Bonds of War
Buy War Bonds
YEARS AGO...

They Began Their Work Here

There's a bond of friendship between WLS personalities and the radio listeners of Midwest America, a friendship that has grown closer through the years. Through their long association with WLS, our people have learned to know what listeners like, what they want and need. That's why our program department is in charge of veterans.

Harold Safford, program director, has been with us 18 years, since 1926. Production Manager Al Boyd has been here 14 years, working up from sound effects in 1930. And Grace Cassidy, traffic manager, was working for WLS even before the station took the air in 1924!

This long-time friendship is not confined to the program executives; some talent has been with us for 15 and 20 years. Announcers, too. Even our engineering staff is made up mainly of 20-year veterans. No wonder, after this long, our staff understands what listeners like . . . knows how to influence them to act. That's why WLS Gets Results!
The Blue is proud to present

George Hicks

in

A Program of His Own

BEGINNING TUESDAY, JULY 4,
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P. M. EWT

FROM George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls “the top job of documentary reportage” on the Invasion. Proof of this lies in “the hundreds of requests that have poured into the four networks asking for repeats of Hicks’ eye-witness account” of the Invasion seen from the gun turret of a warship.

With the expiration of the “pool” arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in a program of his own.

Those of you who have heard Hicks’ broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

For further details check with

The Blue Network

WHAT THEY SAY OF HICKS
TIME: (June 19) “George Hicks, the Blue Network’s tall, begoggled, modest London news chief... turned in the best recordings of them all.”
NEWSWEEK: (June 19) “... the most realistic radio reporting yet to come out of the European war.”
BEN GROSS—N. Y. DAILY NEWS (June 11) “... left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them.”
VARIETY: (Headline of Hicks’ story, in June 14 issue) “George Hicks of Blue Grabs Top D-Day Laurels.”
The most authoritative
originating in

MAJOR

Major Clausen
Head Quar
history

Major Clausen is
Dudley W. Mot
U.S. Submarin
sinking a whol
six thousand

50,000 Watt
Walter B. Clausen came to WCKY direct from the Pacific headquarters of Admiral Chester Nimitz, and brought with him a thirty-four years of war reporting for the Associated Press and travel in the Pacific area.
When You Think of NEW ORLEANS...

...You Think of well over 1,000,000 TONS of DELTA SHIPS
MADE IN NEW ORLEANS

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
in The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
JOIN THE SWING TO WSIX

Here's The Way The Trend Is Going

<table>
<thead>
<tr>
<th>SPONSORED PROGRAMS</th>
<th>AUDIENCE INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE 1944 Over 1943</td>
<td>MAR.-APR. 1944 Over MAR.-APR. 1943</td>
</tr>
<tr>
<td>50% INCREASE</td>
<td>Mon. thru Fri. 8:00 to 12:00 AM. 82%</td>
</tr>
<tr>
<td>161% INCREASE</td>
<td>Mon. thru Fri. 12:00 to 6:00 PM. 43%</td>
</tr>
<tr>
<td></td>
<td>Sun. thru Sat. 6:00 to 10:00 PM. 25%</td>
</tr>
</tbody>
</table>

There are many good reasons for this steadily increasing ACCEPTANCE by ADVERTISER, AGENCY AND RADIO LISTENER. Let us give you more information—JOIN THE SWING TO WSIX.

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

BLUE 5000 WATTS

MSUHAL 980 KILOCYCLES

THE RCA Electron Microscope, an instrument which magnifies up to 22,000 times (and makes micrographs which, enlarged photographically, make possible useful magnifications up to 200,000 times), has enabled scientists to achieve important advances in industry and research. Its tremendous magnifying power is of great value to the chemical, metallurgical, ceramic, plastic, aviation, textile, rubber and petroleum industries—or to any field where particle size, shape, structure or distribution are of interest, or where minute surface details of metals or other materials must be studied.

Two new models of the RCA Electron Microscope are now available. One is a compact desk model—the other, a new Universal type containing an electron diffraction camera. Information on these instruments, their use and applications, is offered in a new 16-page booklet “The RCA Electron Microscope.” The coupon below will bring you this booklet by return mail.

**PLEASE USE THIS COUPON**

Electron Microscope Section, Dept. 117
Radio Corporation of America, Camden, N. J.

Please send me the new bulletin entitled “The RCA Electron Microscope.”

Name: ..................................................
Position: ..........................................
Company: ..........................................
Street: ...............................................
City: ..............................................
HELP YOU?

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.

LEADS THE WAY... IN RADIO... TELEVISION... TUBES...
PHONOGRAPH... RECORDS... ELECTRONICS
HENRY TRITSCHLER
President, Nelson Chesman Co., Chattanooga

Says—“We buy stations with an eye to their particular audiences—we spot our radio, and it pays!”

• And HOW it pays, Mr. Tritschler! You know (and we know) certain markets which respond like wildfire to types of programs that fall with dull thuds only a few hundred miles away. And all of us know that even on the biggest national shows, the ratings vary all over the chart in various markets.

• So what does that prove? It proves that the only way to get top efficiency from one's radio expenditures is to “buy stations with an eye to their particular audiences”—which is just to say buy spot broadcasting!

• We've got a lot of facts about the audiences of all the stations at the right. And sixteen good men whose principal job is to see that those facts prove as helpful as possible to every present and prospective user of spot broadcasting.
`Free Radio' Pledged by Dewey, Bricker

Industry to Play Major Part In Elections

By SOL TAISHOFF

CAST in the dual role of primary campaigning medium as well as an issue in the campaign, radio will figure as never before in the Presidential elections this year.

With the nomination in Chicago last week of the Dewey-Bricker ticket at the Republican National Convention, and the unanimous adoption by the GOP of a "free radio" plank in its platform, radio found itself catapulted into the national political scene. Both the Republican Presidential and Vice-Presidential candidates are pledged to the "free radio" plank which puts radio on a parity with the press.

'Air Battle' Seen

Both Dewey and Bricker will rely heavily on radio for their campaigning. With President Roosevelt predestined to the Democratic candidacy, a Presidential "battle of the wavelengths" is prefigured. Mr. Roosevelt's acknowledged prowess as a radio campaigner has enthroned him as the No. 1 broadcast personality. But Mr. Dewey is regarded in radio circles as the most expert orator to carry the GOP banner since radio became a voting factor just 20 years ago.

The Free Press and Radio plank adopted by the Convention last Tuesday by voice vote is stout and direct. While almost unrecognizable as compared to the plank espoused by the NAB, and which had been submitted to the Resolutions Committee, it nevertheless came out flatly against censorship and, more significantly, called for a "new radio law which will define, in clear and unmistakable language, the role of the FCC".

When the Democratic national convention is held in the same Chicago Stadium next month, it is expected that a "free radio" plank, offsetting that in the Republican platform, will be adopted. That happened four years ago, when both Conventions adopted resolutions in the same general vein.

More than cursory interest attaches to the specific mention in the GOP plank of need for a new radio law. This comes on the heels of the action of Sen. Wheeler (D-Mont.) in sounding the death knell for remedial radio legislation at this session of Congress. The bill he had drafted jointly with Sen. Wallace H. White Jr. (R-Me.), acting Senate Minority Leader, in many ways would have tightened Government regulation of radio, and ratified past regulatory acts which have been interpreted as threatening radio's freedom.

Indimidation Charged

Should a change in administration come, or should the Republicans organize either or both Houses of Congress, the new majority party then would be committed to rewriting the Radio Act of 1927, Having failed completely to get satisfaction in the Senate through the demise of the White-Wheeler Bill (S-814) many broadcasters now feel that radio itself could draft a proposed measure for House consideration as soon as possible.

All key speakers at the Republican convention vehemently denounced "New Deal bureaucracy" and arrogation of legislative and judicial powers by independent agencies. Gov. Earl Warren of California, temporary chairman, in his keynote address Monday night mentioned radio directly. Lashing out against "bureaucracy", he charged that the incumbents have "threatened our free press" and that "they have intimidated our radio". He promised the new "GOP administration" would "free the agencies of public information from domination of the Government".

Last Plank

The Free Press and Radio plank was the very last in the comprehensive GOP platform. Sen. Robert A. Taft of Ohio, chairman of the Resolutions Committee, himself was conversant with and is understood to have had much to do with its writing, along with Sens. Albert J. Hakes of New Jersey and E. H. Moore of Oklahoma, both members of the Senate Interstate Commerce Committee, who participated actively in the hearings of the White-Wheeler Bill and who have repeatedly called for a revision of the Radio Act.

The suggested resolution, prepared by the Legislative Committee of NAB, which had been submitted to the Committee, did not tie in radio with the press. It read:

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

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

We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a radio station license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards and the general laws applicable to all business, no Commission should have the power to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear.

Gov. Dewey's appreciation of radio as a campaigning medium is reflected in the presence on his staff of Henry R. Turnbull, radio executive of Duane Jones, New York advertising agency. He worked with

PLANK IN GOP PLATFORM

FOLLOWING is the full text of the plank on "Free Press and Radio" adopted unanimously by the Republican National Convention in Chicago Tuesday, June 27:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

Vital facts must not be withheld.

We want no more Pearl Harbor reports.

HAS MIKE IT'

WASHINGTON, D. C., JULY 3, 1944

$5.00 A YEAR—15c A COPY

Vol. 27, No. 1

BROADCASTING • Broadcast Advertising

July 3, 1944 • Page 11
A NEW start has been made on the rocky course toward remedial radio legislation. The Republican National Convention, by voice vote, adopted a pre-radio plank with specific mention of the need for a new radio law, which will define "in clear and unmistakable language, the role of the FCC".

Dewey and Bricker, as the GOP nominees, are committed to that pledge. Gov. Bricker, in his pre-convention campaigning, has strongly urged legislation to supplant the antiquated 1927 Act which embodies, as to broadcasting, the terms of the original 1927 Radio Act. Gov. Dewey has made no recent statement directly applicable to the FCC, but has criticized the personnel and administration of independent agencies such as the Securities & Exchange Commission. The FCC is a first cousin.

Four years ago the two major political parties adopted "free radio" planks. Much has transpired in radio regulation since then. The Government grip has been tightened. But attempts to get legislation have been obstructed by the FCC itself and have all but boomeranged.

At the Republican convention the need for protective radio legislation promptly was recognized. A proposed NAB resolution dealing with radio was broadened to embrace freedom of the press. Therein the equality of these two primary media for dissemination of information was recognized. And the threat to their freedom in the current shape of things likewise was appreciated.

The GOP convention took cognizance of the splendid news job radio performed. Many of the delegates had an opportunity during the convention to talk to their folks back home by radio. Direct reports were transmitted over special facilities by individual stations, supplementing network coverage of the national scene. No one who attended the convention could have overlooked radio's superb job.

The Democratic National Convention meets in Chicago July 15 with its state delegates. It too will be importuned to adopt a free radio plank. President Roosevelt repeatedly has plummed for radio "as free as the press". Everybody appears to be for it. But nothing is ever done about it.

We assume the Democratic convention will adopt a "free radio" plank. That would make it unanimous—again.

From that point on, irrespective of who wins in November, it will be broadcasters' job to see that the commitment is carried swiftly and surely to fruition. That requires planning and follow-through.

Radio Delivers Superb GOP Coverage

Stations Augment Net Broadcasts With Own Pickups

ANOTHER SUPERB job of news coverage, eclipsed only by the more dramatic European invasion handling, was achieved by radio last week in the Herculean task of airing the Republican National Convention in Chicago.

Plans developed by all networks and some 60 independent stations worked with hardly a mishap during the three-day convention that resulted in the nomination of the Dewey-Bricker ticket. Upwards of 300 radio reporters, technicians and officials covered the proceedings. More independent stations used direct lines for local or statewide coverage, leaving to the networks the national running story of the proceedings.

Coverage Most Complete

With the temperature hovering around 100 during the entire three-day session, conditions were not conducive to peak performance. Radio reporters, nevertheless, outdid themselves in spot coverage. The first two daytime sessions, Monday and Tuesday were drab, because of the cut-and-dried Dewey nomination. But the night sessions were before capacity audiences in the 21,000-seat stadium, and the Wednesday morning session, which brought the formal Dewey-Bricker nominations and balloting, found the stadium filled jammed.

Radio and press coverage alike was the most complete in political convention annals. The feat will be duplicated when the Democratic National Convention convenes at the Chicago Stadium July 19. All told, there were some 1300 representatives of radio, press, and newsmen present.

Radio was everywhere in prominence. Directly behind the speakers' platform were four microphones for each of the major networks. Top network commentators broadcast running accounts from these vantage points. Speakers were interviewed on the spot. War-developed handy-talkie high frequency sets were employed for floor pickups. Parasitic microphones picked up the convention atmosphere.

Overlooking the stadium back of the speaker's platform were the four sound-proof, air-conditioned booths of the networks from which Paul White (CBS), William F. Brooks and Carleton Smith (NBC); G. W. Johnstone (Blue), and Tom Slater and Frank Schreiber (MBS) directed network coverage.

Radio's accommodations were the best ever accorded. This drew some compliments from the press. Overall arrangements were handled by Wells (Ted) Church, radio director of the Republican National Committee, himself a practical broadcaster and producer. Radio reporters were serviced by D. Harold McGrath, superintendent of the Senatate radio gallery, and his assistant, William Vaughan.

Regular news broadcasts were handled simultaneously by the networks on prearranged schedules. Keynote speeches were scheduled to conform with network time clearances each evening. In addition, a half-dozen television cameras were in play, with the stadium klieg-lighted for the pickups. Film was rushed to the East and West Coasts by plane for telecasting.

Fed to Hookup

WNB T-New York, NBC video station, fed its programs to WRGB Schenectady, GE station, and to WPTZ Philadelphia, Philco outlet (see story on page 28). Individual coverage by television was handled by WCBW New York, CBS station, and WABD New York, operated by the Allen B. DuMont Labs. WXYZ Hollywood carried daily film transmissions also.

In addition to the facilities at the stadium, a number of stations, along with the networks, maintained studios and offices at the Stevens Hotel, Convention headquarters for independents and others special broadcasts. Aside from the networks, those individual stations having studios at the stadium were WLS Chicago; WLW-WSAI Cincinnati; KSFZ, KPIX, and KRON San Francisco; WTOP Washington; WMBF, WOR New York; WITN with stations in several states.

Six-Station Tieup

Pattern for tailor-made political convention coverage was cut almost on an impromptu basis by WING Dayton, which originally planned to cover only its sister station, WIZE Springfield, but wound up with four other outlets. Programs on a thrice-daily schedule Monday through Wednesday were fed by WAKR Cincinnati, WKRC, WKVL Cleveland, WAKY Youngstown and WCOL Columbus, in addition to WING and WIZE. Well-known Ohio personalities and national political figures were interviewed. Ronald B. Woodyard, executive vice-president and general manager of WING and WIZE, and Lin Ma ison, WING program director, conducted the series, which was sponsored by Coca Cola bottlers on a package basis.

Two other Ohio stations, WLW-WSAI Cincinnati, provided their respective listeners with six daily broadcasts, in addition to network coverage. Covering for the Crosley stations were Arthur Reilly, Jack Beall and George Gow, newscasters; James Cassidy, special events director; his assistant, Gordon Graham; Howard Chamberlain, WLW program director; William Dowdell, editor-in-chief of the Crosley newsroom; E. K. Bauer, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcasting. Ned

FREE RADIO—One Up, One to Go—An Editorial

For other convention news see pages 26, 66, 68, 72, 73, 74.

 воздухом, и все равно, что делает его незаменимым.

После описания ремонтного процесса, внимание следует обратить на состояние аккумуляторов. Несмотря на то, что аккумуляторы были заменены в соответствии с рекомендациями производителя, они все еще требуют внимания.

Перед началом эксплуатации автомобиля необходимо убедиться в том, что все системы работают корректно. Это включает в себя работу электрических систем, системы охлаждения и системы электрооборудования.

Важным моментом является также проверка уровня масла в двигателе. Если уровень масла недостаточен, необходимо добавить масла в соответствии с рекомендациями производителя.

В заключение, необходимо отметить, что ремонтный процесс был проведён в соответствии с рекомендациями производителя. Однако, в некоторых случаях, может потребоваться дополнительная настройка и проверка системы.

(Continued on page 72)
Getting Most Impressions Per Dollar

THE recent effort of the combined New York newspapers to study the effectiveness of local retail advertising in radio as compared to newspapers raises the question as to whether there is any basis for comparing two such dissimilar media.

Actually, of course, advertisers do make this comparison in a practical way whenever they buy space or time. Buying radio is a "vote" for radio—buying newspapers is a "vote for newspapers". Behind this choice lies the most important common denominator of all media—the ability to ring the cash register.

Two Major Differences

But there are other, less pragmatic ways of comparing the two media, once you clearly state the basic points of difference between them. These points of difference are many, but the two most significant ones, in my opinion, are:

(A) Newspaper advertising makes an impression on the eye—radio advertising makes an impression on the ear.

(B) Newspaper readership is largely determined by product interest; radio listening is determined largely by program interest.

These dissimilarities do not, however, rule out any meaningful comparisons between the two media. It is not possible to compare apples and oranges. But it is possible to compare apples and oranges in terms of some specific attribute—to say that apples deliver twice as many calories per dollar or that oranges deliver twice as many vitamin C units per dollar.

Therefore, I have chosen to make a brief survey of New York newspapers and radio with this one specific viewpoint—to determine the number of impressions-per-dollar for which the advertiser who uses one-minute spots gets in New York, as compared with the number of readers-per-dollar obtained by the national advertiser using the two New York newspapers covered by the Clark syndicated readership reports.

In setting up my method, every step was taken to guarantee to

Analysis of New York Market Shows

How Newspapers, Radio Compare

By Cecile L. Robinson

Robinson's Radio Reckoner

newspapers the benefit of any procedural doubt. Five issues of the two New York newspapers were studied. The circulation of each paper was multiplied by the percent observation of each ad for men or women—which ever was higher—to give total readership. The cost of each ad was then determined, based on the published national line rate—and the number of readers was divided by the cost to show the number of readers-per-dollar. Every national ad was thus analyzed—a tedious and painful procedure, by the way.

How did newspapers get the benefit of the doubt by such a procedure? First, because we considered the readership of each ad to be the percentage figure for men or women, whichever was higher. This was a necessary assumption because some product ads are directed exclusively at one sex. But it certainly benefits the many ads which are directed at both sexes equally.

Second, because it is acknowledged that in readership studies, ads which have been appearing over a long period of time tend to have inflated "ratings", because the interviewee is unable to determine whether he saw the ad in question that particular issue of the paper or perhaps last week, last month, or even last year. All the top-rating newspaper ads, on a cost-per-reader basis, were of this type.

The method used in analyzing the number of radio homes per dollar was the standard method used in Robinson's Radio Reckoner, and available to all subscribers. The coverage of a station is multiplied by the rating of a spot—then divided by the cost of a spot. Where-as long and tedious hours were required to calculate the cost data on

NEWSPAPERS (Continued)

MRS. ROBINSON

newspaper ads, the entire radio operation took under an hour, with the use of Reckoner tables. It should be noted that in the figures which follow, newspaper readers are compared with radio families.

What does this comparison reveal? First, let us compare the medians:

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Number of observers per dollar</th>
<th>Number of radio homes per dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper A</td>
<td>190</td>
<td>803</td>
</tr>
<tr>
<td>Newspaper B</td>
<td>180</td>
<td>800</td>
</tr>
</tbody>
</table>

Next, let us assume that the advertiser's ad is neither in the top 25% of effectiveness nor among the bottom 25%—but in the middle 50%. What is the range of probable performance?

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Number of observers per dollar</th>
<th>Between And</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper A</td>
<td>190</td>
<td>80</td>
</tr>
<tr>
<td>Newspaper B</td>
<td>195</td>
<td>80</td>
</tr>
</tbody>
</table>

If an advertiser had top performance in each of these media, how many impacts per dollar would he make? Here is the data:

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Number of observers per dollar</th>
<th>Number of radio homes per dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper A</td>
<td>250</td>
<td>1250</td>
</tr>
<tr>
<td>Newspaper B</td>
<td>250</td>
<td>1250</td>
</tr>
</tbody>
</table>

These figures demonstrate conclusively that in terms of audience delivered per dollar, in the New York market, radio gives the advertisers a tremendously larger potential than newspapers.

Ad Size a Factor

The following notes should be kept in mind in evaluating this study:

1. Two network and four independent stations were included in this study. NBC and CBS stations were omitted because they had an insufficient number of minute spots between the hours of 8 a.m. and 11 p.m. to provide a basis for generalization.

2. The Hooper ratings used as a basis for this study cover the same season as the newspaper readership reports.

3. Let it be excepted to be taken to comparing newspaper ads of varying sizes with one-minute spots, I think the following comments are pertinent:

   (A) Size of newspaper ads has a relationship to the percent of observation of the ads.

   (B) Few newspaper ads of any size are read for longer than a minute.

Finally, how much weight can be given to these figures? I must go back to my original illustration: We are advising anybody to buy apples instead of oranges—we are merely analyzing the number of calories per dollar. If vitamins or flavor or some other factor are more important to you than calories, this comparison will have little significance.

In practice, it is necessary first of all to recognize the manifold nature of many newspaper readers...
Cowles Plans to Swap WMT for WOL

Would Give Midwestern Group Third Outlet
In the East

ACQUISITION of a Washington outlet by the Cowles newspaper and radio interests, through a contemplated trade of WMT, its own facilities and assets of WMT Cedar Rapids, Iowa, and WOL, Washington, was tentatively completed last week. The transaction, for which FCC approval will be sought, does not result from the FCC's "duopoly" regulation.

The swap would give to the Cowles interests their third Eastern outlet, joining WOR, New York, and WCP, Boston, where Cowles have been acquired for approximately $350,000 and $225,000 respectively, subject to FCC approval. [BROADCASTING, May 29-June 4]. The WHOM purchase was from Joseph F. Lang and Paul Harron, and the Boston outlet from Arde Bulova, New York broadcaster and watch manufacturer.

Arrangements for the station exchange have been agreed to by Gardner Cowles Jr., president of Iowa Broadcasting Co., which owns WMT, and William B. Dolph, executive vice-president of American Broadcasting Co., which operates WOL. Mrs. Helen Mark is president and publisher of WOL. Herbert M. Bingham, counsel for American Broadcasting Co., and Segal, Smith & Hennessey, counsel for Iowa Broadcasting Co., have handled the transaction, with the assistance of Alvord & Alvord, tax attorneys.

The parties have drawn a contract under which each will apply for the assignment of the station licensed to the other. Each company will sell the other its transmitter and studio equipment and related facilities at book value with certain items excluded. Iowa Broadcasting Co. would assign to American Broadcasting Co. all of these facilities in return for similar facilities of WOL.

T. A. M. Craven, who retired June 30 as a member of the FCC, becomes vice-president of Iowa Broadcasting Co., in charge of engineering and station management of WOL's operations, along with WHOM and WCP, when those stations are transferred. Jim Milliken, general manager of WOL, will act as Washington executive for the Cowles' operations, will be identified with the policy direction of the eastern radio properties. Mr. Dolph, as executive vice-president of American Broadcasting Co., will assume direct supervision of WMT.

WMT, basic CBS and parttime MBS outlet, operates on 600 kc with 5,000 w fulltime. It also maintains studios in Waterloo, where station's operations are consolidated. WOL, operating on 1290 kc with 1,000 w power, is an MBS outlet. Manager of WMT is William B. Quarton in Cedar Rapids. Don E. Hennepin is manager of WOL.

The swap transaction is the second devised in recent weeks. An even- up exchange of KTBS Shreveport, and its facilities, with WMT by John D. Ewing newspaper interests to a group headed by John C. McCormack, for KTHS Hot Springs, Ark., was completed in May [BROADCASTING, May 22]. This transaction, however, is part of the FCC's "duopoly" rule.

WOV Transfer Set for Hearing July 6
By FCC; O'Dea Intervention Plea Denied

PETITION to transfer control of WOV New York by Arde Bulova and Harry D. Henahel to Murray and Meyer Mester, Brooklyn food product distributors, for $300,000, was dismissed June 23, by 10 a.m. July 6 by the FCC. A petition by Richard E. O'Dea, minority stockholder, to intervene was denied last Wednesday.

In his petition June 17, Mr. O'Dea alleged he had an agreement with Messrs. Bulova and Henahel whereby control of the station, a foreign-language outlet, would be sold until Mr. O'Dea had first opportunity to buy. When the proposed sale first came up in 1942 Mr. O'Dea waived his option but his petition contended that the original application to transfer control was dismissed and therefore his waiver became void.

WOM, transferred to the Woddam Corp., of which Mr. Bulova owns 59.7% of the common stock and Mr. O'Dea owns 20%. Another 20% is held by the B.L.O.W. Corp., of which Mr. Henahel is sole owner.

To File Complaint

Also on July 6 Mr. O'Dea will file a complaint against Mr. Bulova and Milton Biow, advertising agency head and a stockholder in the Greater New York Corp., owner and operator of WNEW New York, and the broadcast company, thereby contesting the agency's stockholder, in the New York Supreme Court, according to Charles B. McGroddy Jr. of Warren & McGroddy, attorneys for Mr. O'Dea.

Complaint arises out of the transaction slightly more than two years ago whereby Woddam Corp., buyer of all of the stock of WOV instead of WNEW, which was transferred to Greater New York Corp., former operator of WOV. Deal included a switch of frequencies. And in connection with the transaction, WNEW becoming a fulltime station operating on 1130 kc with 10 kw power, while WOV took WNEW's former frequency of 1280 kc with 5 kw power and sixday operation, the frequency being operated on Sundays by WHBI New York.

Mr. O'Dea holds 50% of the preferred stock and 20% of the common stock of Woddam Corp. He is a director of the company and was appointed chairman until June 25, when Harold Lafont, Bulova radio executive, was elected vice-president. Morris Zinneman, accountant of WOV, is president.

Declining to discuss details of the action until the complaint has been filed, Mr. McGroddy said that summonses have been served on Mr. Bulova and Mr. Biow on May 21, adding that this unusual procedure of serving summonses unaccompanied by a complaint was adopted as a result of information he had that Mr. Bulova was planning to go to England to leave the country. The court allowed Mr. O'Dea until June 22 to file his complaint, subsequently extending the time until July 6.

Mr. O'Dea, although an officer of WOV, had nothing of this trip, Mr. McGroddy said, adding that the only information he has been able to obtain came from the printed report of hearings by the House Committee on the War Agencies Appropriations Bill for 1945.

April 22 Elmer Davis, director of OWI, testified that Mr. Bulova was not going abroad for the OWI, but "to represent a radio station which he owns, in an endeavor to get direct broadcasts from Naples in Italian back to New York over his station, or the same sort of broadcasts as CBS and NBC provide for our Italian friends." Mr. Davis said that the only connection the OWI had with the matter was to tell the Army, which would provide transportation, that "in our judgment it would serve a useful public information purpose if he were allowed to go to Italy".

Crosley Promotes Dunville and Park

Shouse Names Marshall Terry To Head New Division

PROMOTION of Robert E. Dunville, vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW, to the post of general manager was announced last Friday by James D. Shouse, Crosley vice-president in charge of broadcasting. At the same time Mr. Shouse disclosed that Eldon Park of the WLW New York sales office, would be assistant general manager. He also announced appointment of Marshall Terry, former vice-president of the Trailer Co. of America, as head of a new division embracing sales promotion, public relations, merchandising and specialty sales.

The reorganization was revealed by Mr. Shouse at the semi-annual WLW sales conference at Crosley Square, home of WLW-WSAI. Mr. Dunville's appointment is to give Mr. Shouse an opportunity to devote more time to new developments planned by WLW for the postwar period.

Mr. Shouse

Mr. Dunville

Mr. Shouse joined the Crosley organization as vice-president and general manager of WLW-WSAI Nov. 15, 1937, after serving as general manager of KMOX. Mr. Dunville first was general manager of WSAI and subsequently became WLW sales manager, Crosley vice-president in charge of radio sales, and assistant general manager.

Mr. Park started with WLW in 1930 as a U. of Cincinnati excooperative student. He was night p bx operator and information clerk. When he graduated in 1934 Mr. Park was named assistant program traffic manager and since then has held the posts of traffic manager, program coordinator, assistant sales manager and member of the New York sales office.

Mr. Terry resigned as vice-president and general manager of America in charge of sales and public relations to accept the Crosley appointment. Previously he was sales manager of Miller Rubens Co., which sold WLW's sales promotion department, succeeding Lt. (j.g.) F. (Chick) Allison, who left early this year for key duty in Washington. Roger Baker heads the public relations department and Lou Sargent is chief of specialty sales. E. C. (Jimmy) Krautets directs

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BROADCASTING • Broadcast Advertising

(Continued on Page 70)
REPORT NO. 2

ON STATION WHO'S HOOPERATINGS

To people who live in Iowa the fact that WHO has a larger audience than any other station or combination of stations in this State is well known. To you in distant cities, such leadership might seem improbable.

So we asked Hooper to survey eight “Outside Zone” cities, 30 to 115 airline miles from Des Moines. (Six of which have local stations of their own.) The comparison was to be—WHO versus other NBC stations, versus all CBS stations, versus all Blue and Mutual stations, versus “all others”.

The results are so spectacular as to make us glad that the figures came from a recognized authority such as Hooper. Take the morning hours, for instance—which, incidentally, give WHO the entire day’s smallest margin of superiority!

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<tr>
<th>Time</th>
<th>Share of Audience</th>
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<td>WHO</td>
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<tr>
<td>8:00 - 9:00 A.M.</td>
<td>55.1</td>
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<td>9:00 - 10:00</td>
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<td>10:00 - 11:00</td>
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<td>11:00 - 12:00</td>
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<td>8:00 A.M. - 12:00 Noon</td>
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*No listeners found in sample.

Please note that of the four morning hours surveyed, there is only one in which WHO does not have a larger share of the audience than all the other network stations combined! And even in this one hour WHO gets 47.5% of the audience, against 27.7% for all the outlets of Blue-Mutual!

This is conclusive evidence that regardless of what other networks or stations you use in this Outside Zone, you also need WHO in order to get adequate coverage.

Let us or Free & Peters send you a copy of the complete report. Ten minutes' study will give you a new idea of what WHO means in Iowa.

WHO + for IOWA PLUS!

DES MOINES... 50,000 WATTS

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

FREE & PETERS, INC.. . . National Representatives

July 3, 1944 • Page 15
More Information for Buyers Is Needed, Says Linnea Nelson

Hopes Standard System of Coverage Providing Current Data for Agencies Will Be Devised

A PLEA for more information—comparative and complete—will assist the advertiser and advertising agency in buying radio time and in comparing their expenditures and results with those of their competitors, was made by Linnea Nelson, head of the time-buying department of J. Walter Thompson Co., at the opening session of the District Advertising Clubs of New England, First District Advertising Federation of America, held June 25-27 at Swanscott, Mass.

Stating that there are many different coverage methods in use today, Miss Nelson cited the NAB current search for a standard system and expressed the hope that "before too many years will be able to go to the files and take out dozens of station maps that are based on the same methods and the same total U. S. figures." Thursday stations use 1940 census figures or estimates based on set sales since 1940 casually and impartially, so the timebuyer has to check dozens of maps before a figure can be given to an advertiser, she said.

Competitors Won't Talk

"Another shortcoming of radio is the lack of competitive information," she continued. Although an advertiser is always interested in what his competitors are doing, she said, this information was almost impossible to find in radio's early days, and is still a fairly close secret, with not all networks releasing billing figures and with complete information on spot broadcasting impossible to obtain.

"Of course, there is its own reason for this," Miss Nelson said, "but it is much easier to get this kind of information regarding magazine and newspaper expenditures, and when certain advertisers start looking at comparative reports it does not look too favorable for radio.

"My personal feeling is that radio is wrong in taking this attitude, because as long as that information is available for some media, it should be for all. An advertiser regards radio, advertising medium as strictly that—be it magazines, newspapers, outdoor, trade papers or radio. And if by today's records an advertiser sees that others are spending only a small percentage of their appropriations in radio, why should he do more? Of course, this can frequently work to an advantage of the big radio advertiser, but a small day-in, day-out fleece self might be sorry that it hasn't tooled its own horn a little more."

Without this complete history of expenditures, it was pointed out, network sponsors have turned to program ratings for comparative data on their own and other programs, adding that "today greater stress seems to be placed on these figures than ever before". Network as well as advertisers are vying for high rating programs whenever any time becomes available, she said, moving programs around as if they are pieces on a board in an effort to gain and hold program popularity leadership.

Pointing out that the lead programs of a year or two are still the leaders today, and that everyone wants to own a leader, Miss Nelson said: "What most people in the advertising business don't want to admit is that the leaders did not start out by being leaders—they needed ears to build—they needed patient advertisers, agencies and production people. Many leading programs or stars did not become leaders during their first series, or even years on the air.

A problem of coincidental program ratings, she stated, is that they present ratings per minute of listening with no indication in the rating of the overall number of people reached by the program or of the difference between a quarter hour, half-hour and hour program with the same rating. "This is one point in which the Nielsen audiometer reports have a definite advantage," she said. "In addition to showing the percentage of listeners per minute or average audience, they also show the total overall audience.

"My guess would be that on a 30-minute program your average audience per minute would be increased by more than 40% in order to equal your total audience figure. A rough average on 15 minute shows—long daytime serials—might show a total audience of more than 15% above the average audience per minute. And when you think of all the rising blood pressure that is involved with every tenth of a point rating drop, these percentages really mean something.

Trends shown by charting a program's ratings over a period of times are sometimes a better guide to what is happening to that program than the actual ratings, she said. If a program is charted by the different ratings, she explained, the graph for each week appears will be different, with the Nielsen total audience and CAB re-all higher, and the CAB and Hooper coincident. Nor can one audience figure be any more comparable, but the trends will be much the same.

Each is valuable for what it shows, she said, "yet none is completely conclusive, leaving us all still looking for the straw to grasp to show where we are going, how many people we are reaching, and how well we are doing the job. Today's ratings are not an indication of the total number of people who listen to a given program. There is an urgent need for the survey that will show total circulation nationally."

Funk Bros. Series

FUNK BROS. SEED Co. Bloomington, Ill. (hybrid seed corn), plans sponsorship of a series of quarter-hour transcribed programs on approximately 15 stations. Titled "Peanut Family," pro- gram has been transcribed for Funk Bros. by NBC Radio recording division and will run for 25 weeks beginning Aug. 1. Series was produced by Al Tiffany and Joe Rockhold. Agency is E. H. Brown, Chicago and Dick Crab is account executive.

WENT to CBS

WENT Groversville, New York, which went on the air for the first time July 1, simultaneously joined CBS as a special supplementary station, one that operated cach 250 w on 1340 kc by Sadacanda Broadcasting Corp., New York. CBS now has a total of 146 affiliates.

General Cigar Plans

GENERAL Cigar Co., New York, is lining up a half-hour variety program as a replacement for "War Glad News" in MBS Monday and Thursday, 10:10-11:15 p.m. Agency is J. Walter Thompson Co., New York.
MacFarlane gave Maryland the Convention news . . . direct!

In addition to its regular, extensive news coverage, W-I-T-H sent its famous news commentator - Ian Ross MacFarlane - to the Republican Convention. And for good reason.

Ian Ross MacFarlane told Maryland people about Maryland delegates and Maryland activities direct from the convention floor.

It is this constant thinking in terms of its own listeners that makes W-I-T-H “The People’s Voice in Baltimore.”

Ian Ross MacFarlane is heard four times a day on W-I-T-H. Because of his long European association he has an uncanny ability to call the turn on news events.

MacFarlane broadcasts exclusively for W-I-T-H.
WCAE Gets Quick Action from WPB To Repair Antenna Damage in Tornado

AUTHORIZATION was granted by the WPB last week for materials to reconstruct the two 365-ft. towers of WCAE Pittsburgh, destroyed by a storm which swept southwestern Pennsylvania and West Virginia a fortnight ago. Station was off the air less than 12 hours until operation could be resumed with a make-shift antenna and with reduced power of 1,000 w under a temporary telegraphic grant by the FCC.

One of the towers was completely destroyed and an 80-ft. stump of the other was all that was left standing. The temporary antenna was strung from this stump to the transmitter house. Construction engineers reported last week that three-fourths of the portion of the tower still standing can be used in the reconstruction. The WPB authorized releasing the necessary materials within five hours after the request of Leonard Kapper, WCAE manager, reached Washington.

Temporary Towers
Arrangements also were completed last week with the Duquesne Light & Power Co. for use of two 100-ft. wooden towers as antenna structures, which were to be erected over the weekend. Power would then be increased to 5,000 w day and 1,000 w night. WCAE normally operates fulltime with 6,000 w on 1550 kc. and is affiliated with Mutual.

WCAE Pittsburgh extended thanks to the four other stations in the city (KDKA KQV WJAS and WWSW) in appreciation for their courtesy when the WCAE transmitter towers were damaged. Courtesy announcements by the other four stations explained the non-operation to the public.

WBLK Clarksburg, W. Va., had a narrow escape when the storm hit within seven miles of its tower. Station manager George Blackwell and maintenance H. R. Rhawn started for Shinnston, W. Va. 12 miles away as soon as word of the disaster was received and returned to the Clarksburg studios to give eyewitness accounts of the scene.

Since some stations in northern West Virginia and southwestern Pennsylvania were off the air due to power and line failures, West Virginia State Police and Red Cross officials sent messages into the storm area throughout the night via WCHS Charleston, W. Va., which remained on the air all night.

Relief Work
In southwestern Pennsylvania, WPJ Washington was on a 24-hours-a-day basis, recruiting help and gathering supplies for the catastrophe. First news of the storm came to WPJ from the Pennsylvania State Police and from then on the station continued to cover the news and assist in relief operations. Station immediately made contact with the YMCA camp as soon as the camp was reported hit by the storm. When the campers were brought back to town, WPJA reported where they could be picked up by their families.

When program director Hunter Reams learned that the neighboring Pittsburgh station, WCAE, had been knocked off the air, he broadcast the information repeatedly, together with the news that WCAE would resume in the morning.

WMMN Fairmont, W. Va., whose transmitter and three towers are located on a high hill only 12 miles from the storm's path, was not touched, it was learned last week.

Forerunner of the storm in Pennsylvania and West Virginia was a tornado which hit eastern Nebraska on June 10 when roads and bridges were washed away. KORN Fremont was forced off the air, but resumed transmission 9 a.m. of June II, broadcasting continuously until 9:30 p.m. June 14.

During the entire emergency KORN disregarded all commercial announcements. Three shortwave transmitters were put on the scene of the most serious spots, to bring reports to listeners. On June 15 the Red Cross requested a nurse for flood duty and 15 minutes after KORN put the request on the air, the appeal was heard.

WSAU to CBS
WSAU Wausau, Wis., MBS station has become a CBS affiliate, it was announced last week. Operating with 250 w on 1400 kc, station is owned by Northern Broadcasting Co. Inc.

ANTENNA TOWER of WCAE Pittsburgh, stands twisted and broken following the storm which swept that area during the night of June 23. Other tower of the station was completely demolished.

Schutter Candy Renew
SCHUTTER-CANDY Co., Chicago (Old Nick, Bit-O-Honey) renews sponsorship July 22 of its quarter-hour starring Curt Massey. The program Saturday, 4:45-5 and 5:40-5:45 p.m., CWT full NBC network, originating out of Chicago. Contract is for 82 weeks, and agency is Schwimmer & Scott, Chicago, with W. J. McEdwards, NBC account executive.

Owens-Illinois Change
OWENS-IllINOIS Glass Co., Toledo will discontinue on Aug. 1 (Broadway Matinee, on CBS 4-4:25 p.m., and is said to be considering an evening half-hour program of semi-classical music for fall. Agency is J. Walter Thompson Co., New York.

KNEE HIGH in flood waters were these engineers of WEIM Pittsbugh, Mass., when Baker Pond, close by the transmitter sight overflowed its banks resulting in the above houseboat effect. In their hip boots are Ted Katin (left), chief engineer, and Paul McNally, while Bill Brailey is in the doorway in comparative safety, looking out at the desolation.

New Agency Setup
As GE Names Two Institutional Copy to BBDO; Maxon Handles Electronics

IN A REALIGNMENT of its advertising agency set-up, General Electric Co., Schenectady, last week announced two new appointments. BBDO New York, which has handled GE lamp advertising on a cooperative basis with Foster & Davies, Cleveland, has also been placed in charge of the company's institutional advertising, which was formerly handled by Leighton & Nelson, Schenectady. This phase of the GE advertising covers advertising for the company as a whole, as contrasted with the four operating divisions. George Gouge is account executive.

Maxon Inc. has been appointed as agency for all advertising of the GE electronics divisions, effective Nov. 1. Previously Maxon had handled only the broadcasting, with N. W. Ayer & Sons placing the printed advertising for this branch of GE, which includes transmitters, tubes and receivers. Maxon currently handles radio and television. Agency is establishing a branch office at 6 State St., Schenectady, to facilitate servicing this account.

New Appointments
Linwood G. Lessig, in RCA's tube division before joining Maxon earlier this year, and John Allen, who will join the agency about Aug. 1 also from RCA's tube division, will have charge of the Schenectady office, handling tube and transmitter advertising. Receiver and special products advertising will be handled from the GE Bridgeport plant by an executive who has not yet been appointed. In charge of the new account are George Harrison Phelps, vice-president and senior executive, and Dr. Lester F. Miles, technical director of Maxon.

General Electric appliance advertising continues to be handled by Young & Rubicam, New York. Newell-Emmett Co., New York, continues in charge of advertising for GE air conditioning equipment. Apparatus division advertising is handled direct for the most part, with an occasional agency appointment for special campaigns.

NBC Institute Meets
"RADIO will assume its rightful role in the pattern for peace by encouraging the interchange of ideas," Joseph A. McDonnell, assistant general counsel of NBC said last week at the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago. At the meeting, Judith W. Hickey of the NBC director of public service, central division and codirector of the Institute, told that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute.

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BROADCASTING • Broadcast Advertising
TO ALL OF THESE PEOPLE,
The Blue Network
GIVES CREDIT and THANKS
... for a great job and wholehearted cooperation which made possible our complete coverage of D-Day news.

IT is now history—how The Blue's newsroom sprang to action at the first invasion flash, at 12:40 AM EWT, Tuesday, June 6—and how, from that moment on, The Blue and its affiliated stations gave America the bulletin-by-bulletin story.

But we don't want to revert to that: what we want to do is to record our deep-felt thanks to all those who have helped us.

First of all, we want to pay tribute to our London staff: to George Hicks, whose stories have been among the most dramatic to come out of this gigantic military operation; and to Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom contributed their stories to the over-all picture.

We want to thank Walter Kiernan and Paul Nielson; William Hillman and Henry Taylor; Leland Stowe and Leon Decker who broadcast from New York not only the dispatches but their analyses and interpretations of fast-breaking events: our thanks also to David Wills, Baukhage, Martin Agronsky and Ray Henle from Washington.

We owe a debt of gratitude to UP and AP and INS; also to BBC. We are likewise grateful to the Navy and War Departments for their cooperation. And we wish to thank our contemporaries—NBC and CBS and MBS—for being together in the "Pool Broadcasts"—for permitting us to use much of their material and also for using those dramatic George Hicks broadcasts made from the gun turret of a U. S. warship.

We want to thank G. W. Johnstone and Thomas Velotta, director and assistant director of Blue News and Special Features, and our newsroom staff; also our engineers and all those behind-the-scenes people who worked without letup in order that the news might go through.

To our stations we want to express our thanks—not only for their cooperation but for the words of encouragement which they phoned and wired and wrote us.

And we want to thank our advertisers and agencies who have cooperated so willingly in allowing our people a free hand in scheduling programs for the best possible news coverage—even when it meant we had to cancel out their programs or change their formats or break into their broadcasts with bulletins and flashes.

If we have done a stand-out job (and legions of our friends have told us that we have) it has only been because we have had the cooperation and encouragement and devotion and understanding of all the people we have mentioned.

The Blue Network
AMERICAN BROADCASTING SYSTEM, INC.
Radio Asked to Renew Efforts To Help War Loan Over Lag

Gamble Requests Industry to Continue Extensive Activities; Smith Announces Disc Hiatus

"WHILE we have had the best co-operation yet in the support of the Fifth War Loan Drive for $16,-
000,000,000, it remains a vital challenge to broadcasters to continue with renewed efforts the radio pro-
motion activities which will help to bring the Loan to a successful conclusion", Ted R. Gamble, na-
tional director of the Treasury War Finance Division, requested of the industry last week. Mr. Gamble
stated that this continued effort was necessary not only to aid in pushing the Drive over the "stretch" or lag common to most all long campaigns, but also to focus into action the Bond-buying attitude of the American public which has been stimulated greatly by the news of the invasion ac-
tivities and which "surprisingly thus far has not materialized to a very great extent". Nightly re-
ports on the Drive are now being presented by Mr. Gamble over CBS during the 11-11:15 p.m. News and Analysis program featuring Quincy Howe and William L. Sherrer.

Disc Hiatus

Robert J. Smith, chief of the WPD radio section, announced last week that recording activities for the Fifth Loan have been completed and that for the present time no further recorded Treasury material will be prepared, except for special songs such as the newly released Richard Rodgers and Oscar Ham-
merstein number, "Dear Friend", featuring Barry Wood on one side and Vivian Dellachies on the other and which can be used by stations on their regular musical programs. Fifth Loan Treasury recordings have included the sponsored five-
minute Treasury Song for Today series of 48 discs, and the quarter-
hour Treasuiry Salute series of 24 programs; and also the special half-hour Four for the Fifth series featuring name Hollywood-radio talent and produced by Bill Rob-
son and Arch Oboler. This latter series has replaced the former Treasury Star Parade during the present Campaign.

Wide Promotion

Home recording of the George Hicks transcription [Broadcast-
ing, June 12, 26] of D-Day activ-
ities off the coast of Normandy, presented by Washington, D. C. stations to the Treasury Dept.,
brought $100,000 in Bonds when it was auctioned on the evening of June 26 at the "Shot From the Sky" Army Air Force Exhibit on the Washington Monument Grounds. The home recording was prepared and donated by the U. S. Record-
ing Co., Washington. KOY Phoenix and the Arizona Farmer, both owned by Burridge D. Butler, are combining Fifth Loan promotion efforts in sponsoring an Independence Day fireworks display and celebration, admission to which will be through the purchase of Bonds. Westinghouse Ra-
dio Stations Inc. and the individual stations comprising the group—WBZ Boston, KDKA Pittsburgh, WOCO Pt. Wayne, KYW Philadelphia, have purchased a total of $800,000 worth of Treasury certifi-
cates as contribution toward "Back ing the Attack".

On June 22 Mack Edwards, as-
sistant program director of WSBA York, Pa., interviewed Authors Edna Ferber, Vincent McHugh, John Roy Carlson and Ogden Nash, currently on a Bond selling tour. Same day was also special Bond day in the WHYN Holyoke, Mass. area, with all-day activities climaxing in a special half-hour broadcast over that station and originating from the lobby of the Holyoke Savings Bank. Particip-
ants included returned war her-
roes.

The $12,000,000 Bond sales mark was passed for Ralph Ed-
wards' "Truth or Consequences, sponsored on NBC by Procter & Gamble for Dusz, when the program originated from Boston on June 24. Star of the long Grand Old Opry show, Roy Acuff, and Clif-
f O'Brien, NBC vocalist, plus a troupe of 17 WSM Nashville entertainers, conducted a three-day Fifth Loan Alabama tour to bring in more than $750,000 in Bonds. Trip wound up with a rally at the Montgomery, Ala. Crampton Bowl. A CBS Fifth Loan feature later was a quarter-
hour broadcast (June 27) presented
by Mrs. Roosevelt, Mrs. Churchill and Mrs. Morgenthau, in addition to American and British women engaged in war industries.

KVOR Colorado Springs studio audience on the evening of June 22 bid against KVOR listeners in a $350,000 Bond auction which lasted from 7 p.m. to nearly 1 a.m. and included everything from a prewar girdle to a garden hose. War Bond show and auction sponsored by WHAS Louisville on June 21 netted more than $200,000 in pledges. The 3½ hour evening rally-broadcast, promoted exten-
sively, featured local and state civic leaders in addition to armed services representatives and special remote features.

WBT Plan

Launching of the Fifth Loan in the Flatirons district was heralded by a special program carried over a state network of ten stations—WFOY WBMR WURF WSBP WQAM WMFJ WDBO WJNO WDAE—those par-
ticipating on the program were the Most Reverend Joseph P. Hurley, Bishop of the Diocese of St. Augus-
tine, and Father Thomas J. Mc-
donough, pastor of the historic Cathedral of St. Augustine.

WBT Charlotte, N. C., again is allotting facilities to the local banks in Charlotte to put the Fifth Loan over in that area. A special Bond day is assigned to each bank, in which it attempts to out-
sell and top Bond records set by its competitors. The radio stars of the motion picture "The Hitler Gang" appeared in Oklahoma City as a feature of the KTOK Okla-
ahoma City G-I program Sing, Sol-
day. Sing Day, now dedicated to the Fifth Loan. Broadcast originated from the Tinker Field Service Club before a sold-out audience of 1200.

The KDKA Pittsburgh "Bond-
wagon", during its third tour around western Pennsylvania, set a new cash sales record June 17 at Connellsville when $188,400 in Bonds were sold. A four-hour program featured KDKA talent and personalities, who will continue their Bond trips throughout the summer, with a $5,000,000 goal in view, according to Eph. E. Bau-
dino, KDKA manager.

During its regular programs on June 26 WNEX New York pre-
sented from an up-state convales-
cent center three days of special pleas from 15 Army Air Forces veterans as part of a special "Air Forces Bond Day." Listeners were able to tele-

WRGH Sells Bonds

WRGH, the non-broadcasting "intra-mural" radio station of Walter Reed General Hospi-
tal, Washington, D. C., is including Fifth War Loan promotion in its daily pro-
gramming for the wounded war veterans recuperating at the hospital. Treasury re-
corded programs and numer-
ous live spot announcements are used frequently during the 8:15 a.m. to 4:30 p.m. schedule of music and enter-
tainment originating from the hospital radio room, to pave the way for extensive direct contact Bond sales. Evening programming in-
cludes selected network shows requested by the veterans.

Currently appearing in high traffic areas throughout Metropolitan St. Louis (Mo.), this 24-sheet, another in KXOK's "animal series" of outdoor boards, effectively strikes a lighter note in advertising the station's call letter, spot-on-the-dial, Blue Network affiliation and KXOK programs.

These posters have set a style, a pace, a greater impact value . . . reflected in the 15 other types of local and national promotions that consistently sell KXOK to its advertisers and listeners.
TWO significant awards have come to KLZ within recent months, both in recognition of KLZ's creative efforts in programming.

The "Ad of the Year in the Field of Broadcasting" selected by the Denver Advertising Club was one of a series of commercial dramatic shows originated and produced, from idea to the air, by members of KLZ's staff. Selected as the "Ad of the Year" after a year of monthly competitions, the award to KLZ was a signal home town honor.

National recognition came to KLZ with the awarding by Ohio State University's 15th Institute for Education by Radio of top honors for a KLZ Farm Service program entitled "'A' is for Beans". This was the second successive year that KLZ has won nationwide honor for program excellence.

Scripts for both award-winning programs were written by KLZ's John Prince. Production was under the direction of Pete Smythe. Charles Roberts, KLZ Farm Service director, gathered the material for the farm program and assisted in production.

These, of course, are only isolated instances of KLZ's over-all program excellence, but they serve to illustrate the continuous initiative and enterprise employed by KLZ to serve and to satisfy Colorado listeners. Its success in this latter respect is one of the reasons why KLZ also does the best job of delivering the Denver Market to advertisers.
KRLD * 50,000 WATTS
Only High-Powered CBS Outlet in North Texas

The Times Herald Station
50 KW * 1080 KC.

Represented by THE BRANHAM COMPANY

phone their pledges to the heroes after each broadcast.

WPAT Patterson is broadcasting from its studios a series of "Bond Parties", given in honor of returned war heroes by war workers with the best Bond purchasing record. Bing Crosby's autographed pipe, Paul Whiteman's baton and other similar objects will be auctioned off to the highest bond bidders by Martin Block, record m.c. of WNEW New York, at an auction broadcast from a local theater on July 15. New York supplies the giant war bond cash register in Times Square, New York, with the latest news flashes, which are read to the crowds, with proper credit to WHN mike set up on the entertainment platform.

More Net Features

As one of a series of 15 special broadcasts designed to stimulate Bond sales, the Blue Network on June 24 scheduled an hour long Bonds Away program featuring pick-ups from Pearl Harbor, London and various points in the United States. Included was an inter-racial theme play, a WAVES' chorus, messages from two Guadalcanal veterans from Valley Forge, and a talk by Ted Gamble. Entire broadcast of Hoosier Hoop on the Blue, July 1, was devoted to songs of World War I and World War II, tying in with the Fifth Loan.

From the Philadelphia Navy Yard, where 50,000 workers will observe the proceedings, NBC on June 24 will present a special program serving as Fourth of July celebration, and a salute from the Treasury Department to the Navy for Bond-selling efforts. Secretary of the Treasury Morgenthau and Secretary of the Navy Forrestal are to participate. To employees and their friends who purchase bonds through NBC, the network is offering a free recorded personal message, which may be mailed to any service man or woman in the United States. Network matches each War Bond purchase with a record, running 1/2 minutes on each side.

To salute the Fifth War Loan, nine Southern California independent stations linked facilities in a one-broadcast network for a 60-minute variety program on June 21. Originating from KFWB Hollywood, show was fed to the stations through Radio Central, Los Angeles, and served as kick-off for a radio campaign the following day during which the stations competed for highest Bond sales total. Network stars including Bob Hope, Jerry Colonna, Sam Hayes, Spike Jones and his City Slickers, as well as talent from independent stations were featured. Show was produced by Don Otis, program director of KMPC Hollywood, with Art Baker as m.c. Station list for the one-broadcast network included KFAC KFWB KLO KD Whiting KFOX KGER KMTR KFOX KGER KMTC. Committee comprising Calvin J. Smith, Robert O. Reynolds, Kenneth O. Tinkham and Bill Ray collaborated with Joe Alvin, Los Angeles Fifth Loan radio director, Treasury Dept., on arrangements.

WMAQ Chicago scored its largest Bond purchase June 15 when William Lofti, Chicago district manager of Bond Stores Inc., Chicago, bought $400,000 in bonds. Accepted in behalf of the station by Jules Herbeux, program manager for NBC central division, purchase was made on the Elizabeth Hart Presents program.

WOR New York continues to help local communities raise their quotas by staging broadcast and non-broadcast War Bond rallies in conjunction with local war finance committees. Performance in Manhasset brought $1,308,800 in sales, more than two thirds over the town's top quota. Broadcast of Pick & Pot Time, MBS network program was the feature of a similar two-hour show put on by WOR in another community June 27, promoted by the distribution of 35,000 promotion folders.

WAVE Discs on 450

Series of 14 quarter-hour transcriptions promoting a WAVE recruiting campaign are expected to be broadcast on about 450 stations, starting July 15. Plan is for 3 broadcasts weekly, completing the series in approximately a month. Columbia Recording Corp. and NBC Radio Recording Division made the discs, which are to be distributed to stations by the Navy recruiting offices in each district. Titled Someting for the Girls, series features radio, stage and screen stars in variety programs, including a recruiting talk. Series was approved by the AFM, AFRA and the OWI, all cooperating with the Navy.

THREATENING to paralyze radio communications in Brazil, the current shortage of radio tubes in that South American country also accounts for price increases ranging from 500 to 1000% since 1940. It was reported last week by the Dept. Of Commerce. Demand was anticipated but until the first of this year with stocks built up in 1941 and 1942. Only 244,448 tubes were used in assembly and replacement in 1943 as compared with 908,000 the previous year.
What's EMBROIDERY got to do with making RADIOS?

Both fine needlework and the delicate tasks of assembling quality electronic fighting equipment are natural for the supple hands of women, who compose 75 per cent of Detrola Radio workers. After Victory their skill and trained fingers will build highest quality radio and television for the American home. Speed Victory—Buy War Bonds.
Advertising and promotion department of NBC has released the story of The Army Hour program in the form of a 64-page booklet, bearing on the cover the seal of the United States embossed in gold, flanked by the letters "G.I." Foreword features statement by Maj. Gen. Alexander D. Surles, director of public relations of the War Dept. Tracing the history of the Sunday half-hour feature from April 1942 to October 1943, the booklet covers the intensive work involved in producing the show, brief descriptions of some of the outstanding programs, and a list of the foreign and domestic military centers from which the series has been heard. Text is supplemented with photographs, many of them made especially for the booklet in cooperation with the Army.

**Merchandising & Promotion**

**MBS Invasion Kit—WTOP Novel Publicity**

MBS Invasion Kit

TWO MONTHS prior to D-Day MBS had delivered to each of its 223 stations a kit containing 270 promotional items, ranging from air announcers and publication ads to map displays and movie trailers. When D-Day arrived, MBS stations throughout the country were ready to promote MBS as the "network for news". Accompanying the kit was an inter-office promotion piece in brochure form pointing out to member stations that MBS has the "greatest roster of news aces and more regularly scheduled newscasts that any other network."

**WTOP Promotion**

WTOP Promotion folder released by WTOP, CBS outlet in Washington, ties-in a novel publicity angle for its well-known sports commentator, Arch McDonald, with a portion re-print of a story from the sports page of the Washington Post to the effect that Arch McDonald (a race horse named after the commentator), scored at the Charles Town, W. Va. track. Gag pictures of both man and horse are tagged respectively with "Arch of station WTOP" and "Arch of Charles Town". Copy for the bulletin-type folder runs accordingly.

**Coffee Promotion**

TO STEP UP summer coffee sales, the Owens-Illinois Glass Co. has extended from seven to twelve weeks its national daytime "Broadway Matinee," promoting glass vacuum packed coffee, on 124 CBS stations. The Pan-American Coffee Assn. as well as the merchandising and promotion departments of the CBS stations are cooperating in the drive. Owens-Illinois Glass Co. hopes to expand the postwar use of glass containers for vacuum-packed coffee.

**Quiz Kids Brochure**

QUIZ KIDS, sponsored by Miles Labs, on the Blue Network for One-A-Day Brand Vitamins, are featured. Booklet released by the Blue Network. Booklet entitled "Six Kids and the War," shows a photograph with a brief history of each of the Quiz Kids with pictures taken on a recent barn tour. In the course of 19 months they visited 13 cities and sold nearly $36,000,000 in war bonds, the booklet states.

**KMOX Brochure**

BROCHURE in black, white, and tan has been issued by KMOX to back up the claim that it is the only St. Louis station, that has "most of the audience, most of the time," based on a five-month survey of local listening habits by C. E. Hopper Inc. (fall-winter, 1943-44). Included are comparative charts to show that listener preference for KMOX is not confined to any single segment of the day.

**KMBC House Organ**

HOUSE ORGAN whose purpose is to "give news and information about programs of an educational and cultural nature which will enable listeners to make the best possible use of their radio" is now being published monthly during the school year by KMBC Kansas City and titled Listening Post. Four-page paper now circulates among 6,000 Kansas City educators, teachers and parents.

**KBUR Newsletter**

NEWSLETTER mailing piece to inform farmers of news of special interest is regularly being sent out by KBUR Burlington, la.

**Rail Radio Succeeds**

FIRST tests are proving that the two-way radio communication between a yardmaster's office and switch engines of the Chicago, Rock Island & Pacific Railway Co. freight yards at Blue Island, III., of a "broadcasting unit," successful in the yards. The antennas are vacuum packed by Owens-Illinois Glass Co. The new system saves a great deal of time in getting orders to the engineers and switching crews. Messages are sent and received on a static-free system through loudspeaker and mike located in the yardmaster's office and in the cabs of the diesel-powered switch engines. The antenna, a 90-foot tower, has been built in the middle of the yards.
ATTENTION

all you advertisers who use daytime radio
in New York...
THERE ARE APPROXIMATELY 1,000,000 WOMEN WHO PROBABLY NEVER HEAR YOUR SHOWS!

Quite recently WOR became more than normally nosey about women who work. Said we to ourselves, said we: What of the girls who punch the Underwoods, and pacify bosses, and weld plane parts, and — well, just plain w-o-r-k in Greater-New York daytime? Do *they* hear what's on the air from 8:00 am to 5:00 pm? Dear, dear . . .

No sooner was the thought encountered, than a question was posed, worded, placed in the hands of Crossley, Inc.

Up to the doors of 3,792 homes in Greater-New York, Westchester and New Jersey went Crossley's personal interviewers. And always the question asked was this:

"How many women above 18 years of age, now living at home, are regularly employed away from home during the day?"

Eventually WOR was told that . . .

38.5% of New York's homes with radios have one or more women regularly employed away from home during the day.
This, Gentlemen, we think, makes a point. And we will not belabor the obvious by shouting too loudly. But . . .

... 1,000,000 is rather a lot of women, and they buy cereals and cosmetics and clothes and lots of other things that people live by, for, and with.

WOR would like to discuss this point further with advertisers who are now using New York radio daytime. WOR, in fact, would like to show how easily and economically some of its early morning, evening, and Saturday and Sunday plus-program buys could profitably introduce you to this monied million.

Our address is 1440 Broadway, in New York. We answer promptly when called at PE 6-8600.
Radio Drive Moves the Eggscess

Listener Appeals Help Find Market for 1400 Carloads

This is the success story of all success stories.

It involves 1400 carloads of eggs. That’s a lot of eggs—25 million dozen to be exact, or enough omlets for every man, woman and child in America, with another 40 million left over for stragglers.

It happened like this: One Saturday, three weeks ago, the Office of Program Coordination of the Owi received a distress call from the War Food Administration.

They called up “in an awful sweat,” an Opc official related, saying they had 1400 carloads of eggs that had to be moved fast or they’d spoil, with tremendous economic loss of an important food, lest alone a terrible stench.

Hens Overdid It

A combination of factors had produced the huge stockpile. First, there has been an increase in egg production, stimulated by farmers building up their flocks for war needs and greater “lay per bird.” It seems the American hens have gone “all out” for Victory. Second, favorable weather had further raised the output. Third, the storage situation was thorny, with huge amounts of eggs in storage than ever before in history due in part to Wfa buying up 6 million crates for price support. Fourth, the egg crate situation was critical, with war needs aggravating the shortage of fibre for egg cases. Nearly a million wood or fibre containers were tied up in those 1400 carloads.

Time was of the essence. There was only one place to store those eggs, until they could be used. That was in the refrigerators of the nation’s homes. Outside of the refrigerator, presumably, the Owi went to work. It was a job made to order for radio and owi knew it. The opc prepared a fact sheet which was telegraphed by the radio bureau to 25 network programs selected to reach the largest possible number of homemakers. Sponsors of these shows were asked to carry the message in whatever way they deemed best—through announcer, commentator or actor.

Prepared announcements of 35 words and 100 words were also telegraphed to regional station relations offices for transmission to stations. Every station in the country was furnished with one of the spots.

In addition, the Wfa and the Dept of Agriculture sent out supplementary data for the campaign to women’s programs, radio farm directors, and extension editors, and also carried messages on government-produced programs.

Kate on the Job

Radio’s response to the emergency requests was immediate and wholehearted. A barrage of appeals went out over the airwaves. Such announcers as George Busby and Leon Henderson made earnest exhortations to their large audiences. Kate Smith gave new egg recipes.

In New England, where Wfa had routed a good proportion of the egg cargo, the Yankee Network extended its facilities to urge listeners to gobble up the arriving shipments. From Dallas, where 90-second spots went to all stations in seven southwestern states, the Wfa regional office advised that the campaign probably reached every housewife in the region.

The Owi Atlanta office arranged for announcements on more than 350 Armistead programs in the southeast. In Chicago, the drive was spearheaded by Wern Wgn and Wbbm.

Alfred McCann’s Pure Food Hour on wor and Mystery Chef on the Blue made special appeals to homemakers to “store an extra dozen.” Announcements were carried on the national farm & home hour, Country Journal, Fashions in Rations.

Preceding the emergency appeals was a campaign which had been conducted for several months by Wfa to Eat More Eggs, stressing the abundance, relative low cost and value of the food as a substitute for less plentiful foods. In this campaign, radio did a “softening up” job which prepared housewives for the “extra dozen” emergency drive.

“Never Have So Many . . .”

Now for the results: within one week after Owi sent out its telegrams to stations and sponsors 19 of the 25 million dozen eggs were sold. In another three or four days the whole 1400 carloads were bought up!

Newsreels claims that radio did the whole job. The newspapers contributed, through news coverage and editorial appeals. The trade contributed, by purchasing millions of dozens of eggs and pushing sales by newspaper and store display advertising.

But even the most conservative government officials believe that radio did the big part of the job. And some, who were especially enthusiastic over the success of the campaign, think that radio accounted for 80 to 90% of the results.

There’s no way of telling but everyone agrees that never in history has radio sold so many eggs in so short a time.

Gene’s WEAN

In Darkest Africa, station WEAN JR. sends out emergency calls and “courtesy announcements” playing up different special services for the boys overseas.

Sender is Cpl. Gene Bourgoin, former Rhode Island athlete who helped Warren Walden cover sports for WEAN Providence a year ago. Gene’s African locale is part of the U.S. North Africa radio network, according to a V-mail letter from Sgt. Larry Reynolds to Warren Walden last week. On the door outside the studio Gene has the call letters WEAN JR. and to the right he notes WEAN JR’s parents, the Rev. and Mrs. J. W. Bourgoin in bold capital letters on another large placard.

HEALTHY RESPONSE to the morning exercise charts, offered in the same manner for four years by Patty Jean’s health Club on Kuta Salt Lake city still astonishes these interested persons. The Health Club, transcribed, is aired at 9:45 a.m. Monday through Friday, sponsored by Fisher Baking Co., Salt Lake City. Checking mail are (1 to r, standing): W. E. Featherstone of Salt Lake City agency bearing his name; George Wood, president, Utah Retail Grocers Association; and Jack Bur- nett, Kuta commercial manager. Seated: Donald Fisher, president, Fisher Baking Co., now in the Navy; Elizabeth Carter, Kuta secretary.

Gop Proceedings Telecast in East

NBC Programs Are Picked Up By Philco, GE Stations

Use of Film in Gathering News for television dissemination was given a big Wheeler by NBC’s New York video station, last week when it covered the Republican Convention in Chicago through films taken at the Chicago Stadium and flown to New York for editing and telecasting. Pictures were taken by Rko Television Corp., newly-formed subsidiary of Rko Pictures, under the supervision of C. L. Menzer, NBC vice-president in charge of programs.

First convention telecast, aired at 11 p.m. Monday, included a special film “The Republican Party on Parade” that traced the history of the party since 1860 to the present, utilizing cartoons and newscast clips of GOP candidates and party leaders to tell the story.

Then came shots of Chicago, with delegates arriving by train, bus and plane, the latter of which was flown into Hotel Stevens, where most of the delegates were quartered, and finally scenes of the opening session, taken less than a half day before they were shown to eastern teletext owners.

High spots of the Monday, Tuesday and Wednesday sessions were telecast on Wbbm through 3 a.m. p.m. on the following evenings. All of these programs were also seen by the audiences of Wrgb Schenectady and Wptz Philadelphia, who heard the transmissions and rebroadcast them locally. Same system of television coverage is to be given the Democratic Convention next month.

Williams Labs. Cited

A Complaint charging false advertising and misrepresentation through improperly patented processes of two medicinal preparations has been issued by the federal trade Commission against William S. L.K. Laboratories, Milwaukee. The Commission accuses the company of making misleading claims regarding the remedial values of Rux Compound and Williams Formula and also charges that advertisements of the latter preparation failed to reveal content of the drug cascara sagrada.

Mice Plentiful

As a result of two meetings of the raw Mica Fabricating Industry Advisory Committee, it was announced last week by the Whb that large stocks of No. 6 or better qualities of good stained, fair stained, and slightly stained micas are now available for all purposes. In urging the increased use of the No. 6 micas, E. V. Shear, Wpb Milaca Section, said that some radio tube manufacturers were experiencing difficulty in using poorer grades of stained and lower quality micas, but that now the No. 6 micas are plentiful and radio tube manufacturers are using this type, though better quality block micas still bring higher prices, resulting in higher priced finished tube parts.
Making War Words SHOUT!

Richard McDonagh, head of NBC Script Division, and writer Gerald Holland of his staff, confer with director Anton M. Leader, NBC producer and distinguished author and editor Carl Van Doren, who will introduce and present each program of Words at War.

NBC created... "WORDS AT WAR" to dramatize today's important war books—to give significant, timely writing the tremendous audience it deserves. For more than a year the program has been broadcast by NBC in co-operation with the Council on Books in Wartime.


NBC sold... "WORDS AT WAR" as a summer replacement for radio's top-ranking "Fibber McGee and Molly." Not only critics and listeners recognize the program's value; S. C. Johnson & Son, Inc. has invested its radio time and its sponsorship in the series.

LISTEN TO "WORDS AT WAR"
Tuesdays at 9:30 p. m. EWT starting June 27, 1944... a 13-week series for S. C. Johnson & Son, Inc.

NBC creates, produces and sells fine radio. "WORDS AT WAR" is a good example of NBC's imaginative origination... NBC's pace-setting program standards—two among many reasons why NBC is "The Network Most People Listen to Most"
**Newspaper Ownership of Radio Called Threat to U. S. Democracy by Erns**

NEwspaper ownership of radio threatens democracy in the U. S., Morris L. Ernst, New York attorney, author and Administration advisor, told Britain in a speech on the British Broadcasting Corp., according to the June 1 London Call, BBC overseas journal.

Speaking on freedom of the press and speech, Mr. Ernst told the British people: "In England, there is no interlocking between radio and press. To this extent England is better off than we are because in the United States one-third of all our radio stations are now controlled to a great degree by the newspapers. If this trend develops further, we will find that democracy has vanished in the smaller cities of the United States. There can be no democracy where in a single community one individual owns the only radio station and the only newspaper in town monopolizes all provisions for local news."

Movie Question Arises

His statement was considered significant in Washington, particularly in light of FCC Chairman James Lawrence Fly's admission to the House Select Committee to Investigate the Radio Industry the day's nutrition requirements are placed on dinner, the Council urges that advertising programs support the need for better breakfasts and noon meals.

"The cause of good nutrition can be helped considerably if advertisers with similar ads during the month of September on the need for giving workers and school children better breakfasts and lunches," WAC chairman Mrs. Elizabeth W. Bramhall had urged. "This will synchronize with the activities of nearly 3,000 nutrition committees of the American Medical Association, the American Council on Education, and city and school officials."

The Bureau has scheduled nutrition appeals for the week beginning Aug. 8, and another week in August through Special Assignment and Station Announcement allocations. WAC also urged that the public be asked to support the campaign.

**RADIO AID SOUGHT IN NUTRITION DRIVE**

ADVERTISING support for the National Wartime Nutrition Program can be assured, people to adjust their eating habits to meet war demands has been requested by the War Advertising Council in a broadcast prepared in cooperation with OWI for the War Food Administration.

Citing surveys showing that breakfast and lunch are neglected by so many persons that the burden of surmounting the day's nutri-

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**The Right Man**

WHEN Capt. B. N. Robinson Jr., formerly of Knox-News Adv., was making combat recordings for the 15th AAF in the Mediterranean theatre for Public Relations Office, he needed an experienced radio man to record the hours he held with pulled Pfc. Mac Williams, former radio actor of such shows as Gang Busters and Great Moments in History, from the Medical Corps, where he had been the pro-

fessional "round peg in a round hole," thus bearing out the GI saying that the Army eventually places the right man in the right job—al-

though it may take a long time. Williams, an alumnus of the West Point inducted into the Medical Corps over 16 months ago.
The immense back-log of deferred demand will probably insure boom conditions in the transition from war to peace.

In the scramble for the reconquest of the consumer's favor, he who hesitates will be left at the post. It is not necessary to strike a lucky average between the victory-next-week optimists, and the peace-maybe-ten-years-hence Jeremiahs. The time to consolidate post-war markets is obviously now.

The urban, industrial area served by KYW's 50,000 watts should be given a top-priority in your sales-plans. Its teeming millions have undergone rigorous depletion of consumer goods. They have the means, and the intent, to remedy this deficiency, as merchandise becomes available. If the "how," "when," and "what" of your product are deftly integrated with their favorite KYW programs now, you will have the jump on competition which fiddled while Rome burned. NBC Spot Sales will get you off to a running start.
Program Planning is Easy

MILT HERTH TRIO

ANDREWS SISTERS

JOSEPH MARAIS and His Boys

GORDON STRING QUARTET

CHARLIE BARNET and His Orchestra

LAWRENCE WELK and His Champagne Orchestra

FRANKIE MASTERS and His Orchestra

THE MERRY MACS

Brilliantly Reproduced by
WORLD’S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS
with World's Brightest Stars

Look to WBS for
Diversity of Entertainment

Easy-to-program—Easy-to-sell—the Top Talent of Radio, Screen and Stage, headliners in every field of entertainment, are constantly at the finger-tips of WBS subscribers. ♠ For the Quality Library of the World delivers the music you want, when you want it—over 4488 different selections are now in World subscribers files—with at least 50 new numbers every month. ♠ Talent—plus timeliness—plus the rare quality of WBS Vertical Cut Wide Range recordings—cuts program planning problems, and turns sustaining time into programs that sell—and stay sold.

WBS

WORLD PROGRAM SERVICE
Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL
Radio Makes a Hit 'Down Under'

By OWEN PAT FLAHERTY
Radio Representative of American Red Cross Publicity in Australia

"THIS program has been prepared for rebroadcast to our armed forces overseas." Innumerable times we have heard that tag line or something similar, back in the states before joining the American Red Cross for overseas service. I wondered and tried to picture what it would be like to be listening to those programs, say, somewhere in New Guinea.

Now I know. That signature on a radio program in the states, heard as a radio listener and what I know is being done by the Army's Information & Education Section and Morale Services Division.

New Guinea is a large island. It takes quite an assortment of 50 and 100 w stations to serve the thousands of military personnel located here. A: a radio audience, these men and women of the service are just as critical as they were when they were civilians. They know what good radio entertainment is and they won't settle for less.

At this writing, we know of three stations operated by Morale Services; four by the I. & E. Section, and two very active units of the Australian Broadcasting Commission. These are spaced to cover the greatest areas and audiences. Thanks to such headliners and their sponsors as Bob Hope, Jack Benny, Bing Crosby, Red Skelton, Fibber McGee & Molly, Kay Kyser, Fred Waring, Harry James, The Firestone Hour, The Hit Parade, Album of Familiar Music, Hour of Charm, Gildersleeve, Downbeat, Spotlight Bands, Melody Roundup, and a host of others, including several topnotch sustaining features, radio has been able to make "American" very much a part of life in New Guinea.

While newscasts are very popular, it is not unusual to hear some one say, "Come on, you guys! Let's get goin' and get this job done! We wanna listen to Duffy's Tavern at 7:15 tonight!" Or, "This is Saturday night! Date or no date! Chow or no chow! I gotta hear the Hit Parade and Frank Sinatra. I know he'll sing 'Shoo Shoo Baby!'" War is a reality out here and so is good radio entertainment.

As a former radio announcer-producer, it is interesting to me as I sit and listen to a show and hear the spot where the commercial has been cut neatly lifted and an appropriate musical filler inserted. Yes, the commercial copy is eliminated but even so, unless a change has been made, the men and women over there will strike as high an average as the listeners back home in naming the various sponsors, I'm sure.

Radio seems to have practically eliminated the heroism ideas directed to the men overseas. Those shows that haven't, are probably having their overseas editions cut to eliminate such jargon. They don't go for that "stuff" over here. They don't need it.

The one Australian Broadcasting Commission station with which we have had most pleasant contact, 9-P-A, is doing a noble job of presenting a program schedule that will please its combined audience of Australian and American military personnel.

Capt. Robin Wood, station supervisor, has conferred with American officials and receives an excellent assortment of transcribed American radio shows. They are spotted to maintain a well-balanced schedule on 9-P-A.

As an American, it is interesting to hear some of the special record programs put on by the station, featuring some American star and interspersing each selection with...
Let's practice what we preach

Let's prove that we can not only persuade others to buy, but that we ourselves are ready and willing to buy our share of extra war bonds.

The impetus which the radio industry has given to the promotion and sale of War Savings Bonds is widely recognized. Now, once again, Radio is devoting its complete and powerful facilities to the task of answering the Nation's call for $16,000,000,000. While we are engaged in this essential cause...while we are encouraging others to back our fighting forces with their money...let us not forget that we, too, should and must participate to the fullest possible extent.

Let's practice what we preach by buying extra War Bonds NOW

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
a running narrative telling the story of his or her career. We heard a 30-minute Bing Crosby feature the other night and besides having our memory interestingly refreshed, we indugled in a bit of nostalgia as Bing warbled out with "May I", "Did You Ever See a Dream Walking", "After Sundown", "Silent Night" and "Moonlight Becomes You".

The records over here are not the newest—maybe there's a reason—but nevertheless, there is satisfaction in radio listening when you hear a good tune recorded by a well-known artist or band. The newer tunes of course, come to us via the feature programs with such stars as Dinah Shore, Bing Crosby, Frances Langford and especially the Hit Parade with Frank Sinatra, giving out with the lyrics. As to how old these big shows are, there is a bit of speculation on our part as a listener. Judging from the gags and patter here and there with reference to special occasions like St. Patrick's Day, Easter, etc., it would seem to us that they reach New Guinea around six weeks after the original date of the broadcast. Not bad—darn good, we would say.

BACK HOME again after two years in the Pacific theatre, Lt. Comdr. E. C. Callahan, former engineer with KPO San Francisco, NBC outlet, was greeted by John W. Elwood, KPO manager, when he visited the station recently with his wife. Lt Comdr. Callahan will be assigned to a Navy technical school.

Just before being transferred to the Central Pacific Theatre, Maj. H. Gould, formerly of WBAL and WFBR Baltimore, wrote a letter to Alex Sherwood, director of the New York office of Standard Radio, telling of his work as a South Pacific radio officer with Morale Services Division, somewhere in New Caledonia. Here are excerpts from the letter to Mr. Sherwood:

"HERE I am in my combination sleeping tent and office on the shore of the Blue Pacific somewhere in New Caledonia. I have constructed and operate five full time regular American broadcasting stations. A sixth is now a building. They are American Expeditionary Stations and are members of the Mosquito Network. The southernmost leg of the network is in Auckland, New Zealand, where I have station 1ZM, a 1,000 watt job belonging to the New Zealand government but which they give us for an American station. Have a Naval officer in charge and four enlisted men of the Army who actually do the programming and announcing. The N. Z. government runs the transmitter...."

"The listener mail from civilians who like all American shows is terrific. They like the smoothness with which announcements and schedules are handled against the former habit of stopping a show a couple of minutes before the hour and just leaving blank air time...."

Noumea Oldest

"The station at Noumea is the oldest member of the Mosquito Network. It began operation in a small way last September under the direction of the Red Cross and was on the air only three or four hours a day. In the middle of January, I took over the station and increased the time to ten hours per day. There is a large studio, a control room and a couple of offices.

"Other stations we build from the ground up. Crews for each station include one officer in charge, who was a program man, and an engineer officer. The actual operating crew number eight and is made up of a program supervisor, announcer m.c., news editor, clerks, writer-announcer on the program side, and a chief engineer, usually a transmitter man, a control room expert and two operator-announcers."

"I travel around the theatre to observe the operations. This theatre is not particularly active as a fighting front now but that's all the more reason it seems to help in keeping up the morale. There is no morale problem when you are in front of the enemy. But when supply is your job you wonder why in hell you can't come home and you wonder what in hell you are doing here anyway. This is a war of supply however and although we are not running a propaganda network, it is possible to get the story over to the enlisted men that the job each is doing is necessary."

"...we very seldom announce that a program is transmitted. Of course all the shows that are received from Armed Forces Radio are transmitted but no one thinks anything of it. There is no prejudice against shows on vinylite or wax or what have you. They should do away with that regulation at home and probably will after the war...."
"We're still meeting our listeners in person"... Our WJZ "Victory Troop" has just made its 250th personal appearance...

250 separate face-to-face meetings between WJZ and more than three million soldiers, sailors and other service people, war plant workers and bond buyers... The WJZ "Victory Troop" traveled 67,000 miles through New York, New Jersey, Connecticut, Rhode Island and Maryland... the normal coverage area of WJZ... Three million more people now know WJZ personally. They now have a new affection for the station which goes out of its way to bring them enjoyment... In addition to these, are the eight million in Greater New York, Westchester, and Connecticut for whom WJZ has taken on a new personality since its recent transmitter move now brings new strength and clarity to its signal in their homes... It's time you made a new estimate of the new WJZ... These new friends of WJZ can be your friends!

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET
KEY STATION OF THE BLUE NETWORK * 770 ON YOUR DIAL
TIN DEARTH CUTS STOKELY CAMPAIGN

DUE TO RECENT Government restrictions on the use of tin, Stokely Bros., Indianapolis, producer of canned food products as well as the cardboard-packed Van Camp's Tenderoni macaroni, is reducing its advertising and, effective July 28 will sponsor Luncheon With Lopes on Friday only on 123 MBS stations, 1:30-1:45 p.m., dropping the Monday and Wednesday broadcasts.

New contract covers 13 weeks, with the possibility of resuming on a thrice or five weekly basis after that. It has been reached on continuation of a limited New England spot schedule. Space advertising is confined at present to a few magazines, with no definite future plans on either newspaper or magazine promotion.


Mississippi Meeting

ELEVEN of the 14 Mississippi stations were represented at the quarterly meeting of the Mississippi Broadcasters Assn. in Natchez June 24-25. P. L. Damron Jr., WMIS Natchez was host. Newly-elected officers are president, Hugh O. Jones, owner and manager of WGCM Jackson; vice-president, Hugh M. Smith, manager of WAML Laurel; secretary-treasurer, Emmett Frazier, assistant manager of WJPR Greenville.

WLP New Blue

WLP Lexington, Ky., on July 1 joined the Blue Network. Owned and operated by Capt. Gilmore N. and J. Lindsay Nunn, the 500 kw, 250 w fulltime, J. E. Willis is the manager. Other Nunn stations are WCMJ Alexandria, WPTB Knox- ville, Tenn.; and KFDA Amarillo, Texas. Capt. Nunn is on duty overseas with the Army Air Forces.

Will Aid Films

TELEVISION will prove a bonanza for the smaller film studios according to Steve Broidy, vice-president and sales manager of Monogram Corp. That company was the first, other than Walt Disney Productions, to lend film for televising.

Lighting Development

A SPECIAL installation of fluorescent lighting, made in a recording studio of World Broadcasting System is said to eliminate both the slight heat generated by the lights and the hum that sometimes accompanies fluorescent lighting, giving improved lighting with silence required. J. F. Cadenas, executive engineer of the lighting division of Sylvia Electric Products, devised the installation with the assistance of Charles Lauda, chief engineer of WGS.

KBWD Brownwood, Tex., has appointed Walker Co., as station representative.

Taxi Control

CLEVELAND will be the site of America's first two-way taxi radio system after the war, pendig FCC approval, when the Yellow and Zone Cab Companies install radios. It has been revealed by D. L. Chesnut, GE commercial engineer, who has been conducting a study there. In his report to Jesse Smith, president of both Cab and Arthur D. McBride, president of Zone Cab, Mr. Chesnut said the radio system would make it possible to establish contact with any cab instantly at any place in Cleveland, eliminate present unsanitary call boxes, reduce "dead" mileage and thus save gas, rubber and extend the life of the cabs themselves. Plans call for a main transmitter for the downtown Cleveland area, others to be located in Greater Cleveland. Each transmitter would have four channels, with 600 cabs assigned to each channel.

OWI PACKET, WEEK July 24

Check the list below to find the war message announcements you will broadcast during the week beginning July 24. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP KW</th>
<th>GROUP OI</th>
<th>NAT SPOT PLAN</th>
<th>AF</th>
<th>Ind.</th>
<th>AF</th>
<th>Ind.</th>
<th>Live</th>
<th>Trans.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare for Winter</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>War Bonds</td>
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<tr>
<td>Home Canning</td>
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<td>X</td>
<td>X</td>
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<td>WAVE Recruiting</td>
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<td>Paper Conservation</td>
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<td>X</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 168 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
Contributing to the "Food Arsenal of the World." 168,220,000 bushels of the nation's 1943 wheat crop, twenty per cent, came from the Pacific Northwest, swelling the Inland Empire's farm income to over $300,000,000. One reason why Spokane Bank Deposits reached an all-time high in October, 1943, of $202,529,102—an increase of 20.3 per cent over June, 1943. At the cost of only one medium, KHQ's complete coverage "delivers" this rich market.
HOW MANY "FRIENDS" DO YOU RECOGNIZE?

It's a never-to-be-forgotten sight to see the unending parade of tomato-laden trucks rolling into the Baltimore canneries. Or to see the heavily-loaded oyster boats nosing their way into the packing house wharves. But these are only two of the many types of Baltimore-packed foods, sold all over the U. S. When you pick quality products off your grocer's shelves, chances are you're buying something packed in Baltimore.
Baltimore's food packing industry keeps growing year after year. But big as it is, it is still only one of the more than 100 different industrial classifications that contribute to Baltimore's greatness. This amazing diversification of industry insures steady, uninterrupted progress. The present "Boom" is simply the continuation and acceleration of the trend which has been going on for more than 25 years—a steady growth in industrial output, in wage earners employed and in payrolls at a faster rate than any other Eastern seaboard city!

Baltimore is one of America’s great markets—and Baltimore’s Number One advertising medium is WBAL.

BASIC NBC NETWORK!

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO., Inc.
Say It Isn't So

ORGANIZED labor, which is showing its heels to management in the fine art of legislative lobbying, is putting on an intensive campaign for nationwide broadcasts of Congressional proceedings [BROADCASTING, June 19]. More than two dozen unions already have memorialized Congress to press through such legislation. The major political parties also are besought to adopt planks in their platforms to that end. We hope the unions aren't serious. If they are, then we think sheer logic should convince them that no greater disservice could be done the public than to inflict upon it the running debates of Senate and House. We know of nothing as dry or drab as the reading of an appropriation bill, or one for the relief of John Jones, or any other prosaic legislative process.

We don't know labor's motive, unless it is to curry political favor, or to show up those legislators who dare to be out-of-step with labor's ideals. Or perhaps it's a move to get the public so fed up on Congress that it will take it out on the incumbents at the next election.

We think that stations and networks, by tailoring Congressional talks to fit balanced program schedules, and by apportioning time equitably, are meeting the maximum public interest requirements. If a roll were taken, the public probably would vote for less, rather than more Congressional speech-making. Invariably, listener surveys show that the audience takes a giddy drop whenever a run-of-the-mine political speech is made. And if the speech happens to displace a popular commercial, the public resents it.

Prudent Planning

FOR MARCH Washington has been agog over postwar problems of reconversion, contract termination, surplus property and jobs for returning service men. It's all been confusing to those in radio per se, although the equipment manufacturers and processors have a vital stake in it.

Not long ago James F. Byrnes, Director of War Mobilization who performs as assistant President on the home front, sounded a note that hit home for all in radio. In testimony before a Senate Committee on legislation to provide for national program for demobilization and postwar adjustment, he urged immediate work on a postwar revenue bill. He said it is important that as soon as possible after V-Day, there be a revision of the laws to encourage investment in industry.

Broadcasters today are faced with heavy investments in new services, such as FM and television. Existing standard stations need renovation or replacement. But broadcasters, along with other businessmen, don't know where they will stand. To protect their investments, they must plan to broaden operations. But with what?

An expression from Congress, such as Justice Byrnes proposes, would clarify a lot of thinking among broadcasters and others with capital contemplating substantial investments.

Fred Ramig Ripley

UP THE Ladder of Success or From Vocalist to General Manager might well caption the biography of Fred Ramig Ripley, general manager of WPLO Providence. It was in 1920 that Fred Ripley began his radio career as a singer with KDKA Pittsburgh—a career that has taken him through the entire run of radio operations and fitted him for his executive post. A score and four years ago a radio singer had to be versatile, Mr. Ripley recalled, for those were the days of request numbers—plenty of time in which to do them. After a turn on KDKA Mr. Ripley shifted his scene of operations to Cleveland and subsequently was heard over WHK WEAK and WTAM, remaining as a vocalist until 1926, when he decided to see the other side of the microphone.

He became studio director of WJAY (now WCLE), but in 1927 he returned to microphone duties as chief announcer of WTAM. Two years later he was appointed the station's program director when John F. Royal, now NBC vice-president in charge of international relations, became general manager.

A short time later WJAW was organized and Mr. Ripley left WTAM to help build the new station. For three years, as assistant general manager of WJAW, he was responsible for many "firsts" in the station's history.

He then went to work at the invitation of Col. Harry S. Wilder to become vice-president of WSYR and to supervise operations of the other two Wilder stations, WTRY Troy, N. Y., and WORKE Keene, N. H. The Wilder interests since have acquired WJTN Jamestown, N. Y.

Fred Ripley remained with the Wilder stations for 11 years, leaving in early April this year to accept the post of WPLO general manager [BROADCASTING, April 9]. During his tenure at WSYR Mr. Ripley lectured for four years at the Syracuse University Radio Workshop. For three years he was president of the Syracuse Symphony Orchestra.

Before entering radio, Mr. Ripley was in the newspaper field, first as reporter in Cleveland. Later he wrote a financial column for King Features Syndicate. For some years prior to 1926, while he was singing on the air, he was financial editor for the now defunct Cleveland Times, which he also served as music critic, writing under the by-line, "Fred Ramig".

He still is tremendously interested in music, and has had a part in helping many young singers get started. Two of whose whose radio careers he boosted are now Metropolitan artists, Donald Dixon and Thelma Votipka.

A few years ago, he collaborated with Conductor Werner Jansen in writing the official (Continued on page 44)

Jimmy Rides Again

ONE DAY the records will show James Ces- sar Petrillo to be the greatest guy in labor annals, or the most abysmal flop. At the moment he's on top, even to the extent of having the austere War Labor Board essay the nestestraddle of the year by attempting appeasement in the recording ban case. And Jimmy promptly told the illustrious Board to take a jump in the meandering Potomac.

The Board ordered Jimmy to call off his two-year-old strike. Then, on grounds of no jurisdiction, it ducked entirely the "private WPA" deals Jimmy had eucharched out of some 80 recording companies. But, in the same breath, the Board directed the three recalcitrant recording companies and AFM to work out a royalty arrangement which, glory be, was the same sort of deal over which it had just said it had no jurisdiction. The latter two actions are as contradictory as yes and no.

But still Jimmy doesn't unbend. The Board didn't say the royalties should be paid to his private fund, with no accounting anywhere. So he's mad and defies the Board's instruction that the strikers return to work. Thus Jimmy kept unbroken his record of refusing to do more than the Labor Board, but also President Bill Green of the parent AFL and all others who question his dictatorship. They just don't come too big for Little Caesar.

Jimmy's recording strike was aimed at one thing initially, and then mushroomed into the private relief fund, with platter-turner garbining and other embellishments. The royalty deal would give him absolute control of a slush fund perhaps unequalled in union history. His first purpose was to get from the recording companies an agreement whereby he could declare unfair any independent station that wouldn't hire a fixed quota of his members (or pay a fixed sum whether or not they worked).

Thus he could prevent the transcription company from sending their personnel or other service to the non-conforming station. He holds that secondary boycott power over network affiliated stations now, because he has but to "pull the plug" on remote bands, then studio bands and then sponsored ones if a network persists in its service to an "unfair" station.

But Jimmy's ambitions have grown. The platter-turner windfall (into which he cajoled or coerced the major networks) provided a means of accomplishing his ends in an easier way. By controlling the men who flip the records, he controls commercial phonograph records as well as transcriptions. Then came the ingenious private WPA idea—one that would permeate all unions and make Jimmy the real Caesar of recording and payor.

The nation's press has descended upon Jimmy with unequalled and unanimous fury. He has been all but maligned by members of Congress. Legislation has been introduced to stop him. His own labor leaders denounce him. But Lone Ranger Jimmy rides on, un molested by the Administration and in the face of statements by high Government officials that his actions interfere with the war effort through their effect on military and public morale.

Jimmy has said repeatedly he won't budge unless the President personally asks him. As we understand WLB processes, that would be the final stop. Jimmy may get his wish. If that doesn't work, we recommend legislation.

Page 42 • July 3, 1944

BROADCASTING • Broadcast Advertising
Programs of proven listener appeal are waiting for you at WMFM, The Milwaukee Journal FM station. These shows have established their popularity, molded their listenership. One of these programs can and will do an outstanding job of building prestige and stimulating sales for your company and your products.

The same skillful showmanship that has made WMFM a favorite in thousands of Wisconsin homes can adapt one of the WMFM sustaining programs to your very needs. Or The Milwaukee Journal Radio City production department will work with you in developing a new program.

The time to act is now. Choice time is available. You'll know your program is reaching a Milwaukee and Wisconsin family of listeners that have eagerly accepted the WMFM combination of distinctive quality programs, plus static-free, crystal clear FM.

Get full information on available WMFM programs by calling, writing or wiring . . .

WMFM
THE MILWAUKEE JOURNAL FM STATION
Member — The American Network
new survey shows 48% of "heartland" radios tuned to kglo

SOUTHERN MINNESOTA
NORTHERN IOWA

A ROBERT S. CONLAN SURVEY, just completed, shows 48.6% of all listeners in this area regularly tuned to KGLO. This is 13.2% more steady listeners than all listeners KGLO station.

Not one merely to dabble in his hobbies, Fred Ripley has grown in for dog raising with as much thoroughness—and success—as he has music and writing. His white collie, black cocker and red dachshund are all show dogs and AKC winners. In his spare time he grows prize roses.

He was born in Cleveland April 11, 1895, and was graduated from Lin. M. High School, Cleveland, in 1910. He married Emily Gomoll of Forestville, Wis., in 1925. Al Koran Shrine, Cleveland and Providence Rotary Club are his affiliations.

CARPENTER HEADS REORGANIZED UBC

IN LINE WITH its recent expansion, United Broadcasting Co. has announced a number of key personnel appointments to coordinate the activities of its new Akron operations. H. K. Carpenter, former program and general manager of UBC and general manager of WHK Cleveland has been named vice-president of United Broadcasting, with overall supervision of company operated stations.

Along with five other appointments, K. K. Hackathorn, former sales manager of WHK was named vice-president of WHK; R. D. Borland, former WHK operations manager was appointed comptroller of UBC; and Carl Smith, WHK's chief engineer, now to operate, now on leave to the Army as civil Buzzard, will take charge of the NBC condensers, and the equipment. Call letters of the new Akron station, formerly WCLE Cleveland, will be WAKR. Russell Richardson, former program director of WHK and sometime manager of WRNR Warren, will be general manager of the new station, which is expected to be in operation by late September.

M. M. Everson, general manager of WHK Cleveland, will continue as vice-president of United Broadcasting Co.

Capt. John Brophy

CAPT. JOHN BROPHY, adjutant of the Canadian Army public relations group in the Mediterranean theatre, formerly of the traffic, press and information staff of the Canadian Broadcasting Corp., Winnipeg, was killed in action in Italy. He had fought with the Princess Patricia Light Infantry through the Sicilian campaign, and in Italy until after the battle of the Moro River.

WILLIAM BAILEY of the Katz Agency, Chicago office has been named manager of the agency's Kansas City office.

Our Respects to

(Continued from page 49)

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YOU MAY BE ABLE TO BROADJUMP 26 FEET* —

BUT—you can't broadcast from Detroit or Chicago into Western Michigan!

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

Here are the Sunday evening figures, 7 to 10 P.M.:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>WKZO</td>
<td>51.2%</td>
</tr>
<tr>
<td>STATION B</td>
<td>23.0%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>23.3%</td>
</tr>
<tr>
<td>MISC.</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

We don't claim that covering Western Michigan is absolutely essential to every advertiser's life, liberty and pursuit of happiness. Maybe you don't even want the area. But if you do, don't kid yourself that you can get Western Michigan as a sort of "bonus", from any outside station.

The fact is that Western Michigan simply cannot be covered from Chicago or Detroit. The distances alone are formidable. But the chief reason is that we have a Chinese Wall of fading around here, and good reception simply demands a closer outlet.

Western Michigan listens to WKZO. Read the little box at the left—then ask us or Free & Peters for the full details.

* Jesse Owens, U. S., broadjumped 26 feet, 5-3/16 inches, at the Olympic Games of 1936.

WKZO

5000 Watts
590 KC
CBS

strongest selling force in Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
STAN LOMAN, for his weekly interviews on WOR New York with wounded servicemen from Halifax Hospital, St. Louis, has received a citation of merit from the American Mothers' Committee of the Gale Foundation.

WALTER ROYEN, assistant news editor of WCAU Philadelphia, has left the station to take a similar position at NBC Washington.

FRED DARWIN has resigned from the announcing staff of WIPF Philadelphia.

PAUL MILES, formerly with WIP, Baltimore, has joined the announcing staff at WKBW Buffalo, N. Y.

GRANT (Tex) PICKENS has been appointed program director of KITU Seattle.

FRITZ BLOCKI, New York radio package producer and freelance writer-director, has moved to 430 Madison Ave.

ED COOPER, former chief announcer for WMBD Pontiac, Ill., joined WGN Chicago.

EDWARD B. HARRIS, known on the West Coast as Brad Harris, has joined the announcing staff of KVBC Santa Barbara.

PHILIP C. SMITH, previously with WKPA New Kensington, Pa., and Martin (Mac) Bunch, formerly of WBBM Chicago, and WAKR Warren, N. J., are now announcers with WPTF Raleigh, N. C.

BOB JONES has joined WJIT Greenfield, Mass., replacing Charles Schen, resigned.

FARNWORTH FOWLE, CBS foreign correspondent, returned to this country last Tuesday after six years overseas. After a brief holiday in Vermont, he will return to Europe for CBS.

WARD WILSON, m.c. of WGN Chicago, has joined WOR New York.

RICHARD HEEL, former chief announcer of WBYN Brooklyn, has joined WLIB Brooklyn.

SALLY WARREN, formerly of the New York press department, has joined the publicity staff of Fawcett Publications Inc., New York.

BOB GRAYLAN, announcer, formerly of WPTF Charlotte, N. C., and WIS Columbus, S. C., has joined WBYN Brooklyn.

WARREN BROWN, formerly with KFU Wenatchee, Wash., has joined the announcing staff of KIRO Seattle.

MARILYN MCCURDY, former reporter and disc jockey in New Orleans, has joined the news department of WBBM Chicago, as writer.

NORMAN FELTON, formerly with KOMO Seattle, has joined the NCB central division staff as director of dramatic programs, replacing Martin Magner, transferred to NBC New York.

JOHN COOPER, NBC foreign correspondent, has arrived at his post in Rangoon.

LUCILLE HUBDUG, former assistant supervisor of all-night programs on WABC New York and previously with WGIN Chicago, has been appointed assistant producer-director of WABC, New York television station of CBS. Benoh Lewis, formerly with the Board of Education in New York, has joined the video station as an assistant producer.

Immediately following the news of the B-29 raid on Japan on June 15, CBS put James Stewart (s), network East Coast correspondent, on the air with a description of the U. S. air bases in China from which the bombers took off. Mr. Stewart recently returned from Chungking from where he had made numerous trips to observe preparations for the raid. With him at the WTOP Washington studios, where the broadcast originated, is Bob Wood, CBS director of news and special events in Washington.

MARK E. SWINGLEY has joined the staff of WFRF Washington, N. C., as program director.

FRANCES E. KAYE, freelance publicist, formerly associated with Sobol Hartman & Fugger, has been engaged as press counsel by Consolidated Radio Artists Inc., New York. Recently, the program department is headed by H. H. Cooper, producer, and Howard Conway, director, both formerly with the Blue Network.

BOB DAVIS, former trade news editor of WOR New York, has been engaged in the public relations department as a senior writer.

LYLE REED, announcer, formerly of EWTU New York, has joined WAGM New York, N. J.

WARREN ANDERSON, announcer, formerly with WKZM Kalamazoo, has joined WEDG Grand Rapids, Mich., and has joined WTAF Dayton, Ohio.

ED SHADUNCHE, KDKA Pittsburgh, is former program chief of the CBS network.

TREVOR KELFORD, formerly with the news department of WKIV Covington, Va., has joined the staff of WSGR Waterloo, Ia.
A COMMUNITY isn't necessarily all in one place.

At least the community that WGY serves isn't.
It's a whole metropolitan area of 18 busy industrial cities of over 25,000 population, and 79 thriving smaller cities and towns spreading their way chain-fashion all over eastern and central New York and western New England.

Brought together as they are by WGY, they provide one of our nation's choicest single markets. It is a wealthy market worth $1.3 billion dollars, in annual earnings, and $1.7 billion in retail sales. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations put together.

And WGY is the ONLY way you can combine this valuable region, the WGY Community, into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.
Daly Shoe Plans

Daly Bros. Shoe Co., Boston, has appointed Norman D. Waters & Associates, New York, to handle the first national advertising campaign for Air-O-Magic shoes for men. Spot radio campaign, to start Oct. 1, will include 17 stations and WABD DuMont television station (Broadcasting, June 26).

Daly Shoe Affiliated with WABD DuMont television station, was elected first vice-president; Bob Emery, WOR, second vice-president; Doug Allen, freelance, secretary; Jay Strong, freelance, treasurer.

Heads Video Group

R. B. Gamble, Farnsworth Television & Radio Corp., has been elected president of the Television Producers' Assn., professional group of those actively engaged in the production of video programs in New York. Edwin Woodruff, of WABD, DuMont video station, was elected first vice-president; Bob Emery, WOR, second vice-president; Doug Allen, freelance, secretary; Jay Strong, freelance, treasurer.

FREE RADIO THREAT IS SEEN BY GAREY

Warning that America may lose the "domestic" battle while winning the war, Eugene L. Garey, New York attorney and former counsel of the House Select Committee to Investigate the FCC, told the Jersey City Rotary Club on June 22 that because of the Commission's "rehapensible and bureaucratic activities" radio, "for all its powerful voice in America...has a weak heart."

Radio "has no independence, no freedom, and lives in constant fear of its life," said Mr. Garey. "It studies a thousand deaths every Presidential campaign in expectation of the revenge of some political idea or some political group. Because of radio's fear for its life, the politicians kick it around in a fashion beyond belief."

He charged that FCC Chairman James Lawrence Fly was "one of the most effective players in the Administration's 'game of ruthless power politics'" and declared that "domination of radio is at first an essential step in the destruction of the democratic process and in the establishment of a dictatorship." He asserted that the Communications Act of 1934 is "ambiguous enough" to permit Chairman Fly "to make and alter major policies at will." The law, he added, "gives Fly a life and death stranglehold over radio.

Mr. Garey quoted from testimony in the House Committee's hearings, charged that the FCC had set up a "Gestapo" to harass broadcasters, and called upon the Rotarians to "meet the 'domestic fees on the home front'" by teaching "our youth about America and her Divinely-inspired institutions...that the American Government was designed as a Government of free men."

New Blue Lineup

BLUE network has set up a program service desk and has separated the operations of its productions, announcing and script divisions. Ray Knight, production manager, who formerly supervised the various divisions, now heads production only, with Stuart Buchanan continuing as script manager, Ray Diaz as supervisor of announcers, and Frank Vagnoni as manager of the orchestra personnel. As head of the program service desk, Florence Morris, formerly in charge of program bookings, will coordinate all the mechanical operations involved in the production of programs, serving as a central point of coordination and information. Unit includes studio management divisions, headed by Bertha Kurtzman; casting and auditions, Helen Hedeman in charge; executive orders headed by Geraldine G. Bohne.

Video License Sought

B R E M E R BROADCASTING Corp., owner and operator of WAAT Newark, has applied for a commercial television license, said to be the first application of its kind in the state. Studios will be located in the Hotel Sheraton, Newark. Corporation already holds a construction permit for an FM station, WAAW.
More Sponsors
HAVE RE-ELECTED WHN THAN
ANY OTHER INDEPENDENT
STATION IN NEW YORK!

The reason for re-election... is WHN's platform of
Sports, Music and News

Out of 67 active accounts... 51 are
renewals

Don't wait till fall to nominate
WHN's 50,000 watts to work
for you in America's biggest
and richest market. GET YOUR
RESERVATIONS IN TODAY!

- Hearns .................. 12 year term
- I. J. Fox .................. 10 year term
- Adams Hats ............... 10 year term
- Metro-Goldwyn-Mayer ... 9 year term
- B.C. Remedy .............. 6 year term
- Pepsi-Cola ............... 6 year term
- General Foods .......... 4 year term
- Old Gold ................. 3 year term

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION
Represented by RAMBEAU
1540 BROADWAY, NEW YORK
CUFF VIEWS VIDEO AS A RETAIL MEDIUM

"TELEVISION is more than the addition of sight to sound," Samuel H. Cuff, general manager of WABD New York, Du Mont television station, declared last Thursday at a visual selling forum conducted by the Display Directors of New York City in cooperation with the National Assn. of Display Industries for the benefit of retail store executives in New York for Market Week June 26-30 [BROADCASTING, June 26].

"Television is not static dead sight; it is animation; it is life itself," Mr. Cuff stated. "Through television a store does not show its merchandise in flat print. It does not show its merchandise on a plaster cast dummy. It shows it on a vivacious living model. It illustrates it; it demonstrates its use, and all in a matter of seconds and all to the accompaniment of persuasive oral selling."

Mr. Cuff said that an intra-store television system can be installed for as little as $52,000 and up, with additional units and viewing screens added as they are needed. If the cost of a full intra-store installation should exceed $100,000, Mr. Cuff urged the store to add a transmitter to carry the advertising into the homes of the store's customers.

"Actually, adding a transmitter to an intra-store system is a proportionately small expenditure," he said, "and this addition can be used to carry the messages of others into these same homes in the evenings and on Sundays. The revenue which a department store would secure from the sale of this service would provide a relatively short time return to the store its entire investment in television."

Scout Executive Lauds Aid Given to Movement

EDITOR BROADCASTING:

We have a most successful one-day 4 1/2-hour annual meeting of the National Council of the Boy Scouts of America, at the Waldorf-Astoria Hotel in New York on May 17 with 553 Scouters representing many of our local Councils throughout the United States.

The delegation passed a resolution expressing appreciation of the Boy Scouts of America to you and your associates for the effective assistance you gave to enable Scouting to reach increasing numbers of boys during the past year.

It is with great personal pleasure, therefore, that I convey these greetings to you and your co-workers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and brilliant support so cheerfully given by BROADCASTING.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

LONG AND SHORT of it got together to exchange viewpoints during conference of Don Lee Broadcasting System affiliates in San Francisco last month. Low and high man respectively are (l to r) Oliver A. Runchen (5 foot 3), manager of KOL Seattle, and Ralph Hanson (6 foot 6), manager of KUIN Grants Pass, Ore.

Electronic News

ELECTRONICS Corp, of America, New York, on July 3 starts a five-week quarter-hour evening news commentary by William S. Gallimore on WHN New York, under a 12-week contract placed through Shapp-Wilkes, New York. Firm will continue to expand its institutional series of news programs, which started with Johannes Steel on WMCA New York, and recently expanded to WMEX Boston [BROADCASTING, April 17, June 19].

WQXR New York on July 4, Independence Day, will devote its entire music schedule to American compositions. Station devotes about 14 hours of its broadcast day of 15 hours and 35 minutes to music.

A SECOND STAR has been added to the Army-Navy "Cheer" song in 1943 by RCA Labs., Princeton, N. J., in recognition of six months of continuous achievement in production.

CHATTANOOGA

IN THE HEART OF TVA

WDOD

5,000 WATTS

CBS

DAY AND NIGHT

POWER EMPIRE

PAUL H. RAYMER CO.

BROADCASTING • Broadcast Advertising
We're in a Spot! (ON PURPOSE)

RIGHT IN THE MIDDLE OF THE GREATEST MARKET IN THE WEST

Los Angeles PLUS Long Beach!

When the site for KGER's new 5,000 watt RCA transmitter was selected, exhaustive tests were conducted first to find the location which would enable KGER to get the best possible coverage of both Los Angeles and Long Beach. We found the perfect spot near Compton (see above) ... literally surrounded by prosperous, busy communities and humming war plants. More than 4,000,000 people live in this area, including more than a million war-workers. Incomes are at an all-time high. KGER completely covers this great market!

Through the years, KGER's unusual type of programs has built a large and extraordinarily receptive audience. KGER's rates for reaching the Los Angeles-Long Beach market are among the lowest of all Southern California stations. Every national advertiser and advertising agency should know the complete facts. We'll gladly give them to you.

READING GLASS PAPERWEIGHT

Free!

Let us send you one of these combination reading glass-paperweights absolutely free. Keep it on your desk --you'll find many uses for it. Write for yours today --address KGER, 643-B South Olive St., Los Angeles 14, California.

KGER

OWNED AND OPERATED BY MERWIN DOBYS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK - CHICAGO - SAN FRANCISCO

LOS ANGELES

LONG BEACH

5,000 WATTS, DIRECTIONAL
Gottlieb to Y&R

LESTER GOTTLIEB, since 1936 publicity director of MBS, has resigned, effective next month to become director of radio publicity of Young & Rubicam, at New York headquarters. He will succeed Bill Thomas, who has resigned, and will report to Hubbel Robinson, vice-president in charge of radio, and to William Jenkins, director of public relations. His successor at MBS has not been announced. Mr. Gottlieb, 31, joined WOR in 1935 after having served as radio editor of Newweek and shifted to MBS in 1936 as publicity director.

MAXINE KEITH has been named radio director of Capital Co., New York. Writer-producer of programs for New York stations for the past ten years, Miss Keith is now heard on Mutual, and will continue her morning From Me To You broadcasts on the network.

WALTER WICKER, who operated his own production agency, Walter Wicker Productions, Chicago, together with Irna Phillips, radio writer, several years ago, has re-entered radio as head of the radio department of Compton Adv., Chicago, supervising Crisco's radio-newspaper program.

HOWARD F. WILLIAMS, account executive of Erwin, Wasey & Co., San Francisco since 1936, formerly head of his own advertising agency, has been named manager of the San Francisco office of Young & Rubicam, New York. It was also announced that Robbins Milbank, agency's San Francisco manager, had been named to supervise creative, research and merchandising work for Y&R on the West Coast.

BOTSFORD, Constantine & Gardner, San Francisco, has announced organization of a client council designed to give increased service to clients.

ACE PRODUCTIONS, new San Francisco advertising agency with headquarters at 420 Market St., has been organized by Graham Gladwin, announcer-producer. Telephone is Sutter 8854. Firm will specialize in radio production and promotion, reaching the entire Pacific Coast area. Staff personnel includes Verner Crockett, sales promotion; Robert Bell, technical director; Bernice Marsters, art director. Accounts being serviced include Pacific Tent & Awning Co., San Francisco; Kerr Rug Co., Fresno, Cal.; A. W. Barchard Co., New York.

JOE RINES, director of Abie's Irish Rose, Procter & Gamble Co. program on NBC, has taken on additional duties as vice-president in charge of the newly organized radio department of the New York talent agency. He will supervise development of talent and package shows for radio.

ROBERT REINHART Jr., former sales and advertising manager of Jules Chain Stores Corp., New York, clothing and jewelry concern, has set up an advertising agency under his own name at 277 Broadway, New York. He will service retail stores and manufacturers of apparel, Radio is already contemplated for some accounts.


WILLIAM K. SALFSTROM, formerly with the National Opinion Research Center of Denver, Colo., last week joined the research department of Compton Adv., New York.

FRANK H. KAUPMAN, former director of advertising and public relations of S. H. Cump & Co., Jackson, Mich., makers of surgical garments, has opened a new account under his own name at 350 5th Ave., Empire State Bldg., New York. Telephone is Clinton 4-4700.

MARY MADDOCK, copywriter, formerly with Joseph Katz Co., New York, and World Broadcasting System, New York, is now copy director of Redfield-Johnstone, New York. She joined the agency several months ago, replacing Beatrice Mahry, who has just joined the copy department of Moser & Comus Inc., New York, as head of creative work on women's accounts.

VINCENT F. AIELLO, formerly of Grex Adv., New York, and Dorothy Kennedy, formerly with Gimbel's Dept. Store, New York, have joined the copy staff of Arthur Kuhner Inc., N. Y.

J. ARCHER KISS, formerly of Montgomery Ward & Co., has joined the copy staff of the Phil Gordon Agency, Chicago.

MacFARLAND, AVEYARD & Co. has moved its New York office to 10 Rockefeller Plaza.

OPPORTUNITY KNOCKS LOUDER in Knoxville!

Sell America's New Industrial Frontier

With

WROL

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

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

★ WROL's 620kc., low frequency coverage and 24 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL

Knoxville

NBC FOR EAST TENNESSEE

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BROADCASTING • Broadcast Advertising
IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

Letters like this tell a powerful story of WIZE's effectiveness as Springfield's number one advertising medium. To cover and sell this market you need WIZE. No other medium or outside station can do this.

Write today for availabilities.

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

Ralph Busbee Advertising Agency
316 Water Street
Akron 8, Ohio

Dear Mr. Williams:

Because of the splendid results shown by the Burkhardt Brewing Company's Master-Brewed evening programs on WIZE featuring the Burkhardt Helmsley Four and Texas Rangers, we would like now to add additional periods "across the board" each week to reach your non-time listeners.

I would like to get the additional schedule going by May 1 if possible, so advise me promptly as to your availabilities.

Very sincerely,

Ralph Busbee
President

THE BUSBEE ADVERTISING AGENCY
When present Electronic Developments become an "Open Book"...

We all agree that recent developments in electronics must remain closely guarded military secrets. But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in science. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

DON COUPER, former advertising director of Loft Candy Co., is now operating an advertising agency under his own name at 441 Lexington Ave., New York. Radio advertising will be handled along with other media.

GERALDINE SCHULTZ, supervisor of Walgreen department continuity, Schwinmer & Scott, Chicago, on June 23 was married to Air Corps Capt. Robert Shaw.

HARRY J. DEINES has resigned as advertising manager of the Electronics Division of General Electric Co., Schenectady, to join Arthur Kudner Inc., N. Y.

THOMAS B. MOODY, formerly of McCarty Co., Los Angeles agency, has joined Michma & Ryan, Hollywood, as account executive. He replaced Charles Bowen, on leave to attend the U. of Colorado Japanese Language School at Boulder.

AL SCALPONE, for the past year civilian member of Armed Forces Radio Service, Los Angeles production staff, has rejoined Young & Rubicam, Hollywood, as program supervisor.

JOSPH MANFIELD Co., Providence, R. I., has moved to St. Weyossett St.

JANE ALLISON, formerly on the copy staff of WOR, Indianapolis, has joined the copy writing staff of Ivey & Bellingham, New York.

WILLIAM P. MALONEY, director of publicity for HBDO New York, has been elected president of the Publicity Club of New York.

Chap Stick Appoints
CHAP STICK Co., Lynchburg, Va., has named Lawrence G. Gunbunner Adv., New York, as agency. Firm has used spot radio in the past, but none is contemplated at the moment.

WESTINGHOUSE PUTS CARR IN RADIO POST

RICHARD C. CARR has been named manager of institutional advertising for Westinghouse Electric & Mfg. Co., it was announced last week by G. Edward Pendray, assistant to the president of Westinghouse. Mr. Carr, who joined the company in 1943 after managing the war housing division of Libby-Owens-Ford Glass Co., will be responsible for Westinghouse institutional copy, the commercials for the company's radio programs and the public relations production department.

After graduating from Yale in 1924 with a B.S. degree he became contact man for Sun Advertising Co. and later sales and advertising manager for Hixon-Peterson Lumber Company.

Compton Changes
COMPTON ADV., New York, in a realignment of its media and radio executive personnel, has appointed Murray Carpenter, formerly head radio timebuyer, as media supervisor on all Procter & Gamble business. Frank B. Kemp who has handled all net timebuying, becomes head radio buyer in charge of network and spot buying. Edward Federer continues as media supervisor. He is responsible for all Compton accounts except P&G.

Lewis Titterton continues as head of the radio department and Guy Richards as vice-president and media director.

Institute Plans
NEWSPAPER INSTITUTE of America, New York, will promote its newspaper-writing correspondence course through Sunday newspapers and packages of four quarter-hour and ten-minute programs on WMAJ, Washington, for 52 weeks beginning July 9, and on KGO San Francisco. Commercials invite listeners to send for the free writing aptitude test, specifying that they must pass the test to subscribe to the course itself. Newspapers and magazines are also used in the campaign, placed through Kaplan Siesel & Bruck, New York.

K OVERAGE R ESULTS

P OUT-DISTANCES C OMPETITION

D IVIDENDS FROM I SOLATION

The popular CBS Station
EL PASO, TEXAS

EL PASO, TEXAS

BROADCASTING • Broadcast Advertising
CLEVEREST carpenter of the woods, the woodpecker is EXCLUSIVE because of his chisel-shaped beak... his “house-building” genius, his tail. Four toes, arranged in two pairs, suspend his body in front, supports it behind, while at work. His stiff-pointed tail acts like a tripod’s third leg.

WHAT MAKES K-O-Z-Y EXCLUSIVE? The only independent FM voice today in a potentially great FM market. KOZY is busy now previewing postwar product projects like yours. Get Rate Card 3... add this EXCLUSIVE AUDIENCE to YOUR NEW SALES EFFORT... plan BIGGER RESULTS with KOZY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

The Pioneer of FM in the Kansas City Area
TAKING A FLYER ON BET (Ky.)?

Bet (Ky.) is a sure-eno town — but as a market for merchandise it's certainly not a very good gamble. On the other hand, the Louisville Trading Area is a hot-quiet thing — has 35.5% more buying power than the rest of Kentucky combined!... And here's another hot tip: WAVE completely covers this area for far less than the cost of any other medium! Ergo: for results, put your dough on Louisville and WAVE!

WALGREEN Co., Chicago (drug stores), renewed sponsorship June 27 of its series of 6-weekly, 5-minute spot announcements on WQRC Louisville, and June 30 of 7-weekly, 5-minute spot announcements on WAVE KWK KXDK WMC WMPS. All contracts are for 52 weeks. Agency is Schwinmer & Scott, Chicago.

RICHS INC., Atlanta (department store), expanding its schedule on WQRT Atlanta, has added a new summer three-weekly program, Shop Talk, broadcast remote from North Fulton Park.

RED DOT FOODS, Madison, Wis., has placed its advertising account with Arthur Towell Inc., Madison. Plans are said to include radio.

NORMAN S. RICHARDSON Co., Toronto (Péchale plant soft), is using spot announcements in a seasonal campaign on CKCL Toronto. Account was placed by A. J. Deane & Co., Toronto.

JOHN PUEHL PRODUCTS Co., Chicago (Fisher White bibles), will renew sponsorship July 3 of participation on Sunrise Salute, 66-153 a.m. (CWT), and Housewives' Protective League, 4-4:30 p.m. (CWT), Mondays through Saturdays on WBBM Chicago. Contract is for 13 weeks. Agency is Rockwell, Williams & Clancy, Chicago.

DOMINION of Canada, Department of Munitions & Supply, Ottawa (pulp conservation) has started live spots daily on a large number of Ontario stations. Account was placed by R. C. Smith & Son, Toronto.

PILLSBURY Flour Mills, Minneapolis, has renewed for 52 weeks Saturday morning show on KSTP St. Paul. Minneapolis. Agency is McCann-Erickson, Minneapolis. Northwestern National Life Insurance Co., Minneapolis, is sponsoring a 52-week schedule of three-hour weekday breaks on KSTP. Account placed through BBDO Minneapolis.andard for 52 weeks a twice-weekly schedule of spot announcements. Lambert, Warner & Co. has another 13 weeks with KSTP three-hour spot announcement.

OSCAR MAYER & Co., Chicago (meat packing), has contracted 10 quarter-hour programs and a half-hour program weekly over WBBM Chicago on July 5. Contract was initiated July 5. the program is a spot announcement quarter-hour musical break, Mondays thru Saturdays; a quarter-hour news broadcast, Mondays, Wednesdays. Thursdays and Fridays; and beginning July 5, a half-hour transcribed series of western stories for children, Lightnin' Jim. Saturdays. Agency is Mitchell-Fasto Co., Chicago.

KELLING NUT Co., Chicago (Double Kay nuts), has named Schwinmer & Scott, Chicago, to handle its advertising. No radio is planned at present.

PETE FOX BREWING Co., Chicago (beer), began sponsorship June 3 of a quarter-hour review of all major beer trade shows, News of the World, on WATT Chicago. Contract is for 26 weeks, placed by Schwinmer & Scott, Chicago.

ATLAS BREWING Co. (Edwards Beers), has begun sponsorship of a 5-minute transcribed show with Sam Batter, called One for the Book, on WMAQ Chicago, Monday through Friday, 11:15-11:20 (CWT) and a 15-minute newscast with Paul Harvey, Monday through Fridays, 10-10:15, on WGN Chicago. 52-week contracts for both shows were placed through Olan Adv. Agency, Chicago.

RELIANCE TOWEL Co., New York (shirts), has begun sponsorship of a quarter-hour program featuring Dr. A. L. Sack, historian at the U. of Illinois, on WMAL Chicago, Monday through Friday, 12:15-1:15 (CWT). The 26-week contract was placed through Wadd. Adv. Agency Co.

ED ROBINSON'S, Noroton, Conn., has appointed Fred D. Yates Adv., New York, as agency for "Have More Fun," a farm manual and other books. Radio may be used in the fall.

SHOP TALK was the theme of the Connecticut Forum when a half-hour program devoted to "Radio and the Part It Plays in Advertising" was launched by the Connecticut State Network with the network station and commercial managers participating. The White-Wheeler Bill, lengthy commercials, local programming, television all came in for spirited discussion for the listeners' edification. Seated around the table clockwise are: S. J. Paul, Broadcasting, guest moderator; J. B. Newman, WLC New London; Dewey H. Long, WELI New Haven; where the broadcast originated; James Milne, WNAB Bridgeport-WATH Waterbury; Ralph DellaSella, producer of the series; and Harold H. Meyer, who was manager of WSRR Stamford as well as president of the network.

CRACKER JACK Co., Chicago (popcorn products), has begun sponsorship of commercial preceding and following News of the World, quarter-hour program, Sundays, on WBBM Chicago. Contract is for 52 weeks, placed by Rogers & Smith, Chicago.

SEAL-COTE Co., Los Angeles (paint and accessories), has started using weekly station break announcements on WGN Chicago. Firm renewed for 52 weeks two similar announcements weekly on KFI Los Angeles. Agency is Buchanan & Co., Los Angeles.

COCA-COLA Bottling Co., Sacramento, Cal., has signed with KBK of Sacramento for Dick Tracy five-times weekly quarter-hour series broadcast on the Blue as a local cooperative program. Broadcast is placed through D'Arcy Adv. Co., Coca Cola agency, supplying the commercials.

Battery Problem

SHORTAGE of workers and me material or machines is the only thing that is holding up production of dry cells. This has forced farm radio sets, according to Stanley B. Adams, director of WPB's Consumers Durable Goods Division who addressed a letter to hardware merchants and other dealers in farm radio batteries explaining the lack of batteries. Mr. Adams pointed out that manufacturers who are capable of producing farm radio batteries are engaged in supplying military items to our forces overseas. It was indicated by Mr. Adams that production can be expected to improve by fall.

New Recruiting Song

A MUSICAL composition by Norman Cloutier, "The Voice of the Army," with words by Maj. H. North Collins, has been designated the official song of the U.S. Army Recruiting Service. Mr. Cloutier is the manager of the Warner Bros. Programs of NBC's Radio Recording Division. Tune is used as the theme song of the same title, of the recruiting program for WACS, nurses and Air Corps Enlisted Re- serve, recorded by NBC and broadcast on 800 stations. Under a royalty-free license, the War Department will be permitted to use the song in connection with any recruiting activities.
Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.
BUFFALO'S GREATEST REGIONAL COVERAGE

WEZ-WBZA Boston will open their regular summer radio workshop on July 6 and will continue to Aug. 10. Sessions will be held in the Hotel Bradford studios. The free public service is designed primarily for teachers and educators and will give the audience a brief insight into scripts presentation, business of radio, history of broadcasting, public service programs and the future possibilities of radio.

SERIES of 420 quarter-hour transcriptions featuring Ed MacFarlane as "The Gospel Singer" has been released by Harry S. Goldsmith Radio Productions, New York. Firm also has issued another series of quarter-hour discs, "Personal Problems," in which Ally Lowes Miles, formerly heard on the Blue, gives solutions to personal problems submitted by listeners.

WILLIAM RAMBEAU Co., Chicago, station representative, has moved to larger quarters at room 1022 on the 10th floor of 360 N. Michigan. Chicago. Mr. Rambeau has also announced the acquisition of a new station, WOCB Cape Cod, a Blue affiliate.

RADIO Writers Guild, midwestern division, has appointed Ben Meyers, Chicago labor attorney, to start a series of negotiations of various writers categories, according to Pauline Hopkins, Chicago vice-president.

SATURDAY evening concerts, Chicago Theater of the Air, WGN Chicago and Mutual Network sustainer, has moved to Chicago's Grant Park, for a series of 9 open-air summer broadcasts starting July 1.

FULL COVERAGE of the Wisconsin, Indiana and Michigan State fairs will be given listeners by WLS Chicago, according to Glenn Snyder, general manager. The Wisconsin Fair, August 18-21, is the only fair to be conducted on a pre-show scale. The Indiana "State 4-H Club Fair" will meet September 4-5 and the Michigan Fair Sept. 7-8.

FIRST Canadian privately-owned station to have its own war correspondent overseas is CHML Hamilton, Ont. It is reported, which has contracted with Mollie McGee, only Canadian woman war correspondent accredited to both British and American Armies, to cable daily news about service men and women from the Hamilton district.

CPGP Grande Prairie, Alta., has been authorized by the Radio Branch, Department of Transport, Ottawa, to increase power from 250 watts to 5,000, to shift from 1340 kc to 1350 kc.

WORKERS at the Kaiser Cargo Richmond Yard No. 2, through arrangements with KFGO San Francisco, are given flash news bulletins at 1000 and 8 p.m. Four months ago the Marinship Building Corp. at Sausalito started picking up the midday edition of the KFGO news.

WIBG Greensboro, N. C., all-soldier program, On the Beam, presented by the men of the AAF from the Overseas Replacement Depot, Greensboro will go on CBS coast-to-coast July 8 for its regular Saturday series.

WGBF Roanoke Rapids, N. C., has installed complete emergency equipment at its transmitter to handle transcriptions, announcements and network lines in event of studio failure.

WIOD Miami, Fla., has disbanded its entertainment unit for the summer, after presenting its Microphone Parade to more than 4,000 members of civic clubs and service men who helped make the show a success.

WINN Louisville celebrated its fourteenth birthday with a special quarterly program with a dramatized "take-off" of the various departments of the station.

WLL New Orleans has installed a separate control room in the University Room of the Roosevelt Hotel, which is used as an audience studio.

PLAQUE award "For Meritorious Service to Music" was presented to L. W. Herzog, manager of WTMJ-WFPM Milwaukee, in behalf of the station, by the Wisconsin Federation of Music Clubs at its annual meeting, May 29-30, at the Wisconsin State Fair, Milwaukee, Wis. It is the first time that a station manager has been honored.

CDGB Toronto is installing its new 5 kw CBC transmitter and building a new tower. CDKB Kelowna, B. C., has subscribed to Press News Ltd., supplying Canadian Press, Associated Press and Reuters news service and special radio features.

KROW Oakland, Cal, has started a series of four transmitted broadcasts of interviews with members of the Oakland Regiment, Volunteer Port Security Unit of the U. S. Coast Guard. Interviews were recorded at the Coast Guard barracks and are designed to acquaint the public with the activities of the men and women volunteers who guard harbor and port installations.

WSAV Savannah, Ga, is presenting a new series of Army programs weekly from Chatham County Air Base. Army talent is used in production and presentation of the half-hour shows.

WING Dayton, Ohio, has installed a new control room in line with the station's remodeling program.

PERSONNEL and studios of WDR New York figure in a Look Magazine newsreel revealing radio's handling of the invasion flash news bulletin.

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ASK DUNNINGER, suggests C. T. Hagman (l), vice-president and general manager of WTGN Minneapolis-St. Paul, to foretell the future of George Higgins (second from left), leaving the station to become manager of KSO-Des Moines, recently purchased by Kingsley Murphy, Twin City newspaperman, for Iowa Broadcasting Co. Congratulating Higgins is Rollie Johnson, who will succeed Higgins as sportscaster and will also handle sales in the station's St. Paul office. The famed Blue network mentalist (r) appeared at a dinner for Mr. Higgins at the Lowry Hotel, St. Paul, where 600 gathered to give "Iron Lung" a sendoff.

WAAC Now WINK

FORT MEYERS (Fla.) Broadcasting Co., licensee of WAAC, last Tuesday was granted permission by the FCC to change the call letters to WINK, with Chairman James Lawrence Fly dissenting. At the same time, J. F. Turner, station manager, announced acquisition of the special AP radio wire through Press Assn. Originally licensed as WPTM, station went on the air March 1, 1940, with W. E. Benns, Jr., Mrs. W. E. Benns Sr., Fred H. Moller, Mrs. J. F. Richardson, T. J. Skinner Jr., and O. D. Whitaker as stockholders. On Sept. 9, 1942, the FCC granted permission to transfer control to Donald B. Woodard, executive vice-president of WING Dayton and WIZE Springfield, O., and Reggie Martin, manager of WIZE. Call letters subsequently were change to WAAC. Station operates on 1240 kc with 250 w as a CBS affiliate.

NBC has established a booking and business office in the program department of the network in New York with Winfred Murphy and Grace Staifer, respectively, directing operations. C. L. Menzer, NBC vice-president, will supervise the business office and Tom McOwy, Eastern program manager, will supervise the booking office.

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

WSPA

5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollinger

Private Video, FM Planned in Canada

Parliamentary Group Studies Possible CBC Competitive Net

PRICE MENTION, political broadcasting, competitive network operations, television, and the formation of a judicial board to regulate broadcasting in Canada, were discussed June 21 by the Parliamentary Committee on Broadcasting, at Ottawa, when Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, was questioned by the Committee. Privately-owned Canadian broadcasting stations were ready to do experimental work with television and FM if they would be licensed, Sedgwick told the committee. Under present Canadian Broadcasting Corp. regulations, such licenses may not be given to privately-owned stations. Asked why Canadian stations would want television, if it is as expensive as reported, Sedgwick stated: "They want to participate in it because they may have to do that or go out of business. If, when new sets become available, sets that combine television and FM are put on the market, it may well be that a few years from now standard band broadcasting will cease to be important, just as silent moving pictures are no longer important. Television and other allied developments may do the same thing to radio. The people who are in the radio business want to stay in it, and if it is large in it means erecting different kinds of broadcasting towers and different kinds of studios, they want it to do that."

May Change Act

Questioned about the formation of a network mutually operated by privately-owned stations in competition with the CBC network, Sedgwick stated that such stations could provide programs for such a private network without having to be fed sustaining programs by the CBC, and would not come to the government for financial assistance. Meetings of the Parliamentary Committee are expected to end soon. A meeting, probably the last, was held on June 28. Following this hearing it is expected that the Committee will bring its recommendations before the House of Commons, which may then act to change the Canada Radio Act or recommend changes to the CBC Board of Governors.

WHIT to MBS

WHIT New Bern, N. C., operated by Coastal Broadcasting Co. with 250 w on 1450 kc, will become affiliated with Mutual following installation of line facilities.

ON TOP in Alabama

Vulcan's statue looks down from Birmingham's mountain on great furnaces, foundries and mills—all producing at top capacity, like the balance of industrial, agricultural Alabama... Here's a great market which WSGN covers better than any other station—according to the NAB Mail Map, to contour comparisons and to NBC's All-County Survey.... WSGN's morning Hooper tops all others combined; seven of ten top-rated programs are aired over it and it offers Alabama's best salable spots.

Yes, WSGN is Alabama's Best BUY Far.

WSGN

The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company
HYSTER Hauls the Heavy Stuff

**SAUCUTE TO**
WILLAMETTE HYSTER COMPANY

This great company, a newcomer to Peoria, makes an amazing line of cranes, lift trucks and other heavy material handling equipment.

Hundreds of Karry Krans were sent to England to help move material in the bombed areas. Fleets of HYSTER Lift Trucks pile, move, and load war cargos throughout the world. Many pieces of standard HYSTER equipment are used on Allied aircraft carriers to move planes, lift and haul huge bombs and torpedoes.

The Willamette Hyster Company's contribution to the war effort has won for it the Army-Navy "E" to which two stars have been added.

NO RE-CONVERSION

As is typical of most Peoria industries, The Willamette Hyster Company should not have a large reconversion problem when the war ends. Then, the same types of equipment that they now supply to the armed forces will again meet the heavy lifting and hauling requirements of a wide variety of industries. At that time the large percentage of HYSTER production which is now sub-contracted can be absorbed by this company to maintain its present level of employment.

The highly paid industrial workers and the prosperous rural population of Peoria Area constitutes a rich market now and a stable and profitable market after the war. Reach this important Peoria Area market composed of 600,000 persons in 16 heart-of-Illinois-cornbelt counties over radio station WMBD.
LISTENER SURVEY REPORTED BY WTMJ

SURVEY booklet reporting the results of a coincidental check on Milwaukee listener habits has been issued by WTMJ Milwaukee and sent to advertisers and agencies. "The Same Sweet Story in The Same Sweet Way" is the title of the 16-page booklet.

Based on 18,483 completed telephone calls out of 24,922 calls attempted, the survey reported the answers to two basic questions: Is your radio set turned on? To what station were you listening? There was no reference made to WTMJ or the Milwaukee Journal. All calls were made in the name of the Radio Research Bureau.

First three pages of the booklet tell the methods of the survey, followed by several pages of charts, with times broken into quarter-hour periods and percentage of "at home" and "sets on", and listening to WTMJ and six other key stations in the Milwaukee area. Chart No. 1 shows a five-day average of daytime listening habits in the Greater Milwaukee area; chart No. 2 lists Saturday listening; chart No. 3 gives Sunday preferences; chart No. 4 reflects nighttime listening habits.

A recall survey was held for programs broadcast after 10:30 p.m. (CWT).

WMC Book Tells Where Ex-GIs Fit Into Radio

DISCHARGED Army veterans who have had certain technical experience in military life may be utilized in several fields of radio, according to an occupational guide soon to be issued by the War Manpower Commission for placing military personnel in civilian jobs. Among typical jobs to which discharged veterans can be referred, the WMC suggests that Army communications chiefs might become, with brief training, radio-news copy-men; electricians, power turnet and gunsmith specialists might be fitted into radio repairmen jobs; light and medium tank crewmen may become radio dispatchers and operators; and radar and radio mechanics would serve as radio repairmen and radio installers.

The guide, a 500-page volume entitled "Special Aids for Placing Military Personnel in Civilian Jobs", is expected to be ready for distribution through the Government Printing Office, Washington, in July.

KGO-Blue News Room

THE BLUE NETWORK has set up its own newsroom at KGO San Francisco, Blue owned and operated station, and has placed Henry Obach, former KFKS Denver, WMY Oklahoma City, and KARK Little Rock, in charge. News facilities have heretofore been shared with NBC. The Blue operates its own newsrooms in New York under the direction of John T. Madison, in Chicago, under Gene Rouse, and in Hollywood with John C. Robb as manager. New York uses the newsroom of WOR, Blue Washington affiliate, with William Neel as editor in charge.

KASPER-GORDON, Boston, producers of transcribed radio programs, has announced release of a new radio series for far retailers, Faux Pas Parade, to consist of 20 programs.

DIRECT FROM PATIENTS' recitation hall at the Battey General Hospital in Rome, Ga., a quiz program, 'What's the Answer, Soldier,' is broadcast weekly over WRGJ Rome with an audience of wounded veterans participating. In upper picture, S/Sgt. Vaughn A. Kimball, of the Army public relations staff and former commercial manager of KNGO Dodge City, Kan., quizzes Pvt. Hendy A. Grady Jr., a Clinton, Wood County lawyer who is a patient. In lower picture, Pvt. Don Clark, a wheel chair patient and former newspaper reporter at KNGO Amarillo, Tex., announces the show which he designed and has handled since its inception a month ago. Another weekly show from the hospital, Battey General Is on the Air, handled by S/Sgt. Kimball, is on WRGJ.

'Jury' Revised

LOCAL INTEREST is being added to The American Woman's Jury sponsored on MBS by Lewis-Howe Co., St. Louis, for Tums, by supplementing the regular war jury originating in Boston with local women jurors in certain cities where the program is heard. Starting July 6, local women will be guests of the sponsor at a luncheon preceding the broadcast. After the radio verdict is given from Boston, where the program originates, a switch will be made to the guest jury location where the forelady will give the verdict of the local representatives. Stations which will participate in this arrangement so far include WCAU Philadelphia, KJH KFRC WOLF WGN WOR WHK KOY. Agency is Roche, Williams & Cunyngham, New York.

Filmedia Expands

FILMEDIACorp., New York, producer of television and educational films, has reorganized with increased capital for immediate expansion in the production of package film television programs. Sherman Price, president, has announced.
NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

Yes sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your first hand experiences with all types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners’ names and photos at present . . . monthly winners will be notified immediately upon judging.

hallicrafters RADIO

THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
20-Second Chain Breaks Now Included In OWI War Message Transcriptions

BEGINNING today (July 3) all OWI war message transcriptions will be broadcast under the Station Announcement Allocation Plan. The OWI will contain 20-second chain breaks as well as the regular 60-second sponsored messages, John D. Hymes, deputy chief of the Domestic Radio Bureau, announced last week.

Decision to include the short spots was made at a meeting about six weeks ago with representatives of OWI regional station relations offices as the result of a poll of station preferences [Broadcasting, May 22].

New Notation

In the past, Mr. Hymes explained, all OWI transcription platters have contained nine 50-second announcements on each side, covering three different campaigns. Under the new arrangement there will be six 50-second announcements and three of 20 seconds, with each campaign assigned two 50-second spots and one chain break.

In addition, the transcription credit will be included in the recorded 50-second announcements which will carry the notation: “This transcribed announcement from (name of Government agency) is brought to you as a public service.” In cases where the message is sponsored by an advertiser, the station announcer will add “...and connect you through the courtesy of ...” or similar sponsorship identification.

Inclusion of the transcription credit in the record, Mr. Hymes said, is to identify the message as a transcription and to show that the station is contributing time, except where the spot is sponsored.

No transcription credit is included in the 20-second chain breaks. Stations will add identifications to the recorded messages. These spots are not suitable for sponsorship.

Assumes New Post

E. R. VADEBONCOEUR, program director, new analyst and commentator of WSYR Syracuse, N. Y., last week assumed his new duties as vice-president of Central New York Broadcasting Corp., licensee of the outlet. He succeeds Fred R. Ripley, who resigned in early April to become general manager of WPRO Providence, R. I. Mr. Vadeboncoeur has returned from a six-weeks tour of several major battle areas.

STEWART-LOVICK, Vancouver advertising agency, has announced that the company’s radio director, Fred McDowell, has received a picture plaque award from the British Columbia and Yukon division of Canada’s National War Finance Committee for his Bond Band Wagon show, produced for each of the last three Canadian bond drives.

Getting Impressions

(Continued from page 18)

ship figures, as previously indicated.

Next, some adjustment of radio figures is necessary to allow for the factor of sponsor identification. The degree of sponsor identification which can be established depends partially on repetition—substantially on the skilled use of the medium.

A third important factor is the nature of the product and the scope of its market. If you have been running a newspaper ad with the headline “Scrappy Arms” and getting 50 readers per dollar, you must look at the number of listeners per dollar you would get through radio and endeavor to determine how many of them would be people conscious of having scrappy arms. But if you are selling a product of universal daily use—like soap or cigarettes—then you can figure that almost all of your radio homes are potential customers.

To sum up, the quantitative data presented in this article are not an ending-up point, but a jumping-off point from which the individual advertiser can make his own comparisons of these two media as they fit into his own particular picture.

Norton Made Head of Press Wireless

RESIGNATION of Joseph Pierson, prime mover and first official of Press Wireless Inc., cooperative radio communications company, as president, and appointment of A. Warren Norton of Boston as his successor, was announced last Thursday in Chicago.

Reason for Mr. Pierson’s resignation was not given. He was instrumental in organizing Press Wireless in the late twenties, while serving as telegraph editor of the Chicago Tribune, and was the key witness at hearings before the Federal Radio Commission.

The company handles radio pick-ups from certain foreign points, furnishing news and picture facilities via radio for newspapers, press associations and stations.

Mr. Norton, who has been vice-president and director of Press Wireless and the shareholder representative of the Christian Science Monitor, is former manager of the Christian Science Publishing Society and of the Monitor. He took office as president and general manager of Press Wireless July 1. Press Wireless is currently transmitting about 50,000 words a day direct from France to the U. S.

Television Booklet

CBS arguments for the immediate postwar application of wartime electronic progress to television are presented for advertisers and agencies and answer form in a booklet, “Pre-war vs. Postwar Television.”
EARLY COMMUNICATIONS BY AIR

While electronics use the ether and other media, one of the most speedy methods of communications in the early days was through the air by carrier pigeon. With a finely printed note fastened to the leg, these birds faithfully reached home to bring in the latest news events and stock market reports.

Today news commentary reaches into your homes in a flash of a second via electronic voice communications making use of the various types of Universal broadcast microphones. This being a modern age, the battle front is brought into the homes of the informed peoples of the democracies via military microphones such as those now being manufactured by Universal for the Allied Armed Forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO II, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Pepsdent Retains Present Operation

Acquisition by Lever Not to Affect Policies, Personnel

PEPSDENT Co., Chicago (dentifrices), has been acquired by Lever Bros. Co., Cambridge, Mass., it was announced jointly Tuesday by Frances A. Countway, president of Lever, and Charles Luckman, president of Pepsodent Co. Price was said to be about $10,000,000.

The acquisition creates no change in respective personnel of two companies. Operating as a separate division of Lever, and continuing under the direction of Mr. Luckman as president, Pepsodent headquarters and plant will remain in Chicago. The Pepsodent management will retain direction of the plant and all policies will be continued.

The entire drug sales department of Lever will be merged with the Pepsodent organization by the end of this year with Drug Sales handling the distribution of Pepsodent products and Lever Bros. May also continue in 1 Lifebuoy shaving cream. In addition, Drug Sales organization will handle distribution in the drug field of Lux toilet soaps, Lifebuoy and Swan.

Radio Lineups

As far as could be learned last week there are no plans for any immediate changes in advertising plans or in the line-up of agencies in charge of the advertising of the various Lever Bros. products: Ruthrauff & Ryan, New York, for Rinso, Spry, Lifebuoy soap and shaving cream; J. Walter Thompson Co., New York, for Lux and Vimms; Young & Rubicam, New York, for Lipton's tea; Swan; BBDO, New York, for Gold Dust and Silver Dust; Foote, Cone & Belding, Chicago, for Pepsodent.

One of the heaviest users of radio time, Lever Bros.' network schedule currently includes: Rinso — DuMont’s “Pathfinder” and “Spotlight,” and “Big Band Revue” (sponsored by Amos ’n Andy), NBC, Fri., 10-1:30 p.m.; Big Sister, CBS, Mon. through Fri., 12:15-12:30 p.m. Lifebuoy — Charlie Chan (summer replacement for Bob Burns), NBC, Thurs. 7:30-8 p.m.; Spry, Aunt Jemmy’s Real Life Stories, CBS, Mon. through Fri., 11:45-12 noon; Swan — Bright Horizon, CBS, Mon. through Fri., 11:30-11:45 a.m.; Burns & Allen (currently off for 8 weeks, returning Aug. 15), CBS, Tues., 9-9:30 p.m.; Lux — Lux Radio Theatre (going off for summer July 3, returning Sept. 4), CBS, 9-10 p.m. Vimms — Frank Sinatra (off for summer, resuming Aug. 16), CBS, Wed., 9-9:30 p.m.

Many of the network shows carry tie-in announcements for other Lever products and company also uses spot broadcasting for special campaigns. Since last fall Lever Bros. has presented a weekly television program on WABD, DuMont video station in New York.

Kommando Knodle

COMMANDO tactics will win the war—at least according to John F. Ryan, manager of the NBC news and comments department. Mr. Ryan incurred a fractured left clavicle and a cracked rib in a commando bout demonstration by Capt. Thomas E. Knodle, KNO (RC) manager of NBC Washington press department at the former’s home June 22. Capt. Knodle, in Chicago to assist with the network’s coverage of the GOP Convention, is a veteran of the famed Company’s march over New Guinea’s Owen Stanley Mountains in 1942. He was returned and holds the Distinguished Service Cross and Purple Heart.

20th Century Spots

20TH CENTURY-Fox Film Corp., New York, has appointed M. H. Hackett Co., New York, to handle a spot campaign, starting July 5, for a new film entitled “Wilson.” More than 800 transcribed one-minute and 30-second chain break announcements will be used weekly in the 3 Lifebuoy shaving cream stations—WHN WINS WLIB WMCA WNEW WB NY WQXR WEVD WHOM WPAS WOV.

Company has signed a 22 week contract for a weekly five-minute news program on WEAF New York, through KNDUN-Livonia to New York, which continues to place advertising for the company.

Seen in Indianapolis

TELEVISION motion picture of the GOP Convention sent through the facilities of WNBW New York, were received in Indianapolis, according to the NAB’s television department. J. D. Smith, chief engineer of Indianapolis Television Lab. wired NBC at 8:45 p.m. that he was reporting the WNBW signal with clarity.

Radio Journalism Council Is Planned

Project Discussed at Meeting Of NAB and Educators

COUNCIL on Radio Journalism is being considered by the industry and education associations, according to the NAB. Contemplated Council would be a permanent unit to formulate standards and establish radio journalism courses in schools.

The idea for such a group was the outgrowth of a meeting of the NAB radio news sub-committee and the radio committee of the American Assn. of Schools and Departments of Journalism and the National Assn. of State Universities in Chicago last week.

Members of the Council, to be named in August, are planned to include NAB representatives, radio divisions of the press associations, school and college associations, the president of AASDJ, and director of the school of journalism, U. of Illinois; Karl Kopker, general manager, KMBC Kansas City, chairman of the NAB radio news committee; Walt Dennis, special events and public relations director, WHN New York, acting secretary, NAB news committee; Paul H. Wagner, dept. of journalism, Indiana U.; Wilbur Schramm, director, school of journalism, U. of Iowa; Richard W. Beckman, dept. of technical journalism, Iowa State College; Mitchell V. Charnly, professor of journalism, U. in Minnesota; Frank E. Schooley, executive secretary, National Assn. of Educational Broadcasters, and program director of WILL, U. of Illinois.

WABD Appoints Collins

TED COLLINS, manager of Kate Smith, heard on CBS for General Foods, and producer of her program for the past 13 years, has been appointed program consultant of WABD New York, the Allen B. DuMont Labs. television station.

Radio Journalists

You know you're truly a radio journalist when your kids name the station after you.

*CHNS*

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Page 66 • July 3, 1944
LIBERATION

It is our obligation to back the liberation forces by investing in War Bonds to the extent of our ability.

INTERNATIONAL BUSINESS MACHINES CORPORATION
GOP Pledges 'Free Radio'  
(Continued from page 11)

the new nominee during his two gubernatorial campaigns in New York and was on his pre-convention staff in the 1940 campaign. Mr. Turnbull was in Chicago last week—before the Dewey nomination was formalized—and made the radio arrangements for his acceptance speech Wednesday night.

Dewey's Voice Improves

It is expected Wells (Ted) Church, radio director of the Republican National Committee during the pre-convention period, will be asked to remain on the committee under its new chairmanship. Mr. Church would direct the national campaigning via radio, including the Congressional and gubernatorial elections, while Mr. Turnbull would direct the radio activities for the presidential candidate. Mr. Dewey's radio voice, in the judgment of speech experts, has improved immeasurably in the last four years. He has been coached by Lowell Thomas, veteran news commentator.

Four years ago, free radio planks were adopted by the major parties for the first time in political convention history. At the Republican Convention in Philadelphia on June 19, 1940, the plank adopted stated: "The principles of a free press and free speech as established by the Constitution, should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown".

At the Democratic Convention in Chicago the week of July 15, 1940, a behind-the-scenes battle for adoption of a "free radio" plank was waged. Sen. Wheeler then was responsible for the outcome. Sen Wagner of New York, Administration wheelhorse, vigorously opposed the plank. Sen. Wheeler had proposed five-year licenses for stations, a declaration against program censorship and other reassurances against undue governmental interference. The convention, however, stripped the resolution to one placing radio on a parity with the press.

It provided, "Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen dem..."
SHIFTING FROM WAR FRONT to the political front, this staff of CBS news and special events men and women, under the direction of Paul W. White, director of broadcasts, covered the Chicago GOP convention. In delegation were (l to r): Bill Slocom Jr., assistant director of broadcasts; Bill Henry, Washington; Bob Wood, WTOP; Margaret Miller, John Daly, reporter; Mr. White; Bob Trout, chief announcer; Jack Burnett, special events; Quincy Howe, analyst; Hildegarde Gauss, assistant to Mr. White; Ruth Ashton, rewrite. Others on the CBS staff at the convention included Arthur Perles, press information; Richard Fernald, press information; Jack Burnett, special events; Shoop Charchoc, special events; Al Bryant, office manager; Henry Grossman, chief engineer; James Belongy, engineer; Earl James, engineer; John W. Whitman, engineer; Roseo Padulo, photographer; Ethel Kirner, secretary to Mr. Perles; Helen Slioussat, director of convention talks; John Harrington, reporter; Arthur Case, program director, KMOX; Francis Douglas, news editor, KMOX; W. R. Wills, analyst, KMOX; Katherine Darat, reporter, KMOX; Wallace Sterling, analyst, WCCO; A. E. Josselyn, manager, WCCO; James Crain, news editor, WBBM; Alvin Steinkopf, WBBM; Robert Hurleight, WBBM; Earl Gammons, WTOP.

WBS Names Three

GEORGE DEPUE Jr. has been named sales manager of the commercial department of the WB Advertising system, with headquarters in New York. For two years Mr. DePue has been an account executive with Headley Reed Co., station representative and prior to that was commercial manager of WMSA Allentown, Pa. Edward Rogers, honorably discharged from the armed services and former contact man for Les Brown's orchestra and Dwane Stewart, formerly with the International Division of NBC, are two other additions to the WBS staff.

Petrillo Signs Ozarko

OZARKO ENTERPRISES, Springfield, Mo., has signed a contract with James C. Petrillo to become a transcription company.

Wrigley Adds Seven

WM. WRIGLEY Jr. Co., Chicago, (gum) has added seven stations to its original spot announcement campaign. Beginning June 30, WOSH, WEMP, WIBA, WIBL, WHAM, WSAU and WKBH will be included. Contract is for five weeks and agency is Ruthrauff & Ryan, Chicago.

NBC DEWEY SCOOP

THROUGH NBC the American people last Thursday first heard the voice of the Republican nominee for President, speaking from the home State of Gov. John W. Bricker, vice-presidential nominee. When the plane bearing Gov. Thomas E. Dewey of New York to the Chicago GOP Convention stopped in Cleveland, NBC reporter Elmer Peterson, also on the air liner, briefly interviewed the nominee going on the air at 6:16 P.M. E.T. through the mobile unit of WTAM Cleveland.

William F. Brooks, NBC director of news and special events, supervising the network's operations from Chicago, learned that Gov. Dewey would fly to the Convention. He rushed Mr. Peterson from New York to Albany to accompany the Republican nominee. On the Convention scene Mr. Brooks reshuffled his staff, sending William R. McAndrew, Washington news chief, to the airport with the WMAQ mobile transmitter, in case the Cleveland pickup failed. In his Cleveland broadcast Gov. Dewey paid tribute to Gov. Bricker for his service to the Republican Party and expressed pleasure at speaking from his running mate's home State.

LARRY PAYNE, free-lancer, has joined Stanley Boynton Co., Detroit, as program director and assistant to Stanley Boynton.

They choose to lead the parade of Denver-Market advertisers by carrying the KOA flag.

In marching up the road to Successful Sales Results, with Smart Time Buyers, here's the tune we've been beating out on our fife and drums:

Dealer Preference (68.8%)*
Listener Loyalty (65%)*
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tel. of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!
Crosley Promotes
(Continued from Page 14)
the specialty sales car card division.

Attending the sales conference (June 30-July 2) from the New York office were: Warren Jennings, Mr. Park, Bernard Musnik, George Comtois and Evelyn Porter.

Chicago office was represented by George Clark, Charles Kennedy, William P. Robinson and Virginia Jackson.

Petition for transfer of WSAI to Marshall Field, Chicago merchant and publisher, is expected to be filed this week with the FCC.

In the meantime the Commission last week extended the WLW license to Aug. 31 to permit completion of negotiations under its duopoly regulation.

Sold to Philip Morris
PHILIP MORRIS & Co., New York, has acquired the properties of Astor-Fisher Tobacco Co., Louisville, which recently liquidated its assets. As of last week there were no new plans for agency or radio advertising for the A-F cigarette brands: Fleetwood and Twenty Grand, which have been handled by McCann-Erickson, New York, All-American and Spud, by Hill Blackett & Co., Chicago. Advertising for Philip Morris cigarettes, which includes Crime Doctor and It Pays to Be Ignorant on CBS and Johnny Presents Ginny Simms on NBC, is handled by Bow Co., New York.

BOOTS AIRCRAFT NUT Corp., New Canaan, Conn., will bring Wide Horizons which it sponsored up until this spring on Mutual, back to the air this fall. Agency is Cecil & Freshler, New York.

Avery-Larmor Meeting
GENERALLY favorable reaction was received from NAB members last week following publication of the open letter sent to Young & Rubicam by Lew Avery, NAB Director of Broadcast Advertising [BROADCASTING, June 20]. In his letter Mr. Avery suggested that Y&R use its entire Army advertising budget for WAC recruiting in the broadcast medium. It was learned at the NAB that Mr. Avery is to meet next week with Sigurd S. Larmor, Y&R president, to whom the letter was addressed.

DANNY KAYE EYED FOR PABST SERIES
ALTHOUGH denied by Paul War- nick, president of Warwick & Leg- ler, New York agency servicing the account, Pabst Sales Co., Chicago (beer) has reported that Danny Kaye, film and stage comedian, to replace Groucho Marx as star of the weekly half-hour Blue Ribbon Town on 113 CBS stations, Satur- day, 8:30 p.m. (EWT), starting in January.

Fetzer Gets Local CP
CONSTRUCTION permit for a new standard local station in Grand Rapids, Mich., was granted by the Commission last week to John E. Fetzer, owner of WKZO Kalama- zoo, and Assistant Director of Com- mission of Radio, and his wife, Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The new outlet will operate unlimited time on 1230 kc with power of 250 w.

KDAL Duluth, Minn., has been no- ticed by the musicans’ union local of an increase in rate and demand for an employment contract for men now on a temporary job basis. It was announced last week by Dalton LeMasters, general manager.

Television Staging Described to REC
THE production of a studio televi- sion program, from the original script to the actual telecasting, was described by Thomas H. Hutchin- son, formerly in charge of all NBC video programs and now production manager of RKO Television Corp., last Thursday at the seventh ses- sion of the weekly television seminar conducted by the Radio Executives Club.

Mr. Hutchinson’s talk was pre- ceded by a GE sound film, “Sight- seeing at Home,” illustrating the production and broadcasting of a television program. The session concluded with another film, of the Wednesday afternoon and evening sessions of the Republican Convention, which had been flown from Chicago and telecast over WNBT earlier in the evening.

White House Requests Batteries For Farm Sets
THE White House has taken cogni- zance of the fact that farmers will need to replenish their stocks of feeble batteries in order to listen to campaign speeches. Word has been passed along to the WPB’s Office of Consumer Requirements, Batteries Section, to provide bat- teries in a hurry for rural listeners. The Battery Section stated there was just .50-50 chance batteries would be available for non-electric sets, due to the expanded requirements of the Signal Corps which produced so much material for which batteries are needed. To al- leviate the civilian shortage, WPB said, the small so-called “border- line” producers have been enlisted.
National Radio Audit Bureau Proposed to Handle All Surveys

Fred Palmer Tells Chicago Radio Club of Two Plans to End Duplication; Would Aid Veterans

ESTABLISHMENT of an independent radio audit bureau to handle radio coverage surveys on a national basis was proposed before the Chicago Radio Management Club last Wednesday by Fred A. Palmer, manager of WCKY Cincinnati. Mr. Palmer has been critical of radio surveys under present methods and has been a staunch advocate of a uniform method to be controlled by stations, advertisers and agencies.

Speaker at the closing session this season of the Chicago club, Mr. Palmer contended that while lack of a uniform system had not hurt radio thus far, he was convinced that after the war, when the competition for the advertisers' dollar becomes brisk, radio must put its best foot forward. Radio should act now, he urged to provide the advertiser with an audit bureau of radio which commands confidence, respect and acceptance.

Committee Named

Harlow Roberts, of Goodkind, John E. Morgan, president of the club, announced he would appoint a committee to consider the Palmer proposals with a view to recommendations to the NAB war conference to be held in Chicago late in August, war conditions permitting. He also announced appointment of a committee on overall cooperation with the NAB convention, comprising David Dale, Henri, Hurst & McDonald Inc.; Genevieve Lemper, Foote, Cone & Belding, and Mildred Saunders, Mitchell Paul Co.

In the first of two plans, Mr. Palmer proposed that there be established an independent bureau representative of five groups—one each from the NAB, station representatives, networks, American Assn. of Advertising Agencies and Assn. of National Advertisers. This bureau would establish a standard method of measurement and the minimum number of contacts in each market. It would determine whether the coincidental telephone, door-to-door, direct mail, or a combination of them would be employed. It would establish the minimum number of contacts by which a rating is established.

Such a bureau would be authorized to employ a checking service, so that while a survey is in operation, inspections could be made. By establishing uniform methods, each market would be furnishing a survey made in the same way, based upon the minimum requirements laid down by the proposed audit bureau, and meeting all inspection requirements.

Mr. Palmer's second plan was for a bureau representative of the same five units, with the same prerequisites. But the entire setup would then be handled by Western Union, with offices in every city, town and hamlet. They have trained supervisors, he pointed out. Under this procedure anyone could obtain a standard, approved audit bureau survey on any market merely by calling Western Union, he said.

On the Beam

RADIO'S counterpart of the "show must go on" tradition was exemplified during the first day of the GOP Convention by Fulton Lewis Jr., MBS commentator. Attempting to leave his cantage point on the speakers' platform, Mr. Lewis struck his head against a projecting beam. Doctors in the emergency room recommended two stitches, but Mr. Lewis, after first aid, insisted upon carrying on however.

Such a project, Mr. Palmer declared, would provide opportunity for employment in radio of disabled veterans, with the "one armed man" making door-to-door calls and the "veteran who has lost a leg" handling telephone surveys. Estimating that from $3,000,000 to $5,000,000 now is spent annually in approximately 33 markets for radio surveys, he said that perhaps more than 100 markets could be surveyed at no additional expense.

Mr. Palmer prefaced his talk with the extraordinary observation that the proposal of Linnea Nelson, J. Walter Thompson Co., time buyer that something be done about uniform surveys, has gone unheeded. Miss Nelson had argued that "timebuying is hell" under existing conditions, and outlined her views as to what the agency wants. [Broadcasting, May 15].

The Bonds That Bind!

Aside from being located in the No. 1 Farm Market, how did KMA get to be the No. 1 Farm Station? The photo below shows part of the reason.

Five years ago, KMA started a rural school graduation program. With the Governor, the State Superintendent, and talented students, all Iowa country schools now had impressive graduation exercises. The idea grew until this year, KMA produced a series of monthly programs for ten Iowa stations! That's why the State stepped in and conducted special exams to find the three smartest graduates (shown above with Earl May).

Is it any wonder then why this whole thing produced good-will for KMA in the No. 1 Farm Market? Is it any wonder why KMA pulls twice as much mail as any other station in this area? That's why you'd better write us—or ask Free & Peters—about your KMA schedule, now!

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, I A

Informational Advertisement

A 50,000 watt audience at a 250 watt rate

C. E. HOOBER
October 1943 thru February 1944
A 5-MONTH RECORD TO BE PROUD OF!

WGRG Mutual
LOUISVILLE'S TRADING AREA
BURN-SMITH National Representatives

THE BONDS THAT BIND!

Earl May presents War bonds to Iowa's smartest rural graduates.

KMA

Blue Network

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

152 COUNTIES
AROUND SHENANDOAH, IA

Free & Peters, Inc.
National Representatives

July 3, 1944 • Page 71
Radio's GOP Coverage

(Continued from page 12)

Brooks, Washington Scripps-Howard correspondent, was guest observer on the WLW World Front on June 25.

In New York WHN provided its listeners with a daily summary of Convention highlights (6:45-7 p.m.) from the New York Journal-American's city room, where one of the newspaper's editors broadcast. This station also featured time to time with bulletins, as received from the Associated Press.

Every newscast over WJR Detroit included a direct pickup from Chicago, where the station's news editor, George Cushing, provided special coverage. Interviews with delegates and editors were broadcast by WJR direct from Chicago. The Detroit station opened its Convention coverage at 12:30 p.m. June 25 with a half-hour show, "In Our Opinion," featuring Mr. Cushing as moderator; Upton Close, NBC and Mutual commentator; Bill Henry, CBS Washington newsman; Patricia Lober, Washington editor of Woman's Home Companion; Radford Mobley, Detroit Free Press Washington correspondent, and Julian Bentley, WLS Chicago news chief.

Program also was fed to WGAR Cleveland, WJR's sister station. The Richards-Fitzpatrick stations staff included, besides Mr. Cushing, Larry Payne, producer, and Clarence Jones, engineer.

WITH Baltimore claimed two news beats from the Convention. Ian Ross MacFarlane, station's news analyst, world traveler and correspondent, announced a special statement by Sheridan F. Smith, Baltimore, delegate from Maryland, advocating that the Republican nominee, "when elected President . . . select a committee to sit at the peace table and appoint Franklin D. Roosevelt as chairman." At 8:46 p.m. Monday Mr. MacFarlane interviewed Mr. Smith, who elaborated on his plan. The Baltimore newspapers picked up the story, crediting WITH and its source.

Mr. MacFarlane scored another best at 6 p.m. Monday, when he announced to WITH listeners in a special newscast, that plans were under way for Gov. Dewey to fly to the convention on Wednesday, after his nomination. Mr. MacFarlane did four scheduled broadcasts daily (11:30 a.m., 3:30, 7:30, 10:45 p.m.) in addition to several other special spots. Although without network service, WITH could not be heard in the general sessions, carried by the major networks. Thomas Tilley, WITH executive, said the GOP Convention coverage is but a portion of the on-the-spot reporting to be done by his station.

Special features were broadcast by direct wire from KSD St. Louis, by a staff of 12, including correspondents and staff members of the St. Louis Post-Dispatch.
IN BETWEEN SESSIONS, G. W. (Johnny) Johnstone Blue director of news and special features, outlines Republican convention coverage plans to his stable of analysts, commentators and reporters. Front row (l to r) H. R. Baukhage; Gene Rouse, director of news, central division; Mr. Johnstone; Bryson Rash, director of special events, Washington; Earl Godwin. Back row, Kenneth Berkeley, Washington Blue director and general manager, WMAL; Leon Henderson, former OPA director; Ray Henle; Harry Wimmer; Don Dowd; Pauline Frederick; William Hillman, Patricia Dougherty, Martin Agronsky. Missing from picture but covering Harry manager, WMAL; November 12, 1944.

Expenses Reach Million KMOX St. Louis was represented by Arthur J. Casey, public relations director; Francis P. Douglass, news editor; W. R. Wills and Katherine Darst, commentators, and Gordon Sherman, engineer. KMOX also carried several special programs from the Convention, in addition to CBS coverage.

While there were no accurate figures on costs of Convention coverage by radio, it was estimated that approximately $1,000,000 was involved in expense, covered by cancellation of network and station commercials, payments to contracted artists and additional staff costs. In 1940 the estimate was approximately $500,000 for the Republican Convention—half borne by independent stations and the balance by the networks.

In 1940 there were 170 radio representatives at each of the conventions—as against some 325 at the 1944 GOP conclave. Virtually all the same staffs will cover the Democratic sessions.

At the closing session Wednesday, a formal resolution was adopted by the Convention thanking stations and networks and the television stations for their efficient coverage of the convention.

DA Dewey

JUST one of those coincidences—Gov. Thomas E. Dewey of New York gave his acceptance speech for the Republican nomination on the four networks right after the broadcast of Mr. District Attorney on NBC, The Phillips H. Lord show, sponsored on NBC by Bristol Myers Co. since 1940, was inspired by Mr. Dewey’s “rangelood” activities as District Attorney for the State of New York.

Recorded by Wire

DELEGATES to the 1944 Republican National Convention in Chicago last week weren’t aware of it, but they participated in research work on magnetic wire recorders.

Five recorders, similar to the type now being used by the Army in theatres of operation, were made available to WGN Chicago and WMB by General Electric Co., Schenectady, N. Y., to record every official proceeding. Findings will help to determine the recorder’s adaptability for standard broadcasting. The device was perfected by Marvin Camras, physicist on the staff of the Armour Research Foundation.

Hearing Date Set For Rail Radio

September 13 Chosen; Walker Case, Jett to Preside SEPTEMBER 13 is the date set by the FCC last week for opening of hearings and investigation of radio communications for railroad operations in the U. S., and with a committee appointed to preside composed of Commissioners Walker (chairman), Case and Jett.

These preliminary hearings will serve to develop information which will serve to aid and guide all parties in carrying out their further programs on the use of radio on railroads, the FCC explained, adding that no immediate determination of policy is contemplated. The Commission expects to keep the hearing open long enough to facilitate completion of all necessary experimentation and the relevant data, with further hearings and time to be granted should the need arise.

A total of 30 applications for railroad radio facilities have been filed since May 1, with certain of these already authorized. It is reported that interest also is being shown in carrier-current systems as well as the broadcasting phase.

Witnesses from several organizations as the Assn. of American Railroads, Aeronautical Radio Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Dept., and others, will offer testimony at the proceedings.

Federal’s V-Ps

H. C. ROEMER, controller of the Federal Telephone & Radio Corp., Newark, last week was elected vice-president in charge of operations. R. H. Workman, formerly assistant controller, succeeded Mr. Roemer as controller. Others elected to the vice-presidency include J. S. Jammer, commercial director; T. M. Douglas, radio division manager; R. E. Smith, wire transmission division manager, and E. N. Wendell, radio equipment division manager.

Lehigh Structures Co., manufacturers of Lehigh vertical radiators, is now producing for Victory. After Victory, for FM, AM and Television. . .

BUY LEHIGH

Radio Division

LEHIGH STRUCTURAL STEEL COMPANY
17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in principal cities

July 3, 1944 • Page 75
Three Transfers Filed With FCC

THREE APPLICATIONS for transfer of control were filed with the FCC last week, two of which have been granted similar changes within the past six months.

Application of WHBU Anderson, Ind., seeks transfer from its present owners, L. M. Kennett (50.1%) and his wife (49.9%), through the sale of 1,000 shares issued and outstanding stock for the sum of $45,000 to C. Bruce McConnell (509 sh), president and part owner of WISH Indianapolis; Robert E. Baseman (200 sh), WISH licensee business manager; and Earl H. Schmidt (470 sh), WISH minor interest holder.

KTB Shift

Mr. Kennett relinquishes his WHBU responsibilities because of ill health, application stated. Mr. Kennett, who with his wife became majority interest holder in WHBU last January [BROADCASTING, Jan., 31], has been general manager of the station. Remaining stock is held by John R. Atkinson, commercial manager.

Harold S. Woodworth, treasurer of KTB Tacoma, Wash., became major stockholder of that outlet several months ago [BROADCASTING, May 11], expects FCC approval for sale of 160 of his 179 shares common stock for the sum of $18,000 to H. J. Quilliam, manager of KIRO Seattle, who is to assume additional duties as manager of KTB. Application stated that Mr. Quilliam would relinquish his minor stock holdings in KIRO.

Commission approval is also sought in an application filed last week for acquisition of control of Hildreth & Rogers, licensee of WLAB Lawrence, Mass., by the present principal manager of the company, Irving E. Rogers, through the purchase of 337 shares common stock for $26,867.03 from Harold E. Merrill, the National Shawmut Bank of Boston, and himself, as executors under the will of the late Alexander H. Rogers, former president of the company which at one time published the Lawrence Daily Eagle and Tribune. Mr. I. E. Rogers now holds 14 of the 700 shares issued.

Renewal Accounts

R. J. REYNOLDS Tobacco Co., Winston-Salem (Camel cigarettes, Prince Albert Smoking tobacco), on July 7 for 52 weeks renew Moore & Greene Show on 122 CBS stations, Fri., 10-10 p.m. Agency: William Enty & Co., N.Y.


"Ever since the boss advertised for women workers over WDFD Flint, his wife has been at it."
Government Programs Seen As Part of Classroom Teaching

New FCC Form 315 To Aid Office of Education In Urging School Radio Across Nation

A FAR-REACHING program in which all public and private educational institutions throughout the country will use radio and transcriptions in classroom work was disclosed last week when the FCC announced adoption of a new application (Form 310) to be used in filing for construction permits for noncommercial educational stations.

Designed in cooperation with the Office of Education, the new form combines Form 309 and Form 318, which have been used. One of the major additions is Sec. 21 (b) which asks, "Is the proposed service intended to fit into a plan for state-wide or regional educational service?" According to William D. Boutwell, chief of radio publications and exhibits of the Office of Education, plans are underway to link publicly-owned FM stations by State or region.

Maryland Plan

In line with Government plans for nationwide use of radio for educational purposes, the Maryland State Board of Education has adopted a resolution calling upon the State Superintendent of Schools to establish radio broadcast service throughout Maryland and to apply for six construction permits in the name of the State Board.

On file at the FCC are applications for eight noncommercial educational FM stations. Two other applications have been returned for further information. In addition, three universities also have filed for FM stations and one for a commercial television station. Pending applications for FM stations have been filed by: Atlanta Board of Education; Detroit Board of Education; Sam Bernardino, Cal.; High School District; U. of Michigan, Ann Arbor; Bay City, Mich., School District; Indiana U., Bloomington; U. of Southern California, Los Angeles; Western Michigan College of Education, Kalamazoo.

The two applications which have been returned were filed by the Sewaneean High School, Floral, N. Y., and the Newark, N. J., Board of Education. Cornell U., Loyola J. and St. Louis U. have filed for commercial FM licenses, and Loyola has asked for a commercial television station. Loyola operates WWL New Orleans.

In addition to FM network broadcasts to schools, the Office of Education also plans a series of transcribed dramatizations of junior and senior high school productions. These transcriptions will be used in high schools and junior high schools. These transcriptions will be made by the Dept. of Interior, which maintains laboratories in Washington, and released through the Office of Education.

Availability after the war of radio, transcription and public address equipment for schools was discussed last week in Cleveland and at a two-day conference of the Office of Education, radio manufacturers, and educators. A committee was named to plan for future educational activities by radio. A committee on Securing Acceptance for Recommended Standards by Manufacturers and Educators, adopted a resolution requesting the Radio Manufacturers Assn. to name a committee to study school needs and establish standards for manufacture of educational equipment. The resolution also called on the U. S. Commissioner of Education to name a committee of three to meet with the RMA group.

Committees set up at last week's conference (Monday and Tuesday), with chairman, follow: Radio Receivers, W. B. Levenson, radio director, Cleveland Board of Education; Central Sound System and Speech Input Including Microphones and Cables, R. R. Lowermilk, U. S. Office of Education, and 3' and 4' encoders. Two subcommittees were named to plan for future educational activities by radio. A committee on Securing Acceptance for Recommended Standards by Manufacturers and Educators, adopted a resolution requesting the Radio Manufacturers Assn. to name a committee to study school needs and establish standards for manufacture of educational equipment. The resolution also called on the U. S. Commissioner of Education to name a committee of three to meet with the RMA group.

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Mrs. Peacher to CBS

GWENDOLYN SHEPLEY has been appointed CBS Pacific Coast director of education and assistant to Fox Case, West Coast public relations director of the network. In addition her duties include that of personnel manager of KNX Hollywood. She succeeds Frances Farmer Wilder who is now CBS coordinator of daytime programs and is being transferred to the network's New York headquarters in mid-July. Before joining CBS Mrs. Peacher was harbor personnel manager of the Los Angeles Housing Authority.

Stan Clifton

STAN CLIFTON, chief engineer of CFNC Saskatoon, Sx., since the station opened in 1923, died suddenly June 29. Mr. Clifton was well known in Canadian radio, having served for many years as announcer as well as engineer.

THE Yoo Pop program, sponsored on CBS by Emerson Drug Co., Baltimore, on July 3 celebrates its anniversary—the beginning of its tenth year as a network program and the start of a fifth year of broadcasts from war plants and service centers.

"OUR FIFTH YEAR"

for Kohlers Dry Cleaners, WMJ

THE SHADOW

BROADCASTING • Broadcast Advertising
Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability...

W A I R

Winston - Salem, North Carolina
Representatives: The Walker Company

REACH THE Active SALT LAKE MARKET THROUGH KIVU

UTAH'S NBC STATION

S. S. FOX, President and General Manager

JOHN BLAIR & CO. National Representative

BACK THE 5th WAR LOAN

Actions of the FEDERAL COMMUNICATIONS COMMISSION
JUNE 24 TO JUNE 30 INCLUSIVE

Decisions

JUNE 27


WREL New Haven, Conn.—Granted transfer of control from Arde Bulova, Harold A. LaFont, Herman Streut and F. V. Goldstein to Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting, for sum of $180,000, for all issued capital stock of the Halco Beauty Co., or total consideration of $220,000.

WWPN Monroeville, Mich.—Deprived of hearing application for CP change 1440 kc. to 20 kc.

Wathenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition to reinstate application for CP renewal for 1 kc. D only, and designated same for further hearing with new application (licensed main transmitter limited, to be consolidated with hearing on application of James F. O'Connell).

James F. Hopkins Inc., Ann Arbor, Mich.—Granted petition in part for reinstatement of license application for lic. 1050 kc. 250 w. D only, and designated same for further hearing with consolidated hearing application of Wathenaw Broadcasting Co.

WCGB Charleston, S. C.—Granted voluntary transfer of license of Governmental, South Carolina Broadcasting Co. to John M. Rivers, lic. 1944, for 12 year period, or equivalent of $1200 per year, or combination of two 6 year periods of lease.

Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to CKXL Winslow, Ont.

WIRE Indianapolis—Denied petition for reconsideration of FCC action on AP 35, 1944, denying WIRE petition to reinstate application for CP change frequency and increase power. Also denied petition for rehearing AP 64, 1944, granted by AP 14, 1944, granting application of South Bend Broadcasting Corp., for CP new station, lic. 1944, 1400 kc. 250 w. unlimited.

WJAX Jacksonville, Fla.—Granted application for CP license to install 100 w aux. transmitter.

WBDC Memphis, Tenn.—Denied for being无 evidence to determine whether or not multiple ownership is applicable.

WHDL Allegany, N. Y.—Granted renewal of license on waiver of Sec. 830 (a) of Commission's rules as to permit identification of applicants in corresponding station, N. Y., instead of “Town of Allegany, N. Y.”

WAWC Ft. Meyer, Fla.—Denied application to use letters WIRK in place of WAAQ.

WLW-AM Cincinnati.—Extended license of WLW for 60 day period.

KFLZ Denver—Granted license renewal.

KXEO, Bakersfield, Calif.—Denied for hearing license renewal application.

KFYR, Bismarck, N. D.—Granted license renewal for period ending 5-1-46.

KXOR, Warren, Miss.—Denied license renewal for main and two auxiliary transmitters for period ending 5-1-46.

KNNC, Grand Rapids, Mich.—Denied license renewal for period ending 5-1-46.

KRMN, Mansfield, Ohio.—Denied for period ending 5-1-46.

KFBK, Bakersfield, Calif.—Present license extended on temporary basis only, for period ending June 30, determining renewal of renewal application.

KWWL Denver, Calif.—Same.

KMTR Los Angeles—Same.

WLBE Ranger, Mich.—Same.

WKBY Beetlewyck, Ky.—Granted CP new FM station on reserved frequency parking area for auxiliary transmitter, to file a special emission, amended by late.

KGBG Green Bay, Wis.—Granted CP new FM station, 1400 kc. 5200 w. unlimited, estimated cost $75,000.

KWIT-Wightstring, Conn.—Granted license renewal.

WIRG, Salisbury, N. C.—Same.

WFDM Alpine, N. J.—Granted license renewal for period ending 6-1-46.

WNHC-AM New York—Same.

WMMT Winston-Salem, N. C.—Same.

Tentative Calendar

JUNE 24

WWMAM Marlton, N. J.—W. Mod. license 270 kc. to John D. Gish, limited. Pending determination of renewal application.

WMXQ New York.—Same.

WBOCA Schenectady, N. Y.—Present license extended and licensed on basis only, pending determination of renewal application.

WQXQ New York.—Same.

JUNE 25

WJZ New York—Granted petition to intervene in hearing on application of Alberne Broadcasting Co. (KOB) for CP 770 kc. 100 w., together with license to cover.

Brooklyn Broadcasting System, New York—Granted motion for extension of time to file an appearance in application for voluntary relinquishment control of license to Consolidate, for sale and voluntary assignment of license to use as auxiliary 1 kc. WBT; extended same to July 26.

KFAB Lincoln, Neb.—Granted motion for consolidation of licenses to above.

WGRF Cleveland—Granted license to WAAT to increase 1220 kc. Increase 5 kW D 1 kW N to 6 kW D 2 kW N, made changes in DAN and move transmitter.

WDUL Superior, Wis.—Granted license to WADF to change frequency and move transmitter.

WCAO Baltimore—Granted CP move formerly licensed main transmitter and use as auxiliary with 1 kw. DA, (Action taken June 21, 1944.) Also granted motion for consolidation of applications for licenses to first formerly licensed main transmitter as new station.

A. H. Balco Corp., Dallas, Tex.—Placed in pending file application for new FM station.

Fayette Broadcasting Corp., Unlstontown, Pa.—Filed petition for consolstation of two new FM stations.

Miami Broadcasting Co., Miami, Fla.—Same.

Northside Broadcasting Corp., Louisville, Ky.—Same.

P. Pecker, Stockton, Calif.—Placed in pending file application for new commercial television station.

Western Michigan College of Education, Kalamazoo, Mich.—Placed in pending file application for new non-commercial educational station.

Applications

JUNE 24

WSAY Rochester, N. Y.—Mod. CP authorized change frequency, hours operation, install DA and new transmitter, for period covering application from 5-1-44 to 11-14-44.

KFEQ St. Joseph, Mo.—CP move formerly licensed auxiliary transmitter to new transmitter location to be used as auxiliary with 250 w. DNA.

KSUB Cedar City, Utah—Transfer control from Leland M. Perry to Radio Service Corp. of Utah (recommitted).

WYMN Marion, O.—Transfer control from WPTV, formerly licensed auxiliary transmitter to Guthery to R. T. Mason, through sale 106.1 sh. (50.5%) common stock (incomplete).

JUNE 27

WGY Schenectady, N. Y.—CP move changes in transmitting equipment of auxiliary transmitter and of auxiliary transmitter power of auxiliary from 50 kw to 5 kw. D, 2 kw. N.

WRL-AM 790, Reynolds, Ind.—CP new FM station, 45,100 kw 5,760 w. unlimited, estimated cost $75,800 estimated cost.

KTRI Nashville, Tenn.—Transfer control from Harold S. Woodward to H. J. Quilliam.

WLAW Lawrence, Mass.—Acquittal of control by Irving E. Rogers through petition for control.

KWBU Corpus Christi, Tex.—License to cover CP new FM station, 110 kw 30,000 w. unlimited, estimated cost $31,333.23 estimated cost.

WBHP-FM, Binghamton, N. Y.—CP change 110 kw 3,760 w. to 1 kw, to install new DA, and new transmitter and move transmitter (pending reinstatement).

JUNE 28

WCOF Canton, Ohio—Transfer control from Arde Bulova and Harold A. LaFont to Iowa Broadcasting Co.

Poughkeepsie Newspapers Inc. (WKP), Poughkeepsie, N. Y.—CP new FM station, 30,000 w. unlimited, $46,000 estimated cost.

Radio Broadcasting Co. of Chicago, Inc. (WGN), Aug. 27—CP new FM station, 45,100 kw 5,568 sq. mi., $31,333.23 estimated cost.

WNBP-FM, Binghamton, N. Y.—CP change 110 kw 3,760 w. to 1 kw, to install new DA, and new transmitter and move transmitter.

JUNE 29

The Times-Herald, Washington, D. C.—CP new FM station, 65,500 kw 77,000 w. unlimited, estimated cost.

KELO Sioux Falls, S. D.—CP install new antenna, amended re changes in ground system.


City of San Bernardino High School District, San Bernardino, Calif.—CP new non-commercial educational station, 210 kw 250 w special emission, amended to specify type of transmitter.

WGRC New Albany, Ind.—CP change 1400 kc. to 1220 kc. to install new DA, and new transmitter and move transmitter (pending reinstatement).

JUNE 30

WCOF Paxton—Transfer of control from Arde Bulova and Harold A. LaFont to Iowa Broadcasting Co.

Howard A. Burroughs, engin.

ERNEST DEMPCHAUD, chief engin.

WBNY New York, has been appointed assistant chief engineer of WLIB, Brooklyn, N. Y.

WGST Atlanta, Ga.—License to cover CP new FM station, 65,500 kw 77,000 w. unlimited, estimated cost.

WRED El Paso, Tex.—CP new FM station, 45,100 kw 5,568 sq. mi., $31,333.23 estimated cost.

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HOWARD A. BURROUGHS, engin.

ERNEST DEMPCHAUD, chief engin.

WBNY New York, has been appointed assistant chief engineer of WLIB, Brooklyn, N. Y.

Howell, is the father of a boy.

Robert E. Weeks, technician of AT&SF, Sacramento, Calif., is the father of a boy.

Misha Pelz, former engineer of DAM, is the father of a boy.

RALPH LLOWITZE, engineer, for...
Program Director for Chief MANAGER WANTED Washington Engineering Firm needs draftsmen and a qualified radio engineer. Must be a graduate of an accredited institution who can draft classification. Box 206, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Must be familiar with 6 kW network affiliate experience and salary expected for second letter. All replies confidential. Box 383, BROADCASTING.

MANAGER WANTED TO TAKE FULL CHARGE OF A NEWSPAPER OWNED RADIO STATION (BOTH EXCLUSIVE) IN A 460,000 MARKET. GOOD SALARY AND CONDITIONS. MUST QUALIFY. SEND PHOTOGRAPH AND REFERENCE. APPLY WITH STATUS AND EXPERIENCE. WRITE BOX 448, BROADCASTING.

Announcer: Good position on Virginia local network station. Must have good selling voice. Immediate opening. Mention particulars in your first letter. Continental, Director of Broadcasting, Box 415, BROADCASTING.

WANTED—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a warm-time job. Reply to Box 414, BROADCASTING.

First class engineer who is also radio repair man can make $100 per week or more. Or would you make $150 per week in combination engineer and announcer. Also some work for Texas station. Box 416, BROADCASTING.

Chief Engineer—Midwest network local station with plans for future. Position permanent. Attractive qualifications. Box 417, BROADCASTING.

Program Director for new 250 watt station in Southern State. Man with recent experience in local station preferred. Permanent position in office building studio. Give experience, draft status, references, salary expected, snapshot in first letter. Box 425, BROADCASTING.

Excellent positions open for first, second and third class announcers; production men; junior and senior announcers; news editors; station managers; program directors; radio telephone and telephone operators. Wrendorf Industries, Inc., Union Commodities Building, Cleveland, Ohio.

WANTED—Operator answer first class license. Good pay. RUSN, Lansing, Michigan.

Assistant Chief Engineer—Alert, capable, first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. Write all in reply. WLV, Grand Rapids, Michigan.

Announcer—Operator wanted. Must have first class radio telephone license and be capable of announcing news and commercial. Give experience, draft status, salary and required first letter. Radio Station KEK, Davenport, Iowa.

Announcer wanted by Southern NBC 5 kW station. A junior man with at least two years successful announcing experience. We prefer the man who will become firmly rooted in the region we serve. We'll start you at $46.00 per week and provide an opportunity to earn extra talent fees for production work in transcription, photo, detailed experience and education. Station WTB, Columbus, S. C.

Announcer—Experienced, draft exempt, good voice and personality. Florida Blue Network seeking particular first letter to Harry Moreland, WJRF, Jacksonville.

Wanted Chief Engineer. New RCA equipment. Good working conditions. $50 per week for 60 hours announcing daily. Call, wire or write Diana Watts, KHAB, Huntington, Neb.

Wanted: Announcer with some experience. Write details, salary expected first letter. Box 422, BROADCASTING.

Situated Wanted (Cont’d)

WANTED—ENGINEER FOR CONTROL ROOM AND TRANSIENT. WORK WITH PRODUCING SHOWS, COLLEGE GRADUATE PREFERRED. HOMESTYLE AND PLEASANT WORKING CONDITIONS. Box 426, BROADCASTING.

Combination man wanted. Must have first class operators license, be able to do announcing and everything else. Good salary. For station in the Midwest. Wynn, KFJJ, Klamath Falls, Oregon.

Situations Wanted

Engineer—First class ticket. 4F, experienced, capable, first class engineer must be permanent. Box 387, BROADCASTING

Station Owners: Bring youth, program, radio knowledge, business ability to your station with draft exempt manager. Excellent salary. Send first letter, Box 391, BROADCASTING.

Don't read another word of this if you can footprint a betterIrvin any sa- ary. Am I a good-known network announcer in New York with program going currently on several chains. My draft status is 4F. For reasons of familial health, I intend to settle in the South where my nearest relative resides. Also, my commercial commitments expire. With nine years experience in management, broadcasting and radio, and six in the big time, I will make you an outstanding program director. As an announcer, I have won a number of awards and provided the salary warrants it. I guarantee you the finest that is forceful and effective. You may see my references are registered in dollar signs. If you feel your station might profit by the addition of a man with ample network seasoning, write or wire at once, giving full particulars. In return, I'll give you references bearing out everything I have said. Address Box 427, BROADCASTING.

Executive Secretary—To busy, active station manager. Both business college and University graduate, 89, five years excellent experience in programming, traffic, continuity, publicity, and promotion. Box 416, BROADCASTING.

Chief Engineer—Broadcast engineer offers several years' professional route. A man with 15 years' experience and two years senior design and production in radio and television industry, to a 10 to 15 kW station seeking a permanent chief engineer. Unusual executive design and production, all types AM and FM equipment, antennas, measuring and wiring work, radio operation, and supervision of personnel. Possess quantity engineering test equipment and meters. Married, age 35, draft deferred. Box 415, BROADCASTING.

Engineer—First phone, second telegraph. 16 years experience. Finest references. Desires position in progressive station. Must be near law school and available for draft exempt, married. Box 419, BROADCASTING.

Two Announcers—Experienced, draft exempt, high school. Desire station in the city. Box 426, BROADCASTING.

Top-notch radio man wants top-notch job. 12 years experience, writing, directing, producing. Experienced in announcing, editing, newscasting, special events. Recently honorably discharged from service, desiring established position. Desire permanent connection with network and all future stations. Will consider any good offer with future. Will produce or direct. Send letter, snapshot and full references. Box 421, BROADCASTING.

Productive Creations. Currently writing and producing top comedy show, also providing background music. Desires larger outlet for talents. Box 423, BROADCASTING.

HIGHEST CASH PRICE

For Either or Both
1 kW or 250 Watt station now in operation or complete equipment for such operations. Give details of what you have to offer in replying to Box 424, BROADCASTING.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles station, KRTN, will have opening mid-July for promotion and merchandising manager. Whtsmerger, draft-free man who knows public relations and advertising, who can write and think, and who can direct on efficient established department. If interested, send complete details regarding experience, references, salary requirements to Grover Lawrence, Ironton Broadcasting Company, Des Moines, Iowa.

‘Free Movie Day’

THE WAR Activities Committee of the Motion Picture Industry is seeking the cooperation of over 600 stations in publicizing "National Free Movie Day," July 6, when anyone buying or applying for a War Bond will be admitted to the thousands of movie theatres participating in the plan. Spot announcements and background material prepared by Martin Starr, of United Artists, radio director of the MP's "Fighting Fifth" War Loan Committee, were being distributed last week-end to 660 commentators of network-affiliated stations, and to their news editors.

Seeks Symbol

TELEVISION Broadcasters Assn., in cooperation with six active television stations, is conducting a campaign to find a symbol exemplifying the spirit of television, which will be adopted as an official trade mark by TBA, Stations WRGB Schenectady, WABD New York, WPTZ Philadelphia, WBBG Kansas City, WDAY Bismarck and W6XYZ Hollywood are asking their audiences to participate, offering $25 War Bonds for the best symbol in a War Bond to the national winner in the contest, which started July 1 and concludes July 31.

EQUIPMENT WANTED

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

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

ANNOUNCER WANTED CBS - 5 kW - YOUNGSTOWN, O. Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft-exempt, wire or phone. W. P. WILLIAMSON, JR., Gen. Mgr. WKBN BROADCASTING CORP. Phone 41122

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 9, Wisconsin
At SHAEF They Can Split Syllables

Editing of Broadcasts Polished Up; New Hand Mike

By MARY ZURHORST

JUST BACK from London where he supervised technical processing of film recordings made by network correspondents accredited to the Navy for the invasion, Lt. Marvin F. Royston, USNR, told BROADCASTING last Thursday the story behind the recordings that have made radio history.

In April, Lt. Royston, former NBC and Blue engineer, left the Navy's Office of Public Relations, Radio Section, to go through the quarters in London. Early in 1943, under Lt. Comdr. J. Harrison Hartley, USNR, office in charge, he and Lt. Comdr. Charles E. Dillon, USNR, of the Radio Section, had made experiments with recording equipment in the Atlantic war area against U-Boats. They decided on the film recorder in view of its performance under naval combat conditions [BROADCASTING, Feb. 14].

Trained in Advance

The technical side of the radio coverage for D-Day and a few days following was worked out with the cooperation of the BBC and the four American networks, working a pooled arrangement [BROADCASTING, March 20]. Before arriving in London, Lt. Royston had trained the network technicians in the use of the film recorders and had also given the announcers technical instructions in case of emergency.

Each announcer had his choice of boats and by accident each of the four announcers on different ones, George Hicks on Blue, head of London, Lt. Royston and Edward R. Murrow, European director of CBS, climbed into a B-26 Marauder accompanied by the plane's crew, a full load of bombs and an additional 250 lbs. of sound equipment. Lt. Royston was to describe the recording, with Lt. Royston at the controls.

“We used up the full length of the runway,” he said, “but with all that extra load we finally managed to get into the air. Everybody was on edge because we were to fly directly into a very heavy flak area, as soon as we were in the air, and just the day before we had seen planes come in pretty well shot up from raids over the same spot.”

Developing New Mike

“Our plane was second in formation so we could see the bombing of the lead plane as well as our own. As soon as we were over the target—a 70 or 80-foot platform like a ski jump, leading from an old farm house—the bombardier dropped his bombs and left the bomb bay doors open so Murrow could see what was happening and describe it.”

The rush of air was terrific, he said, adding to the other background noises. There was no flak, however. There were echoes of hits on the target, but as Lt. Royston and the recording both reached this country before the pictures of the raid were developed, he does not know the results.

A special hand microphone is being developed, according to the Navy, which will eliminate background noises encountered in combat. It will be used soon in battle recordings.

KTKC Change Granted

KTKC Visalia, Cal., last week was granted consent by the FCC for voluntary assignment of license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and the Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same individuals and Morley M. Maddox and Charles A. Whitmore, who replace the Visalia Publishing interest. Operation continues under the same name. Messrs. Maddox and Whitmore, owners of Visalia Publishing, have been identified with the KTKC licensee through the interest of their company, which is voluntarily dissolving and liquidating. Visalia Publishing Co. has been publishing the Visalia Times-Delta.

Blue Adds Two

BLUE NETWORK, effective July 1, added two full-time Georgia affiliates, as members of the South Central Group, and available only as a package with WDAK Columbus, Ga. The two new stations are WRDL West Point, owned by Val- ley Broadcasting Corp., and owned by Northwest Georgia Broadcasting Co., operated by Lt. Royston and Edward R. Murrow. The new additions bring the network total to 194 affiliates.

PROCESSING Navy film recordings of Allied action immediately after they reach headquarters in London are Lt. Marvin F. Royston, USNR, head of Navy radio operations for the invasion, and Radio Technician 1st Class Charles Chrismon who assisted Lt. Royston at SHAEF.

"Today's Recipes Will Be An Omelet—Not Shirred Eggs, As Originally Announced"
Behold the portrait of a people’s soul...
The lens has captured it,
Diffused and ill-defined,
In the soft sunshine of a Sunday morning.

Its substance is simplicity:
Just children and a church;
For children give the soul its life...
Church gives it residence.

Around these two, a town is built—
Some homes, a school, some stores and farms.
Into the soul are fused
Traditions of dim yesterdays
Remembered only in the graven granite
In the graveyard,
The bright hopes of unborn tomorrows,
And the living, freedom-loving spirit of today.

That’s all there is to Maineville;
No gleaming crucibles of steel
Pouring their wealth into busy marts;
No mines burrowing into earth’s riches;
No humming factories, no spinning turbines.
Just folks—just children and a church,
And the simple life of a quiet town,
Attuned to the proud beat of a nation’s heart.
Quite unimportant...yes—that is,
To all except the few
To whom this place is home—
And to us, whom they have made to feel at home.
The Japanese regularly boast that the important transmitting station at Chungking has been destroyed, and China’s war capital has thus been isolated.

But the photograph above shows one of the Chungking short-wave stations which is located in a mountain dugout—safe from air raids.

According to United China Relief, "Much of the transmission equipment used by China’s XGOY and XGOX is made by Chinese technicians using American parts."

Naturally RCA workers were thrilled to see this picture showing the RCA-833-A, and to know that RCA tubes have found such an important place in the Chinese war effort. In expressing thanks to United China Relief for the use of this photograph, RCA urges your support of United China Relief and the important work it is doing.

The tube shown in this photograph (which was supplied by United China Relief) is the famous RCA-833-A, a favorite in AM and FM stations throughout America.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA.

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY... In Radio, Television, Tubes, Phonographs, Records, Electronics

BUY WAR BONDS