting either July 20 or 24, with question still pending as to whether it will be on Monday or Friday at 9 p.m., S. James Andrews, radio director and talent buyer for Lennex & Mitchell, New York, agency in charge, leaves this week for the coast to set up the program.

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"We wish to express to Maj. Gen. Harry C. Ingles, to Col. Dupuy, to Col. Phillips, to Col. Smith and to all associates in BPR and our highest appreciation of the invaluable help and cooperation given to us."
An Open Letter to Young & Rubicam

Appointment of Young & Rubicam, New York, as agency for WAC recruiting campaign for another year inspired this open letter to the agency by Lewis H. Avery, NAB Director of Broadcast Advertising. Pointing out that the entire appropriation for the present fiscal year was devoted to newspapers, Mr. Avery suggests that Young & Rubicam try a new formula, since the results thus far achieved have fallen short of WAC quotas. His letter, addressed to Sigurd S. Larmorn, president of Young & Rubicam, under date of June 20, with copy to Lt. Col. John F. Johns, Chief of the Planning Branch, Army Planning Board, War Dept., follows:

Dear Mr. Larmorn:

The advertising trade press, under a Washington dateline, carries the news that you have again been selected to create, produce and place the WAC recruiting advertisement for the fiscal year beginning July 1. That’s an achievement of which you can be justly proud.

Particularly so, perhaps, since not only are 16 agencies bidding for the account, among 37 asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of Advertising Age:

"Recently WAC enrollments have been boosted from an average of 3,700 to 4,300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945.

The Moral

In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present emergency, there appeared this statement: "Expenditures on it, entirely in newspapers, in this period have been about $1,500,000."

Probabiy you’ve guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it.

Perhaps you haven’t done this because you heard that radio stations were opposed to the use of Government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the NAB "resolved . . . that the purchase of time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency." It appears the industry’s desire to continue its present practice of making its facilities available at no cost to Government . . ."

But war came on Dec. 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead II introduced a bill to buy Government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of Government funds for advertising but took "the position that if Congress enacts such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication . . ."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

Attaining the Goal

That doesn’t mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year’s campaign an outstanding success. They can push the drive a long way toward 200,000 enlistment—if not actually attain the goal.

I can almost hear you ask: "But haven’t the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have been asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary cooperation with various Government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

<table>
<thead>
<tr>
<th>Type of Announcement</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Announcements</td>
<td>27,610</td>
</tr>
<tr>
<td>5-Minute Programs</td>
<td>140</td>
</tr>
<tr>
<td>10-Minute Programs</td>
<td>250</td>
</tr>
<tr>
<td>15-Minute Programs</td>
<td>210</td>
</tr>
<tr>
<td>30-Minute Programs</td>
<td>120</td>
</tr>
</tbody>
</table>

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Dept.? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former chairman of your board of directors:

- Candidates for Marine Officers jumped 40% after two weeks on the Network Allocation Plan, June 8 through 21.
- The appeal for Glider Pilots was on the Network Allocation Plan for two weeks, June 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to Aug., 19, increased the number of applications being received for Reserve Officers training at least 40%.

Drive for Nurses

The Need for Army-Navy Nurses ran for three weeks, from July 27 to Aug. 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, the number jumped to well over 100%—and in many communities as high as 250% above the pre-drive rate.

Signal Corps drive, Aug. 10 through 22, upset records over 800%.

The appeal for Army Specialists ran on the Network Plan from Oct. 5 to 19, and on the Baseball Allocation Plan from Sept. 21 to Oct. 5. By mid-October quotes for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning Nov. 2. The CAA hoped for 60,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What’s more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the needs of war.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called “grass roots” of American life.

We believe every radio station in the United States should receive an appropriate share of the budget.

That’s why, gentlemen, we ask not for $500,000, nor for $1,000,000—but for $1,500,000 (or whatever the figure may be). We’ll stand by the job radio does in this vital phase of the prosecution of the war.

Lewis H. Avery

New York, June 26, 1944

BROADCASTING • Broadcast Advertising
CBS, Blue Favor Duplicating On FM

FCC Declines to Make Network Policies Public

ARGUMENT in favor of common operation for AM and FM stations which are jointly owned is advanced by CBS and the Blue in replies to the FCC’s request to the major and regional networks for statements of policy regarding FM programs [BROADCASTING, May 28].

A copy of President Niles Tremmel’s statement of policy on FM [BROADCASTING, Jan. 17] was sent to the Columbia Affiliates Advisory Board by William McClintock, Mutual president, said he acknowledged the FCC letter but did not disclose Mutual’s policy.

Separate Programs

Officials of the Commission declined to make public the networks’ policies, contending there was no formal order requesting them and all correspondence, not under formal orders, is confidential.

Tracing its FM program policy, the CBS letter, signed by Paul Kesten, executive vice-president, stated that up to January of this year the network provided separate programs for the FM stations it owned and did not make its network programs available to FM stations owned by CBS AM affiliates. This policy, the letter reads, was based on the FCC requirement that FM stations devote at least one daytime and one evening hour to programs not duplicated simultaneously by any AM station in the area, the fact that relatively few CBS affiliates owned FM stations, and the fact that unless these FM stations broadcast all CBS commercial programs that were available there would be discrimination favoring some advertisers, violating the FCC policy of equal treatment.

In July 1943, the FCC suspended its requirement that separable programming and in September the Columbia Affiliates Advisory Board asked CBS to reconsider its policy. This was done and in January when the Affiliates Advisory Board met again it was decided that network service should be made immediately available to FM stations owned by CBS affiliates, with the provision that all commercial CBS programs receive equal treatment, during each FM station’s hours of operation.

As for dual operation, is summed up as follows:

a) Except for clear-channel stations, which will presumably continue to render a valuable service in covering AM stations, the end result of FM development is not to be underestimated.

b) The licensees, who buy their FM stations, will be to discontinue AM operations in the immediate area to which they are licensed.

c) At the point of this end result the question of separate programming or duplication of programming should hold true for 90% or 90% of present policies.

d) Since the end result of either policy, that is, separate or separate programming, is identical, the difference between the two policies lies wholly in its effect during the transition period.

e) During the transition period, separate programming, as pointed out, will tend to reduce program quality both on AM and FM stations. It would greatly retard the growth of FM listening by starv ing AM listeners and would constitute a disservice to the best elements of American Programs. This is due in turn to the recognition that stations do not compete with themselves, but that competition between sponsors of radio programs is universal. In addition, separate programming would have in effect ask present AM listeners to compete with themselves, thereby progressively reducing the value of their own listening time, toiovate their own capital and creative energies to undermine their own public service and economic position.

Separate programming during the transition period would, on the other hand, make as far as the maximization of program quality, would encourage each AM-FM licensee to stimulate development in order to shorten the transition period, thus preserving each AM network’s role in the growing FM broadcasting without facing the dilemma of program policy, and allowing the AM-FM station’s to establish an audience and a place in its community which has earned for himself over a period of years. It would result in a greater commitment to FM by encouraging the purchase of both AM and FM stations.

Stating that no change in its policy is necessary, the letter continues: “We believe it is an improved technical method of providing program service.”

Pointing out that the Blue has applied for FM stations in New York, Chicago and Los Angeles, Mr. McClintock said, “We have informed our affiliated stations that we propose to make our program service, both commercial and sustaining, available for broadcasting over FM stations operated by them. We have not, however, indicated in our advice that contracts any provisions respecting FM.”

Radio Leads Field In Rise of Media

McElroy Asserts Air Brings More Sales Per Dollar

“RADIO advertising has had a tremendous growth in this country at the same time that magazine and newspaper advertising have failed to keep pace,” Neil H. McElroy, vice-president of Procter & Gamble Co., in charge of advertising and promotion, said last Thursday at a luncheon meeting of the Newspaper Representatives Asso. of New York.

“Now mind there is only one reason for this,” he continued, “that is that radio demonstrated its ability to give a large number of advertisers more sales per dollar of advertising expenditure. Radio advertising will doubtless continue to increase until the economies of the medium change either because of increased costs of time and talent or because the increase in number of radio networks reduced the attainable coverage of any individual program.”

No Media Preference

“Our company has been a large user of radio in recent years,” Mr. McElroy said, “We have not ranked radio with the largest users of daily or Sunday run-of-paper newspaper space. This has not been true because we have a basic preference on our part for consumer goods, because we are just as anxious to find a way of using newspaper advertising to lift the level of our business as we are to get that same result from radio.”

Expressing the view that “advertising is a sufficiently important part of our business that we should be able to find productive ways of using any and every major medium that comes over the horizon,” Mr. McElroy said that “in highly competitive business an advertiser will have no choice but to use the most economical advertising medium in the field. If he does not do this, his business will not survive.”

Disscarches to Archives

COMPLETE NBC invasion coverage, a 36-hour word picture, will be kept, said NBC official, for posterity in the National Archives in Washington. The 72 records, one-half hour each, were sent and sent to John G. Bradley, chief of the division of motion picture and sound recordings of the National Archives, who requested them from Frank E. Allen, NBC vice-president and general manager.
ANCHOR TO WINDWARD

Seller's markets are not normal — and they're not healthy. One of these days, the honeymoon will end rather abruptly. Consumers will again become brand-conscious, quality-conscious, value-conscious — selective in their buying.

Do not let the onset of normalcy catch you flat-footed. Wise use now of the overwhelming coverage of WBZ and WBZA will find you firmly intrenched in the rich New England Market when peace breaks.

Eight out of every ten New England radio families are within point-blank range of WBZ's 50,000 watts. Crystal-clear reception of high-calibre programs lures them to 1030 on the dial. Your message will be translated into terms of current sales — and acceptance and good-will which will stand you in good stead in the more competitive days ahead.

Lay down your sales-barrage now, and you'll have the situation well in hand, come war's end.
Inside the London Broadcasting Pool

Crammed Facilities for Radio Men Covering The Invasion

This account of the network pooling operations in London was shortwaved to CBS New York, recorded here for Broadcast Advertising, by its author, Edward R. Murrow, CBS European Staff Chief. The conference, we were told by a very distinguished boss, when the combat correspondents were called, they just walked into our office, said "so long", president of the correspondents' war, and departed. They'd been to war before.

During those meetings, their hired hands, the men who work for NBC and CBS, sometimes disagreed with their distinguished bosses. When the combat correspondents were called, they just walked into our office, said "so long", president of the correspondents' war, and departed. They'd been to war before.

I remember Larry Lasueur would miss the boat. Each time he had headed for an airfield or a press conference, he'd taken the wrong train or had been unable to find a taxi or something. I was certain he would turn up on the Isle of Wight instead of in France. The happenings of that early morning of D-Day are lost in the fog of war.

Here in radio headquarters in the basement of the Ministry of Information Building, the sound of a Navy recording seeps through a door.

There is practically no ventilation. One man tries to call New York on the Signal Corps trans- mitter. Another is trying to hook the trans-Atlantic circuit. One man is sleeping on the floor.

A newspaperman came in to do a story for the American network. After ten minutes of this, he said: "I can't stand it. No man can write a piece in this atmosphere." Maybe he's right.

Reports come in fresh from planes and landing craft, the dust of Normandy still on them. As they sit down at a typewriter, you notice that they look more healthy than the people who have worked in this hot-box since D-Day. In the next war I want to be a reporter doing something of the whole administrative set-up.

Right here, now, you can hear one well-known American commentator talking about his commercial counterpart. He's a Frenchman. His rival. Two feet from him, a reporter drooped with the para- chutists is trying to write his story. A young man is querying another man about some reference to the weather. We are about to draw up a

Fast Transmission To - From SHAFF

60-Word Tele-types Circle The Globe in Only 3½ Minutes

INSTANTANEOUS contact between the Supreme Headquarters of the Allied Expeditionary Forces and the War Dept. in Washington has been made possible through ultra-high speed radio channels now in operation, the War Dept. announced last week. Not only does this system enable news direct from the front to reach the Pentagon in 3½ minutes, but it also provides for constant contact with the Army High Command in Washington.

Communication control "un- rivaled in the annals of warfare" has been maintained without a break since the first landing ship left England for the invasion coast. To eliminate the dependence on wire lines for remote control operations, the Signal Corps has made full use of radio links between the powerful Signal Corps' (WAR) in Washington and transmitting and receiving points throughout the battle areas.

Conversion of a majority of the channels to 60-word-a-minute radio teletype systems has speeded communications to the point where a message can completely encircle the world in 3½ minutes. This was demonstrated a few weeks before the invasion when Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Army Communications Serv- ice, sent the words "This is what God can arrange in the globe in a little more than three minutes."

The Signal Corps 40 kw single side-band radiotelephone station in English Filbert, New Jersey, transmits full three minutes of tape simultaneously from the American networks cov- ering the invasion. All four major networks stationed in the area use the channel which can be switched into the controls of the BBC so that all BBC broadcasts, even in- cluding those from the beachhead, are available to the American net- works.

There are no filing cabinets down here, no desks, just a long table, rimmed with typewriters. There aren't enough chairs. When you want to write a story, you can generally get someone to let you sit down. It's a triumph of co- operation between the American networks that no man has yet been forced to write his story standing up. We're still pooling copy. The broadcast of each man pours out of the loudspeaker into the work- room. There are very few secrets. This is really a pool room. But there isn't room enough to play that particularly game. The hard decisions would be hitting the walls. Under such conditions, one is not disposed to recall those days before this operation began—

All attention is centered on moving the next story. This broadcast- ing business is becoming more and more complicated. But I don't know anyone who would want to be doing anything else.

Right now we are waiting for that beachhead transmitter to start giving us the news. We don't know when it will happen, but when it does come through, no matter who is talking on it, we will all be pleased. For it will mean that the microphone has moved closer to the war, and our job is to bring this war just as close to the American people as we can.

Need a Cook?

TO THE purchaser of the biggest War Bonn., WOW New York offers the services of our first-rate cook—news staff member Giuliana Gerbi—who will prepare a complete dinner for the winner.

BROADCASTING • Broadcast Advertising

Page 16 • June 26, 1944
AN ADVERTISING AGENCY HAD THIS TO SAY ABOUT WWVA:

"WWVA, Wheeling, West Va., is the Wheelhorse of Murderers' Row! Manages regularly to bring outstanding results. It's a top-flight station."

We say double check on that "Murderers' Row" business. You've just got to be a good old "Wheelhorse" to keep pulling the campaign wagon in which rides the inhabitants of "Murderers' Row."

It may be More Mail, More Box Tops, More Sales, More Dealers, More Volume or all of them put together. There's no let-up from that gang of tough taskmasters, but we crave their lively company.

"WHEELHORSE OF MURDERERS' ROW"--THAT'S US!

WWVA

WHEELING, W.VA.

50,000 WATTS

BASIC BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY
CHARTING COURSE for future months, these executives of unit district CBS affiliated stations met with those of the network for a single day conference in Fresno, Calif. on June 12. Besides an FCC presentation and CBS directorate report, programming problems were covered in streamlined sessions.

At lunch which followed were (1 to r, seated) Ralph R. Brunton, owner, KQW; Clyde F. Coumbas, vice-president and general manager, WADD; Howard Lane, CBS New York director of station relations; Mrs. Royal Miller, general manager, KROY; Donald W. Thornburgh, CBS West Coast vice-president; Eldora Roth, secretary and managing editor, KARM; William B. Lodge, CBS New York director of engineering; E. F. Poster, owner, KGOM; (standing, 1 to r) Ned L. Brown, commercial manager, KARM; Royal Miller, owner, KROY; Richard Evans, chief engineer, KSL; Rowland Foyce, chief announcer, KGIL; Tom B. Strong, general manager, KSL; Wallace Bresale, program manager, KSL; Donald H. Buckwell, division station relations manager; Arthur L. Bright, vice-president and general manager, KFFY; John L. Hoge, commercial manager, between Messrs. Petrillo's, director of Columbia Pacific Network; Albert D. Johnson, general manager, KROY; C. L. McCarthy, manager, KQW; Arch L. Madsen, assistant to manager, KSL; Attending, but not pictured was Lee Little, manager, KTCU.

WLB Rule on Recording Case Draws Sharp Press Criticism

Pettrillo Denounced for Defiance of Orders; Network Subsidaries Await Board's Opinion

WHILE the network recording companies continued to withhold comment on the National Labor Board's order lifting the ban on the making of records, pending issuance of the formal opinion on the case, sharp criticism of the Board's action was reflected last week in leading papers.

The Board itself remained silent as to its course of action in view of the refusal of James C. Petrillo, president of the American Federation of Musicians, to comply with the order [BROADCASTING, June 19]. It is understood that no move will be made until the recording companies have stated their position. The opinion, expected last week, will likely be forthcoming early this week.

"A Law Unto Himself"

Mr. Petrillo's defiance of the Board order occasioned vigorous attacks by several leading newspapers. The Philadelphia Inquirer lambasting the "high-rising platter potentate" for not being satisfied with "seven-eighths of the loaf," asserted that Mr. Pettrillo "has been a law unto himself too long" and urged that Congress take steps to remedy the situation "if Petrillo is beyond control of the wartime anti-strike legislation."

"It seems to us," the Inquirer declared, "that whether or not recording can be classed strictly as war industry, earned music is not only a necessity for small broadcasting stations but a factor in maintaining wartime morale. Surely it's more of a war industry than Montgomery Ward's retail business. On the other hand, for the Government to take over the big recording companies in order to put Pettrillo's tune grinders to work would solve nothing".

The Baltimore Evening Sun, viewing the Board's order as a "rather complicated but decidedly pro-Petrillo ruling," lamented the AFM leader's "customary gesture of defiance." Citing Mr. Petrillo's declaration that "the AFM is not sending the men back to work until they get a contract," the Evening Sun concluded: "The musicians of the country and organized labor generally may well pray to be delivered from a champion who so regularly rubs the public the wrong way."

A Challenge to Board

The Philadelphia Bulletin reported Mr. Petrillo's resistance as a challenge to the Board's authority. "Here is defiance of virtually the same sort evidenced by John L. Lewis and Sewell Avery," declared the Bulletin.

The Wall Street Journal, citing the order as "another illustration of how the Board invites defiance by stretching its authority to the breaking point," criticized the Board for inconsistency in directing that unemployment fund payments be negotiated. "Why?" the Journal inquired.

"did they suppose a ruling which as good as confesses its own lack of legal basis would move Mr. Petrillo to submit negotiation for the exercise of a dictatorial power which has already forced several score of minor recording companies into submission?"

Leaves Issue Befoged

Fred Perkins, writing in the Washington News and other Scripps-Howard papers, termed the Board's decision one "that left the main issue squarely before the Board and ascribed the conflict in the order and "failure to give a clear pronouncement on whether it thinks labor unions should be beneficiaries of royalty funds collected from employers" to disagreement between the members representing labor, public and industry.

"The main issue from the public standpoint," Mr. Perkins pointed out, "is whether it is proper and also legal for a labor union to require royalty payments direct to the union from employers of the union's members, without restriction on how the money shall be used by the union."

Several newspapers saw a parallel between Mr. Petrillo's defiance of the Board order and the Montgomery Ward case. Phelpa Adams, Washington correspondent for the New York Sun, suggested that enforcement of compliance 'promises to prove deeply embarrassing to the board and conceivably may cause a few unhappy moments to the offices of Attorney General Francis Biddle'.

The Washington Star, posing the question as to whether other unions will ask to apply the royalty principle, notes Mr. Petrillo's defiance of the Board order and his assertion that he will take the case to the courts on the ground that he is not a war industry. The Star wonders whether, in the meantime, he will follow Sewell Avery out of his office in the arms of soldiers while some appropriate branch of Government seizes and occupies the headquarters of the American Federation of Musicians . . .

New ‘WJW’

NAMESAKE of WJW Cleveland, is the new son of Hal Waddell, national sales director of the station. The new arrival's name is William James Waddell or if you prefer, "W. J. W."

Time of arrival for "W. J. W." was 8:48 and that's pretty close to 850 on your dial—WJW Cleveland, says Pa Waddell.

AMF Strike Ban Remains in Effect

Minnesota Court Refuses to Lift Order Against Union

EFFORTS of the Minneapolis Musicians Assn. to violate a directive of the National Labor Board terminating a strike against the Minneapolis studios of KSTP were stopped last Friday in Hennepin County district court when Judge Paul W. Guilford refused to lift a restraining order preventing the union from holding a meeting to vote on strike action. Appearing at a hearing before Judge Guilford to show cause why the order, issued June 17, should not be continued in force until the regional WLB issues its decision on the case, union representatives filed an affidavit of prejudice against the court. Judge Guilford told the union he would attempt to find another judge but ruled that no meetings could be held in the meantime as the injunction continues for 30 days.

The union asked to withdraw its affidavit of prejudice. Judge Guilford ruled such a request would have to be submitted in writing. The union agreed and the court ruled it would take the matter under advisement.

Prior to the union's appearance, attorneys for KSTP pleaded before Judge William A. Anderson that the case be referred back to Judge Guilford, who originally issued the injunction. KSTP then filed an affidavit of prejudice against Judge Anderson and the court had no alternative but to refer the case to Judge Guilford.

Measna. Guilford and Anderson are the only judges available at present.

Judge Guilford's order enjoin the union from conducting any meetings until any vote shall be taken ordering musical services to be withheld from KSTP' and also restrains the union from "in any manner violating terms of the order of the War Labor Board or doing anything which would create a work stoppage in the Minneapolis studios."

CIO Threatens to Appeal Alleged Discrimination

A CAMPAIGN against stations which adhere to the NAB code may be conducted through FCC petitions by the CIO, an editorial in the June 19 issue of the CIO News, inferred. Titled "Vanishing Freedom of the Air," the CIO publication explored discontinuance of the NBC network, labor's "Victory in which the AFL and CIO alternately conducted the program and commented: "About the only legal recourse labor has at present against all these discriminations is to appeal to the FCC for renewal of licenses" for failure to operate in the public interest.

Page 18 • June 26, 1944
KFAB Awards Scholarships
To 4-H Club Winners . . .

This annual presentation of the KFAB Scholarship Awards at Lincoln, Nebraska, during 4-H Club Week is another service rendered by the BIG FARMER STATION to its town and farm communities.

Pictured above at the left is Hugh Feltis, or KFAB, congratulating La Rayne Steyer of Exeter, Nebraska, the girl winner. On the right is W. H. Brokaw, director of the extension service of the Nebraska College of Agriculture, shaking hands with Robert Cole of Plattsmouth, Nebraska, the boy champion.

These scholarships were awarded to the boy and girl champions of a statewide KFAB 4-H Club sponsored public speaking contest. The two victors were each presented with a $150 scholarship to the University of Nebraska.

These winners are typical of the aggressiveness and sincerity of over 30,000 4-H Club members in the vast KFAB area. For more than 20 years, KFAB has served these boys and girls and their families. If you have a message for farmers in this area, let the BIG FARMER STATION tell the folks all about it.

"The BIG Farmer of the Central States"

Hugh Feltis, General Manager

Represented by EDWARD PETRY COMPANY
FCC Starts Study to Compile Record of Station Equipment

AN IMMEDIATE survey of equipment of all standard-broadcast stations is being undertaken by the FCC engineering department under forms approved by the Bureau of the Budget (303-A and B) as part of the Commission’s revised form governing renewal of broadcast station licenses.

Form 303-A, covering information on stations using non-directional antennas, and 303-B for those using directional antennas, will be dispatched to stations by the FCC’s engineering department, so that a full record of equipment on hand will be available. When stations file their first renewal applications under the new three-year tenure, the technical information will not be sought, unless substantial changes in equipment have been made. Thereafter, the information, as part of the renewal form, will be requested each three years, along with the renewal [BROADCASTING, June 12].

Budget Bureau Approves

The Bureau of the Budget, in approving the exploratory forms, also authorized the immediate technical survey, but with the understanding that similar information would not be requested within a year on renewals.

The revised renewal form 303-A plus the supplements, elicits from stations far more information than heretofore requested in connection with renewals. In addition to the comprehensive engineering data—sought for the first time—the form sets out a new method of breakdown of programs to show the amount of network service used by stations, as well as the distribution between commercial and sustaining, and live talent and recordings. Detailed information on network programs is sought. The new renewal form, minus the engineering supplements, will be used effective Aug. 1 for licenses which expire Oct. 1.

Form 303-A, dealing with non-directional antennas, covers six pages and requires notation. Names, types and descriptions of all equipment used is required, along with automatic temperature control, frequency monitor, antenna design and performance, and related data. The names of all parties who prepared or assisted in the preparation of the information is requested, including consulting engineer.

Form 303-B, dealing with stations using directional antennas, is even more detailed, covering 11 pages. It asks similar information on all equipment, along with most complete data on directional operations, phasing and readings. Stations are asked to attach sketches of their antenna systems, identifying each element by a number. Names of all parties assisting in the preparation likewise are required.

WOR Dart Map

ADVERTISERS, agency men, and their families will welcome the latest promotional piece sent out by WOR New York—a dart gameboard in the form of a green, blue, red, and white map of the stations coverage area. Accompanying instructions show how to play “Hit Treasure Island with WOR.” Players are told to aim at one of the 12 WOR markets marked on the map, scoring 50 points for the bullseye, the New York metropolitan area. Station expresses the hope that players will be reminded of “the ease and economy with which WOR can thrust your message into the greatest concentration of densely-populated sales—treasure spots in the eastern United States.” Presentation is in addition to the WOR “Treasure Island” promotional map issued some time ago.

Fibber Tops Canada

FIBBER McGEE & MOLLY remained in first place in the June Canadian evening popularity poll with a rating of 34.7 as against 38.4 in May, according to the Elliott Mayne ratings issued June 19. Jack Benny placed second with 32.8, followed by Radio Theatre, Bing Crosby Music Hall, Bob Hope, Alphonse Family, Treasure Trail (Canadian program), Fred Allen, Album of Familiar Music, Fighting Navy (Canadian program), John & Judy (Canadian program), Wally Time, Alain Young Variety Show (Canadian program), Information Please, and Victory Parade (Canadian program). Sets in use in June dropped to 46.1 for the leading program from 47.6 in May. The five leading French evening shows, with Canadian origination, were Courre au Tresoir, with a rating of 29.6, followed by César Qu’en Aime Les Secrets du Dr. Morhanges, Radio Theatre, and Le Miroir d’Or.

JIM KRUTTER of WLW Promotions Inc, Cincinnati, has received word that his 3-1 pound police dog, “Duke,” has lost his life in the “service of his country. "Duke," who was in service for over a year, was lost in the Pacific area.
TEAMED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reports as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLYRA, NAT'L REP.
97% of ‘Companion’ Readers Own Sets
Survey Discloses 65% Plan Post-War Radio Purchases

RADIO ownership of 97% among readers of Woman’s Home Companion is shown in a survey conducted by Crowell-Collier Publishing Co., New York. In upper income groups ownership reached nearly 100%. In the lower brackets it was 89%.

Based on a 64% return (951 homes) to a questionnaire mailed to 1,600 readers, the survey disclosed an average of 1.7 radios per home, with 49% owning one set, 37% two and 10% three. Of the total, 22% reported at least one set out of order and 15% of all radios not in satisfactory working condition.

Television, FM Interest
Post-war buying plans contemplate new radios in 85% of the homes, with the biggest demand for radio - phonograph combinations. Only 3% specified television receivers. Tone quality will be given first consideration by 80% of the women canvassed. Manufacturers' reputations were rated second and appearance of receiver third.

Only 35% were familiar with FM. Of that group 84% consider FM a necessity in the next radios they buy. Sample comments on FM included such remarks as: “At first I liked FM; not too much advertising”; “It depends on how FM develops”; “We’re very interested in FM and believe it will be the coming improvement in radio.” One reader wrote, “I don’t consider FM necessary in a receiver until all major broadcasting stations use it.”

WDBJ Anniversary
WDBJ Roanoke, Va., will celebrate its 20th anniversary June 20. Ray P. Jordan, manager, will celebrate on the same date, having been with the station since its inception. Paul Hollister, CBS vice-president in charge of advertising, has sent a two-minute congratulatory transcription for the occasion. Station is a CBS affiliate.

“A PEOPLE’S INDUSTRY”, said Louis B. Mayer, right, head of M-G-M studios, speaking of radio during a closed circuit address to exhibitors previewing the five-weekly quarter-hour M-G-M Screen Test on Mutual stations. He endorsed theatre use of radio as an advertising medium. Lewis Allen Weiss (center), vice-president and general manager of Don Lee Broadcasting System, introduced Mr. Mayer, with Louis K. Sidney, general manager of M-G-M and former manager of WHN New York.

Post-War Radio Future Bright, Says Rasmussen
SPEAKING before the Advertising and Sales Executive Club of Kansas City June 19, J. H. Rasmussen, commercial manager of Crosley Corp., predicted that within three or four years after television gets under way commercially, more than 30,000,000 persons will be able to receive video transmission. Mr. Rasmussen revealed that an estimated pent-up demand for 20,000 sets exists, which will be expanded as television and FM become available. In his speech Mr. Rasmussen summarized his views of what the future holds for various other electrical products and appliances, in addition to radio. Pointing out that the radio industry produced 13,000,000 receiver sets in 1941, Mr. Rasmussen said that the industry will this year produce $35,000,000 worth of signals and communications equipment for the armed services alone—more than ten times its 1941 production.

OWI PACKET, WEEK July 17

Check the list below to find the war message announcements you will broadcast during the week beginning July 17. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedule for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

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See OWI Schedule of War Messages 147 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
THE BLUEGRASS GETS THE Blue

...Blue GETS THE BLUEGRASS

On July 1st, 1944

WLAP—The only station exclusively serving Lexington's rich ($92,000,-000 annual retail sales), populous (350,000 people) Bluegrass market, proudly announces its BLUE affiliation on July 1st...bringing BLUE programming to 71,110 Bluegrass radio homes.

WLAP Lexington, Kentucky

- BLUE
- J. E. WILLIS, Manager
- MUTUAL

The Thoroughbred Station

OTHER NUNN WCMI WBIR KFDA

STATIONS—Ashland, Ky.-Huntington, W. Va. Knoxville, Tenn. Amarillo, Texas

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
Blue Exchanges Programs With Brazil; Four S. A. Stations’ Time Now Available

AN ARRANGEMENT for exchange of programs between the Blue Network and the four Brazilian stations owned by A. J. Byington Jr., which in effect makes these stations Blue affiliates in Brazil with guaranteed time periods for Blue programs, was announced last week by Edward J. Noble, chairman of the board, Blue Network Co.

Agreement calls for the exchange of some sustaining program material between the two countries, but is understood to be primarily a means for placing the Brazilian stations at the disposal of American advertisers whose products have distribution in Brazil. Four types of service are offered:

1. Advertisers sponsoring musical programs on the Blue may have these programs recorded at the time of broadcast.

2. If simultaneous broadcasting of such programs in both countries is desirable, program could be sent to Brazil via point-to-point commercial communications facilities or as is broadcast to the Blue Network in the U. S., with the Portuguese announcer recording and broadcasting locally with native talent.

3. Advertisers can have programs specially produced for the Brazilian audience in the Blue studios—dramatic, news, variety and other programs in which dialogue is an important part—such programs either to be recorded and flown to Brazil or sent point-to-point if, as in the case of a news program, speed is required.

4. Advertisers may have programs prepared in script form by the Blue and the scripts sent to Brazil for production and broadcast locally with native talent.

Blue-Byington pact, first venture of the Blue into the international field, is reported to have been approved by the governments of both countries. Plan is the forerunner of a number of similar arrangements with broadcasters in other countries, both in Latin America and in Europe and Asia. Some of these agreements may be concluded in the near future, with orders awaiting the end of the war.

Rates Vary

Stations covered by the Brazilian deal are: PRA3 Rio de Janeiro, PRBB Sao Paulo, PRFT Campos and PRB2 Curitiba. Four-station hookup, said to cover 80% of the potential audience in Brazil, is available at the following rates:

- 8 a.m. to noon, $300 an hour; noon to 2 p.m., $450 an hour; 2 to 6 p.m., $300 an hour; 6 to 11 p.m., $600 an hour. Advertisers spending more than $200 weekly for 13 weeks or longer earn rebates ranging from 5%, to 15% for those spending more than $600 weekly. Discounts of 5% for 26 weeks and 10% for 52 weeks are also allowed.

In addition to the four Byington stations, it is possible for other Brazilian stations to be added, either by transcription or with the programs relayed by wire or point-to-point radio to the additional outlets.

Announcement of the Brazilian agreement follows by two months the creation of the North’s international division and the appointment of Donald Withycomb, for the previous three years head of the Brazilian section of the Office of the Coordinator of Inter-American Affairs, as its manager [Broadcasting, April 10].

MBS, MEXICO NET SPONSORSHIP PLAN

PLANS are now under consideration for what will probably be the first international network radio advertising by direct wire between this country and a non-English speaking nation, and for developing an interchange of programs between the United States and Mexico designed to further an understanding between the two countries. It was disclosed last week at MBS New York headquarters by Jose Yturbe, president of Radio Mil, Mexican chain affiliate of Mutual, and by Miller McClintock, MBS president.

A number of Mexican producers of mass consumption commodities are interested in the American network audience, and some are considering a combined Radio Mil-Mutual hook-up, it was learned. Conversely, with a substantial percentage of American producers having some Mexican distribution, some have expressed a definite interest in an across-the-border commercial network hook-up with Radio Mil stations. There are no commitments on either side as yet, but the two radio executives agreed that specific plans would probably materialize within six months, or at the most a year.

More immediate plans concern the development of program material mutually acceptable to both peoples, according to Mr. Yturbe, who pointed out that by reason of the difference in languages, music broadcasts, such as the Cleveland Symphony Orchestra, or Xavier Cugat programs, would provide the best international entertainment and at the same time serve as a common language, binding the two nations. International network radio can also be used to teach the countries each other’s language, he pointed out. Mr. Yturbe, who returned to Mexico last Saturday, said that his visit, following Mr. McClintock’s trip to Mexico several months ago, inaugurated a series of exchange visits between executives, program producers, engineers and other members of the two radio companies.
BIGGEST of all animals, the Whale is EXCLUSIVE because of its bulk ... and because of its oil, its bone, its tail. Sixty-five feet in length, 40 around, this “marine mammal” can yield 20 tons of oil, a ton of whalebone. Its tail, powerful instrument of motion and defense, when shaken in air, cracks like a whip, resounds for three miles.

K-O-Z-Y... EXCLUSIVE, TOO, in the Kansas City Area ... is the only FM key to key people in this Basic Market. KOZY is ready to project this EXCLUSIVE VALUE today ... as salespower tomorrow ... to YOUR EXCLUSIVE ADVANTAGE! Write for Rate Card 3 and EXCLUSIVE details.

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
Add Another Star to the
Your America Show!

PRODUCED BY STATION WOW, OMAHA, FOR THE UNION PACIFIC RAILROAD ON NBC NETWORK SATURDAYS AT 4 P.M. (CWT)

Grace Nelson McTernan, so-prano soloist on "Your America" broadcasts.

Quartette of beauties featured in the orchestra of the U. P. show.

Josef Kastner Musical Director of Union Pacific's "Your America" show.

Lyle De Moss, Program Director, WOW, Omaha, Producer of "Your America" originating at WOW.

“A Behind the scenes,” WOW’s Gates Console is giving an all-star performance. The Model 30 is designed with true showmanship in appearance... engineered for efficiency that is paying off during these days when “the show must go on”—or else! The remarkable performance records these Gates Consoles are providing more than six-score stations, are convincing evidence that Gates studio equipment is engineered for dependability you get today and will want tomorrow.

War-time restrictions do not allow the sale of new broadcasting equipment without priority. Therefore, this equipment is presented merely to acquaint you with Gates developments.

GATES RADIO and Supply Co.
QUINCY, ILLINOIS, U. S. A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field
AVERAGE 1943 CASH INCOME PER FARM:
For WOWLAND STATES: $5613
For U. S. as a whole: $3242

Advantage of WOWLAND FARMER
Over Average U. S. Farmer

$237

For WOWLAND STATES:
SOUTH DAKOTA
$1690 MORE CASH INCOME Than Average U. S. Farmer
$4932*

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

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

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

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

*Average Cash Income Per Farm for 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by 35% to 250%
(A AND 1944 LOOKS EVEN BETTER!)

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

Ask Your Blair Man for Availabilities.
George Lohnes and Ronald Culver Form Radio Engineering Firm in Washington

FORMATION of the consulting engineering firm of Lohnes & Culver, with headquarters in Washington, was announced last week by George M. Lohnes and Ronald H. Culver. Both have been engineers on the staff of Jansky & Bailey, Washington, for a number of years.

The new firm, which has established offices at 922 Munsey Bldg., will handle general radio engineering, including broadcasting, AM and FM, and television, as well as allied fields of electronics and communications.

Mr. Lohnes, brother of Horace L. Lohnes, Washington radio attorney, had been with the Jansky firm since May 1932. From October 1931 until May 1932 he was employed by his brother. While with the Jansky firm, he attended George Washington U. School of Engineering and served successively as draftsman, technical assistant and in office engineering and laboratory engineering. Upon completion of school work, he assumed duties as field engineer for the firm and during the past two years has been in charge of broadcast work, including operation of the Jansky & Bailey experimental FM station WXO.

Native of Ohio

A native of Dayton, where he was born Sept. 10, 1908, Mr. Lohnes graduated from the public schools of that city and in 1938 received a B.S. in electrical engineering from George Washington University. He is a member of the Institute of Radio Engineers, Theta Tau, professional college engineering fraternity. He is married and has three children.

Mr. Culver joined the Jansky & Bailey firm in 1935 and served with it until his resignation this month. Engaged in general consulting radio engineering, he also was identified with the Jansky & Bailey laboratory on design, construction and operation of communication and electronic equipment. Born in Milan, Mich., on Sept. 26, 1906, Mr. Culver is a graduate of York, Mich., Township School, Ann Arbor High School, and the University of Michigan in 1934 with a B.S. in electrical engineering, specializing in radio communications and electronics. He is a member of the Engineering Honorary Society, Tau Beta Pi; associate member of the Scientific Society, Sigma Xi, and associate member of IRE.

While attending U. of Michigan, and for one year after graduation, Mr. Culver was employed by the Physiology Department of the U. of Michigan Medical School and the Heart Station of the U. of Michigan Hospital, doing research and development work on electronic equipment for use in these departments. He is married and has two children.

OCR Shortage List

A CONSUMER supply list showing a number of shortages in three categories, "severe" shortage, "shortage", and "mild" shortage, of hard goods items has been made public by the WPB's Office of Civilian Requirements, it was learned last week. Radio tubes and batteries fall within the middle shortage group, which covers goods in sufficient supply to meet from 30 to 60 per cent of the demand. Electrical appliances that are out of civilian production are excluded from the consumer supply list, the OCR said.

Elgin Dramas

ELGIN NATIONAL WATCH Co., Elgin, Ill., starting July 23, will sponsor on the full Blue Network weekly half-hour dramatizations of the material obtained by Foling Foster for his Colliere Magazine column. Scheduled for Sunday, 10:30 p.m., the new series will bear the title of the column "Keep up with the World". Firm discontinues Adventures of Nero Wolf on 136 Blue stations, Friday, 7-7:30 p.m. July 14. Agency is J. Walter Thompson Co., Chicago.
The Brands that sell are those advertised on WBAL

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

Baltimore
FORWARD, MARCH!

Another example of KMA leadership was the "Forward March" series of monthly programs KMA produced for ten Iowa stations this school year. The purpose—to explain rural education to the people—to show how rural schools are geared to serve America at war.

This big series was an outgrowth of the original rural school graduation program KMA started five years ago. Situated about one mile apart on country roads, rural schools often can't provide the most satisfactory graduation exercises. KMA met that need by featuring the Governor, the State Superintendent, and talented rural school pupils. The State Department of Public Instruction went one step further. They conducted special examinations in Iowa's 99 counties to find the year's three smartest rural graduates—shown above with Earl May.

It's rural service like this that makes KMA the No. 1 Farm Station in the No. 1 Farm Market. That's why KMA pulls twice as much listener mail each year as any other station in the area. Get the facts on the only full-time farm station in America's greatest farm market. Availability, like all good things, are limited—so call Free & Peters, today, please!

KMA President Earl May presents $65.00 War Bonds to three Iowan rural school students: Jimmy Van Vleet, salutatorian, Marian Huer, valedictorian, and Jean Shara, essay contest winner. (Incidentally, did you buy your bond today?)

Newspaper Problem Not Settled
(Continued from page 11)

that litigation was pending in New York courts and that public airing of the case would jeopardize Mr. Noble's defense.

On motion of Rep. Hart the three minority members voted to post-pone hearings in the WMCA case, pending completion of the litigation or for a "reasonable time." The two minority members not present at the meeting openly charged the majority with "whitewashing" the investigation and threatened to disclose confidential testimony in the WMCA case on the House floor.

Mr. Garey submitted his resignation. His entire staff, with the exception of Mr. Barger and Harvey Walker, joined him. Mr. Walker later entered the Navy. Mr. Barger was named acting general counsel, a post he held until Mr. Sirica, a Washington attorney, was appointed. Although Mr. Sirica was opposed by the two minority members at the outset, he now has full Committee support.

Mr. Sirica has taken no active part in hearings, leaving Mr. Barger to complete the phases which closed last week. Attending last week's hearings were Chairman Lea and Reps. Hart and Wig-glesworth. Witnesses, besides Mr. Fly, were Commissioner E. K. Jett and Mr. Denny.

Joint Chiefs of Staff 'Out of Field', Says Fly

When Chairman Fly appeared before the Committee last Tuesday he placed in the record, without reading, a 31-page statement defending the RID. Under cross-examination he denied that the RID had "undertaken monitoring of military circuits" but when Mr. Barger referred to a letter from an Army officer, thanking the FCC for calling the Army's attention to certain military broadcasts, Mr. Fly explained that the RID "crushed the spectrum" and the Army broadcasts in question were heard during that cruising.

Chairman Fly opined that "in appropriate fields" the Joint Chiefs of Staff "demand considerable respect" but he emphatically stated they were "out of their field" when they recommended to the President that radio intelligence activities be transferred from the RID to the armed forces.

The witness said he "may have discussed" the Joint Chiefs of Staff letter personally with President Roosevelt and when Mr. Barger asked if he opposed their recommendations, Mr. Fly appealed to Chairman Lea that what he discussed with the President was a "secret matter". His objection was sustained.

Mr. Fly later said, under persistent questioning, that he "never made any recommendations" to have the Joint Chiefs of Staff suggestions withdrawn. He referred to a letter on President Roosevelt's desk from the Chief Signal Officer, praising the RID. "How do you know that the President had the Chief Signal Officer's letter on his desk?" asked Mr. Barger.

"I saw to it that he got it," replied Mr. Fly. When Mr. Barger referred to statements Mr. Fly had made before the Senate Appropriations subcommittee on the 1945 fiscal year appropriation and repeatedly attempted to get a direct answer, the FCC chairman retorted: "You're not prosecuting me. You're asking for facts." On appeal from Mr. Barger, Chairman Lea ruled the witness could continue his explanation.

Newspaper Ownership Question Is Aired

Mr. Barger inquired into the newspaper ownership proceedings which were dismissed last Jan. 13 by the FCC [Broadcasting, Jan. 17]. Mr. Fly testified that the Commission's legal studies "soon after" Order 77 was promulgated March 20, 1941, and concluded after "investigations and extensive hearings" on Jan. 13, 1944, with dismissal of the proceedings. A summary of the evidence gleaned by the Commission study was forwarded to the Appropriations and Interstate Commerce Committees of Congress, he said.

When Mr. Fly read the Commission's findings, as related in a public notice Jan. 13, Chairman Lea inquired: "Did that anticipate further future consideration or is that considered final disposal of the proceedings?"

"It concluded the proceedings," replied Mr. Fly. He added that newspaper applications for stations were held up pending the Commission's findings, but that there were "only a few—about three, I understand". He said the Commission "disposed" of them.

Chairman Lea wanted to know what procedure is followed when a newspaper files application for a station. Mr. Fly cited several hypothetical examples and said the Commission had to weigh the possibility of "control of mass communication." Competition also enters into the decision, he said.

"Is it your opinion that the Commission has general authority to issue regulations proscribing newspaper ownership?" asked Mr. Barger.

"That's a hypothetical question I don't care to answer," replied Mr. Fly. "If the Commission may make discrimination in newspaper ownership, can't it extend that discrimination to other groups, such as churches?" continued Mr. Barger. "That's a theoretical question," was Mr. Fly's answer. "I can't answer them. I don't want to answer for the Commission. I'm just one member." He admitted under cross-examination by Rep. Lea that the
If you’re talking about per cent of retail sales increase during the past year, “Suh,” we certainly did. You see Savannah ranks third among all major American Markets. Really not surprising when you consider the number of permanent industries located in this area. Not to mention the three new shipyards, 25,000 new war workers and six military centers the war has added.

When that many people with plenty of jingle in their pockets start buying, the sales really mount up. What do they buy? Why the products they hear advertised over their local radio station, for one thing. And the smartest advertisers are those who recognize this fact and take advantage of it.

**WSAV**

_The Voice of Savannah_

Liberty National Bank Building • Savannah, Georgia

HARBEN DANIEL
General Manager

GEO. P. HOLLINGSBURY CO.
National Representative

_Selling the New Savannah Seaboard Market_
law does not specifically proscribe newspapers from radio ownership. He explained, however, that the Commission had to consider "over-concentration of control." He quoted the theory that FCC would consider churches as exercising such control but told the Committee that "a closer question might come as to the motion pictures."

**Fly's Remark**

Stricken From Record

"If the Commission finds a monopoly without judicial ruling, would not the Commission be overstepping its authority in the absence of such a court decision?" asked Mr. Barger. The Supreme Court decision answers that," said Mr. Fly. He referred to the so-called Frankfurter decision of May 10, 1943, sustaining the Commission's network regulations.

Mr. Barger asked whether the Commission, in Mr. Fly's opinion, had the power to "proscribe newspapers from owning radio stations"

and the witness shot back: "You're not paying me for legal opinions." Chairman Lea ordered the remark stricken from the record and again Mr. Barger asked the question. Mr. Fly said he didn't know what the Commission thought.

"Because of your experience as an attorney, Mr. Fly, and because you are chairman of the FCC and

**Hicks Program**

GEORGE HICKS, manager of the Blue's London newsroom, whose broadcasts on the invasion of France made radio history, will be heard in a series of twice-weekly reports on the Blue, Tuesday and Thursday. First two programs, June 27 and 29, will be presented at 4:45 p.m., and thereafter at 10:20 p.m. Mr. Hicks will continue to cover the behinds and front lines, returning to London, where the signal is most audible, for broadcasting, and using his film recording device when necessary.

Mr. Hicks said that this Committee would value your own opinion," said Mr. Barger. "I'm attempting to help guide this Committee should it consider radio legislation and I'm sure your opinion would be of great help. In other words, the question still remains unsettled and undetermined?" "That's right," said Mr. Fly and again he read from the public notice of Jan. 13. He said the Commission had made no recommendations to Congress for legislation, other than the summaries sent to the four Committees. When Mr. Barger asked why the "monopoly angle" of newspaper ownership couldn't have been considered with adoption of the network regulations, Mr. Fly replied that one had to do with "network affiliations" and the "control of networks over stations" while the other involved "individual cases of over-concentration of control."

"As the matter now stands the Commission considers each appli-

**Jett Explains Engineer Deferments**

When Wednesday's hearing opened, Commissioner Jett, former FCC chief engineer, presented a 54-page prepared statement, defending the Commission's draft deferments of engineers. He cited various directives from President Roosevelt and told of the numerous changes in War Manpower Commission and Selective Service policies with reference to deferments.

In no case, said Mr. Jett, did the Radio Intelligence Division, in which most of the deferred employees worked, seek deferments for any man not classified essential under Selective Service policies. He said that under present policies all men under 26, regardless of their essentiality, "will be drafted."

Defending the deferment requests for engineers holding Class A licenses Commissioner Jett told the Committee that a man with such a license "could be chief engineer of the most powerful radio station in the U. S." Referring to charges by former members of the Committee's investigating staff that the RID had sought deferments for "butter makers" and "bee keepers," Mr. Jett explained that every man was an experienced amateur operator or had actual radio engineering experience, regardless of any other professions.

"You'll find that an amateur is not a beginner," said Commissioner Jett. "It's a skilled radio operator." Because of the limited number of skilled technicians and of the great demand by both the industry and the armed services, the RID has been obliged to conduct an intensive recruitment campaign for new engineers, he said.

With the $2,000,000 cut in appropriations by Congress (Broadcasting, June 19) for the 1945 fiscal year, a million of which was lopped off the RID, the FCC has been "cutting instead of recruiting," said Mr. Jett, although he added that "within 30 days after July 1", when the 1945 fiscal year begins the RID probably would have to
six in a row... For the sixth consecutive year the radio editors of the U.S. declared to *The Billboard* that CBS led the nation in providing usable publicity material to the press. What’s more, 81% more radio editors cast their votes this year than last... And what’s more, the 276 points cast for CBS led the second network by 17%, the third network by 57%, the fourth network by 148%—yielding CBS 49 first places out of 89. (The second network won 25 points for first place; the third network won 11; the fourth network won 4.)... It would be pretty silly to deny that Press Information at CBS feels okay about this award. But maybe the reasons why it’s able to serve the news-men-and-women of the country to their liking are that the PI (1) understands their “angles” — (2) has the finest stock of radio programs and performers to talk about—and (3) finds 24 hours altogether too short a workday in which to get the stuff out, and out right. But if a modest “thanks” is in order, let it be directed to the radio editors who have expressed themselves, to the artists and agencies who made the programs, and to the advertisers who sponsored them and who make them good to exploit.

*This is CBS... the Columbia Broadcasting System*
DEEP IN THE HEART OF Knott County (Ky.) Coal Mine Corp.'s mine, quartet of WHAS Louisville personnel cut a disc for broadcasting ceremonies paying tribute to the 188 employees of the mine for their contribution to the war effort, particularly to the Red Cross drive. The miners contributed an average of $25 per man, some of them giving their entire pay for three shifts. Left to right are: George Partridge, production; Jean Cos, announcer; Bill Batson (in white), Karl Schmidt technicians.

Mr. Denny took the stand briefly for cross-examination on testimony given previously by George E. Sterling, assistant chief engineer in charge of the RID, that the RID had discontinued certain military radio intelligence functions and had so advised the Army and Navy. Correspondence between the FCC and Secretaries of War and Navy, regarding the curtailment was submitted to the Committee as "classified" material, not for public inspection.

Mr. Barger asked if the letters from the War and Navy departments "contain any expression of regret or loss at the curtailment." Mr. Denny declined to answer on the grounds that the letters were confidential. After considerable argument, Chairman Lea ruled that Mr. Denny would not be disclosing the contents of the letters by answering the question. He replied: "The letters simply say they note what we're doing. I would be very happy to put them in the record but the Secretary of War classified them confidential."

"The chair is disposed to protect the confidential nature of these letters," said Rep. Lea. "You can still answer the question without disclosing the contents. Do they contain any expression of regret?"

Mr. Denny replied: "They do not contain anything of that sort."

Mr. Denny submitted, on behalf of Russell Shepherd, senior administrative officer of the Foreign Broadcast Intelligence Service, two prepared statements defending the FBIS draft deferments. Mr. Barger introduced the personnel record of one 24-year-old FBIS employee, together with correspondence, prior to his employment, to the effect that he would be classified II-B if he were given a job with the FCC. Mr. Denny identified the personnel record.

Mr. Denny also testified, under cross-examination, that Dr. Robert D. Leigh, chief of the FBIS, had written local draft boards direct "before the agency committee was set up."

Somerville to Head BMI Hotel Branch

Nam ing Former Willard Mgr. Indicates Club Licensing

HARRY P. SOMERVILLE, executive director of Civilian War Service in Washington and for 10 years previously managing director of the Willard Hotel in that city, has been appointed director of hotel relations for BMI, it was announced last week by Sydney M. Kaye, executive vice president.

While in town Willard, Mr. Somerville served as vice-president and national legislative chairman of the American Hotel Assn., gaining a wide background in the various phases of the copyright law affecting hotels, including their relationship with music licensing organizations. He has appeared before Congressional committees in connection with copyright legislation.

May License Hotels

Appointment signifies the intention of the industry music organization to establish a program for licensing hotels and similar users of music who have heretofore been permitted to perform BMI tunes without charge. At first satisfactory as a means of securing back payments of its music and as a publicity measure, now that BMI is established it is believed unfair to the composers of BMI music to deny them this source of revenue and Mr. Somerville's first assignment will be to assist the BMI board in setting up a licensing plan that will be fair to both the hotels and the composers.

In accepting the appointment, Mr. Somerville said: "I look forward to this affiliation with keenest interest. It will mean that I shall not only have the opportunity of renewing and maintaining many warm friendships that I have established over the years, but I shall have the further opportunity of strengthening the already pleasant relationship which exists between the hotel industry and BMI as the representative of BMI."

Bu-Tay Increases

BU-TAY PRODUCTS Inc., Los Angeles (Raindrops, detergent), increasing its radio advertising appropriation, on June 14 started sponsoring a weekly five-minute program "The World Tomorrow" on 16 Blue Pacific stations, Wed., 1:45-1:50 p.m. (PWT). Contract of 13 weeks includes John Courcier as commentator. Firm also sponsors a daily quarter-hour recorded musical program on KFVD Los Angeles and uses participation in Home Makers Club on KJJ Hollywood. In addition to a heavy daily schedule of one-minute transcribed announcements is being used on 20 stations. List includes KGNC KTRA KFSD KFBK. Agency is Glasser-Galley & Co., Los Angeles.

YOU ALWAYS WIN IN ROANOKE!

In most markets as large as Roanoke-Southwest Virginia, your program is competing with two or three stations that cover the whole area — and you can't always be sure who is getting the audience.

Not so, however, with Southwest Virginia. WDBJ is the only station that covers the market — and when you use WDBJ, you get the audience!

100,347 primary radio homes, daytime. $25 per class B quarter-hour, one time! Write!

CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

Page 34 • June 26, 1944

BROADCASTING • Broadcast Advertising
CALLING ALL RADIO ENGINEERS!

In the interest of better broadcasting ... and as a check on the features we are incorporating in our new transmitter designs ... Westinghouse would like to know what radio engineers think about transmission equipment, feature by feature.

There's more than one way to "skin a cat", but there's one best way. You men who are responsible for operating the equipment are interested, we believe, in these factors:

HIGH FIDELITY SIGNALS ... CONTINUITY OF SERVICE
SIMPLICITY OF CONTROL ... LOW OPERATING COST
EASE OF MAINTENANCE

We will appreciate knowing what you consider the best way to incorporate these advantages in postwar transmitters. To facilitate this, the questionnaire booklet pictured above will be distributed to all stations in the near future. If you do not receive your copy ... write Westinghouse Electric & Manufacturing Company, Dept. 7-N, East Pittsburgh, Pa.

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

..AM • ELECTRONICS • FM...
Bank Savings Show Video Set Demand

Long Island Institution Finds 22% Save for Postwar Buys

THE FIRST purchase the typical American family expects to make after the war is a television receiver, if the clients of the Franklin Square (L.I.) National Bank are a fair sample. Arthur T. Roth, executive vice-president of the bank, reported on a forum discussion of "Nassau County at War", televised last Monday in NBC's New York video studios for a dinner meeting at the bank.

Explaining the bank's plan of having depositors earmark savings accounts for specific postwar purchases, somewhat on the order of Christmas savings clubs, Mr. Roth said that 22% of all depositors participating in the plan are saving specifically for television sets. Automobiles account for 33% of the savings accounts; 12% are saving for electric washers; 12% for refrigerators, and others for ranges, sewing machines. Five depositors are putting their cash away to buy helicopters.

The bank has priced the video receivers at $400. This basis, Mr. Roth said, extended nationally would mean the purchase of 1,600,000 sets for an aggregate of $652,000,000 as soon as they are available after the war. If the figures are confined to the first television market, cities in which service will be available as soon as peace comes, a plan such as the Franklin Square would presumably start 200,000 people saving now for post-war television sets. Mr. Roth also pointed out that $400 should buy a deluxe model receiver in view of the estimates of manufacturers that satisfactory sets will be sold at roughly half that price.

Heads Standard, N. J.
M. J. Rathbone, president of the Standard Oil Co. of Louisiana, has been elected president of Standard Oil Co. of New Jersey. Mr. Rathbone replaces Chester F. Smith who resigned to become director of the Standard Oil Co. (New Jersey). Eugene Holman, executive vice-president and member of the executive committee of Standard Oil Co. (New Jersey), has been appointed president of the company. He succeeds Ralph W. Gallagher who was elected chairman of the board. Barry F. Meglaun, formerly manager of Esso Marketers publications, has been promoted assistant on public relations for the Standard Oil Co. of New Jersey. He will assist A. Clarke Bedford, general sales manager of the Esso Marketers.

CHANNING POLLOCK, author, will tell stories in a human interest or philosophical view as a feature of "Vacation Serenade", summer replacement for Information Please, scheduled to start on NBC July 10.

Another New High KFNF
SHENANDOAH, IOWA
"The Friendly Farmer Station"

Increased Net Time Sales by More than 278% -
In 24 Months — May, 1944 Against June, 1942

OVERWHELMING PROOF OF KFNF'S Sustained Leadership in the Nation's Richest Agricultural Market. Get the Facts and Find Out for Yourself Just Why

In the Heart of the Missouri Valley — It's

KFNF
"The Friendly Farmer Station"

1000 Watts
920 KC.

For Proof of Coverage and Availability — Write or Wire —
Frank Stubbs, Manager KFNF, Shenandoah, Iowa

WPB CLARIFIES RULE FOR SET REPAIRMEN

TO PROVIDE an educational program on how present radio repairmen, ex-repairmen and men discharged from military service may obtain necessary material to carry on or enter the radio repair business, WPB's Radio & Radar Division has information which must be submitted for authorization to procure repair parts, tubes, test equipment, etc. The increasing number of inquiries received by the Division from those planning to enter the repair business, indicates a majority fail to answer the following:

a. What minimum quantity of components required for their service? 
b. Business record of applicant? 
c. Discharge number (in case of men discharged from military service)? 
f. Any other related information?

If feasible, the letter of application should be directed to the WPB field office. WPB pointed out that if applications are granted, the applicant must find the source of supply for the initial inventory.

Under the terms of Order L-265 components and tube replacements may be purchased by repairmen when the radio set requiring replacements is in his shop. After making the repair, a serviceman may use the Supplier's Certificate shown in L-265 and purchase a new part to place in his inventory, thus allowing a man starting out with no inventory gradually to accumulate an inventory as he actually uses the parts.

Geppert Cited

SO-CALLED free offer of Geppert Studio, Des Moines, Iowa, (photograph enlargements) is known in the picture industry as a "come-on" to listeners' names and addresses for a small sum for follow-up purposes, the Federal Trade Commission stated last week in a complaint charging misrepresentation through use of radio publicity and other advertising. "By carefully operated deception and duress," the Commission alleged, "the respondent forces the customer into buying, at much greater expense, a tinted or colored enlargement, which the customer had not originally contemplated ordering."

New AMP Book

ASSOCIATED MUSIC PUBLISHERS Inc., New York, announces the release of Incidental Music—Book II by Ralph Sandor, a collection of short pieces for use as background music. A sequel to Mr. Sandor's Book of Incidental Music, which appeared in 1942, the new volume is also published by Alpha Music, New York [retail price $2.50, 25% discount to staff members of AMP licensed stations]. AMP also announces publication by Alpha Music of a set of 35 Latin American works for orchestra composed by Ricardo Romero, musical director of the Coordinator of Inter-American Affairs, and other writers [available to AMP licensees, 8 cents per page].

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BROADCASTING • Broadcast Advertising
The Northwestern Reviewing Stand represents a decade of WGN service to the radio public.

The Northwestern Reviewing Stand presents members of the Northwestern University faculty and distinguished guests from business, government, education and the press in discussions of contemporary problems—the questions that are in the news.

This Sunday morning program, brought to the radio listeners of the nation by WGN, has an enviable record of service to the public spanning a decade. It was first broadcast on October 14, 1934 and has been on the air continuously since that time, originating in WGN’s main audience studio.

The Reviewing Stand and The Human Adventure enable WGN to serve the nation with programs from two great institutions of learning—Northwestern University and the University of Chicago. These programs are emblematic of the program building resourcefulness and community-mindedness that characterizes WGN, Chicago.

A clear channel station

CHICAGO  50,000 WATTS

ILLINOIS  720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE
220 E. 42nd Street
New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.
1939 . . . 1944. Not a long time! But a time of tremendous changes for the world, the city of Dayton, and WING.

Once WING was a non-network, part-time station, and its limited power covered only a small radius. In the short space of five years it has become a 5,000-watt, day-and-night Basic Blue station with a new transmitter and excellent equipment.

It has brought Miami Valley listeners a wide variety of the very finest programs, new wire service and music, as well as
some of the top-notch personnel in the industry
has endeavored in the public interest to
cover every newsworthy Dayton event
and cooperate with every civic enterprise
has won national awards and achieved a
reputation throughout the country for
being powerful, aggressive, and consciensious.

The capable management, the technical
skill and imaginative effort that have made
this possible are dedicated to continued serv-
ice and leadership in Dayton.
The Bigger Job

IN RADIO, it's that big sweep-second hand that governs. Everything is done by the clock. Radio itself has grown, too—accomplishing in a scant few years what it has taken other front-ranking media generations to achieve. It wasn't so long ago that some newspapers were hacking away at this "upstart," throwing broken glass about, and doing everything short of fostering Government operation.

But there were wiser heads in journalism, who recognized radio for what it was—a newer means of "publication". They led the way. Others followed. Many progressive publishers are now in radio. And others are knocking at the door. The big battle was won last January (and non-newspaper broadcasters pitched in vigorously) when the FCC dismissed its proposed rule to ban newspaper ownership.

Since then there have been sporadic eruptions. Evidently looking only to the dollar sign, a survey was undertaken by New York newspapers designed to prove that radio is an inferior advertising medium. Lately, futile efforts are being made to scuttle radio's growth as a news medium. An editor of the commanding stature of Grover Patterson, of the Toledo Blade (which, incidentally, is an applicant for an FM station), writes a syndicated piece bewailing radio's use of press service news.

What these critics fail to recognize is that radio is a journalistic medium—a modern, swift and streamlined medium. What's more important is that radio's fight for freedom is the newspaper's fight, too—neither can live half free, and if one loses its freedom the other is certain to follow.

Editor & Publisher, which has served newspaperdom long and valiantly, is spearheading this latest anti-radio crusade. Its primary target today is radio's inroad into the retail field, basing its campaign on that New York survey which was so statistically inept that it backfired. In other years Editor & Publisher has worn a hair-shirt, too, in its fulminations against radio. But it probably is satisfied to let the dead past bury its dead.

It isn't our wish to indulge in name-calling. Neither the times nor the facts warrant that. Radio's job has been done affirmatively—by achieving results, whether it be War Bonds, blood plasma, recruiting, or retail advertising. Radio has no rate card for the Government war effort programming. But radio doesn't relish particularly use of paid campaigns, such as recruiting in the printed media, which it is asked to donate time.

What about Government campaigns put over the top by radio? That question has been asked. OWI's Radio Bureau has said that many of the successes were made possible in large measure by the "wholehearted support" of radio. These include: Household fats, Cadet Nurse Corps, home canning of fruits and vegetables, the several War Loan drives, blood plasma, WAVE recruiting, Women Marine recruiting, and sundry others.

Then the War Advertising Council has a story. When campaigns have lagged, it has called upon radio to turn on the juice. Some of those mentioned by the ad council: Coast Guard, Marine Corps officers' candidates, glider pilots, noncombatant pilots for Civil Air Patrol and Air Transport, Army and Navy nurses.

But why belabor these points? There'll be time enough after victory for that. One of the reasons war is being waged is to preserve free competition the American way.

We repeat what we've said many times: Radio isn't fighting the press. It regards itself as part and parcel of that broad profession. It is recognized as such. It carries news credentials in every war theatre and at home. It has galleries in the Congress. It sells time; newspapers sell space. Newspapers may sell certain commodities or services better than radio. The reverse also is true. The advertiser, not the medium, always has decided that. He always will. He measures by results.

We maintain that if both media do an effective job of selling and servicing, there'll be business enough for both.

At the moment, there's a bigger job to be done.

Still It's Unsettled

"AT BEST, however, the action was conclusive and doesn't settle the newspaper ownership question!" Thus did we comment editorially last March on the FCC's action dismissing the newspaper ownership proceedings [Broadcasting, Jan. 17].

Testifying last week before the House Select Committee to Investigate the FCC, Chairman James Lawrence Fly admitted that despite nearly three years of study and "extensive hearings", the newspaper-ownership question still remains unsettled and undetermined.

The FCC's action in dismissing the newspaper-divorce rule last January generally was construed as the conclusion of a fight that began with the New Deal. In the late lamented White-Wheeler Bill, Chairman Wheeler sought to button it up legislatively with a direct instruction to the FCC against licensing discrimination.

Certainly that expression, even though not spelled out in the law, conveys the Congressional view. Certainly the weight of the evidence at the protracted hearings before the FCC was sufficiently conclusive to warrant dismissal of the order.

Evidently those at the FCC feel that they will never lose a fight and that those haven't won aren't finished.

Page 40 • June 26, 1944

FREDERIC RUSSELL GAMBLE

WHEN IN April Frederic Russell Gamble became president of the American Asn. of Advertising Agencies, which he had served since 1929 as executive secretary and for the last four years also as managing director, the complete absence of fanfare, spotlights and public pronouncements must have confounded critics to whom advertising is synonymous with ballyhoo and bad taste.

It was typical of Fred Gamble that the attention the event evoked was focused largely on the retirement of John Benson after 17 years as the association's first salaried president. But those who have glimpsed the determination that lies beneath his suave exterior believe that the new president is a leader in his own right who will carry on the fight for better, more effective advertising, not as a carbon copy of his eminent predecessor but as a worthy heir to the role of industry leader.

Fred's early history, which began in Kewanee, Ill., on Nov. 22, 1896, provided ample evidence of leadership qualifications. After delivering the valedictory address of the Class of 1914, Kewanee High School, he went off to Knox College where six years later he celebrated the receipt of his B.A., Magna cum laude, by delivering the valedictory address for the class of 1920.

Fred's college career was interrupted at the close of his junior year by World War I, which focused his attention on military matters for two years and three mo.ths. After a session at Officers' Training Camp at Fort Sheridan, Ill., he was commissioned a first lieutenant in the Infantry on Aug. 15, 1917. He served as instructor, school of arms, 88th Division, Camp Grant, Ill., eventually getting to France where he command'd the First Battalion, 342d Infantry, for one month prior to the Armistice. The following summer he returned to civilian and collegiate life with the reserve rank of Infantry captain.

While at Knox Fred edited the college yearbook; was president of Sigma Delta Chi, national journalistic honorary fraternity; was also president of his social fraternity, Phi Delta Theta; participated in all forms of athletics from football to tennis; served as field secretary of the college for one year, and as an instructor in French for two years.

Selected as Rhodes Scholar for Illinois in 1920, young Gamble topped off his American education with two years at Oxford, where he studied modern history, specializing in finance and banking, and added archery, rug-

(Continued on page 42)

Broadcasting • Broadcast Advertising
Play 'Em or Pay 'Em is another WTMJ program that delights its audience ... delights its sponsors.

Six days a week, from 5:00 to 5:25 P. M., a Radio City orchestra matches wits with the listeners by trying to play any song requested by listeners. If they can't play it, the sender is awarded a War Stamp.

Ad-libbing, good, clean fun and real musicianship have combined to give this WTMJ participating program a solid listenership.

By building audiences through such programs as Play 'Em or Pay 'Em, WTMJ has become Wisconsin’s most skillfully programmed, most listened to, most “selling” station.

To effectively cover Milwaukee and much of Wisconsin, your radio plans must, obviously, include WTMJ.

WTMJ
THE MILWAUKEE JOURNAL STATION
Basic N.B.C. Station
National Representatives, Edward Petry and Company, Inc.
Our Respects To (Continued from page 40)
by the crew to his athletic achievements.
In 1923 Fred returned to America and a job as advertising manager of Strauss Bros. Co., Chicago investment security firm. Two years later he became a space salesman for Eggertson, Evening Post, where for four years he handled such accounts as Packard, Pen, Johnson's Wax, Phoenix Hosery, Hole-proof Hosery, Johnson Motor, Horeck's Malted Milk, Kohler, Lavoris, etc. In 1929 he moved to New York as executive secretary of the AAAA.

Advertising, as the key to the vast volume of sales on which post-war prosperity will be dependent, Mr. Gamble takes the overall task of the AAAA in helping advertising attain its fullest effectiveness into three main areas, of understanding, of research and of future personnel. The first is an educational job, informing Government, business and consumer leaders, educators and the public itself about the functions of advertising in economic terms. As a division of this area, he believes users of advertising and operators of advertising media also need information about the functions of the advertising agency.

Pointing out that while advertising is an art, it is one which can be practiced most successfully on a groundwork of scientifically proved facts, Mr. Gamble urges all branches of advertising to work together for the perfection of more standard research techniques, especially in the measurement of advertising audiences. A standard method of measuring station coverage would prove of immense value to station operators as well as to time buyers, he deduces.

Training Agency Men

Since advertising is dependent on the type of people who produce it, advertising must be particularly careful in the type of training given to agency men of the future, Fred Gamble believes. He views this problem as one to be worked out not only with colleges and universities, but also with business, especially in the sales field, from which advertising has obtained many of its top executives.

Agency recognition is an important part of ensuring desirable advertising, he insists, pointing out that as long as anyone with an order and a check is recognized as an advertising agent it will be impossible to maintain advertising standards on a very high level. He asks radio to cooperate by rectifying its unenviable status as the only major medium without a standard system of agency recognition.

Mr. Gamble was one of the founders of the Council and has been an officer and director of it since the start. People close to the Council say that during the more than three years of its existence, he has spent close

John F. Royal, NBC vice-president in charge of international relations and sales, July 1 will address the Cleveland Ad Club on "Freedom to Listen."

N. L. Rosten will assume duties as station manager at WOLS Florence, S. C. on July 1. He formerly was manager of public relations and announcer at WRRF Washington, N. C.

E. C. Mills, for many years an executive of ASCAP, more recently general manager of Songwriters Protective Assn. and now an independent consultant on copyright matters, has been elected a member of the board of directors of United Artists Corp., New York.

Bill Wallace, formerly of the sales staff of CKJL Kirkland Lake, Ont., is now user of a navigator's course in the Royal Canadian Air Force.

Ray C. Jenkins, general sales manager of KSBF St. Paul-Minneapolis, has been awarded the USO Certificate of Merit for more than 1,000 hours of voluntary service as head of the USO's military and naval entertainment committee.

He will half of his time on Council matters.

In association work, Fred Gamble practices what he preaches. For years he has been active in Trade Association Executives in New York City and American Trade Association Executives, the national organization. He has served as a director and officer of both.

Fred plays a little golf, a little bridge, and does a great deal of reading.

Married to the former Blanche Miller, father of a 19-year-old daughter, Urala Blanche, the Gamble lives in suburban Bronxville. His clubs are the Siwanoy Country Club, the Uptown Country Club, and the New York Advertising Club.

Capt. Lathrop Appoints Al Bramstedt KFAR Head

ANNOUNCEMENT was made last week of the promotion of Alvin O. Bramstedt, 27, assistant manager of KFAR Fairbanks, Alaska, to become manager of the station effective July 1, succeeding Wilson (Bud) Foster who will resign July 15 to be full-time war correspondent in the North Pacific area for NBC. Capt. A. E. Lathrop, owner of KFAR, made the announcement upon his return to Fairbanks a fortnight ago.

Mr. Bramstedt began his career as announcer in the campus studio at the University of Washington where he majored in speech. He came directly to KFAR from college in 1934. While still a student, he announced at KSRO Aberdeen, Wash., and helped work his way through school by doing odd jobs around the studio. With the exception of a few months spent on the docks, when he returned in 1942 to the U. S. and announced over KSFO San Francisco, he has spent all his time since college, in Alaska.
THE PACIFIC COAST is divided into two halves...saleswise.
50% of the retail sales in this $16,000,000,000 market
are made outside the counties in which Los Angeles, San
Francisco, Oakland, Portland and Seattle are located.

Time buyers naturally want to cover the whole of this
lush tri-state market. There's only one way—do it with Don
Lee. For the Don Lee Network—and only Don Lee—gives
complete coverage to both the inside and outside halves.

Here is an inside story: Jack Benny got a higher rating
(April, Hooper) on his Don Lee release than on network
A, and you've probably already noticed that Union Oil's
Point Sublime has a much higher Hooper since switching
to Don Lee from network B.

Now look at the outside half: The largest coincidental
telephone survey made on the Pacific Coast (C.E. Hooper,
276,019 calls) showed that in many of these outside mar-
kets the listeners are 60 to 100% tuned to Don Lee.

In other words, Hooper proves...inside and out...what
we've been saying all along: Any show on Don Lee will
reach more listeners on the Pacific Coast than the same
show on any other network.
Cuff at Sales Forum

SAM CUFF, general manager, WABD, Du Mont television station in New York, will speak on the use of television in retail selling at a visual selling forum to be held 2 p.m. June 29 at the Pennsylvania Hotel, New York, by the display directors of New York stores, co-operating with the National Assn. of Display Industries. Afternoon session program also includes talks on the adaptation of television for retailing, on packaging and on the way in which the use of helicopters will influence visual selling and a roundtable discussion of fashion merchandising.

JAMES ALLEN, former program director of WIP and WLW in Philadelphia, now in the Army, has been promoted to major in the European theatre.

J. M. WYNN has succeeded John H. Hoagland (Broadcasting, June 12) as promotion manager of WKY Louisville. Mr. Wynn for the past seven years has been national advertising manager of the Louisville Times and Courier-Journal.

RUSK SNOW, announcer of KPO San Francisco, has enlisted in the Marine Corps.

NORMAN LOEB, former announcer of KULY and KROW Oakland, has joined KPO San Francisco.

WEBB WITMER, former public relations secretary for Kansas City, Mo., Mutual, has announced the staffing of KPO San Francisco.

JACK ROBINSON, sound effects man of KPO San Francisco, has joined NBC Hollywood.

ALEB BURROWS, writer on the weekly Blue Duffy's Tavern, is the father of a girl.

BOB HALL, a radio writer for Fort Wayne Journal-Gazette, has assumed duties of Noel Corbett in the Blue Hollywood publicity department. Mr. Corbett returned to freelance. Bob Hall formerly had been in the Blue publicity staff.

RUTH ELIZABETH MILLER, formerly the promotion and advertising department of Time Inc., has joined KOBI Rapid City, S. D., as promotion manager. Miss Miller replaces Elizabeth Toomey, now with UP.

TAD EARLE, former marriage writer of CJRL Kirkland Lake, Ont., is over seas with the Royal Canadian Navy.

JACK MCDONALD, announcer of CKGB Timmins, Ont., is now operating with the National Broadcasting Company. His place being taken by Lawrence Smith, new to radio.

The HUSING'S contract with CBS has been renewed for another two years beginning Aug. 9. Sportscaster covers Saturday track events and presents a weekly quarter-hour On Your Mark.

JACK GULLER is now announcing with WBTM Danville, Va., as Jack Barr.

CHARLES HULL WOLFE, formerly of WGBS, Washington, has been named script writer for WLIB and WGBS, New York. Mr. Wolfe has spent 15 years in the broadcasting business and has been with WLIB in New York since 1930.

SALT ACTIVE MARKET

S. S. FOX, President and General Manager

National Representative
JOHN BLAIR & CO.

Reach the Active Salt Lake Market

THE LINE FORMS TO THE RIGHT... at WXYZ for next availabilities on

Eddie Chase's

"MAKE-BELIEVE BALLROOM"

10% hours per week sponsored by accounts such as A&P and Canada Dry

WXYZ, DETROIT 26 or PAUL RAYMER & CO.
Rolling out Aluminum 50 times as fast as it was rolled prior to the war. Leaving this 3-stand continuous mill, sheet goes down the city-block-long run-out table to the coiler at a Rolling Plant near Spokane—one of three permanent new plants making this the "Light Metals Capital of the World." KHQ covers this area like a gentle rain—reaching all of this ever-increasing permanent population. (Photo Courtesy ALCOA.)
Once they've received their training at the Institute of Higher Radio Learning, acquiring knowledge of outstanding radio time buys... SMART TIME BUYERS are equipped for success.

Many a smart young advertiser has set the world, and especially the Denver Market, on fire, by using KOA for his sales message.

* Here are KOA's stepping stones to successful results:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Ports of 7 states)

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

Video Future Outlined At New York ATS Meet

HOLLYWOOD L. PERDUE, regional commercial representative of the Electronics Division of General Electric Co., outlined the probable future of television as envisaged by GE engineers (BROADCASTING, April 101 and Robert Stone, program manager of the GE video station, WRGB Schenectady, reviewed the stations program activities before a meeting of American Television Society held last Tuesday at the Capitol Hotel, New York.

Mr. Stone accepted for WRGB the plaque symbolizing the ATS award for outstanding video programming in 1943, a presentation which will be represented before the WRGB cameras and microphones in the near future. A similar presentation to WABD, Du Mont station in New York, for outstanding work in commercial television last year, will be similarly made on a WABD program, Norman O. Waterman, retiring president of ATS, was presented with a special award for outstanding service to television in honor of his valiant efforts to keep television alive during the war years.

THE New York Newspaper Guild awarded a special citation for "continuous efforts in granting labor's viewpoint freedom of the air," to WLB Brooklyn. Station was inadvertently referred to as WLB Brooklyn in a previous issue.
WNBH... Is a
(New Bedford, Mass.)
“Good Old Station
With a New Program
...and Equipment”

Twenty-three years old May 20, eleventh to file with FCC
in U.S., WNBH is a good, reliable station, depended upon
by 110,341 people (1940 census) in New Bedford; Bristol
County Population is 364,637. It is used weekly by ninety
(90) contract advertisers in New Bedford.

BASIC BLUE! (PLUS) Local Service

WNBH, New Bedford went Basic Blue, July 1, 1943 and July 1,
1944 will have completed a year, now having all the Blue pro-
grams, from Dunninger to the Quiz Kids. This big package of
listeners is waiting for your story of merchandise and service. See
Rambeau for availabilities.

WOCB... On The Air!

WOCB, Cape Cod, studios and transmitter in West
Yarmouth near the ocean, re-opened and started
broadcasting May 6, 1944. WOCB has all the BLUE
Programs... marvelous availabilities right now!
46,365 people live the year around in Barnstable,
Dukes and Nantucket counties, all of which make up
Cape Cod. The average population on the Cape
between June 15 and October 1, each year, is over
200,000. That's it! Over 200,000 people at the
50,000 rate. See Rambeau Now! It's a great market.
New equipment, locally programmed, you can't miss
on Cape Cod... act now... See Rambeau!

Represented By Rambeau

WNBH, New Bedford and WOCB, Cape Cod are owned by E. Anthony & Sons, Inc., New Bedford, Mass., owners and pub-
lishers of the New Bedford Standard-Times, and the Cape Cod Standard-Times.
The Business of Broadcasting

STATION ACCOUNTS

- Ad Councils
- Sales
- Fundraisers
- Staff
- Production
- Adverisment

WOL Washington

MacFadden Publications, New York (True
Safeway Stores, Oakland,
Warner P.
Esquire Inc., Chicago

WMAQ Chicago

Jones

WMJN Milwaukee

WMAQ Chicago

WGBS Boston

WFIL Philadelphia

WOR New York

WNYL New York

KHJ Hollywood

KFWB Los Angeles

KWHB Hollywood

WABC New York

WFBT New York

WSM Nashville

WEAF New York

WSB Atlanta

WLS Chicago

WCSB Cleveland

WOR New York

The Business of Broadcasting

Magazine Surveys Musical Programs

Critics Vote Room for Better
Quality on Average Show

RESULTS of a poll of music critics on their opinions of radio music programs were announced last week by Musical Americas, music news magazine. Publication polled 500 newspapermen on the best symphony program, the outstanding evening musical event, and ten other categories.

Press was also invited to comment on the handling of commercial announcements in programs, with opinion forced to be divided equally as to whether they were keeping with the character of the broadcasts. A substantial majority—82%—voted that there was room for improvement in the quality of the average musical program, especially in the type presenting orchestras.

Magazine reported that letters and comments accompanying the ballots offered a variety of suggestions for change ranging from "get Federal control for radio" and "stop playing-down to radio audiences" to "God bless commercialism" and "radio is doing a swell job!"

The 12 classifications and the winners in each category follow:

1. Outstanding Event of the Year: The radio premiere of Dimitri Shostakovich's opera "Hamlet," performed by the University Symphony Orchestra, under Arthur Rodrick, New York Philharmonic-Symphony, conducted by Leopold Stokowski

2. Symphony Program: New York Philharmonic-Symphony, conducted by Leopold Stokowski

3. Operatic Program: Saturday broadcasts of the Metropolitan Opera, Blue Network

4. Small Ensemble: Sinfonietta, conducted by Alfred Wallenstein, WOR-Metropolitan

5. Symphony: Conductors; Arturo Toscanini, conductor of the General Motors (NBC) Symphony

6. Female Vocalist: Marian Anderson, soprano

7. Male Vocalist: John Charles Thomas, tenor

8. National Religious Program; Fox Broadcasting Co.

9. National Religious Program; Mutual Broadcasting System

10. Anniest: Milton Cross, veteran announcer of the National Broadcasting "11. Orchestras with Featured Soloists; The Philharmonic, now conducted by Donald Voorhees, NBC

12. Program with Educational Flavor: "In the World of Radio, NBC and of the Air," CBS.
Baltimoreans Like Us!*

They sure do! All indications prove it!

Baltimoreans like to visit us. They like to visit the finest studios south of the Mason-Dixon line. Week after week, year after year, they come in great crowds to see the shows that go on the air from our big studio “A.” The actual count is well over 75,000 people yearly. No other Baltimore station can equal this studio audience record!

Of course, the mail comes in, too—plenty of it . . . and WFBR does not use “shot-in-the-arm” stimulants to build up mail pull. Just mail—thousands of letters from people interested in WFBR’s programs.

All types of surveys have told a consistent history of WFBR audience leadership . . . a top position with loyal listeners during the past 22 years—regardless of the changes that have taken place in the Baltimore radio picture. And don’t forget . . . there are over a million people living in Baltimore and vicinity.

Yes, Baltimoreans have liked us for a long time. You make the most of this long-time friendship when you buy WFBR in Baltimore.

·

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
EDMUND F. JOHNSTONE, president of Redfield-Johnstone, New York, now serving in the Pacific area as commanding officer of an Army Air Force fighter control squadron, has been advanced to the rank of major.

SCHUYLER KUDNER, since 1936 with Arthur Kudner Inc., New York, has been elected a vice-president. He is the brother of the late Arthur Kudner, founder of the agency.

JEROME S. MEYER, former president of Zinn & Meyer, New York, who is engaged in the field of market research, has joined Norman D. Barnhart & Assocs. The agency, which specializes in fashion accounts, is expanding its activities into radio and records to assist Mr. Waters in developing programs for both media.

BERGOLIETTE DOE, timebuyer with MacParland, Areyard & Co., Chicago, on the Saturday Evening Post account on July 1 transfers to the New York office of the agency where she will continue as timebuyer for SEP. Evelyn Stahl, timebuyer at the post in Chicago, will continue to supervise timebuying activities of the Chicago and New York offices.

FRED SCHMITZ, who formerly directed research work for the War Dept., has joined the research department of Ivey & Elliotting, New York.

J. M. MATHES Inc., New York, has promoted the following members of its copy department to associate copy directors: Frank P. Baldwin, Howard M. Newton, Elizabeth S. Shafer, Harry Hellenthal Jr.

FRED H. FIDLER, who organized the film department of J. Walter Thompson Co. and who has been active in agency television work, serving also as executive on P. Ballantine & Sons account, has resigned from the agency after 15 years in its various branch offices. He plans to devote full time to television motion pictures, radio and related fields, and will open a New York office shortly.

CHESTER E. HARING, former vice-president and director for marketing for BBDO, assumed active charge of the New York marketing research project of the Committee for Economic Development effective June 20. Assistant director of the CED's new project will be J. L. Barrett, former executive with the agency's Chicago office.

WICK CRYDER, publicity director of J. Walter Thompson Co., New York, left for the West Coast last week to set up promotion for the 50th anniversary for Lux Radio Theatre, CBS-Lever Bros., program, and for the return of the Frank Sinatra show to CBS in August. He will return in two weeks.

Wider Agency Service

ADVERTISING agencies in the post-war period will be called upon to employ their services in research, creation and public relations to a degree never before experienced due to the history of profit projection, according to Edward R. Grace, president of Grace & Bement Inc., Detroit, in announcing the moving of the agency’s general offices from the New Center Bldg. to the Penobscot Bldg. Mr. Grace said that in the pre-recession periods, American business will be faced with the task of educating the public for the introduction of new products and expanded markets.

IT WAS SUMMER TIME for Chicago officials of Sherman K. Ellis & Co., following the premiere of Summer Interlude, which is sponsored by W. F. McLaughlin & Co., Chicago. Program is heard on WMAC Chicago. Guests were: 1) Rudy Munsan, NBC local and spot sales; Joseph J. Price, agency vice-president; Harry Kohn, département editor; J. F. Price, editor; Joseph Meyer, City Manager; NBC Vice-President; George S. Bogart, account executive of Sherman K. Ellis; Frances Velthuys, timebuyer; John Stone, director of research; and Robert H. Clark, radio director of Sherman K. Ellis; Mr. Clark.

Martin Joins Allied

DON MARTIN has joined Allied Advertising Agencies, Los Angeles, as resident manager after having been NBC western division director of news and special events for the past nine months. Mr. Martin has been with NBC for four years and was in charge of news and special events at KPO in San Francisco for two years.

Mr. Martin Replacing Mr. Martin will be Joseph P. Alvin, former assistant manager of NBC western division press department with which he has been associated for seven years. Mr. Alvin was with the network in Chicago and prior to entering radio was with the AP.

JAMES E. LILLIS has been added to the creative staff of Brooke, Smith, French & Dorrance, Detroit and New York agency. During the past four years he has served as captain in the Canadian Army overseas, previously having been associated in the sales and advertising of radio and television products.

DORIS RADER, writer of Benton & Bowles, New York, has been shifted to agency’s Hollywood office and assumed additional duties. Mary Stahl has joined the Hollywood office of ELLIS ADV. Co., Buffalo, has moved its offices to the Niagara National Bank Bldg., 15 E. Genesee St. at Main.

K. C. JONES, accountant, has been promoted to media buyer of Glaser-Galley & Co., Los Angeles.

D. E. ROBINSON, director of research of Pedlar, Ryan & Lisk, New York, has been elected treasurer of the agency. Mr. Robinson has been with the organization for three years.

BRDO Boston, on June 22 moved to 1220 Statler Office Bldg., 20 Providence Street.


MARGUERITE ROBERTS JOHN- SON, formerly with Oswald Adv., Philadelphia, has formed an agency under the name of M. R. Roberts Adv. with offices at 111 Rittenhouse Square, Philadelphia.

ELEANOR POLLOCK has resigned as women’s editor of the Philadelphia Record in that city to join the advertising staff of the Monroe Drug Agency, New York.

Bendix VHF Orders

RADAR Division of Bendix Aviation Corp., has received orders totaling about $30,000,000 for an improved type of very high frequency radio for use in warplanes, W. F. Hillard, general manager, has announced. Production on the units will be in full swing shortly. Advantage of the new sets is said to be comparative freedom from static and short range, permitting simultaneous use of the same frequency on different fronts.

Agency Ad Plan

ABBOTT KIMBALL Co., New York advertising agency, has distributed a booklet entitled “Get on the Brand Act” to encourage department stores and manufacturers to advertise immediately. Brochure also acts as a guide to advertising procedure including defense against competition, public education of a product, selection of a right name for the product and stresses the importance of making the firm name and brand quickly familiar to the public.

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Agency Ad Plan

ABBOTT KIMBALL Co., New York advertising agency, has distributed a booklet entitled “Get on the Brand Act” to encourage department stores and manufacturers to advertise immediately. Brochure also acts as a guide to advertising procedure including defense against competition, public education of a product, selection of a right name for the product and stresses the importance of making the firm name and brand quickly familiar to the public.
TVA, in creating a vast new power empire in the Chattanooga area, has also created nine great lakes which President Roosevelt calls, "The Great Lakes of the South."

Chickamauga Lake alone is more than 60 miles long with a shore line of 650 miles.

Six great public parks line its shores, all from 8 to 38 miles from Chattanooga.

These great lakes are providing Chattanooga with great new recreational facilities . . . sail boating, motor boating, hiking, swimming, fishing, and horse back riding.

In addition, Lookout Mountain and Signal Mountain combine to offer vacationists and residents every conceivable form of outdoor diversion.

**A GREAT HOOPER**

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.
LITERARY Guild of America, New York (book club), has appointed Franklin Bruck Adv., New York, as its agency. Radio may figure in promotional plans towards the end of the year.

INTER-AMERICAN Publications, New York, has appointed William Thorsen organization as public relations counsel and advertising agency for the Inter-American magazine for North Americans containing new Latin American, Mexican elements. It is expected to gain new prominence in the transitional period between war and peace and radio will be expanded promotion at this time, it is reported.

PRESIDENT: Paint Co., New York, and The Brunswick-Kilbourn House Product Corp., New York, as well as The Allied Paint Co., Chicago, have reached on agency appointment or advertising plans. Firm has placed advertising for a majority of its polishes and paints direct, with Monroe F. Drexler Inc., New York, handling Dazal Bleach and Shu-Milk.

WINES, Shippers Import Corp., New York, is promoting Cocombret Wines as a full weekly hour of news and music on WLIB Brooklyn. Contract for 13 weeks effective June 18 was placed by New Redfield-Johnstone Inc., New York.

RATHEON MFG. Co., Wattham, Mass., has begun its new three-weekes weekly news analysis, The World Situation, over WRBA Boston for the next 26 weeks.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (M.G.P. pectin), in its national area is using a total of 26 announcements on KHQ and KHJ with 27 starts similar schedule on KFPP. Placement is through Charles H. Cooper Co., Los Angeles.

BUFFALO Baseball Club, Buffalo, has placed its account with the Ellis Adv. Co., Buffalo, for the current season.

T. HENRY FOSTER has resigned as president of John Morrell & Co., Othuwa, Ia., meat packing firm, after 22 years in that post and 50 years with the company. He will continue in the new position of chairman on the board.

NATIONAL Cash Register Co.-Day, Chicago, has appointed Riverside-L. Erickson, Inc., New York, to handle advertising and media plans have not been disclosed.

CITY OF PARIS, San Francisco (dept. store), on June 16 started a minute daily series on KGO San Francisco from a special studio. For a period of its weekly six-minute period news weekly Sunday afternoons at 3:30 P.M. to 3:35 p.m. on KOGP, San Francisco. Contract for placement is with S. J. Mungion.

JACKSON Furniture Co., Oakland, Cal. (household furnishings), has started a musical program on KGO San Francisco, Mon. thru Thurs. 7:35-7:40 a.m. (PDT). Contract is for 52 weeks. Account was placed by Baker Adv., Chicago.

W. & J. SLOAN, Beverly Hills, Cal. (household furnishings stores), has started sponsoring weekly half-hour recorded show, "Milestones of Musical History," over KMBC Hollywood, respectively. Contracts are for 52 weeks, beginning July 1. Placement is through Williams & Adv., Beverly Hills, Cal.

FOREMAN & CLARK, Los Angeles (department stores), on June 10 for 10 weeks started sponsoring the nightly quarter-hour 11 p.m. News on KONO with one sponsor. Firm on June 14 started sponsoring the 15-minute 10 O’clock News on KONO Chicago. Placement is with S. J. Mungion.

WXYZ, DETROIT 26
# OF KENTUCKY’S POPULATION = 674
# OF ITS BUYING POWER = 575

Page 52 • June 26, 1944

THE LINE FORMS TO THE RIGHT...

at WXYZ for next availability on

Eddie Chases "MAKE-BELIEVE BALLOON"

10% hours per week

WXYZ, DETROIT 26
PAUL RAYMER & CO.

BROADCASTING • Broadcast Advertising
Got a BIG JOB to do in Texas?

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

(Daytime Coverage)

KRLD
The Times Herald Station, Dallas
50 KW., 1080 KC. Represented by The Branham Company
Three Cities and 8 others Linked Together
ONE MARKET OF 200,000!

Stood on ONE of the Mississippi River bridges here and you view a flourishing market of more than 200,000 people...a market with an industrial payroll totaling nearly 8 BILLION DOLLARS annually!

Also, the Census Bureau and marketing experts place TRI-CITIES in the select group having "excellent" post-war prospects.

Send your sales message home to these thousands of prosperous people through WHBF, the local station.

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Natl Representative

PROOF
OF RESULTS FROM
RICHMOND'S
WRNL

Here is a result story that speaks for itself:

* 70.8% of the National Advertisers on this Station are Renewals.

* 88% of the Local Advertisers on this Station are Renewals.

Advertisers don't renew contracts unless the medium they use "pays off" in results.

IN RICHMOND
VIRGINIA
IT'S
WRNL
5000 WATTS
NIGHT AND DAY 910 KC

Page 54 • June 26, 1944

Farm Angle Gets Increased Attention
In Fifth War Loan Drive; Activities Up

RURAL Fifth War Loan broadcast promotion activities, backed by members of the National Assn. of Radio Farm Directors and their respective stations, have appreciably increased over previous Bond campaigns, Barney Molohon of the Treasury War Finance Division radio section told Broadcasting last week.

Extent and effectiveness of these activities are being shown in accounts coming in from radio farm directors about the country, reporting on their campaign progress. The farm promotion stresses the security offered farmers through War Bonds against depreciation and crop failures; the value of Bonds as a guard against inflation at present and as a protected course of purchasing power after the war for needed farming material or equipment and other items. Another point stressed is the "Do it in a day" theme, whereby gas, tires, and valuable time away from crops are saved on behalf of both the farmer-solicitor and his potential buyers.

Farm Promotion

Cliff (Farmer) Gray of WSFA
Spartanburg, S. C., has been conducting a War Bond contest for boys and girls in the WSFA area with a prize bull calf heading a number of Bond awards and a trip for participants to Biltmore Farms, model farm in Biltmore, N. C. Similar contest conducted by Moshier of KOMO-KJR Seattle has been previously reported.

WHO Des Moines farm director, Herb Plambeck, has been tying-in with agencies and sponsors on farm copy for the Fifth Loan. Mert Emmert of WEFN New York has worked the Bond angle into his regular farm programs, as have many other farm directors. He also originated the kick-off for NBC's Bond Day activities on June 13 with an hour program. WTAM Cleveland's E. H. Faulkner has presented three special half-hour farm Fifth Loan broadcasts in addition to other promotion.

Treasury War Finance Division also last week announced the addition of Burton Davis, former newspaper and agency man, to the staff of the WFD radio information service New York office [Broadcasting, June 19]. Mr. Davis, who will assist Julian Street Jr., has been with WFD since Dec. 8, 1941, first in the special events section, then as chief of the motion picture section and as special consultant. Last year he spent six months in Brazil assisting that country in War Bond promotion. It is reported the new unit has serviced more than 25 commercial network shows, through their respective agencies, with special Fifth Loan promotion, and has assisted in securing special Infantry Day and Father's Day speakers as requested.

Hicks Recording

A home record set of the George Hicks film recording of invasion operations [Broadcasting, June 12] has been prepared by the radio committee of the District of Columbia War Finance Division and presented to the Treasury, to be auctioned to the highest War Bond bidder on June 26 at the "Shot From the Skys" Army Air Force exhibit on the Washington Monument grounds. Courtesy announcements to promote the event will be carried by all Washington stations, which also will rebroadcast the Hicks recording on the day of the auction. On the Washington Fifth Loan radio committee are: William B. Dolph, WOL, chairman; Lawrence Heller, WINX; Kenneth Berkeley, WMAL; Carleton Smith, WRC; Carl Burkland, WTOP; Ben Larson, WWDC.

Jack Melloy, news editor of WDAS Philadelphia, in connection with the Fifth Loan is interviewing returned war veterans on three programs weekly of his daily schedule of hourly broadcasts. WBAB Atlantic City delivers Bonds to listeners making requests in connection with servicemen interviews conducted by the station on a daily program. In addition to a number of local Fifth Loan programs, WHBQ Memphis is airing 184 of

Solid Signal in New York

In a densely populated area like New York City there is little to choose between stations from the standpoint of signal strength. No matter how much power is used, radio coverage of New York City is almost identical for all stations. WLIL sends its 1,000 watt signal clearly and distinctly in all directions from the geographic center of metropolitarian New York over its clear-channel 1190 kc. frequency. More than 10,000,000 people* can hear WLIL.

WLIL's transmitter is located within New York City! WLIL's ground system and tower are embedded in a salt water marsh!

WLIL's position on the dial is convenient! That's why WLIL has solid coverage where it counts most.

* Coverage Map Available
that extra margin of performance is designed into federal communications equipment

The Federal name on communication equipment signifies exacting radio-mechanical design built in... plus every extra performance-giving factor.

Federal research and development are continuous... adding new concepts of operation over and beyond accepted performance ratings. This extra care adds ruggedness and high performance dependability to Federal equipment.

Transmitters built by Federal are designed for smooth adjustment over the full frequency range. They are made in a great variety of frequency ranges and power sizes... from walkie-talkie to 200 KW transmitters... in frequencies of 16 Kilocycles to the upper limit of the radio frequency spectrum.

Back of every Federal transmitter are almost three decades of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment... for point-to-point, broadcast, radio telephone or telegraph or for aircraft, marine or mobile stations.

Look to Federal for the finest in radio communications equipment... now and in the future!
The special Treasury Dept. programs, sponsored by local concerns, WFLB Syracuse has again loaned the facilities of its special events trailer for local Fifth Loan campaign activities. WWDC Washington besides a regular Sunday afternoon half-hour program from Walter Reed Hospital is presenting during the Fifth Loan three programs nightly from the institution. Special tie-up with local Junior Victory Volunteers is used by WWDC in connection with the shows whereby each youngster calls at homes throughout the city asking listeners to tune-in the War Bond messages, following which the young volunteers tell their story and obtain Bond pledges from the homes. Singing War Bond station break discs have also been made by the local outlet for use during the drive.

KWK St. Louis on June 22 presented a quarter-hour Bond broadcast in connection with the International Newspaper Circulation Managers' Assn. in St. Louis. Principal speaker was Maj. Gen. James A. Ulio. Stories of heroism of newspaper boys now in service were related.

WPTF Raleigh, N. C., has scheduled a series of daily five minute studio broadcasts for the duration of the Drive, featuring prominent local, state and national speakers. WIOD Miami, Fla., is sponsoring a daily noon-time program, Mondays through Saturdays, during the Fifth Loan. On the opening day Bonds totaling $87,900 were sold during an hour and a half show. WAAT Newark conducted a Schools at War program on June 10 from Newark Airport, with members of a local high school as guests. Representatives of the Army Air Forces stressed the importance of buying bonds.

In Cleveland, all five stations (WGR WTAM WHK WJW WCLE) pooled their facilities for a one-hour show June 11 titled We'll Do It Again, originating from the Statler Hotel before 400 key workers at the Drive.

WEVD New York on June 15 aired rebroadcasts of talks by President Roosevelt, Secretary of the Treasury Morgenthau and a recorded dramatization Freedom Never Dies, starring Burgess Meredith. Program was heard 10:15-11 p.m.

In Columbus, Ohio, WCOL opened the Fifth War Loan June 11 with an all-employe War Bond show titled The Spirit of $18.75, characterizing the component parts of $18.75 and showing how all parts are needed to make up the purchase of a War Bond for victory.

WNOX Knoxville and KVOR Colorado Springs, Col., jumped the gun by broadcasting special "D-Day" programs on June 6, tying in the Bond Drive with the invasion. Civilian Defense War Bond Committee of Zone 35, Philadelphia, sold $11,000 worth of bonds on three quarter-hour broadcasts over WPEN June 5-7. Representatives of the committee appeared on each broadcast urging listeners to phone Bond pledges to committee headquarters, each pur-

YOU CAN TAKE the HIGH ROAD

If you doze on the difficult, you can attempt to cover California's great Central Valleys by broadcasting over the mountain peaks. But we'll keep the low road open for you. The Beeline offers complete coverage of 41 primary counties in Central California and Western Nevada -- a rich trading area that ranks in population with Los Angeles and exceeds San Francisco in retail sales.

WHAT IS The Beeline

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

See McClatchy Beeline rate listing first under California in Standard Rate and Data.
chase to be subscribed in honor of a service man.

On June 13 WWL New Orleans inaugurated the Fifth Loan with an all star Victory Volunteers Variety Show originating from the Roosevelt Hotel and featuring Army, Coast Guard and Navy orchestras. Program was carried by all New Orleans stations. To stimulate sales of $100 Bonds in Carthage, Tenn., Harry Stone, general manager of WSM Nashville, gave each purchaser a ride on the picturesque Cumberland River aboard his cruiser, Grand Ole Opry, named for the station’s NBC network show. Jack Paige, promotion manager of WNAX Yankton, S. D., and South Dakota’s Fifth Loan radio chairman, has reported a successful kick-off show presented by the Sioux Falls Army Air Base and featuring an original script This War Is Not Yet Won, written by Sgt. Edgar Kobak, son of the vice-president of the Blue Network.

Photo Exhibit

WTIC Hartford and G. Fox & Co., Hartford, are sponsoring an exhibition of war action photos by the Graflex Corp. of Rochester, N. Y., for the duration of the Fifth War Loan Drive. A replica of the WTIC newroom is included in the exhibit. Bob Steele, m.c. of the G. Fox Morning Watch on WTIC, presented a 15-minute program at the show’s opening June 10, featuring two former staff announcers, Capt. Frank Stuhlman, USMC, and Ens. Robert Tyrol USCG.

In Louisville, WHAS staged a war bond rally June 12 before more than 3,000 persons in Memorial Auditorium, where Bob Hawk acted as m.c. and put on his Thanks to the Yanks show with Lynn Gardner and Burl Ives. Simeon S. Willis, Governor of Kentucky, opened the show with a brief talk. WTAG rang up $2,156,000 in bond sales in Worcester when the station brought the all-service revue, “Direct Hit” to the Municipal Auditorium, June 13 and 14. Sgt. Gene Autry, Army Air Forces and Jack Dempsey, U. S. Coast Guard were among those present.

Fifth Loan was aided in Danville, Va., when WBTM contrib-

uted to the success of the $2,580,000 Bond Drive there by holding an auction sale on the steps of the Danville Municipal Auditorium June 22. Donations from private individuals, included old lawn-mowers, sewing machines, pots and pans, provided auction material. WBTM itself purchased $10,000 worth of bonds.

Fort Wayne Spots

WOWO-WGL Ft. Wayne, Ind., talent and personnel have transcribed more than 40 station breaks, using such phrases as “Back the Attack”, “Buy More Than Before” and other appropriate themes for the Fifth War Loan Drive. Cuts have original musical backgrounds by the studio orchestra. Series was produced by Fred Freeland, production manager.

WMCA New York as in previous Bond Drives, is matching dollar for dollar every War Bond bought through the station with a similar purchase. Jerry Lawrence is tying in bond appeals with twice-daily interviews with decorated combat veterans of the Army Air Forces, now convalescing at Pawling, N. Y.

WROK Rockford, Ill., originated America’s Town Meeting of the Air on June 22 before a special audience of War Bond purchasers. Extensive promotion was used by the station in connection with the Blue network show.

DON’T BE A SLAVE TO FREEBORN (Ky.)!

Serfs you right if you’ve been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn’t much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky combined by 17.1%. Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don’t vassal-nte — use WAVE for Louisville, and get the best of Kentucky at lowest cost.
Works of prominent artists, writers and musicians are now heard in a weekly half-hour musical dramatic program on WNEW New York. John Tasker Howard, curator of the American Music Collection at the New York Public Library, has coordinated the program, titled "American and Music". Music will be furnished by the United States Maritime Service Orchestra of Sheepshead Bay, N. Y. The broadcasts will include narrations and music in the everyday life of Americans. Current musical of weekly half-hour programs entitled "Face the Music", with musical authorities taking part. Moderator of the broadcasts is Dr. F., Guenther, music lecturer at Connecticut College and New York U. and editor of the standard section of the E. B. Marks' Treasury.

Soldier Serenade

Native Italians and Allied soldiers serving in Italy hear a daily one-hour transcription program by Arturo Toscanini and the NBC Symphony Orchestra. Program is presented every night over the Naples radio station under the direction of the United States authorities. Repertoire is selected from a library of OWI transcriptions, United States Army Special Services Division 78-Dips and standard RCA Victor Red Seal recordings.

Army Aid

Designed to assist servicemen, their dependents and ex-servicemen, Army Personal Affairs Office has started a series of Saturday quarter-hour programs "Ask the Army" on WJJD Chicago. Capt. Lee Robinson, personal affairs officer for Illinois, and Capt. Mary Cowie, Woman's Army Corps, answer questions for jobs, allowances, insurance, financial aid and medical care.

CBS Variety Show

A MUSICAL VARIETY program entitled "Bid for Victory" has made its debut over CBS. The weekly half-hour program, designed to entertain patients and personnel at St. Albans Naval Hospital in New York from which it originates, features CBS stars and interviews with Navy personnel. Part of the program is devoted to recruiting of WAVES.

Blood Donor Show

Titled "That They Might Live" WWL New Orleans in cooperation with the New Orleans Red Cross Blood Donor Center is presenting a new war effort program featuring interviews with returning servicemen who have benefitted from the blood donations. The program is heard three weekly in the late afternoon period.

Bonds Buy Lunch

HEATED interest at WLW Cincinnati marks the battle royal among the station's five phonographers for the title of Fifth War Loan Queen. The idea of promoting the sale of War Bonds and Stamps by the girls has developed some novel wrinkles. One such thought was recently consummated in the form of an old-fashioned box lunch which the girls made and brought to the station to auction off. During the lunch hour each girl walked behind a curtain, with only legs showing, and the male members of the staff bid for the lunch that went with the legs. In 18 minutes $169 in Bonds and Stamps were auctioned off and excellent records were enjoyed by all.

CKCL Airs Debate

A JOINT Servicemen's Parliament to be held at Toronto June 28 will be broadcast by CKCL Toronto. The Parliament, which grew out of discussion groups, is held by the Canadian Service Navy and Air Force within their own units. Debate will cover rehabilitation, foreign policy, immigration, health insurance, housing, the St. Lawrence waterway, the Alaska Highway and similar topics.

Art Discussions

TO OVERCOME one of the drawbacks to art broadcasts—the listeners lack of familiarity with the paintings under discussion—WNYC New York will suggest advance visits to current exhibits in "Let's Talk About Art", weekly quarter hour series begun June 21. Those sending the best letters on the exhibits will be invited to take part in a broadcast.

Air Base Show

RAPID CITY Army Air Base is producing "Combat College of the Air" on KOBH Rapid City, S. D., and will be sending news to familiarize KOBH listeners with the activities of the Combat Crew Training School at Rapid City. Participants are members of the training crews, many of whom are returned from overseas duty.
Footnote on D-Day Listening

* 51% greater total listening on the night of June 6 than on a normal Tuesday evening (May 16).

* NBC averaged DOUBLE the audience of any other network...

* NBC had 45% of the total audience of all networks and stations combined.

* NBC’s increase of listeners was DOUBLE that of any other network.

* MORE evidence that NBC is “The Network Most People Listen to Most”

National Broadcasting Company
America’s No. 1 Network
Commercials to Be Dropped
(Continued from page 11)

uled pre-Convention broadcasts last week, some from Chicago and others from regular studios in New York, Washington and elsewhere. This week the major networks will broadcast simultaneously from the main Convention sessions.

Today's broadcasts were to be at 12:30 and 10 p.m., EWT. On Tuesday, Wednesday and Thursday the first proceedings will be aired at 1 p.m., with night broadcasts at 10 p.m. Should balloting continue Thursday night, as it did on the last night of the 1940 Republican Convention, all networks are ready to remain on the air, cancelling all commercial programs, until a nominee is selected.

Officials of the Republican National Committee, including Harrison E. Spangler, chairman; James P. Selvage, publicity director; Robert Pritchard, assistant; Wells (Ted) Church, radio director, and Leland Chesley, publicity assistant, went to Chicago last week prepared to receive radio's large delegation. D. Harold McGrath, in charge of the radio news gallery,

Well, I guess we've hung up another record, Honey.

Yes, and it's going to be even higher this year!

Alcoa on Blue

ALUMINUM Co. of America, New York, has ordered the Sunday 3:30-4 p.m. period on the full Blue network for an institutional series, to start in the early fall. Program has already been secured, but announcement is being withheld until details on script and talent are completed. It will probably be a dramatic show. Alcoa's serial, Lighted Windows, was discontinued on NBC May 27 after a 26-week run. Agency is Fuller, Smith & Ross, New York.

and William Vaughan, his assistant, left Washington Thursday night.

In addition to the two daily combined broadcasts, each network has scheduled special programs featuring interviews and talks by prominent Republicans. Many of the individual stations will make recordings, while 15 have arranged for direct pickups. Others will file special copy by telegraph for their respective newscasts.

Television Plans

Television will be employed to present sight and sound broadcasts to the country's televiewers in four states along the Eastern Seaboard and in Southern California. Six of the nine television stations now transmitting programs to more than 50,000 television sets in the East, midwest and far West have completed arrangements to telecast the Convention, according to the Television Broadcasters Assn.

WDAY New York, NBC outlet, will serve as the focal point for a

nightly series of telecasts from the Empire State building transmitter. Clarence Menser, NBC vice-president in charge of programs, is supervising filming for television. The NBC signal will be relayed to the General Electric station, WRGB Schenectady, and to the Philco Radio & Television Corp. outlet, WPTZ Philadelphia.

The New York-Philadelphia relay will be accomplished through a tower located between Trenton and New Brunswick, N. J., which will pick up the signal and beam it to Wyndmoor, Pa., site of the Philco transmitter. Transmission to Schenectady will be by direct signal and rebroadcast to viewers in Albany, Troy and Schenectady.

WDAY New York, CBS station, and WABD New York, operated by the Allen B. Du Mont Labs., have arranged to cover the Convention individually. Representatives of both stations will be at the scene

It IS a record to increase a good State's Farm Income 213.2% for 1943 over '39. But that's what North Dakota did—while the national figure went up only 128.3% . . . WDAY is in the heart of N. D.'s best farm area—the fabulous Red River Valley. That's why WDAY's listeners have probably more extra cash to spend than virtually any others in the land! Why not write us or ask Free & Peters for the whole story?

WDAY
FARGO, N. D. . . . 5000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Page 60 • June 26, 1944

MRS. RAYMOND CLAPPER, widow of the late Mutual commentator and newspaper columnist who was killed in a Pacific plane crash, made her network debut as a commentator last Monday in a pre-GOP Convention broadcast on WBS. On Wednesday she interviewed Rep. Clare Booth Luce (R-Conn.), in Washington, then left for Chicago to cover the Convention from a woman's viewpoint for the Mutual network. She also will be assigned to the Democratic Convention opening July 19. Mrs. Clapper works with a picture of her late husband by her typewriter.
It's
KNOXVILLE'S
160
THAT PAYS OFF!

Pays off in increased sales for you!
Knoxville's increase in retail sales and services leads
the nation. Concrete information through Sales
Management's "Retail Sales and Services Forecast
for June 1944". With June 1943 as a base of 100%
Knoxville showed an increase to 160% for
first place.
Your message will ring the bell in Knoxville!

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

Quick Facts
Knoxville: Now a city of more
than 200,000 . . . Metropolitan
Area includes ALCOA and
other big industries . . . Has
highest percentage radio homes
of any Tennessee city.
to rush photographs and other illustrative material to New York for transmission.

On the West Coast W6XYZ, owned by Television Products Inc., will present illustrated reports of the Convention both afternoon and evening during the sessions. Similar television arrangements will be carried out at the Democratic Convention, the TBA disclosed.

Following are condensed schedules of the major networks and individual stations, as revised last week:

Blue Network
Operational offices and studios will be maintained by the Blue at official headquarters in the Stevens Hotel, in addition to coverage at the Stadium. All commentators assigned to the Convention were to have participated. The Blue will broadcast pre-Convention programs on all West Coast stations.

Bricker on CBS
Gov. John W. Bricker of Ohio, one of the leading Republicans for the Presidential nomination, was scheduled to start the CBS pre-Convention coverage with an address Saturday night. In addition to the daily sessions, Baker has scheduled these broadcasts:

Monday, 5:15-7:30 p.m.; Mrs. Marion Martin, National Committee chairman. She is being addressed at the GOP National Committee Convention.

Mrs. Clapper on MBS
Mrs. Raymond Clapper, widow of the late MBS commentator and Sunday-Afternoon columnist, killed in a Pacific plane crash, not only opened Mutual's pre-Convention coverage with a broadcast from Washington last Monday (June 19), but made her debut as a radio commentator. Mrs. Clapper was heard again Wednesday, when she interviewed Rep. John Eastlake (R-Conn.), also from Washington. She is scheduled to address the Convention delegates Tuesday.

Mutual broadcasted a pre-Convention program from Chicago-Saturday night with Tom Slater, Director of special features and sports. Jack Bredin, special events director. The program was to present Republicans notables in a half-hour program Sunday afternoon. Mutual's last pre-Convention program was broadcast at 9:10 p.m. Sunday, with Dwight D. Eisenhower as host. Supervising Mutual's coverage are Adolph Ophinger, MBS program director; Mr. Slater; Frank Scharlieb, manager of WGN Chicago; Dale O'Brien, WGN, public relations. Throughout the Convention the MBS will present Mutual Covers the Convention. Mutual will broadcast 45 m.p.h. daily, featuring interviews with network newsmen and political figures. Walter Gottlieb, network publicity director, left New York for Chicago. Following the Convention he will make his annual cross-country business trip to the West Coast.

NBC Uses Wire Recorder
Playing an important part in NBC's Convention coverage is the magnetic wire recorder, placed at the disposal of Howard Luttgens, NBC's technical division engineer, by the Armour Research Foundation, which has developed the device, now being used on many battleships. The wire recorder will be used for on-the-spot interviews and other highlights in connection with the Convention.

SIX BROADCASTS DAILY from the Republican National Convention were scheduled for WLW and WSAI Cincinnati, by this group of news and special events officials, including the Crosley stations, covering the Convention this week. Huddled around Commentator Arthur Reilly (left foreground) and William Dowdell, WLW-WSAI editor-in-chief (holding schedule) are (1 to r): Howard Chamberlain, WLW program director; Gordon Graham, special events department; E. K. Bau, executive assistant to James B. Shouse, Crosley vice-president in charge of broadcasting; William Barlow, publicity director; George Gow, WSAI commentator; James Cassidy, special events director. Mr. Shouse also has been accredited by the GOP as a WLW representative.

Regional Networks
Malcolm Stephenson will direct a special Convention roundup by transcribing direct pickups, handled by Stanley E. Hubbard, station president and general manager, and John Verstreete, news editor.

KDKA Pittsburgh will carry a special Convention newscasts by Don Hirai, sponsored by the Duquesne Brewing Co., Pittsburgh.

KMOX St. Louis, in addition to the CBS coverage, will broadcast di...
YOUR NEW "STUDIO ONE"

... something to think about, now that you're on the threshold of full-scale commercial television

No top-flight broadcasting station will be without one. The big question now is "How soon can a television studio be operated profitably?" The DuMont organization can help you answer that one...through a new service which makes DuMont's extensive telecasting background yours to command.

DuMont has pioneered in designing and equipping three television stations...has operated its own station—W2XWV, New York—for more than three years.

These invaluable, "tried-under-fire" experiences are summed up in illustrated guide-books, now on the presses.

"Planning Your Television Station" tells you how to have a low-cost telecast operation...describes the compact equipment units that make it possible for you to expand without replacement losses.

Also discussed is the DuMont Equipment Reservation Plan that will help you to become the "first with television" in your particular area.

Plan now for your new "Studio One"...your place in the sun with television. Write us at the address below.

Copyright Allen B. Dumont Laboratories, Inc., 1944

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.

TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK
CANCELED FOR CONVENTION

FOLLOWING are commercial programs to be canceled, if necessary, by the four major networks, permitting public service coverage of the Republican National Convention in Chicago this week. Other sponsored shows may be canceled, depending upon Convention broadcasts. All time EWT.

MONDAY, 12:30-1:30 P.M.

BLUES—Pacific Coast Westpoint of Breakfast at Saratoga, with Kellogg, Froster & Gamble. WOR, New York; CBS, Pacific Coast stations.

KSD St. Louis, supplementing its regular NBC coverage; it has its own staff of commentators, newsmen and engineers in Chicago to broadcast special features by direct pickup. Dr. Roland D. Usher, chairman of the Dept. of History, Washington U., KSD commentator; veteran correspondents of the St. Louis Post-Dispatch Washington Bureau and members of the Post-Dispatch editorial staff also as Missourian State Political correspondent will participate. KSD began its special coverage with a pre-Convention broadcast Sunday night. Late afternoon programs will be carried daily.

WCCO Minneapolis-St. Paul, will feature special newscasts daily by Cedric Adams, in addition to CBS coverage. Mr. Adams also will participate in network broadcasts.

WGN Chicago has scheduled five weekly newscasts, featuring Arthur Sears Henning, head of the Chicago Tribune Washington Bureau, 6:45-15 p.m. Saturdays. These special political commentaries were to begin Saturday night and continue weekly through July 22, following the Democratic National Convention.

ROCHESTER, N. Y.

50,000 Watt . . Clear Channel 

... 1180 on Dial . . . Affiliated 

with the 

NATIONAL BROADCASTING COMPANY

National Sales Representative: 

GEORGE P. HOLLINGERBY CO.

"Your Western New York Salesman"

INVASION motion pictures, rushed to NBC for telephone June 17 by NBC television station, WNBT, and caused by WRGB Schenectady, GE outlet.

WBEN broadcasts daily to Metropolitan New York's racial groupings which combined all networks. These millions, with millions to spend, have their own newspapers, and radio stations. They respond to WBEN programs and news service, the reason why many of the country's largest advertising spenders, using WBEN consecutively. If your products are merchandised in Greater New York, WBEN should be on your list. Write WBEN, New York 33, N. Y., for availability or call Melrose 3-0323.

Page 64 • June 26, 1944
IN 1940 the Signal Corps brought one of its toughest radio assignments to Bell Telephone Laboratories and Western Electric. A rugged multi-frequency set was wanted for the Armored Forces—in effect, a radio switchboard to interconnect tanks, scout cars, command cars, artillery units, anti-tank vehicles.

A model was submitted in one-quarter of the time normally required to design and build such a complex set—an FM transmitter and receiver having 80 crystal controlled frequencies. Any 10 crystals could be quickly plugged in—and push buttons provided instant switching. The set was tested—accepted—ordered in quantity.

Among the most difficult of the many production problems tackled by Western Electric engineers, were those of crystal manufacture. Millions of these tiny quartz wafers would be needed—each lapped to dimensions, metal-plated in a vacuum, mounted on wires so small they must be soldered in place under a microscope. Amazing new machines and methods were devised—crystals poured out on time.

Today huge numbers of units have been made by Western Electric and its sub-contractors. They are providing the instant communications that enable our Armored Forces to travel farther, faster and to hit harder.

Knowledge and experience gained and new techniques developed on this FM tank radio project will find application in finer equipment for broadcasting.

During the 5th War Loan Drive, buy more Bonds than before
INVASION SECOND IN GREENSBORO
Maj. Ridge's Disposal of Nylon Windfall Is
A Morale Builder for the Home Front

JEAN Francois Millet, the late French landscapist, may be known for his "Man With the Hoe" painting but Maj. Edney Ridge, owner of WBIG Greensboro, N. C. will go down in history as the man with the hose when it comes to nylon stockings. He had 8,000 pairs representing spoils of the sensational nylon case, tried a fortnight ago in the U. S. District Court there. Maj. Ridge, who also is U. S. Marshal for the North Carolina middle district, had to dispose of the windfall of women’s hosiery at the ceiling prices of $1.65 per pair for first quality and $1.50 and $1.25 for irregulars and seconds. The major knew what it was to be the most popular man in Greensboro last week when Judge Johnson J. Hayes decreed that sales would be limited to three pairs per customer.

The sale was held at 10 a.m. last Friday in the U. S. Marshal's office and sales were limited to residents of the middle judicial district. Maj. Ridge said the nylon sale was the biggest news in town, adding the people had momentarily forgotten about the invasion. Since the case was made known to the public, Maj. Ridge has been badgered by a barrage of phone calls and telegrams from all parts of the country. He was the man of the hour. Asked how he got any sleep at night, he quipped: "I've got me a secret foxhole."

Dismissal Plea Denied
BLUE NETWORK's request for dismissal of an amended complaint brought by George Washington Robnett, executive secretary of the Church League of America, against the Blue Network, Walter Winchell, commentator, and Andrew Jerjes Co., Cincinnati, sponsor, was denied June 20 by Federal Judge Harries in Chicago. The million dollar damage suit was entered Nov. 10, 1943, by Mr. Robnett when he maintained that Winchell's use of the book Undercover on the air was libelous and slanderous.

C CBC Income Up
TOTAL REVENUE of the Canadian Broadcasting Corp. for the fiscal year ended March 31, 1944, was $5,209,484, of which $1,421,598 came from commercial broadcasts. This was an increase of $137,400 over the previous year, and $3,787,886 was derived from the sale of the annual $2.50 receiving set, an increase of $561,950 over the previous fiscal year, it was announced at Ottawa recently. Total net operating surplus was $8,851 compared to $230,261 the previous year, "but depreciation was cut in half. Total expenditures were $4,925,650 compared with $4,328,763, the previous year. The balance sheet showed the cost of the transmitter at Sackville, N. B., had been $229,921 to March 31. (The transmitter is to be ready by year-end, to cost about $300,000.)

Eight-in-One Spots
EIGHT-IN-ONE Cold Tablets, Chicago (proprietary), will begin a series of one-minute spot announcements on 20 stations the latter part of September. Continuity is for 26 weeks and will be handled by W. H. Kastor & Sons, Chicago. Station schedule has not been revealed.

DON McNEILL, celebrated his 11th year as m. c. on the Blue Network Breakfast Club, Saturday, June 24.

Vallee for P&G
H. W. KASTOR & SONS, New York, last week confirmed the report that Lt. Rudy Vallee had been signed up by Procter & Gamble Co., Cincinnati, for a network program to start in the fall for an undetermined product. The singer is scheduled to receive a Navy discharge momentarily. Other P&G agencies in New York denied knowledge that the contract had been signed, thus indicating that Vallee would go on for one of the P&G products handled by Kastor, probably Drano. Agency is auditioning another program for the same product, which is promoted on Abie's Irish Rose, NBC.

FM Channels Fostered
RETENTION of FM broadcasting in its present spectrum position was favored in a poll last week of the members of Panel 5 (FM) of the Radio Technical Planning Board. The results follow in line with the panel meeting last April at which it was voted to accept a committee recommendation to maintain the present allotment in view of counsel by Dr. J. H. Dellinger, radio chief of the National Bureau of Standards. Signal spot phenomena will not seriously interfere with use of the present facilities.

New Press-FM Applicant
ELEANOR PATTERSON, trading as the Washington (D.C.) Times-Herald, last Friday filed with the FCC an application for a new FM station to be located in the National Capital to serve the metropolitan and adjacent rural areas in Maryland and Virginia. Estimated cost for the outlet is from $75,000 to $100,000; frequency asked is 46,300 kc. Engineering report, as well as data on the studio and transmitter locations, are to be filed at a later date, it is reported.

Lt. Donohue Missing
LT. WILLIAM J. DONOHUE, 23, chief of ushers at WGN Chicago prior to joining the Air Forces in July 1942, has been reported missing over France since June 6. He is a troop carrier command pilot.

Pelletier Under Knife
VINCENT PELLLETIER, narrator on the NBC Commanded Hour and announcer for NBC Hymns of All Churches, underwent a major operation June 21 at Evanston, Ill. Hospital. Substituting for Pelletier are Greg Donovan, NBC announcer, on Cornation and Tom Moore on Hymns of All Churches.

630 KILOCYCLES
5000 WATTS FULL TIME
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.

WDRC
CONNECTICUT'S POWER BROADCASTER

VOTE for HARTFORD!
As the war moves closer to the hearth, the people of Hartford find WDRC's program the best that can be heard at the present time. The station now is on the air in the U. S. S. A. for 1943 and has been authorized by a Federal Court.

WISCONSIN MARCH

Marci

NORTHERN IOWA

MAY

1944

June

1944

BROADCASTING • Broadcast Advertising

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WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

LOOK TO LINGO FOR AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO for precise, factual information on modern antenna systems.
"COME OVER TO OUR PATIO, SEÑOR!"

Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born... that Mexico's minerals present an international passport to importance... that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico... there's business and plenty of it. Write for details!
AT&T Granted Experimental Facilities
By FCC in Super-High Frequency Range

BELIEVED to be the highest specific frequency assignments ever authorized, construction permits for experimentation within certain bands of the 2,914,040 to 12,511,250 kc frequency range were conditionally granted last week by the FCC to AT&T for a proposed wideband radio repeator circuit between New York and Boston—to be capable of relaying telegraphic and telephone communications, FM, facsimile or television broadcasting.

Policy Deviation

A deviation from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies, the action grants 12 different bands (each 11 to 23 mc in width) in that ultrahigh, super-high range, to be utilized by two Class 2 experimental stations covered in the permits, each to operate with 10 w power. These stations would be supplemented later by seven repeater units to be placed approximately 30 miles apart, it is reported, all as part of a two-year million dollar experimentation program by AT & T in view of a great potential demand for such facilities in the postwar period.

These facilities are only for experimental and not for commercial purposes, the FCC stated, although commercial traffic may be diverted to these facilities for test purposes on condition that other adequate facilities, over which such traffic normally would be carried, are available during the diversion. Under the set-up, no charge would be made for transmission of television and FM broadcast programs which take place in whole or in part over these facilities.

Highest existing commercial circuits now in common operation do not exceed the 150 mc range, while certain police relay circuits reach approximately 120 mc and some standard broadcast studious-tractor links approach 300 mc. Use of higher channels are known to be in use at present to a certain extent by the government and the military.

Frequency bands (inclusive) covered in the authorization are as follows:

<table>
<thead>
<tr>
<th>Frequency Bands</th>
<th>kW</th>
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<tbody>
<tr>
<td>1,034,040 to 1,055,600</td>
<td>1,074,010 to 1,095,600</td>
</tr>
<tr>
<td>2,193,900 to 2,236,600</td>
<td>2,356,900 to 2,398,600</td>
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<tr>
<td>3,593,900 to 3,636,600</td>
<td>3,960,970 to 3,992,630</td>
</tr>
<tr>
<td>4,322,900 to 4,365,600</td>
<td>4,583,920 to 4,626,620</td>
</tr>
<tr>
<td>11,710,850 to 12,061,500</td>
<td>12,328,850 to 12,511,250</td>
</tr>
<tr>
<td>12,511,250 to 12,862,500</td>
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Daly Shoe Test

IN ITS FIRST national advertising campaign, for Air-O-Magic Shoes for men, Daly Bros. Shoe Co., Boston, is planning a spot radio drive on 17 stations, to begin around Oct. 1. With the object of reaching the young man, the so-called "jive" or popular music stations will be used, in selected major markets where Daly dealers are located. Present plans call for a five-minute transcription, probably of dramatic content, aired weekly, at a cost of approximately 4,307,150.

In addition, the campaign will run for two months, in the fall, and again in the spring. Shoos will also be promoted experimentally on WABD, the Allen B. Du-mont Labs. television station in New York, and through 16 national magazines. Campaign will be supported by tradepaper advertising and dealers helps of all kinds.

Chemical Plans

WYANDOTTE CHEMICALS Corp., Wyandotte, Mich., is preparing a series of spot announcements to run for 10 weeks on stations throughout the country for its cleaning compound. Agency is N. W. Ayer & Son, New York.

For the World's Best Coverage of the Worlds Biggest News

SHOWN BY LATEST NODER SURVEY TO HAVE 2 out of 3 COLUMBUS LISTENERS

1230 K C - CBS
Rep. by SPOT SALES

COLUMBUS, OHIO
O'CONNOR CHARGES
CONTROL OF RADIO

SPEAKING before a caucus of the American Democratic National Committee (insurgent democratic group) at the Hamilton Hotel, Chicago, last Tuesday, former Congressman John J. O'Connor of New York maintained that Earl Browder was given “free radio time” over a national hookup (NBC) some weeks ago and that this was the keynote speech of the fourth term campaign.

He declared that the American Democratic National Committee asked the network for equal time to answer Mr. Browder. “Not hearing from the broadcasting company for about three weeks,” Mr. O'Connor said, “we again presented our request to their head office in New York. They then designed to acknowledge our letter from their Washington station—first demanding that we satisfy their examination of our membership and purpose—which if satisfactory to them, might induce them to give us an opportunity to reply.” He charged the New Deal with controlling radio through the FCC.

NBC Washington officials said time had been offered Mr. O'Connor by letter, but he hadn't received it when he spoke last week. Since then he has accepted although definite time has not been fixed.

New Radio Group Seeks To Protect Copyrights

CONCERNED over the lack of originality and variety in commercial radio fare, and convinced that the fault lies with increasing plagiarism of spot announcements and sponsored programs in their entirety, Miss Della M. Grattan, head of D. M. Grattan Co., New York agency, has initiated an industry movement to set up a copyright bureau and protective service against deliberate infringement of original radio ideas. Miss Grattan said that proposal for such an organization, to be called Advertising Radio Protective Assn., would be taken up at an organizational meeting in New York and may materialize late in August, when it will be submitted to the NAB.

Miss Grattan reports an indifference within the industry towards trying new techniques, and attributes this to the fact that “a new slant or twist in radio copy has no protection from less scrupulous competitors.”

Vick Series on CBS

VICK CHEMICAL Co., New York on July 2 resumes national network advertising with a series of dramas of adventure on 132 CBS stations, Sunday, 2:20 p.m., tentatively titled Dangerously Yours. Wolf Associates, New York radio production agency, is packaging the show for Morse International, agency in charge. Product has not been determined. Contract is for 52 weeks. Former sponsor of Dr. I.Q. on NBC, Vick also sponsors Short Short Stories on the CBS Pacific Coast network for all Vick products.

WPAT, Paterson, N. J., has appointed Howard H. Wilson Co., Chicago as national representative.

$4,799,600 is spent annually on talent for the 45 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

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

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

TO EXPAND, strengthen and further the postwar period of Philo Corp. in preparation for greatly increased volume of business, has appointed John M. Otter sales manager of the company's home radio division according to announcement last week by Thomas A. Kennally, vice-president in charge of sales for Philo. Mr. Otter, who has been with Philo Corp. since 1926, was sales manager for the Midwest, with headquarters in Chicago, for the last four years.

Blackauk Test

BLACKHAUk BREWING Co., Davenport, la. (Blackhauck Topping Beer) will begin sponsorship July 1 of a series of one-minute spot announcements over WOC KBUR KEKL KFJB WHFB KROS.

Soap Advertisers

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. Dl. 1205

Washington, D. C.

HENRY R. SKIFTER

DONALD M. MILLER

CONSULTING RADIO ENGINEERS

ENGINEERING SERVICES

AVAILABLE AFTER VICTORY

Radio Engineering Consultants


- Evening Star Building, Washington, D. C.

- 321 E. Gregory Boulevard, Kansas City, Mo.


RINE & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. Republic 2437

BROADCASTING • Broadcast Advertising

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After a special luncheon for CBS executives at the Ambassador Hotel, New York, on June 14, WGR Cleveland representatives viewed the extensive advertising and promotional campaign prepared in conjunction with the station's switch to 1220 kc. Pointing to one of the exhibits in Carl George, WGR director of operations, others, in the usual order, are: Paul Hollister, CBS vice-president in charge of promotion and advertising; Herbert Akerberg, CBS vice-president in charge of station relations; Douglas Coulter, CBS vice-president in charge of programs, and Maurice Condon, WGR local sales manager.

MBS Chiefs Meet

MUTUAL executive committee, meeting at MBS headquarters in New York June 19-21, generally reviewed network policies and took further steps to strengthen the Mutual programming structures. A regional director was also stated following the three-day session. Meeting, presided over by W. R. McFarland, vice-chairman of the committee, was also attended by H. K. Carpenter, WHK; Jeff Shepard, 3d, Yankee network; T. C. Streibelt, WOB; Lewis Allen Weiss, Don Lee Broadcasting System; Miller McClintock, MBS.

Blue network, Monday through Friday 9-9:30 p.m. (PWT) with repeat at noon, dividing commercials between Crisco, handled by Compton Adv., and Ivory Snow, handled by Benton & Bowles, which will produce the show. Cliff Arquette, comedian, as owner of a mythical hotel, will m.c., conducting a straightforward show Monday, Wednesday and Friday, and on alternate nights "a Ladies' Day" with studio audience participating in yokes and games. Tommy and his gang will include Charles Dino's orchestra, male vocalist, guest comedians and two announcers. In renewing seven of its NBC programs, P & G has effected time shifts and product changes, including the introduction of White Laundry Soap, now handled by Benton & Bowles, and Dash. (Pedlar, Ryan & Lusk) on Vie & Sade. Firm discontinues for the summer Truth or Consequences, for Du on NBC Saturday, 8-9:30 p.m., returning Sept. 9, with no definite plans for the intervening period, which may be filled by a sustainer.

Wrigley Plans Set

WM. WRIGLEY Jr. Co., Chicago (chewing gum), began sponsorship June 23 of a 26-minute series designed to show how Armed Forces Services equip and serve its men going into battle, titled Service to the Troops. Six weeks, 7:30-7:55 p.m. (CWT), rebroadcast 11:30-11:55 p.m. (CWT) on 141 CBS network stations. Program moves September 12 to Tuesdays, 9 p.m. (CWT). Series will be rebroadcast in six weeks to KHRC and KGMB, CBS Hawaiian affiliates. Contract is for 26 weeks, placed by Arthur Mereyoff, Co., Chicago.

Howard Wilson

HOWARD WILSON, 65, sales manager of KLX Oakland, Calif., died June 18 from effects of heart attack suffered two weeks before. Active in Chicago an San Francisco radio and advertising circles during the past 15 years, Mr. Wilson was one of radio's pioneer salesmen. He joined KLX as sales manager in 1942. Surviving are his widow, a son, Sgt. Paul Wilson, now with Army in South Pacific area, and three daughters.

Canadian Meeting

WESTERN ASSN. of Broadcasters will hold its annual convention at the Mount Royal Hotel, Banff, on Aug. 7-8, according to Dick Rice, CFRN Edmonton, president of the WAB.

"Lady, your health is perfect! Wadda I care—WFDF says I'll be drafted tomorrow."
Bartlett is given Full Colonelscy

PROMOTION of Theodore L. Bartlett, former principal legal administrator of the FCC, to rank of full colonel in the Army Air Forces, was announced last week at Mediterranean Theater headquarters. He is assistant communications officer of the Mediterranean Air Forces.

Col. Bartlett, a native Washingtonian, has been Col. Bartlett on active duty since February 1942 and has been awarded the Air Medal for meritorious achievement in combat. He joined the FCC upon its formation in 1954 as secretary to Commissioner Hampson Gary and entered the law department the following year. He was promoted through the grades of attorney, senior attorney, principal attorney and principal legal administrator, which post he held when he went on indefinite leave on Feb. 2, 1942.

From 1929 until 1934, Col. Bartlett was a reserve officer with the Fleet Marine Corps. He was commissioned a major in the Army Air Forces in 1942. He served as assistant chief and later as chief of the Communication Controls Division, Directorate of Communications at Army Air Forces headquarters in Washington, except for short periods of temporary duty in England, Egypt and the United States. From April 1943 to date, he has been assistant communications officer with the Northwest African Air Forces, now the Mediterranean Air Forces.

He was promoted to lieutenant colonel Aug. 6, 1942 and placed on flying status at the same time, being rated aircraft observer in June 1943. His promotion to a colonelcy in the Air Forces came June 7, 1944.

Throughout the Sicilian and Italian campaigns, Col. Bartlett served in England as communications liaison officer. He was the Army representative at the Transatlantic Safety Services Conference, in Ottawa in 1942. For this and service in Panama and Brazil, he wears the American Theatre ribbon with one bronze star. He also wears the European-African Theatre ribbon with two bronze stars authorized. For "meritorious achievement in aerial flight while participating in sustained combat operations against the enemy" (Sicilian and Italian campaigns), he was awarded the Air Medal.

Baylor to ETO

WGAR Cleveland has sent program director David Baylor to the European Theatre of Operations as an accredited radio war correspondent under the local station rotation plan. He will also serve the other G. A. Richards' stations, WJR Detroit, and KMPC Los Angeles. Mr. Baylor in the summer of 1941 accompanied Carl George, WGAR director of operations, on a tour of the Italian campaign and maneuvers between the Red and Blue armies. WGAR covered the maneuvers with a mobile unit.
THE WILTHIRD LARGEST MARKET in ROCHESTER, N. Y.

Your available through 5000 Watts NBC, has joined Hoffman Radio Corp., Los Angeles, as senior engineer.

WALTER L. TESCH, former manager of RCA's record engineering department, has joined the company's engineering division as an application engineer on electronic power heating equipment.

THOMAS F. KENNA, former sales representative in the Midwest for Van Norman Machine Tool Co., Springfield, Mass., has joined the staff of RCA's electronic apparatus section as a commercial engineer on high-frequency induction heating equipment.

KEITH A. MacKINNON, engineer in charge of transmission and development of the Canadian Broadcasting Corp., has returned to Montreal. He has been on loan to the government's National Research Council since 1942 doing radio research work.

ELIZABETH CARTER has been appointed chief engineer at KUTA Salt Lake City, Utah.

PETER WILSON, chief engineer of KMTR Hollywood, is the father of a girl.

ROBERT JENSEN, NBC Hollywood field engineer, is the father of a girl.

JAMES EDWARD RUGGLES, recently of OWL San Francisco, has joined the KNX Hollywood engineering staff. He was a broadcast technician at KWKW Hollywood.

ADRIAN LENTZ, engineer of WCKY Cincinnati, is the father of a girl.

JIM SKELLY, WJW Cleveland engineer, has joined the U. S. Maritime Commission Service, and is training at Sheepshead Bay, N. Y.

THE LINE FORMS TO THE RIGHT... at WXZ for next availabilities on Eddie Chace's "Make-Believe Ballroom" 103 hours per week sponsored by accounts such as A&P and Canada Dry WXZ, DETROIT 26 or PAUL RAYMER & CO.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY - if the network they are to cannot furnish coverage here.

THE CONTROL ROOM

LES Bowman, chief engineer of CBS western division, Hollywood, and his wife, Jean, arrived in New York for the nong station to CP for new FM station.

BROWN SHOES on NBC BROWN SHOE Co., St. Louis, will begin sponsorship of a half-hour juvenile program featuring "Brown Shoes Ed," Sept. 2, 9:30 a.m. (CWT), on NBC 52 NBC stations. Contract is for three years. Agency is Leo Burnett Co., Chicago.

Brown Shoes on NBC Brown Shoe Co., St. Louis, will begin sponsorship of a half-hour juvenile program featuring "Brown Shoes Ed," Sept. 2, 9:30 a.m. (CWT), on NBC 52 NBC stations. Contract is for three years. Agency is Leo Burnett Co., Chicago.

S. R. PATREIMO, assistant chief engineer of WABD New York, Allen H. DuMont Labs, television station, has been appointed acting chief engineer of the station. He succeeds Walter E. Swenson, resigned.

BOB KEYES, South Carolina U. student, has been added to the staff of WCOS Columbia, S. C., as control operator and relief engineer.

AL SCHWERLING, WLW Cincinnati studio engineer, is the father of a girl.

DONALD M. CAMPBELL, electronics engineer for Fairchild Aircraft Corp., Niagara, Falls, has joined Hoffman Radio Corp., Los Angeles, as senior engineer.

J. T. CHANDLER, engineer of WOAC San Antonio, Tex., has been on duty with the Signal Corps as a radio engineer in the Central Pacific Area for the past two years, has been assigned to the Army Air Base, Fort Worth, Texas, as a civilian radio engineer.

WINFRED LEWIS leaves the engineering staff of KYW Philadelphia to join the WAC.

LARRY WEST, recording engineer of KSPD San Francisco, is the father of a girl.

LT. COMDR. E. C. (Ed) Callahan, formerly on the engineering staff of KNX, San Francisco, has returned from two years service in the South Pacific where he was engaged in radio and radar work. Callahan is now assigned as an instructor on the technical school in New York at Chino, rejoining another former KPO engineer, Lt. Comdr. P. A. Sugi, transferred to Florida.

Brown Shoes on NBC Brown Shoe Co., St. Louis, will begin sponsorship of a half-hour juvenile program featuring "Brown Shoes Ed," Sept. 2, 9:30 a.m. (CWT), on NBC 52 NBC stations. Contract is for three years. Agency is Leo Burnett Co., Chicago.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Minimum $1.00.** Situation Wanted 10¢ per word. All others, 15¢ per word. Bold face copies 30¢ per word. Ad must be all light face or all bold face copies. 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 and a qualified radio engineer. Must be good. Good written and spoken English. Draft classification and draft classification. Box 299, BROADCASTING

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 K. No experience required. Previous experience and salary expected first. Only replies on confidential. Box 383, BROADCASTING

Wanted: Two announcers for midwest local. Should have experience on radio operation. Working conditions excellent. Good pay, free time looking for permanent position and wish good engineers write or wire. Box 298, BROADCASTING

Experienced man capable of news and commercial announcing. Present announcer earns $150 per week. Good 5 K station, pleasant working conditions. Box 405, BROADCASTING

MANAGER WANTED TO TAKE FULL CHARGE OF NEWLY-OWNED RADIO STATION (BOTH EXCLUSIVE) IN A 440-480 MARKET. GOOD SALARY AND CONDITIONS. MUST QUALIFY, SERIOUS INQUIRIES, GIVE DRAFT STATUS AND EXPERIENCES, WRITE BOX 448, BROADCASTING.

We need a good all round announcer for small town west coast radio station. You will be one of three on one hour daily newscast with one other announcer and total newsmen. Starting salary open to very capable announcer. Good working conditions, no cold weather or high mountains to contend with. Box 293, BROADCASTING

Excellent positions open for first, second and third class engineers; production man; junior engineers; news editors; station executives; time salesmen; radio telephone operators. Write Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Operator announce first class license. Good pay. KSU, Lowell, Ariz.

Chief Engineer needed. Excellent earnings. Good pay. Write KVO; Valley City, N. D.

Announcer—Permanent position available to experienced announcer on New York CHA station. Basic $43.50 per week. Opportunity overtime and commercial fees. Write and send transmission immediately. WDDJ, Chattanooga, Tennessee.

Announcer—Experience, draft, expert, good selling voice and personality. Immediate opening for talk show. Send first letter to KSO and KRN'T, Des Moines, Iowa.

Copy reader and rewrite man with broadcast background for national news staff. Box 410, BROADCASTING

Situations Wanted

Chief Engineer: Desire change. Interested in connection Eastern section. Will consider union station. Ten years' experience in all phases of broadcast engineering and unusual experience on transmitters and speech equipment. Also interested in new. Important if position offers definite possibilities advancements both in responsibility and remuneration. Box 342, BROADCASTING

Nine years experience in commercial traffic, special events, emcees. Age 32. Married. Now assistant TH,Mgr. 3 KW NBC station. Desires management with larger station. Box 402, BROADCASTING

Announcer—Experience—also production, programming, excellent background, deferred. Desires permanent position. Station. Box 273, BROADCASTING

Announcer—General announcing. age 28, $400, $800, Good experience. Box 406, BROADCASTING

Girl Friday—Continuity-commercial announcer. Some experience. Box 407, BROADCASTING


Wanted—Announcing position in Wisconsin or Minnesota. Prefer 190 or 50 watt station. Audition material available. Harris M. R. 21 East 18th St., Apartment 5B, St. Paul, Minnesota.

Chief Engineer—Wants permanent position in Pacific Northwest. FM experience. Available due to ownership change, over age family man with family rush. 23 years in radio, Experienced on all standard makes of control room and transmitter equipment including 50,000 watt R. A. Co. WCBL 1217 sixty 12th St., Idaho Falls, Idaho.

Announcer—Desires immediate change. East preferred. Sports, news, control board. College degree. 22, 4F, Tom Dun- can, 6100 Pershing, St. Louis 12, Missouri.

Attention Station Executives—Graduate of recognized college dramatics course including one year radio coursework. Announcing, script writing, scene interpretation, studio engineering; knowledge and principles of radio, wants position with small town offering of opportunity as experience gained and ability proven. 3 years prior experience, good account- ting. Last school year employed as hopper for a name class eastern station. All offers considered. 25 year old girl. Available immediately. box 266, BROADCASTING.


INTERESTED MANAGERSHIP SMALL STATION WANTS TO BUY WESTERN MARKET—FER SU. QUALIFIED, CON- FIDENTIAL. Box 293, BROADCASTING

Woman announcer—Three years speech training Northwestern University, ex- perience, active. Does varieties. Prefer small station. Box 293, BROADCASTING

Announcer—Experienced, versatile, depend- able. Will go anywhere for a good deal. Age 28, 4F, Box 394, BROADCASTING

Promotion. Publicity Man Available—4 years advertising-promotion background plus sales and retail experience. Knowledge of publicity and promotion. Box 296, BROADCASTING

Young woman, extensive background in television and radio engineering, and station representation field. Capable, intelligent, discreet. Would like permanent position with Good wages or station. Box 396, BROADCASTING

Station Owners: Bring youth, program, radio knowledge, business ability to your station with draft exempt manager. Excellent record, changing change. Box 397, BROADCASTING

Announcer—Year's experience regional station; university background, young. 4F; programming ability; seeking con- nection West Coast. Immediate. Box 399, BROADCASTING.

Engineer—Experienced to 50 KW, A.M. and FM. Recent local experience. Permanent position only. Box 400, BROADCASTING

Chief Engineer—Will apply experience gained on design and maintenance of highpower A.M. and FM Transmitters to progressive station planning post-war expansion. A. M. and FM Transmitters. Box 401, BROADCASTING

Manager, network station, age 38, univer- sity graduate, newspaper background, weekday, evening or outdoors position. Midwest, Box 366, BROADCASTING

Announcer, Friendly, cheerful voice. 24 years experience. Experience, News, Control room. Hourly work. Box 402, BROADCASTING

Thoroughly experienced Announcer—Announces. Good showmanship—available. Permanent 4F, married. Box 403, BROADCASTING

Shoe Project

RADIO advertising will undoubtedly figure in the million-dollar-a-year promotional campaigns planned by the National Leather & Shoe Finders Ass'n, St. Louis, it was learned from A. V. Finglum, managing secretary, following the NLSFA convention in New York last week. Consumer drive urging better care of shoes will be under- written by member producers, wholesalers and showmen and new- ers. Media plans should be set by the end of the year. Agency has not yet been named.

**PROMOTION AND MERCHANDISING MAN WANTED**

Cowsell station, KRNT, will have opening mid-July for promotion and merchandising manager. Wants energetic, draft free man who knows publicity, promotion and merchandising; who can write and knows enough layout and can direct an effici- ent established department. If inten- tions, send complete details on reply to the requirements to Craig Lawrence, Townson Broadcasting Company, Des Moines, Iowa.

**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 5, Wisconsin

**ANNOUNCER WANTED**

CBS—5 KW—YOUNGSTOWN, O. Seasoned, experienced, capable man for News, and general on- nouncing. Not a part-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 20 years old or draft exempt. Write, wire or phone.

P. W. WILLIAMSON, JR., Gen. Mgr. WKBX BROADCASTING CORP.

Phone 43123

**EQUIPMENT WANTED**

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co. 225 E. Bradley Rd. Milwaukee 5, Wisconsin

**THE SCHOOL OF RADIO TECHNIQUE**

(Left America's oldest School Devoted Exclusively to Radio Broadcasting) 6 Weeks' Courses JULY 5 & AUGUST 2 8 Weeks' Courses JULY 18 & AUGUST 14 Taught by Network Profes- sionals. Complete list of Advanced students, includes; announcers, newsmen, networker, radio, writer, continuity writer with titles, Headline Writers, etc. Box 660, BROADCASTING

The R.K.O. BUILDING, RADIO CITY, N. Y. C. 6-7019

**BROADCASTING** • Broadcast Advertising

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June 26, 1944 • Page 73
**KJBS ‘Duopoly’ Sale by Brunton Group**

For $200,000 Receives FCC Approval

KJBS San Francisco on July 1 will be turned over to new ownership, pursuant to FCC approval last week of sale of the station by the Brunton family, which also owns KQW, San Francisco outlet, for $200,000 cash, plus $50,000 in adjusted payments. The transfer application, stemming from the FCC’s “duopoly” rule banning dual ownership of stations in the same or overlapping areas, was completed last April.

Despite the transfer from the Brunton family to the syndicate, comprising several broadcasters or their wives and Sen. D. Worth Clark (D-Iowa), the management of KJBS will remain unchanged. E. P. Franklin, general manager, who has become a 10% stockholder in the station, will continue as its directing head.

Sen. Clark Part Owner

The transfer was from Mott Q. Sherwood B., Ralph R. and Mary Brunton, as transferees, to the partnership. In addition to the 10% ownership interest of Sen. Clark and Mr. Franklin, acquired for $20,000 each, other partners are: William B. Delph, executive vice-president, WOL, Washington, 15% for $50,000; Glenna G. Delph, Mr. Delph’s sister-in-law, 10% for $20,000; Mrs. Hope Petkey (wife of Herbert L. Petkey, director of WENR New York, and former FCC secretary), 25% for $50,000; Mrs. Betty Bingham, wife of Herbert M. Bingham, Washington attorney, 25% for $40,000; Mrs. Altre H. Lewis, wife of Fulton Lewis Jr., 5% for $10,000; and Mrs. Helen S. Mark, president and principal owner of WOL, 5% for $10,000.

Sen. Clark, a member of the Senate Interstate Commerce Committee, apparently was defeated for the Democratic nomination by Glenn H. Taylor, former Pocatello, Ida. cowboy radio singer, by a margin of some 200 votes in primaries held earlier this month. There probably will be a recount. The Republican nominee is Gov. C. A. Bottolfen. It is expected Sen. Clark will return to the practice of law in Idaho and will not be actively associated with the direction of KJBS.

KJBS operates limited time on 1100 kc with 6,000 w as an independent outlet.

**CHURCH INJUNCTION HALTS ‘WMPs’ SALE**

ULTIMATE sale of WMPs, licensed to the Memphis Broadcasting Co., and identified with Scripps-Howard interests, suffered under the FCC’s rule banning multiple ownership in the same or overlapping areas, is complicated by litigation instituted by the First Baptist Church of Memphis seeking to restrain sale of the station. The church procured a temporary injunction against WMPs and Scripps-Howard Radio Inc., restraining them from disposing of the station without taking into account rights of the church, which, under a contract running in perpetuity, is entitled to Sunday broadcast time.

WMPs, while owned by Scripps-Howard interests, is identified through Scripps-Howard with WMC, operated by the Memphis Commercial Appeal. The Commission’s “duopoly” rule therefore was viewed as applicable.

While a number of bids have been received for WMPs, a Blue outlet, operating on 1460 kc with 1,000 w day and 500 w night, a sales transaction has not been completed because of the church contract.

The church, through five members of its congregation, filed the bill of complaint in Chancery Court June 14. Chancellor Swepton issued a temporary injunction restraining the sale, save under a contract running in perpetuity, to account the rights of the church.

**Hudnut Test**

RICHARD HUDNUT, New York (cosmetics), is planning a spot announcement campaign throughout the East, Agency is Renyon & Eckhardt, New York.

**Sylacauga Grant**

CONSTRUCTION permit for a new FM standard station in Sylacauga, Ala., was granted by the FCC last week to Alabama Broadcasting Co. Facilities authorized are 250 w unlimited time on 1340 kc, with the grant subject to certain technical conditions and the Jan. 30 FCC-Wisconsin Policy. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. Also holding a 24% interest and a radio engineer is James E. Smith, second vice-president. J. Mallory Forbes, local businessman, holds the remaining 1% interest and is secretary-treasurer.

**WACAP IS ACQUIRED BY CHARMS CANDY**

PURCHASE of controlling interest in WCAP Asbury Park, N. J., by the Charms Candy Co. of Bloomfield and Asbury Park, from Mrs. George A. Burley for approximately $35,000, has been agreed upon, subject to drafting of final contract and customary FCC approval. Mrs. Burley, who holds 55% of the 38 shares outstanding, is the widow of the late Thomas F. Burley Jr., who died last March 7.

The proposed purchaser, which manufactures “charms” and “Tasty yeast” candies, is headed by Walter W. Reid Jr., Allenhurst, N. J., commissioner. The station is leased to Radio Industries Broadcast Co. and operates with 500 w on 1510 kc, sharing time with WCAH Camden, N. J., and WTNJ Trenton, N. J. Vera N. Scholes is general manager, and Harold G. Martin, former FCC manager. The station was established in 1926. Minority stockholders are Harry S. Freedman, 8 of 38 shares, his brother, George H. Ferguson, 1 share; Simon Bogan, 5 shares; and Vera N. Scholes, Frederick Schmidt, and Joseph Lippman, 1 share each. All are New Jersey residents.

**Fibber Renewed**

S. C. JOHNSON & SON, Racine, Wis., has signed a "long-term" contract with Fibber McGee & Molly, which it is said will carry the comedy team well into their second decade on NBC for the same sponsor, John Louis, vice-president of Needham, Louis & Brohr, Chicago, Johnson agency, signed for the sponsor.

**2 STANDARD, 4 FM, 2 VIDEO CPs SOUGHT**

BROADCAST facilities sought of the FCC last week in new applications include requests for two new standard local stations, four FM outlets and two new commercial television stations.

Licensee of WOCQ Meridian, Miss., Mississippi Broadcasting Co., is applicant for a local standard outlet at Jackson. Miss. Raymond G. Patterson and Louise Patterson, doing business as Patterson Broadcasting Co., and who are also part-owners of WAPO Chatanooga, Tenn., seek a new local in Birmingham, Ala.

The Philadelphia Inquirer, a division of Triangle Publications Inc., is one of the video applicants, the other being WHAS White Plains, N. Y. The new FM applications were filed by WDOM Owensboro, Ky.; WSGN Birmingham, Ala.; WGER Long Beach, Calif. (for Los Angeles); WNIC New London, Conn. Estimated costs for the proposed FM stations and the facilities asked for all of the new outlets may be found in Actions of the FCC on page 72.

**Craven Exodus**

WHEN Commissioner T. A. M. Carpenter leaves the FCC June 30 to return to private business his entire office staff will follow him. Resigned nations were submitted last week to T. J. Slowie, Commission secretary, by Mr. Carpenter’s assistant, Commissioner Craven’s secretary; Mrs. Lee Loveless, assistant secretary, and Virginia Mullholland, clerk-treasurer. Miss Mullholland, who has been with Commission service seven years, will serve him as secretary in his new post of vice-president of the Carolina Newspapers. Mrs. Loveless has been a secretary to Comdr. Craven since 1930, when he resigned from the Navy to become FCC chief engineer. Mrs. Preston has been his secretary for seven years. Both Mrs. Preston and Mrs. Loveless plan to retire from business life.

**Helen Wilbur Named**

HELEN WILBUR, chief timebuyer of Pedlar, Ryan & Lusk, Inc., New York, and formerly with the New York Times, on July 15 becomes chief timebuyer of Dobherty, Clifford & Shenfield Inc. New York, newly-organized advertising agency, which last week moved from temporary headquarters at 250 Park Ave. to the Empire State Bldg., 350 Fifth Ave. Telephone is Bryant 9-3140.

**Duo Noodles**

\[ \text{Drawn for Broadcasting by Sid Hix} \]
Homemaker

Mrs. Robt. L. Dominick, prominent Kansas City civic leader, typical mother and homemaker, says of radio, "Women who are on the go quite a bit, particularly during times such as these, are only too glad at the end of the day for a quiet evening with their families and the radio. Certainly the ties of the home are made stronger through the services of radio."

Radio’s Importance in the Home

The responsibility of radio to American home life is fundamental. KMBC is aware constantly of radio’s position in the home—a guest, highly respected and dependable. Whether the need is for child enlightenment and education, for informing the family of latest world-wide happenings, for assuming the role of constant companion to the housewife left at home during the day, for keeping farms posted with information and market reports, or for just all-around entertainment—KMBC builds each program day looking to the many factors of adequately serving its listening area. Such is the reputation of radio, not only in the Heart of America, but throughout the broad land.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS
"HURRY, CHIEF! LET'S GET TO THE BOTTOM OF THIS!"

- It takes 915 feet of climbing to get to the top of WKY's new antenna, one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere. But getting to the bottom of what it will do for sponsors of radio advertising in Oklahoma is really the important matter.

The engineers figure it will push out daytime coverage considerably. Whatever the increase, it will merely enlarge the coverage which is already greater than that of any other Oklahoma City station. Nighttime coverage will be nearly doubled due both to a unique antenna array and a fivefold increase in power.

WKY's new quarter-million dollar transmitter installation will be ready for the air in the near future. In the meantime and with present facilities, WKY is giving advertisers more coverage, more listeners, and more for their advertising dollar than any other Oklahoma City station. WKY is THE radio buy in Oklahoma today. It will be an even better buy tomorrow.