what every sponsor should know

WHICH PROGRAM TYPES APPEAL MOST TO CERTAIN INCOME GROUPS?

Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its Crossley-prepared Continuing Study of Radio Listening, can show you how all kinds of people's listening fluctuates from period to period.

WHY CAN EQUAL RATINGS BE MISLEADING?

More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.

HOW DOES THE WEATHER AFFECT LISTENING?

How do rainstorms, blizzards, hot spells affect the listening people do? Two weeks out of every month Crossley, Inc. clocks the weather day by day as regularly as its personal interviewers ask people questions. This is an interesting radio angle that you should know more about.

Smart sponsors and their agencies make it a habit to check WOR regularly on what the Crossley Continuing Study of Radio Listening reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

WOR

— that power-ful station at 1440 Broadway, in New York
Veteran Editor

It's no wonder radio listeners in Midwest America feel friendly toward WLS personalities. Most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Julian Bentley, WLS News Editor, has been with the station for 14 years, since 1930. Ervin Lewis, Associate Editor, is a comparative newcomer with 6 years of service at WLS.

These friends of long standing are found not only in the news department. Many entertainers have been heard on WLS for 15 and 20 years. Executives, program staff, even the engineers boast 20-year veterans. And in this long association with the station and its audience, these people have learned to know the listeners, know what they like to hear and what will move them to act and buy. That's why WLS Gets Results!
We gratefully acknowledge the compliment of Boston's Radio Editors in voting

WNAC
"Tops in Publicity in the Boston Area"

WNAC

KEY STATION OF THE YANKEE NETWORK
Member of the Mutual Broadcasting System
Represented Nationally by Edward Petry & Co., Inc.
for AM Broadcasting, FM Broadcasting

and Television Sound

T WELVE years ago, RCA engineers startled the industry by announcing the development of a revolutionary new microphone, "the microphone without a diaphragm."

That microphone was the first velocity microphone—and, back in 1932, it was a daring innovation. There was some shaking of heads over the fact that it looked different, worked differently, and moved the pre-amplifier from the microphone case to the equipment rack.

But, the broadcasting industry—which was just then moving into high gear—quickly found out that the Velocity Microphone was more convenient, more dependable and of far better quality than the condenser microphones then in use.

With one accord, broadcasters adopted the RCA Velocity Microphone for all high-quality pickups, and they have been using them in constantly increasing numbers ever since.

Meantime, RCA engineers, not content with the first velocity microphone, have gone on improving it. They designed new mountings, used new materials to achieve higher output, added new finishes. In 1935 they brought out the Uni-directional Microphone, a velocity-type microphone which has a single-sided pickup (as contrasted to the two-sided pickup of the standard velocity microphone). And in 1939, the "Combination" Microphone—a model which provides uni-directional, bi-directional or non-directional pickup at the turn of a switch.

Today RCA broadcast microphones are the standard of the industry. Used by NBC, CBS, the BLUE and nearly all regional networks—as well as by most of the independent stations, large and small.

For the best in microphones—and the best in all radio equipment—look to RCA!
microphones the networks use”

The RCA 77-C1 Special-purpose Microphone. Provides a uni-directional, bi-directional or non-directional response as desired. Change from one to another by turn of a switch. Frequency response constant through entire operating angle. A combination of flexibility and quality which is unequaled.

The RCA 88-A Pressure Microphone. A rugged, non-critical unit—especially suited for remote pickups. Weighs only a pound, provides a high output level, has a moisture-proof, molded styrol diaphragm and a protecting wind screen. Response of 60 to 10,000 cycles makes it suitable for many studio uses as well as remotes.

THESE THREE USE ALL THREE
—and so do most of the regional networks—and the best-operated independent stations
Fifth Avenue has its Fashion Stores

Omaha has its Smart Shops

Omaha keeps step with Fifth Avenue

Omahans are definitely well dressed. On the average, Omahans spend more for clothing than residents of many larger cities.

The average Omaha family spends about $115 a year for ready-to-wear clothing or a total of over $8,000,000.

People who are clothes conscious are interested in articles that promote a high standard of living. Omaha's profitable retail market can be reached directly, daily through KOIL (Basic Columbia) at low cost.

Investigate now.

AN ACTIVE RETAIL MARKET
Omaha's retail sales total over $175,000,000 per year.

Represented Nationally by Edward Petry Co., Inc.
PORTRAIT OF AN

Enduring MARKET

- Spendable income from the rich East Texas-South Arkansas-North Louisiana area is assured for years to come. Always looked upon as an enduring market this region's rich resources and major industries will provide increasing spendable wealth in the future. Now holding one-fifth of the nation's known oil and the second largest known supply of Natural Gas new fields are constantly being discovered to add to the life of the petroleum supply. Add to this such major industries as cotton, livestock, lumber and varied manufacturing, plus a mild climate which allows year-round operations. It will pay you to investigate this enduring market... to find out how you can sell now and build sales for the future. Let us give you more information about this market and how you can cover it completely with 50,000 watt KWKH.

KWKH
50,000 WATTS
CBS

A Shreveport Times Station CBS Represented by the Brantham Co.

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising

July 10, 1944 • Page 7
It happened at 1220

Congratulations came thick and fast when Radio Station WGAR shifted to 1220 kilocycles, and included reports of better reception from listeners, as well as flowers galore.

Move from one side of town to the other, and friends still will locate you. But, change the wavelength of a radio station, and you can't simply leave a little note hanging at the old spot on the dial. That is why WGAR, the Friendly Station in Cleveland, went all out in a smashing campaign to post listeners on its recent shift to 1220 kilocycles.

Radio announcements, newspaper ads and streetcar hanger cards started people talking when, with humorous touch, they asked... "what's happening at 1220?" Then, in rapid-fire order at the changeover date, came the answer through those same media, plus giant painted boards, 24-sheets, truck signs, window and counter displays in downtown and neighborhood stores... through book matches, correspondence stickers, playing card giveaways, tent cards in restaurants and cards direct mailed to select lists.

As one Clevelander put it... "you can't expose your ears or open your eyes without learning that WGAR has moved to 1220 on your dial!"

Twenty-six newspapers with combined circulation of more than one and one-half million carried 163 ad insertions throughout Northern Ohio.

Newspaper readers couldn't miss the smash announcement ads, some in two colors, that appeared in Metropolitan and rural papers during the week following the changeover.

Store posters featuring network stars were displayed prominently in 2300 retail food and drug outlets throughout WGAR's service area.
SPECIAL PROGRAMS by network talent, as well as live announcements, reminded listeners to make the switch on the appointed day and hour.

COLORFUL OUTDOOR ADVERTISING makes nearly one and one-half million WGAR impressions every 24 hours through one hundred twenty-six 24-sheets.

BEHIND THE MOVE to a better wave for WGAR were well-known radio men (left to right) John F. Patt, G. A. Richards and Leo J. Fitzpatrick.

EAST AND WEST on the city's two heaviest traffic arteries, giant painted boards flash the WGAR message to radio-minded Clevelanders.

TEASERS OPENED a 26-week car hanger card campaign, followed by changeover announcements and program promotion cards to run into the fall months.

175 TRUCK SIGNS carried the news of the change throughout the city and nearby counties.

LISTENERS whose house or phone numbers are 1220 won playing cards, and two million WGAR matchbooks were distributed over cigar counters.

Norm Siegel of the Cleveland Press said: "There's definitely improvement in WGAR's signal."
Richard E. Goebel
President, Pacific Coast Advertising Co., San Francisco

Says—“We’ve found that spot broadcasting reaches most of the people, most of the time.”

• Bravo, Mr. Goebel! After all is said and done, that’s the final and ultimate discovery about spot broadcasting. After twelve years of closest association with the medium, even we are still being constantly surprised that spot broadcasting can sell men’s clothes, for instance, at times when “only women are listening”—can sell foods and other feminine interests at any hour of the day or night, and even on sports programs!

• What’s the answer? We’re sure we don’t know, unless it’s that spot broadcasting simply does reach a lot of people, all the time! More people per dollar, certainly. Plus the fact that, whether you’re buying a 20-second break or a full hour’s program, you’ve got all the listener’s attention while you’re on the air—you’re not competing with other advertisers on the same “page”.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Federal Ownership Urged in Some Quarters

By BILL BAILEY

CONTROL of international shortwave broadcasting following the war looms as a major political issue, with several Government agencies, including the FCC, Office of War Information and Coordinator of Inter-American Affairs reportedly advocating some form of continued Government supervision of the nation’s shortwave stations.

Shrouded in official secrecy, the move to perpetuate Government control over international broadcasting is said to be headed by FCC Chairman James Lawrence Fly, who also is chairman of the Board of War Communications and a member of the State Dept. Committee on Postwar Telecommunications.

Reliable sources, however, held that no action would be taken, despite purported pressure by the FCC, OWI and CIAA, until the field of international communications is probed to its innermost depths. To that end 200 or more radio and communications experts will be called to Washington in the near future for conferences on the overall communications picture. Information gleaned from them will help to guide the State Dept., in formulating a country’s policies to be presented at the first world conference on telecommunications after hostilities cease.

IRAC Report

Because of the worldwide problem of allocations which will arise in the postwar period, the Interdepartment Radio Advisory Committee made up of Government experts, has been working for months on proposed allocations to be considered at the impending world conference. IRAC is understood to have submitted a report to the FCC, BWC and State Dept. Committee a fortnight ago.

Adding to the allocations problem is the fact that more than 1,600 international shortwave stations have operated since the war on something like 900 or more frequencies, ranging from 2132 to 42,500 kc, according to competent estimates. In addition several foreign FM stations, as well as those in the U. S., have been operating in the band above 42,500 kc.

Although it was pointed out that many of the 1,600 stations which have been on the air pouring out propaganda for a score or more of countries have been destroyed in war zones, the problem of allocating certain frequencies to each nation is one which will require not one but several world conferences.

Must Keep in Step

Advocates of Government-controlled shortwave stations in the future point out that the U. S., prior to the war, was the only nation in the world with privately-operated stations. They contend that in the postwar period all international broadcasting of other countries will be controlled or operated by respective governments, and that the United States, to keep in step, must do likewise.

On the other hand there are, in Government, agencies which abhor any kind of Government control over private industry. They contend that America has been built on the foundation of free enterprise, as defined in the Constitution, and that Government operation of international broadcasting would be a definite step towards control of speech and the press, not only on an international basis but domestically as well.

At the outbreak of war seven corporations owned and operated America’s international shortwave stations. Under wartime agreements reached in the fall of 1942, time of all U. S. shortwave stations (21 at that time) was leased to the OWI and CIAA, OWI programming two thirds and CIAA the other third. The agreement calls for return of all stations to the private owners after hostilities cease.

In the meantime OWI has planned a total of 36 international shortwave stations, 30 of which have been completed, the remaining six still under construction. Additional stations have been acquired by Defense Plant Corp., under supervision of the private licensees [BROADCASTING, May 29].

Protecting Investments

In the study of international communications, several schools of thought have arisen as to the most feasible role of shortwave broadcasting. Those firms which have pioneered in shortwave broadcasting have tentatively lined up proposals as standard or medium range, or in other countries to pick up shortwave programs from America and rebroadcast them over AM stations. Such arrangements have been predicated on the understanding that American broadcasting would continue in peacetime under private operation, thus providing through free competition the best of entertainment.

To protect their investments, made over a period of years, the pioneers in international broadcasting are understood to be planning vigorous opposition to any movement leading to Government domination of that branch of the industry.

One school of thought advocates point-to-point relay with standard band stations in foreign countries rebroadcasting shortwave programs from America and vice versa. Apropos that plan, however, Edwin K. Cohan, technical advisor of World Wide Broadcasting Corp., (Continued on page 64)
FCC Approves WJJD Sale to Field; Randau Heads Station; Harre Manager

MARSHALL FIELD, sole proprietor of the Chicago Sun and of PM, last week became the owner of WJJD Chicago, with the FCC's approval of his acquisition of control of the station's stock from the Atlas family for approximately $700,000.

With the purchase of the remaining outstanding preferred stock, the cost will be approximately $750,000. Purchase of control was from Ralph L. Atlas, who also operates WIND Gary-Chicago; H. Leslie Atlas, vice-president of CBS in charge of central division operations, and Ralph Louis Atlas, son of Ralph L. Atlas. Philip K. Wrigley, chewing gum manufacturer, was a minority stockholder, along with others.

WIND More Approved

Application for transfer of WJJD to Mr. Field was filed last March. The station operates on 1160 kc with 20,000 w limited time. KSL Salt Lake City is the dominant station on the clear channel.

The contract for sale also calls for an adjustment in price for any increase or decrease in net worth of the station between Jan. 31, 1944, and the accounting date established. It is understood there will be an adjustment upward. Ralph Atlas and his associates will continue operation of WIND, which at the same time was granted a modification of its license to change its main studio location to Chicago so the station hereafter will be identified as Chicago instead of Gary. Commissioner Walker voted "no" on the Chicago move.

Mr. Field also has pending before the FCC an application for purchase of WSAI Cincinnati from the Crosley Corp. for $150,000.

This transaction, like the WJJD deal, stems from the FCC's regulation against dual ownership of stations in the same or overlapping areas, since Crosley also operates WLW in Cincinnati. He also is understood to be considering other station acquisitions.

Clem Randau, business manager of the Chicago Sun and former United Press executive, will be in supervisory charge of WJJD operations. The station will continue to maintain headquarters at 230 W. Michigan Ave. WIND, under arrangement with the Field organization, temporarily will use studios at that location until such time as a move can be made with the lifting of restrictions on materials.

"We are going to continue as is," Mr. Randau declared following the FCC action. He formally announced that Arthur Harre, commercial manager of WJJD, has been named manager. Others are Mr. Field, president; Mr. Randau, vice-president; and Carl Weitzel, manager of the Field Chicago properties, as secretary-treasurer. These officials also will serve as the board of directors.

Lockheed Sponsors

LOCKHEED Aircraft Corp., Burbank, Calif., will sponsor A Man Named 'X' on 72 CBS stations starting July 10. The half-hour drama serial, in which the activities of the FBI takes to the air in the latter half of the Lux Radio Theatre, 9:30 p.m., for an eight-week run. It has not yet been decided where the show will be placed after that period. Agency is Foote, Cone & Belding, New York.

Mr. Field Mr. Harre

'Freshie' Spots

SUNWAY FRUIT Products, Chicago, "Freshie" dehydrated beverage base, begins sponsorship of a spot campaign, introducing the product to the civilian market for the first time after extensive sale for army use overseas, July 17 on WNEW New York and WGN Chicago, using one announcement daily until Sept. 1. Fall and winter schedules will be expanded. Agency is Sorenson & Co., Chicago.

Golf Match Sponsors

GEORGE S. MAY Co., Industrial engineers, Chicago, is contracting for the full 190 station NBC net for broadcast of the annual Men's Open Amateur & Professional Golf Tournament, Tam-O-Shanter Golf Club, Chicago, Aug. 22-27, featuring Bill Stern. The whole package is estimated at $14,000. Agency is Jim Duffy Inc., Chicago.

Signal Oil Spots

SIGNAL OIL Co., Los Angeles, in a concentrated campaign, in early July started using an average total of 180 transcribed announcements on more than 35 Pacific Coast stations utilizing those in major market areas. Agency is Barton A. Stebbins Adv., Los Angeles.

Bond Bread Spots


WBTA to MBS

WBTA Batavia, N. Y., on July 16 becomes a fulltime affiliate of Mutual. Station is operated by Batavia Broadcasting Corp. with 260 w on 1490 kc.

1903 Daniel Joseph Danker 1944

He received his early education at Phillips Exeter Academy and his A.B. from Harvard in 1928. He was one of the 10 young college men chosen by J. Walter Thompson that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. In early 1930 he established offices in downtown Los Angeles and worked on the Goodrich, Balto Dog Food and other accounts.

He handled the Rudy Vallee show, then sponsored by Fleischmann's Yeast, in 1933, starting the guest artist vogue. Among other early programs for which he was in large measure responsible and which are still on the air are Lux Radio Theatre, Kraft Music Hall, and Chase & Sanborn Hour.

Dannny Danker became a Thompson vice-president in 1937, one of its youngest executives. Talent buying was just one of his functions, however. For a long while he was regarded as Hollywood's No. 1 radio talent buyer.
Local Coverage to Feature Convention

Home Delegates Interviews Are Planned

LOCAL NEWS angles and interviews with home-state delegates will emphasize radio's on-the-spot coverage of the Democratic National Convention which opens July 19 in the Chicago Stadium, three weeks from the day that radio listeners heard Republican Thomas E. Dewey accept the nomination of his party from the same Stadium.

Taking their cue from scores of commendatory letters, telegrams and personal pleadists, broadcasters are planning to supplement network coverage, which will take in the general proceedings, with "home-flavored" news, sidelights, features and descriptive material by commentators and announcers usually heard from their home towns. Direct pickups, transcriptions and overhead telegraphic copy will be utilized by the individual stations. (List of station correspondents on page 26).

Two Network Spots Daily

Network coverage of the Convention, from the call to order of the opening session at high noon July 19 and continuing until the Convention's adjournment after it has selected the party's Presidential and Vice-Presidential candidates, will generally follow the same pattern as that of the Republican National Convention.

As decided upon at a conference in New York last Thursday between J. Leonard Reinsch, Radio Director of the Democratic National Committee, and news executives of the four nationwide networks, the joint broadcasts will start at noon CWT and continue for an hour and the evening broadcasts will start at 9 p.m. CWT and continue for approximately two hours. Broadcast of any session may be extended past the scheduled time if events should warrant such extension.

Opening broadcast Wednesday afternoon will include the address of welcome to the delegates by Mayor Edward Kelly of Chicago, followed by a speech by Scott Lucas, Senior Senator of Illinois, and an address by the Democratic National chairman, Robert E. Hannegan, outlining campaign issues and party policies.

The Wednesday evening Convention broadcast will bring to listeners at home an address on the part women will play in the coming campaign, by Mrs. Charles W. Tillett of North Carolina, former chairman of the Women's Committee. This will be followed by the installation of the temporary chairman of the Convention, Gov. Robert Kerr of Oklahoma, who will deliver the keynote address.

Thursday afternoon session will cover presentation of the Convention's permanent chairman, Samuel Jackson of Indiana, and his address to the assembly, following which the Committee on Platform and Resolutions will make its report.

Balloting Thursday

Thursday evening session broadcast will open with an address by Mrs. Helen Gahagan Douglas of California. Following a second address by a speaker who has not been identified by the Committee, the chairman will call the roll for nominations for President, which will be broadcast as well as the subsequent balloting.

If the balloting for President is not prolonged, there is a possibility that the Vice-Presidential nomination also will be completed that evening, the convention winding up its work in a two-day meeting. Whether this develops or whether the Convention carries over into Friday session cannot be predicted at this time.

If President Roosevelt is again chosen as the standard bearer for the Democratic party, the political depressors predict that he will not fly to Chicago, but that he will broadcast his acceptance speech to the Convention—and the nation—from Hyde Park.

Women's Director Named

In addition to the joint broadcasts from the Convention floor, each network is planning special programs. Schedules have not been completely worked out as yet, and probably will be announced during the coming week.

Probably several broadcasts will originate at the sessions of the campaign school for women delegates to the Convention, which will be conducted by Mrs. Tillett and other party women leaders, from the women's division headquarters in the balloon of the Stevens Hotel.

Women's broadcasts from the convention will be handled by Betty Goodwin, who has been appointed Director of Women's Features for Radio for the Democratic National Committee. Miss Goodwin in 1936 covered the women's angle of the national conventions for NBC.

Radio Finds Niche in News Coverage

GOP Convention Lays Foundation For Future Job

By D. HAROLD McGrath
Superintendent, Senate Radio Gallery

RADIO has found its niche in the news coverage field. As a result of its on-the-spot job at the Republican National Convention, the broadcasting profession in the future may well be expected to cover, side by side with newspaper representatives, outstanding news events of general interest.

Attendance a Question

The story of radio's first big spot political coverage goes back to December 1943 when seven men gathered around the desk of Earl Godwin, Blue Network commentator and president of the Radio Correspondents Assn. They met to determine, if possible, how many radio news persons would attend the 1944 Republican National Conventions.

Attending, besides Mr. Godwin, were: Richard Harkness, NBC commentator; Rex Goad, chief of Transradio's Washington Bureau; Fred W. Morrison of Mutual, assistant to Fulton Lewis Jr.; Wells (Ted) Church, Radio Director of the GOP National Committee; William Vaughan, acting superintendent of the House Radio Correspondents Gallery, and the writer. Comprising the Radio Correspondents Assn. Executive Committee were Messrs. Godwin, Harkness, Goad and Morrison. They had just been officially apprised that both the Democratic and Republican National Committees had approved the Executive Committee as the supervising body over the radio news galleries at the respective conventions.

Two big questions confronted us: How many stations would ask for seats at the conventions? How many would attend? There was little experience on which to predicate a decision. Since 1916, the newspaper world, utilizing the Standing Committee of the Congressional press galleries, could make its needs known through the Standing Committee as soon as convention sites were chosen.

Radio Given Recognition

Radio's problem was different. Only once before—in 1940—had recognition been given radio as a news gathering medium by either political party. Prior to that, dealings were direct between the national political committees and networks.

In 1940, almost at the last minute, the Republican National Committee recognized the newly-organized Radio Correspondents' Assn. and over the protests of many newspapers allotted to radio 40 of their 100 correspondents.
WMT-WOL Swap Approved by IRT

Craven Named to Head Personnel of Both Stations

ADVISED in a formal ruling by the Internal Revenue Bureau last Friday that even-up exchanges of broadcasting stations fall within the purview of "exchange of like property" under the revenue regulations, licensees of WMT Cedar Rapids and WOL Washington last week confirmed rumors of a "swap" of the properties. Applications will be filed with the FCC probably today (July 10).

The transaction, which will give the Iowa Broadcasting Co., operated by the Cowles family of Des Moines interests, a Washington outlet had been completed on a tentative basis and only the Internal Revenue Bureau ruling was awaited prior to the filling of the necessary petitions with the FCC. The ruling held that under paragraph 112 (b) (1) of the Internal Revenue Code, an exchange of like property for productive use in trade or business can be made on a tax-free basis provided there is no gain or loss. This ruling creates a precedent in radio transactions.

Others Pending

Two other exchange arrangements now are pending before the Commission—one involving even-up exchange of KTBS Shreveport for KTHS Hot Springs [Broadcasting, May 22]. The other, filed last week, proposes exchange by the owners of WMT (Chicagoland, Ill.), of its one-fourth interest in KOIN Portland for a two-thirds interest in KALE Portland (see story on this page). The conditions to be filed with the FCC will provide for the exchange of ownership of WMT by the Iowa Broadcasting Co. for WOL owned by the American Broadcasting Co. According to the filing, the exchange would be forthcoming within 60 days.

Under the contract each station applies for the assignment of licenses to the other. Each company will sell the other its transmitter and studio equipment at book value, with certain items excluded. It is understood the WOL equipment is valued at approximately $35,000 and that of WMT at about $35,000, which would mean a payment to American Broadcasting Co. of the differential of about $5,000.

It is expected that the announcement will be made by both sides that personnel of the stations will not be disturbed. T. A. M. Craven, former manager of WMT, who took over July 1 as vice-president of Iowa Broadcasting Co. in charge of eastern operations, is expected to become general manager of WOL under its new ownership. William B. Quarton, general manager of WMT, will remain in that capacity, with personnel not otherwise disturbed.

WMT, WOL Exchange

IBC, headed by Gardener Cowles Jr., Des Moines publisher and broadcaster and his brother John Cowles, publisher of Minneapolis Star Journal, has also contracted to purchase WHOM Jersey City and WCOP Boston for $350,000 and $225,000, respectively. These transactions likewise await FCC approval.

The Cowles interests also operate WNAX Yakonton and KRNT and KSO Des Moines. The latter station is subject to a fulltime FCC approval, to Kingsley H. Murphy of Minneapolis for $275,000. The fact that KRNT, at least in some measure, covers the same territory as WMT, probably had a bearing on the IBC decision to dispose of WMT.

Washington probably will become one of the most competitive radio areas in the country with completion of the WOL transaction and the pending WINX sale to the Washington Post Co. $650,000 NBC owns WRC and CBS-owned WTOP. WMAL, Blue outlet, is owned by the Washington Star, Washington's sixth station, WWDC, is controlled by Joseph Katz of Joseph Katz Co., Northern Virginia Broadcasting Co.

Tax aspects of the WOL-WMT transaction were handled by Alvord & Alvord, Washington tax attorneys. Iowa Broadcasting Co. is represented by Segal, Smith & Hennessey and American Broadcasting Co. by Herbert M. Bingham, Washington attorney.

William B. Dolph, executive vice-president of American Broadcasting Co. would continue in that capacity with the acquisition of WMT. He would direct the station's policies, in addition to heading its headquarters in Washington. President and principal owner of American is Mrs. Helen Mark, of Washington.

WMT, a basic CBS and supplemental MBS outlet, operates on 600 kc, with 5,000 w fulltime. It maintains studios in Waterloo as well as Cedar Rapids. WOL is on 660 kc with 1,000 w and is Washington outlet for MBS.

WTAD Sold to KGLO; WORD Acquired by Bryan and Davis

Third Proposed Transaction Involves Exchange Of KOIN 25% for KALE Two-Thirds Interest

THREE transactions involving changes in station ownership were completed last week, subject to FCC approval. They are:

Sate of WTAD Quincy, Ill., by W. Emery Lancaster, broadcaster and attorney, to Lee Broadcasting Inc., controlled by Lee Radio Inc., licensee of KGLO Mason City, Ia., for $487,500.

An even-up exchange by the Portland (Ore.) Journal Publishing Co. of its 4% interest in KOIN Portland, for the 3% interest in KALE held by C. W. Myers, president and controlling stockholder of KOIN, and Mrs. Josephine Hunt.

Sale of WORD Spartanburg, S. C. Blue outlet by Spartanburg Advertising Co. to Joseph M. Bryan, vice-president of the Jefferson Life and Casualty Insurance Co., Greensboro, and Smith Davis, head of the Smith Davis Co., newspaper and station financiers, Cleveland, for $85,000.

The latter two deals are "duopoly," transactions, brought about by the FCC's rule banning dual ownership of stations in the same or overlapping areas. A half-dozen others, falling in the same category, are in negotiation while the FCC has pending some two-score applications involving station sales or transfers, about half of which have to do with the "duopoly" rule.

Overtures to End Disc Case Begun

WLW Anxious for Compliance; No Desire to Seize

STRENUIOS efforts to effect compliance with the War Labor Board's order terminating the two-year-old strike of musicians against the Victor and Columbia recording companies were in progress last week as James C. Pettrillo, president of the American Federation of Musicians, continued to ignore the WLW mandate.

No Desire to Seize

While neither the Board nor the parties to the case would authorize any statement on their positions, Broadcasting learned that negotiations are being conducted behind closed doors to settle once and for all the recording controversy and that there is a possibility the issue may be resolved in the next few weeks.

WLW, it is believed, has little desire to apply the drastic measures which would be necessary to force compliance, such as a strike, as long as its strike is in progress. Mr. Pettrillo, the Board ruled, must first withdraw his ban on making records and negotiate afterwards.

But Mr. Pettrillo has repeatedly said he will not send his musicians back to work without a contract, and the AFM convention last month unanimously voted that its membership would not accept terms and conditions other than those prescribed in the Decree World and "Four Employer" contracts.

Board's Problem

WLW's problem, obviously, is to prevail upon Mr. Pettrillo to conform to its accustomed procedure in labor disputes, which would seem to be a small concession in comparison with the concessions the Board made in virtually ratifying the "employment fund" contracts and presenting contracts involving the same principle for Victor and Columbia. In that endeavor, the Board will have to exercise the full weight of its prestige.

In the meantime, the formal opinion on the case, which is expected to clarify that part of the Board's order requiring the recording companies to make escrow payments to a "fund," was still being awaited. Officials were unable to say definitely when the opinion will be issued.

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BROADCASTING • Broadcast Advertising
MacFarlane Travelled With "Monty"

The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein. MacFarlane waited with the 8th Army for Rommel's drive on Suez. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle of the 8th Army's response to Montgomery's order, "Attack!"

It is this background of living and fighting with "Monty" and his men that gives MacFarlane's broadcasts about the British on the invasion front so much force, so much truth.

It is this once living where news is made that helps MacFarlane call the news that is to come, with such uncanny accuracy.

He's called the turn on Turkey before Winston Churchill. He tagged Spain's real objective before Franco moved. There are a dozen more examples.

Ian Ross MacFarlane is another W-I-T-H exclusive.

WITH
Baltimore, Md.

Tom Tinsley, President :: Represented Nationally by Headley-Reed
Marines Fight Elements Recording Story of Pacific Battle

By MARY ZURHORST
AT SAIPAN on D-Day, Lt. Larry Hays, USMC, writer and announcer, of Brooklyn, N.Y., with "Hail to Montezuma," and T/Sgt. Keene Hepburn ferried their wire recorder to a reef lying directly in line of operations. Preceding the first wave of 200+ craft, they recorded for two full hours a description of the invasion and naval bombardment.

This recording was the climax of a series by Lt. Hays and Sgt. Hepburn giving the overall picture of one unit as it goes into an amphibious operation. The wire and Presto recordings were flown 10,000 miles to Marine Corps Headquarters in Washington by the men who made them, arriving last Monday night.

CBS used the record of Saipan D-Day and released it immediately after it was processed for security and quality by the Marine Corps. Other networks planned to broadcast it throughout the week. The other recordings were being processed last week and were to be used on several network programs as soon as they could be released.

On the Bridge

With an 18-month-old wire re- corder with which Sgt. Hepburn had recorded the landings at Na- mur on Kwajalein, and a portable Presto unit, both comprising about a ton of equipment, Lt. Hays and Sgt. Hepburn left with the Marine unit from an advance base in the Pacific, to proceed to Saipan.

First recordings were made from the signal bridge where the wire recorder, operating on 120 special plugs made about the transport so the unit could use the ship's 110 ac power, caught a mock air attack staged as a practice raid. They also recorded the ship's anti-aircraft practice, and got several interviews with crew members.

On the night before the unit went into battle, the two men recorded a community sing along deck, two religious services, and an interview with twin Marines from Brooklyn. As the interview was ending, the ship's signal screamed battle stations and action began.

On D-Day the wire recorder was transferred to a patrol boat which landed on the reef before the combat forces reached the beachhead. On one side were Japanese mortars on the island, on the other side the tremendous spectacle of the U. S. fleet shelling enemy positions, and just about everything else was an endless mass of invaders. From this vantage point the Marine team recorded the battle for Saipan.

Because the smallest assembled unit weighed over 170 lbs. and was not easily portable, Lt. Hayes went in to the beach and got a close-up picture of the fight- going on there and returned to the reef to record his descriptions. His boat was shelled repeatedly.

On the night of D-Day plus 1 more naval bombardment was re- cords. On D plus 2 the equipment was moved into the beach to a spot which had been secured and could be used as headquarters. Then the batteries ran down and there was no transportation available at the time along the beach. For three days no recordings were made.

Clouds of Dust

"In desperation," Lt. Hays told BROADCASTING, "Sgt. Hepburn and I came upon the transports for bat- teries. Finally a Navy lieutenant in charge of radio on one of the ships gave us four 6-volt batteries, each weighing 40 to 60 lbs. In that tossing ocean we had to trans- fer the batteries six times from one type boat to another."

Once on the island, the recording team had to fight the clouds of dust that clogged up the open reeves of the recorder and the microphones. "If it weren't for Sgt. Hepburn's endless care and technical skill, there wouldn't be any recordings," Lt. Hays said, who was fortunate to have no previous radio experience.

"We tried everything to keep dust out of the equipment," Sgt. Hepburn said. "Lt. Hays covered the micros with his helmet and got just a regular studio mike—and sometimes he broadcast with a cloth covering his nose and mouth with the mike under the cloth. But the dust and wind still came through. And we had a lot of trouble with rust, too. That got around the coils of the wire spools and made the wire brittle, but didn't seem to affect quality."

On Saipan, they recorded interviews with war correspondents, many combat personnel "from priv- ivate to generals", on-the-spot de-scriptions of battle action from air bases, and naval bombardment. Sgt. Hepburn figured out a way to throw the wire recorder into the rear cockpit of a "grasshopper" arti-illery spotting plane, and Lt. Hays flew with Capt. Don Blaha over the entire island describing for 2½ hours the action he saw from the plane.

On June 28, the two men were flown from Saipan back to the States with their recordings. Neither had had a bath nor had slept in a bed for two months until they reached the West Coast.

WPB ACTS TO MOVE EXCESS EQUIPMENT

RAY C. ELLIS, director of the WPB's Radio & Radar Division, last week sent a letter to all radio prime contractors and component manufacturers enlistling their support in getting idle, excess elec- tronic components such as resistors, transformers, capacitors, etc., equipment meters and scarce types of receiving and transmitting tubes back into production to meet 1944 radio requirements.

Accompanying Mr. Ellis' letter was a new WPB form No. 3644 de- signed to aid in solving the elec- tronic component, shortage prob- lem. In his letter Mr. Ellis point- ed out that "restricted items now listed under WPB Priorities Regula- tion 15, when reported on the Form WPB-3644, will be offered for sale and transfer to other prime contractors holding war con- tracts, also to the services and to other essential agencies through the Electronics Recovery Section [BROADCASTING, March 20]."

Mr. Ellis stated that the 1944 electronic end equipment problem calls for a 50% increase above 1943's output, which explains why it is vital to recover and utilize excess and idle stocks on hand.

WGN's 20th

WGN Chicago celebrates its 20th birthdate with a series of com- memorative events; the 20th anniversary was celebrated July 15. A public exhibi- tion of equipment and photographs demonstrating the station's two decades of broadcasting will be lo- cated in the lobby of the Tribune Tower and Harmony Hall, the passageway between the tower and WGN studio.

APPEARING ON THE INITIAL broadcast June 24 of KMBC-FM Kan- sas City were these executives of CBS and CBS affiliated stations (1 to r) : Craig Lawrence, general manager of KRNT Des Moines; Hugh B. Terry, manager of KLZ Denver; Jerry Taylor, vice-president, and Arthur B. Church, president and general manager of KMBC and KMBC-FM; Howard Lane, CBS director of public relations; William Lodge, CBS chief engineer; and Hugh Feltis, general manager of KFAB Lincoln. The new FM station operates on 1500 w from 6 p.m. to KMBC signoff time and all day Sunday, synchronizing its programming operation to that of the sister station.

Video Sponsors Signed

Two commercial programs have already been contracted by WWL's New Orleans for postwar program- ming on the proposed WWL com- mercial video outlet for which the station filed application with the FCC several months ago. The spon- sors for the video shows are the William B. Reilly Co., distributors for Li'l Tootie Coffee, and the D. H. Holmes Co., New Orleans depart- ment store.

Six Correspondents Accredited to ETO

War Dept. Announces Two Already Arrived in London

INDEPENDENT broadcasters are now being cleared in increasing numbers as accredited to the European Theatre, an Armym spokesman said last week. Of the six correspondents accredited by the War Dept., at least two have already arrived in London. They are Dave Baylor, representing the Richards stations [WGAR Cleveland, WJR Detroit and KMPC Beverly Hills] and Howard Chernoff [BROADCAST-ING, ETO, KUKI Hawaii, WDAY North Dakota, WFLD Chicago, WJZ Washington, WAAR Detroit].

Returning to Europe after being "booted" out of Italy by Mussolini for his rebel assignment, UP Rome cor- respondent, H. R. Ekins will rep- resent WSYR Syracuse. After re- porting to Gen. Eisenhower's Head- quarters, Mr. Ekins will proceed to France, and possibly Italy. He joined WSYR last September after 19 years with UP, during which time he has covered Washington, Honolulu, Manila, Shanghai, Tokyo, London, Paris, and several other cities now in the war spotlight.

Covered Maneuvers

James Cassidy is covering the European Maneuvers for WLW. In 1941 he reported numerous Army maneuvers on the air, and has since been in charge of Army broadcasts for WLW, WDFM Indianapolis is sending Gilbert Forbes, news com- mentator and analyst, and Erwin Gibson Lewis, is the WLS Chicago accredited correspondent.

The radio reporters will stay in the European Theatre for a mini- mum of 60 days, or a maximum of 90 days according to the War Dept. agreement for accredited regional or local radio correspondents. They will send their stories back by trans- mission, cable and regular mail.

Mr. Ekins Mr. Cassidy

Page 16 • July 10, 1944
Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn

Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan
Kenyon & Eckhardt
Morse International
McCann Erickson
Wm. Esty Co.
Parents' Institute
Parents' Institute
Press Association
Press Association
BBD&O
Ruthrauff & Ryan
Hershey's Creamery
Lang, Fisher & Stashower
Mitchell-Faust
Musical Showcase
The Jack Berch Show
Songs of Good Cheer
Mary Ellen Baker
The Korn Kobbler
Calling All Girls
Parents Magazine of the Air
Eye Witness News
War Correspondent
Old Corral
Boston Blackie
Manhunt
Say It With Music
They Give Their Lives
Beau Brummell Ties
Kellogg's All Bran
Vick's
NBC Bread
Piel's Beer
Calling All Girls Magazine
Parents Magazine
Associated Press
Associated Press
Ft. Pitt Beer
Lever Brothers
Hershey's Ice Cream
Carling's Beer & Ale
Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

* THE DAMON RUNYON SHOW  * HOLLYWOOD QUIZ
* THE KAY LORRAINE SHOW  * MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI  NEW YORK  HOLLYWOOD
TODAY AND TOMORROW
ON WCSC

TODAY WCSC serves Charleston, as it has for 14 years, with a well-balanced schedule of the best in radio. Serves more of Charleston’s husky audience than any other radio station in town.

TOMORROW WCSC will continue serving the Charleston, S.C., market...ranked as A-1* in its prospects for retaining war-time business gains...after the war!

* Survey by Dr. Hauser, Bureau of Census

FRANK DUNNE, New York announcer, has been signed to a 20th Century-Fox acting contract. First assignment is to handle commentary on “Now It Can Be Told”.
FACTS

- No other advertising promotions used
- Account: Manchester Biscuit Co.
- Agency: George Hartman, Chicago
- Program Title: "Stump Us Boys"
- Time: 1:30 to 1:45 P.M., Monday thru Friday
- Type: Contest—Listeners Mail a Box Top and a Song Title and Try to Stump the Band

Many other examples proving the tremendous pulling power of WDGY will be furnished on request—write or wire for details—WDGY, Nicollet Hotel, Minneapolis.

The Northwest's Best Buy!

WDGY
NICOLLET HOTEL • MINNEAPOLIS, MINN.

DR. GEORGE W. YOUNG—OWNER AND GENERAL MANAGER
LEE WHITING—COM' L MANAGER

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY
THE FIRST HIGH-POWER FM TRANSMITTER TO BE INSTALLED ATOP A SKYSCRAPER IS THE 50-KW. REL MODEL 521 EQUIPMENT, COMPLETED IN OCTOBER, 1941 FOR THE EVENING NEWS ASSOCIATION IN THE PENOBSCOT BUILDING, DETROIT—FIRST FM STATION IN MICHIGAN.

To those who do not have suitable high ground available, and must therefore use a tall building to obtain sufficient antenna height, WENA (formerly W45D) is of special interest.

Primary power equipment is installed in the basement. The 3-kw. REL driver and the 50-kw. REL amplifier, together with the speech and control equipment, are on the 45th floor, where the studios and offices are located. On the 46th floor are the water circulating pumps, filament motor-generator, and gas tanks for the transmission line. Phasing and matching section for the antenna is on the roof. A 2-bay REL turnstile is mounted above the ball at the top of the tower, as the illustrations show.

This is probably the most difficult installation that any manufacturer of radio transmitters has been called upon to make. To REL engineers, it was another opportunity to apply our unequalled background of experience. The highly successful performance of WENA over a period of nearly three years is proof that the job was well done.

Such is the engineering service available to all purchasers of REL Frequency Modulation transmitters and associated equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION
Treasury Suspends Records To Appraise Talent, Scripts

Fifth Loan Transcriptions Used by More Than 800 Stations; Barry Wood Wins Citation

FOLLOWING a previous announcement that all activities except special musical numbers have been completed, however, for Bonds even sale during surry necessary radio also adding responsibility schedule, such as the various factors.

WFD also pointed out that maintenance of an extensive recording schedule, such as that used in the Fifth Loan, was too heavy a responsibility for interim periods, adding that to continue all of these special transcriptions might serve to impair results from the War Loan drives. Plans are being formulated, however, for the production of recorded programs for release during the Sixth War Loan, tentatively set for late November.

Barry Wood Award

Popularity of the late Treasury disc series is reflected in the number of stations which used them to good advantage. For the series of 48 five-minute sponsorable Treasury Song for Today program 858 stations sent requests for the 24 quar-ter-hour sponsorable Treasury Salute programs were used by 875 stations and the special series of four half-hour programs, Four for the Fifth, was requested by 844 stations.

Barry Wood, star of the NBC Saturday evening Palmolite Party, and known as the “Treasury troublemaker,” was announced as the ideal Treasury citation on that program July 8 by Ted R. Gamble, WFD national director, for his contributions to the Fifth and other War Loans.

As the Fifth War Loan swung into its final week of Bond selling activities toward the $16,000,000-000 quota, stations and networks also brought to a climax their promotion activities. Full report of the radio job will be told later, following receipt and compilation of the necessary data by the NAB, Treasury and other agencies.

A Speed Graphic camera, offered during Dave Elman’s Victory Auction on WOR New York and Mutual June 24, brought a total of $3,000,000 in War Bond purchases believed to be the largest Bond sale for any single object auctioned on the radio during the War Loan drives. Camera finally went to a Rochester bank for $2,000, with four intervening bidders coming through with their wagers, buying Bonds even though they didn’t win the camera. To every Bond bidder for all items offered for sale went a copy of a picture of the Allied invasion on a Normandy beachhead, taken by the U. S. Coast Guard with the Speed Graphic and radioed to New York.

KROW Salutes

Feature of the June 5 New Mexico A & M College half hour program over KOB Albuquerque was the presentation of a script in behalf of the U. S. Forest Service, stressing the purchase of War Bonds and protection of that investment through protection of our natural resources. KOB also reports that the station has sold more than 116 sponsored Treasury and local programs to promote the Fifth Loan.

The KROW Oakland, Cal. Berkelelevana program, sponsored five-weekly by the J. F. Hink & Son Dept. Store, Oakland, had as its theme during the Fifth Loan the presentation of musical salutes to local business firms and war plants for their outstanding War Bond payroll deduction records. Program is also released over KRE Berkeley Dramatization of the South Pacific battle experience of Phillip (Zeko) Givan, in which he shot a total of 35 Japs, was presented by WLS Chicago on its June 12 Dinnerbell broadcast. Governor Schroeder of Indiana proclaimed “Zeko’s” Day on June 20 to honor the local hero and promote the sale of Fifth Loan Bonds.

Cleveland Athletic Club Bond auction, portions of which were aired by WJW Cleveland, helped raise that city’s Bond sale total over the $102,000,000 mark. Eddy Cantor was a featured entertainer, St. Louis stations are credited for helping that city go over its $81,665,005 Bond quota eight days before the end of the campaign. Two performances of the WCKY Cincinnati “Let Freedom Ring” feature at Chillicothe, O., raised a Bond purchase total of nearly $300,000.

KLZ Denver Fifth Loan promotion features have included special broadcasts on the Victory Theatre program presented by local Army posts; six-week reports on Bond sale progress by Governor John C. Vivian, a Bond slogan contest and remote broadcasts from the “To Victory” captured enemy equipment exhibit and rally, sponsored by the Denver Chamber of Commerce. A Fifth Loan broadcast of the KLZ Barn Dance sold $105,700 in Bonds.

Scribner Visits Macon

WBML Macon, Ga. on June 24 sponsored a Bond rally which featured G.I. talent from Camp Wheeler in addition to Jimmy Scribner and his “Johnson Family” and other talent. More than $168,000 in Bond pledges were totaled. Special hour-and-a-half remote by KVEC San Luis Obispo, Calif. from the Monday Club, local women’s organization, accounted for the sale of $49,743.75 in Bonds.

A special feature of the WTMJ Milwaukee Bond Drive activities was a two-week series of personal appeals by 125 representatives of 11 different local groups and organizations. Each two or three remote address was aimed at the particular group of the representative speaking and was broadcast at various hours of the day on regular WTMJ programs.

Jerry Strong, early morning m.c. of WINX Washington, was the auctioneer at the Army Air Force Bond sale portion of the “747” exhibit on the Washington Monument grounds when a wheel assembly from a German Messerschmidt drew a top bid of $437,000 in Bonds. Ralph Edwards Truth or Consequences broadcast ran up Bonds sales of $42,000. NBC program originated from Raleigh, N. C. through WPTF. A local farmer, whose crops had been burned-out by the drought and who was unable to purchase Bonds from the would-be profits, offered his cherished personal possessions for auction on that program. Items were a two-and-a-half old ham and several boxes of rifle and shot gun cartridges.

WIOD Stage

Inspired by the success of its “Bank Bond Day” feature, WBT Charlotte, N. C. presented each day during the last two weeks of the Fifth Loan a special “County Bond Day”, with different local county sponsoring Bond sales on its particular day in competition with the other counties. Special WBT promotion and facilities were also devoted to this bond. Bond promotion program of WGED DuBois, Pa., Bonds, Bulletin and Boners, incorporated Bond appeals with up-to-the-minute reports and human interest anecdotes of boners, submitted by listeners. $100,000 was the amount of Bonds sold by a half-hour program consisting of a series of local remotes on WNOX Knoxville and Tenn. Among featured remotes were pickups from the elevator of a local hotel, pickup headquarters, USO center and the cab of a freight engine pulling-out with a load of war products.

Paterson Carnival

WIOD Miami arranged with the local First Federal Savings & Loan Assn. for construction of a War Bond stage beside the loan building on a busy downtown street corner to facilitate presentation of daily bond promotion activities by local organizations. WIOD loaned public address and other facilities in addition to talent and program direction.

WPAT Paterson, N. J. in conjunction with the Passaic County War Finance Committee and local Chambers of Commerce on July 8 helped stage and broadcast a giant “Invasion Carnival” to offer thanks for the success of the invasion landings, prayers for the outcome of European military operations and to celebrate the final day of the Fifth Loan.

As a dual celebration of the first year aboard radio Naval Training Schools, Chicago, and the Fifth War Loan, 37 WAVES and radio technicians took over facilities of WBKB Chicago on July 4 for a full hour presentation written, produced, directed and acted by the technicians and WAVES. Illustrating value of Radio Tech training as a postwar potential, the Navy program included Alvino Rey, electric guitarist, and Lt. Orrin Tucker, orchestra leader now stationed at Navy Pier, Chicago.

BROADCASTING • Broadcast Advertising

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WS OFFICIAL radio program of the Maritime Commission, War Shipping Administration, designed to recruit experienced seamen for the merchant fleet, Men at Sea, weekly half-hour Sunday feature, will be heard on NBC for seven weeks beginning July 16. Again heard in the 6:30 p.m. period vacated for the summer by The Great Gildersleeve, the series presents dramatizations based on the experiences of men and ships, drawn from authentic government records, with names and places altered to conform with secure regulations.

Blue Program Feature
A CHILD’S appeal to Isabel Manning Henson, writer of the Blue Network program, Thru the Eyes of the Lost, started a plan initiated on the program July 1. Closest duplicates of toys lost by children will be obtained by the Blue Network each week for seven children writing the best reasons for getting them back. Offers will be made on Saturday broadcasts and on repeat broadcasts heard Tuesdays. Repeat broadcasts are a new feature of the program in order to reach to adults who have found an avenue of escape in the children’s shows.

Negro Series
IN COOPERATION with the City-Wide Citizens Committee of Harlem, WMCA New York is presenting a series of programs of American Negro folk songs by a Negro choir. Presented in cooperation with the Writers' War Board and the Radio Magazine Association, WMCA, it is sponsored by New York City A’Comity, which it replaces for the summer, the series is intended to interpret the Negro’s reactions to life as expressed in song.

WIP Cash Show
NEW CASH award show on WIP Philadelphia is Sun Ship Question Men, sponsored by Sun Shipbuilding Co. and broadcast thrice weekly. Another new WIP program is titled Escapes, which gives helpful hints to housewives, with cash prizes awarded for suggestions used. The show is sponsored thrice weekly by William H. Montgomery Co. under the trade name of Montco.

Navy Show
WRITTEN, produced and presented by Navy personnel—most of whom were associated professionally with radio before entering the service—On Target, a new blue-jacket half hour transcribed program, is now heard each Monday on WBBM Chicago. Dramatic sketches and messages of inspiration to our allies and the United Nations are presented.

WINS Salute
WINS New York has started a weekly half-hour salute to city, town or borough within the station’s primary area. First program hailed the 30th anniversary of one of New York’s countries, featuring Brooklyn, Navy hero, and OPA as a World War II trade chief, all from the community itself. Included was a narrative of the country’s historical background.

WAR RECORDINGS just received from U. S. warships off the coast of Normandy are played over the loudspeaker in the SHAEF newroom in London, where Edward H. Murrow, CBS European editor, types out his next broadcast. Also listening to the film recordings are Lt. Comdr. Don Miller (left), USN, SHAEF naval censor; Lt. James Shattuck, USNR radio officer, European area, formerly of CBS.

JBCC Recitals
YOUNG CANADIAN artists whose ability as students has been outstanding, and who look forward to a future in which their music is predicted, are heard in two half-hour piano recitals weekly on CBC programs. Each of the young pianists displays a series of three broadcasts. Programs are aired Sunday and Wednesday evenings during the next three weeks.

New on WWL
TWO NEW PROGRAMS on WWL New Orleans, in keeping with the theme of the 11th anniversary of American merchant marine, are D-Day Plus, a dramatic chronology of war events since the invasion’s start, and World’s End, a 15-minute dramatization of things to come.

AAF Program
BLUE Network on July 9 started AAF Symposium as a half-hour weekly program, combining music by an AAF concert orchestra, with six-minute transcribed pick-ups from London. Army Forces men in England answer questions submitted by their buddies in this country.

Mistake Skits
MEMBERS of the studio audience are invited to find mistakes in skits found on Finders Keepers, five-weekly-half-hour NBC program. Cash prizes are given for each error discovered.

CAMPAIGN CARAVAN
Col. Barton Gets Arkansas—Votes With Opry Unit

IF ARKANSANS voters send Col. T. H. Barton to the Senate in the campaign of Hattie F. W. Caraway, it will be proof of the potential of hillbilly entertainers as political campaigners, according to Max Reid, the Colonel’s campaign manager. Col. Barton, president of Lion Oil & Refining Co., has enlisted the campaign support of the Jamup and Honey Mobile Unit No. 1 of the WSM-NBC Grand Ole Opry on Arkansas’ TV modern, streamlined motor caravan.

Col. Barton, a native of Texas, said he hired the WSM Grand Ole Opry traveling show to give the citizens of his adopted state a morale boosting wartime experience and not because he felt the need of showmanship. Members of the oil and automotive industry included a masseur, a barber and countless secretaries, clerks and stenographers. Radio commentators describe the show as one of the most potent political campaigns in the history of a state where politics are a part-time profession.
Cement so good they use it themselves. A large part of Grand Coulee Dam's 10,500,000 cu. yds. of cement came from this Inland Empire plant. One of many diversified industries that skyrocketed Spokane's Building Permits to over $12,000,000—11th highest in the nation and an increase of 126.75% over '42. Your sales, too, skyrocket when your message completely covers the Inland Empire at the cost of only one medium—KHQ.
MAINE CHANCE for SPONSOR!

BECAUSE Richard Hallet is an authority on Maine folklore and an accomplished story teller... 

BECAUSE he has had some of the most amazing adventures ever heard on land or sea... 

BECAUSE he is a well-known author, columnist, speaker, and raconteur and handles every subject — whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia — a trip in a Jep fishing boat — writing such books as THE LADY AFT AND THE ROLLING WORLD) in a manner unique, virile, and absorbing! There are thousands of people in WGAN’s listening area who can hardly wait till Wednesday nights at 7:45 to hear MAINE TIDE RIPS (which is to say that Richard Hallet’s program is really something and has been so for a year and a half!)

LISTENERS in 14 Maine Counties, and 1 in New Hampshire are ardent followers of MAINE TIDE RIPS, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If you’re interested, write today!

STATION WGAN, PORTLAND, MAINE

CBS Member Station National Representative: PAUL H. RAYMER CO.

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INVADERS HEAR ALLIED STATIONS

American Forces Network with BBC, CBC, 
— Beams Entertainment to Troops —

Radio is playing an important part in the Western Europe invasion. Now in full swing, the Allied Expeditionary Forces Service provides broadcasts 17 hours daily to Allied troops in France. The following articles, from American Forces Network, tell of the AFN’s part in the AEF program and of its growth in a year.

WHEREVER Allied troops go in the European liberation campaign, the favorite radio programs go along — by air. The Allied Expeditionary Forces Service program, which began operations June 7 [BROADCASTING, June 15], is now under full schedule of 17 hours daily, beamed directly to the invading Allied troops participating in the invasion and from reports reaching Supreme Headquarters, Allied Expeditionary Forces, London, this broadcast service has been a Godsend during brief moments of relaxation.

Known as the AFN Program of the BBC, the service is a cooperative enterprise of the American Forces Network, which observed its first anniversary on July 4; the BBC and the Canadian Broadcasting Corp. Originating at one of the most powerful transmitters in the British Isles, this new 17-hour-a-day service will supply entertainment, news, and weather reports to some time to come as Allied troops move toward Central and Northern France.

60 Hours Weekly

A combination of the best British, American and Canadian programs, augmented by many hours of special programs each week, the broadcasts incorporate an Anglo-American-Canadian flavor. The American Forces Network supplies 60 hours weekly of American programs to the Allied Expeditionary Forces Service. In addition it continues to operate its own service in the United Kingdom, supplying blanket coverage for American troops still stationed in England, Scotland, Wales and Northern Ireland.

AFN was born July 4, 1943, when 40 hours of broadcasting per week was carried on over five low-powered transmitters. Today AFN is using 51 transmitters to broadcast 95 hours weekly. Its staff has grown to 195 enlisted men and women (seven WACS) and seven officers. Operating transmitters in the field are 100 enlisted men, while the 36 stationed at AFN headquarters handle production, announcing, writing, platter-turning and acting for both the AFN and the American portions of the AEF.

In charge of AFN is Maj. John S. Hayes, former assistant to the vice-president of WOR New York. Shortly after his call to active duty as a reserve lieutenant, prior to the war, he was assigned to public relations duty in the General’s office, Washington. Capt. Robert M. Light, Maj. Hayes’ executive officer, was a peace-time radio writer and producer. Lt. Jack London, administrative officer, was an announcer before the war.

The new AFN program is on the air from 5:55 a.m. until 11 p.m. both days, while AFN provides programs from 10 a.m. to 11 p.m. Monday through Saturday, and from 8 a.m. to 11 p.m. Sunday.

Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations Radio Branch, now on detached duty overseas, is Director of Broadcasting Service, SHAEF, and as such is liaison officer between Supreme Headquarters, the AFN and the BBC. Maurice Gorfain, former director of the BBC North American Service, is director of the AEF Program.

WJW Will Air Rams

CONTRACT to broadcast the Cleveland Rams, professional football games, for the 1944 and 1945 seasons has just been signed by WJW Cleveland, according to William O’Neil, president of WJW, and Charles F. Walsh, assistant to the president of the Rams. First game will be played Sept. 5. The remaining 11 games will be played Sunday afternoons, with WJW broadcasting directly from Buffalo, Washington, Philadelphia, Chicago, Detroit, Green Bay and Pittsburgh. Earl Harper, sports director of WJW, will handle play-by-play descriptions. For 10 years he has covered college and professional games for Atlantic Refining Co.

WINs To Air Tigers

WINs New York has acquired exclusive broadcast rights in New York for the Brooklyn Tigers football games. Out-of-town games will be covered from ticker reports. Schedule gets underway Oct. 8, when the Tigers meet the Detroit Lions in Detroit. Don Murphy and Stan Lomax, sportscasters, are expected to handle the broadcasts. No sponsor has been reported to date.

KNEW HIM WHEN

WSAM Visits Owosso, Mich.,
Dewey’s Birthplace

WSAM Saginaw, Mich., did a “grass roots” job in its spot news coverage of the GOP nomination of Thomas E. Dewey. The station went right to Dewey’s birthplace, Owosso, Mich., and interviewed leading celebrities—the only station to conceive the idea. Owosso is in the primary area of WSAM.

Bob Phillips, WSAM manager, interviewed, among others, the attending physician at the birth of the Republican nominee, the mayor, Circuit Judge, Secretary of State, Secretary of the Chamber of Commerce, wife of the Republican county chairman, president and founder of the first “Dewey for President” club, an Owosso aviator, and Gov. Dewey’s cousin.
OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!
WLAC, NASHVILLE'S 50,000 WATT CBS STATION, PULLED 40,223 $1.00 ORDERS IN 52 WEEKS...
WWVA Declares a BONUS

Over a 12-month period WWVA averaged commercial mail from 37 states—that's a bonus of 32 over our basic primary area states of Pennsylvania, West Virginia, Ohio, Maryland and Virginia!

And this generous coverage bonus is typical of the many premiums you receive when you use WWVA's productive—50,000 WATTS

They get out! They get attention! They get results!

ASK A JOHN BLAIR MAN BASIC BLUE

Postwar Shortwave Fight Looms

(Continued from page 11)

in a letter to Broadcasting (June 29), termed point-to-point transmission as "narrowcasting".

Based on years of study and experience, Mr. Cohan urged private operation of "high-powered" international shortwave stations on a high plane. He contended that American free enterprise can perform outstanding world service through international broadcasting "unhampered by the restrictions of political censorship".

One plan, reported to be under study, would involve an international agreement whereby each nation would be allocated one frequency for a single powerful shortwave station. In America, proponents advocate programming and operation by private industry. They point out that such a method would provide the U.S. with an outstanding international radio voice. By limiting each of the large number of countries interested in shortwave broadcasting to a single powerful transmitter operating on one frequency, a large portion of the spectrum would be freed for development of other services.

Still another contention is that because of limited frequencies, each nation should be restricted to a certain number of shortwave stations, with those in America to be operated by private enterprise, under licenses granted on a merit basis. When the Government wishes to get across its views on some important world problem, time could be leased from the stations.

Donated Time

Broadcasters, on the other hand, are understood to be ready to offer without charge any time necessary for the U.S. to make its views known. They point to the hundreds of hours donated to the war program by AM stations and to the readiness to clear time for the President when he wishes to address the American people. By the same token, they would gladly offer their facilities to the Government in world affairs, but the interests which have invested hundreds of thousands of private dollars to develop shortwave broadcasting feel that Government encroachment would amount to confiscation without justification.

It is generally agreed that international broadcasting in the postwar period must be of a higher type than that of prewar experimental days, else listening audiences will be infinitesimal. Even today, with America's transmitters operating on a 'round-the-clock' basis, unofficial estimates place listening audiences, aside from possible undergrounds in enemy occupied territories, at less than 10,000 the world over.

Success of international broadcasting necessarily will hinge on three important factors, granting that it will be continued with or without Government supervision:

(1) Receiving sets easily tuned in without fishing (preferably push-button); (2) programs of such high type that owners of shortwave sets will want to tune in; (3) stronger signals than those generally used prior to the war.

While the State Committee continues its study, the problem of international communications is expected to become a factor in the campaign, in light of the "free radio" plank adopted by the Republican National Convention and in view of similar action contemplated by the Democratic National Convention.

ACA NEGOTIATIONS BEGIN WITH WABF

NEGOTIATIONS are under way between American Communications Assn., CIO, and WABF New York, FM station owned by Metropolitan Television Corp., following an NLRB election giving the ACA the right to represent the station's engineers, announcers and program staff in collective bargaining. Union demands submitted to the station include provisions for job security, closed shop, hiring through union hall, sick benefits, vacations with pay, etc. Following an initial meeting, WABF management is preparing a counter schedule which will be presented to the ACA at the next meeting.

ACA is also negotiating a renewal contract at WCAC Baltimore, where station and union have already agreed that any wage increases will be retroactive to May 2, 1944, ACA reports. Union has petitioned the NLRB for recognition by WBRE Wilkes-Barre whose management, according to ACA, has taken the position that it is not engaged in interstate commerce and therefore is not subject to NLRB jurisdiction.

Union is awaiting the calling of a hearing of its dispute with KYW Philadelphia, which has been certified to the War Labor Board. In that city ACA is also drafting demands to be submitted to WIP for a renewal contract, with any increases retroactive to the expiration of the present agreement, July 17.

Sees British Trend

PUBLIC opinion in Britain "indicates a growing tendency to favor the type of radio program made possible by commercial broadcasting," Lorraine B. Slocum, director of foreign offices of Young & Rubicam, said in an address to the Export Advertising Assn., in New York. Mr. Slocum said the number of advertising agencies in England has been reduced from 600 before the war to 300 or less and that advertisers must "wait their turn".
WGN—proud of its past—
confident of the future—
celebrates its 20th anniversary

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS  720 KILOCYCLES

WGN
MUTUAL BROADCASTING SYSTEM
SCR 499 Goes into Rome with Troops To Broadcast Liberation of the City

By LT. CARL ZIMMERMAN
ALLIED FORCE ADVANCE PRESS HEADQUARTERS, Italy

—When Rome was liberated, radio was there.

An Army Signal Corps SCR 499 transmitter mounted in a two and one half ton truck moved slowly forward Sunday morning, June 4, with forward elements of Gen. Clark's Fifth Army. At ten that morning, the small staff began installing an antenna in a field about four miles from Rome's city limits. Infantry and tanks were moving through the field while Captain Frederic O. Wickham, Jefferson City, Missouri, chief engineer of this radio station on wheels, directed the erection of an antenna beamed to a transmitter in North Africa for relay to New York and London. A deadline had to be met; the broadcaster's daily schedule was to begin in three hours. There was much to report to radio listeners in the United States and United Kingdom for the Allied troops were occupying the city already.

Good Signal

Within two and a half hours, the 300 watt 499 transmitter went on the air. In preliminary tests, engineers monitoring in North Africa reported the signal excellent. Radio correspondents in this theater were about to get the best dateline thus far in the war. Don Coe and Gordon Fraser of the Blue, Eric Sevareid of CBS, Seymour Korman of Mutual and Ralph Howard of NBC all were able to step to a microphone and say, "I am speaking to you from an Army transmitter in a field on the outskirts of Rome, a few hundred yards from Highway Six."

As they spoke, Fifth Army tanks and trucks rumbled in the background. During some of the spots aired later in the day, listeners heard the sound of German artillery.

It was officially announced late Sunday that Fifth Army troops had entered Rome and immediately after that a plan to flash the news to the world over radio was put into effect. Mutual Broadcasting System, by luck of the draw in competition among all the broadcasters some days before, was first on the air. BBC followed with a report by

Comdr. Storer Moved

LT. COM DR. GEORGE B. STORER, president of the Fort Industry Co. and Standard Tube Co., has been transferred from the Chicago Naval District to Navy Dept. headquarters in Washington, in the Office of Procurement & Materiel. Comdr. Storer left the active direction of the seven Industry Co. stations (WSPD Toledo; WWVA Wheeling; WMMN Fairmont, W. Va.; WHIZ Lima, O.; WHIZ Youngstown, O.; WAGA Atlanta; WFTL Fort Lauderdale) 15 months ago to accept the Naval commission and was assigned as inspection director of the Chicago Naval District. He does not plan to bring his family to Washington for the present.

Wynford Vaughn Thomas. Farnsworth Fowle then went on for CBS, Howard for NBC, Fraser for the Blue and finally Peter Sturberg for Canadian Broadcasting Corporation.

German planes were overhead during these broadcasts. Everyone had to crowd inside the transmitter truck and read from the light of a flashlight and it is safe to say that everyone felt the situation a bit unpleasant if exciting, for a radio transmitter is one of the Luftwaffe's favorite targets. It was right outside the truck, big as life.

Gene English, radio-photo representative for OWI, felt even worse a few minutes later when he went to work transmitting pictures of the occupation to New York and London. There was no room for his equipment inside the truck so he went into operation out in the open. Technical trouble developed and had to be righted in spite of the fact that elaborate blackout preparations were not allowed. English and three others of us huddled around the equipment to conceal as much of the light as possible but plenty of it streamed through the ventilation holes of our tarpaulin covering. Pictures were by Capt. Jack Smith, Army Pictorial Service, of troops entering Rome's outskirts and Italians laying flowers over bodies of some Americans who never reached the Eternal City.

Radio and photo transmission continued from this transmitter until more permanent facilities were set up in Rome. It is planned to continue the use of this front line equipment with Fifth Army, for pictures as well as radio.

Helen J. McDermott

HELEN J. MCDERMOTT, secretary to J. E. Rosenberg, vice-president of Trans-American Television and Broadcasting Corp., died July 4 as the result of injuries received when she was thrown from a truck. Rosenberg, who was killed, was hit by a New York Central train at Staatsburg, N. Y.

CHARLES E. COMPTON, radio representative of George P. Hollingsbery Co., Chicago, has announced his engagement to Barbara Orland, advertising copy writer for Marshall Field & Co., Chicago.

Which would YOU rather SELL to?

KCKN offers the all-important MASS MARKET BUYING POWER of Greater Kansas City without the rate penalty of out-state coverage.

Making no effort to interest the thinly-spread farm and small town audience surrounding Kansas City, KCKN appeals exclusively and specifically to the whopping Greater Kansas City market. For therein lies the greatest, by far, concentration of buying power between St. Louis and San Francisco.

KCKN is the only Kansas City station programmed solely for metropolitan listeners. Kansas Citians know that day and night they can always depend on KCKN for the programs they like to hear. Which is one reason KCKN consistently does a selling job for its advertisers.

Contact your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MONHAWK 4-3380
SAN FRANCISCO 4: 1207 RUSH BUILDING DOUGLAS 3220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 8977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3064

BROADCASTING • Broadcast Advertising
Lexington's Bluegrass is Kentucky's 2nd Market

Population 350,000 . . . Annual Retail Sales $92,000,-
000 . . . Ranks 8th in Per-Capita Retail Sales in the
United States . . . The largest Loose-leaf Tobacco Mar-
ket in the world ($59,238,000 1943 sales) . . . Has
71,110 Radio Homes.

TIME-BUYERS . . . WLAP is the
only station exclusively serving
this rich, Central Kentucky Mar-
ket. It's a station that will prove
a winner! Make it a "must" on
your next schedule.

WLAP Lexington, Kentucky

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
J. E. WILLIS, Manager

"The Thoroughbred Station Of The Nation"

WCM
Ashland, Ky.-Huntington, W. Va.
BLUE NETWORK

WBIR
Knoxville, Tenn.

KFDA
Amarillo, Texas
MUTUAL NETWORK
KYW Philadelphia is conducting the second annual Radio Workshop inaugurated last year by Westinghouse Radio Stations Inc. to give public school teachers and principals professional training in presentation of educational programs. By arrangement with the Philadelphia Board of Education, teachers attending may obtain college credit for the course, being conducted through July on a daily basis in the studios of KYW and to be extended throughout the year on a bi-monthly basis. Gordon Hawkins, program supervisor of Westinghouse Radio Stations Inc., and William C. Geller, educational director of KYW, are in charge of the Radio Workshop. Similar courses are being given this summer by KDKA Pittsburgh and WIBX Boston.

KOA Denver is conducting a series of daily classes in announcing in cooperation with the speech department of the U. of Denver, Clarence Moore, KOA program director is in charge.

WFIL, Blue Chip outlet, and the central division of the Blue has supplied Chanute Field, Rantoul, Ill., with a large bulletin board schedule of newsmakers to be heard daily over the Chicago station.

RAYMOND E. NELSON, director of radio and television of the Blue Stoves M. Storm Co., New York, has been elected a vice-president.

WTIC Hartford marked 4th of July ceremonies for Connecticut with religious and patriotic program broadcast from the Hall of Flags in the State Capitol. Gov. Reymond P. Baldwin spoke, asking citizens to renew their oath of allegiance to the flag. Prayers were given by representative of Catholic, Jewish and Protestant faiths. Program was relayed to WELW New Haven, WHTF Hartford, WNHC New London, WCCO Bridgeport.

WFIL Philadelphia, in cooperation with the Archdiocese of Philadelphia, inaugurated a new series of Sunday afternoon religious programs July 2 known as the Philadelphia Catholic Hour. Program features outstanding speakers of the Archdiocese as well as Catholic clergy.

SPONSORING for the third consecutive year the “Miss Greater Cincinnati Health, Beauty and Talent” preliminary to the Atlantic City “Miss America” contest, WCKY Cincinnati will continue its tradition as a war project. According to L. B. Wilson, station owner, “Miss Greater Cincinnati,” to be crowned the latter part of August, will receive a complete wardrobe and be sent to Atlantic City to compete for the national title. Winner of the finals will go on a 90-day War Bond tour. Preliminary begin July 24.

WSYR Syracuse expects soon to acquire 1,000 ft. of additional floor space to be occupied by the sales department. Meanwhile the program department will be changed to provide extra space for offices.

NBC has issued a special printing in pamphlet form of “Pray and Plead for an Invading Army,” written for NBC by Edna St. Vincent Millay, and read over the network by Ronald Colman on “D-Day.” On the cover, booklet bears a picture of the closed eyes, with line describing the occasion of the broadcast, and small NBC microphone symbol on the back cover, the only reference to the network.

CJAT Toledo, B. C. has offered local retail merchants association a 10-day course in writing advertising copy, by a well-known advertising expert. Station will conduct the course in the autumn including the preparation of radio newspaper and direct mail advertising copy.
WSIX PULLS AWAY FROM THE FIELD

Leads in Nashville All Day
From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT.'43-MAY '44

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

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The Blue Network

Represented by the Katz Agency

Mutual Broadcasting System

Broadcast Advertising

Broadcasting • July 10, 1944 • Page 33
Kroger Withdraws Claims

AGREEMENT to cease and desist from making certain representations regarding Kroger's Clock Bread was entered into last week with the Federal Trade Commission by Kroger Grocery & Baking Co., Cincinnati, and Ralph H. Jones Co., advertising agency for Kroger products. Companies will refrain from representing that the bread has a tonic effect upon the nervous system, corrects dietary deficiencies or contains "supercharge" health factors.

New Altec Speaker

ALTEC LANSING Corp., Hollywood, Calif., has announced the development of a new type duplex loudspeaker said to deliver increased areas of distribution. Speaker is a compact, two-way multi-cellular unit, requiring less than 1½ cubic feet of floor space and is said to deliver high quality in home radio, phonograph and FM reproductions.
Inseparable in St. Louis

RADIO STATION KSD
Owned and Operated by the ST. LOUIS POST-DISPATCH

FREE & PETERS, NATIONAL ADVERTISING REPRESENTATIVES
We Sell Programs

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

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

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

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.
RADIO PROPOSAL to:  A RAZOR BLADE MANUFACTURER

on:  WXXX

1000 watts -- 930 Ko.

Program

ALL-STAR SPORTS REVIEW

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

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

During the baseball and football seasons, we do a
call play-by-play for the station. His
baseball broadcasts were sponsored last fall by
the NATIONAL INSUE CO., a local bank. The
high school basketball games, including the state
tournaments, were sponsored by the HARRIS PRODUCE
SPECTACULAR COMPANY. Both of these sponsors have
signed him up already for play-by-play this coming
fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW
has been running for two years and, until last
month, was sponsored by the MOREF INSURANCE COMPANY
six days a week. The HARRIS COMPANY decided to
drop the program for the summer, but want it back
next fall. If in the interim we can secure a
on-week sponsor, the station will withhold the
ren for this period upcoming.

Naturally, he is an experienced radio performer with a
good voice and an appealing sense of humor. He knows
sports and sports people, and uses both in his shows.
During the summer, his broadcasts are confined mainly to the league baseball and
 Forgotten Probe

IN THE helter-skelter of war and political news coverage, station sales, FM and television developments and FCC fulminations, folks in radio have all but forgotten what was radio's biggest Washington-front story a scant few months ago—House Select Committee Investigation of the FCC.

There were screaming headlines prior to last fall, when the fiery Rep. E. E. Cox of Georgia resigned as chairman of the Committee. The white heat persisted until the Committee's general counsel, Eugene L. Garey, of New York, resigned under fire four months later. In the meantime the venerable Rep. Clarence F. Lea of California had been named Committee chairman, and there promptly were charges of an Administration "whitewash". Indeed that view might well have been taken, for the investigation was transformed from one of fire and brimstone to a quiescent sort of pink tea, if headlines are the index.

But that's not the case. Actually, only the first phase of the inquiry has been completed. The Committee now has recessed hearings until fall. Meanwhile a new general counsel formally takes over. He is John J. Sirica, able young Washington attorney, who was selected without regard to political considerations and on proven ability alone. Since last April Mr. Sirica has been studying the record of the proceedings which had begun with open hearings the preceding July. He attended all sessions, but allowed Harry S. Barger, the Committee's chief investigator, to complete the first phase.

The FCC, upon insistence of Chairman James Lawrence Fly, now has completed its rebuttal testimony on this first phase—covering activities of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service, along with such collateral matters as draft detriments and similar slights.

Mr. Fly had charged that the inquiry had been "star chamber" and that the Commission should be permitted to rebut the Cox-Garey record. To us it appears that thousands of words of trivia have been dumped into the record during these last few months. Anyway, Congress slashed the 1946 FCC budget by more than $2,000,000, curtailing sharply the R&D and FBIS activities, which had been under Committee fire.

Mr. Sirica proposes to lay before the Select Committee facts which should aid Congress in formulating new radio legislation. While the Committee recesses he will delve into the FCC's licensing power to ascertain where the Commission has gone haywire. He is determined to undertake the task dispassionately and impersonally. Those who have seen him perform in the Washington courts relate that he is utterly without fear and that he knows his subject and his adversaries before he undertakes an assignment. By September when hearings are resumed he hopes to have all the facts, good or bad, to lay before the Committee.

If, as a result of the new inquiry, it is developed that the FCC has abused its licensing powers and that the imperfections of the existing law permit abuses, than all concerned should work together in writing a new act. If, on the other hand, it is found that the Commission has hewed to the letter and spirit of the law, then that should be accepted.

There should be agreement, beforehand, on one point. Congress has now ordered the FCC to examine and appropriate the funds for it. Mr. Sirica should be permitted to complete his work without hindrance from any quarter, Administration, FCC, or the leadership of the House. The first phase, now ended, made a mockery of legislative processes.

Ominous Signs

THE INEVITABLE is shaping up in the international shortwave field. Government forces are moving toward Federalized operation of shortwave broadcasting after the war. Despite pledges that these facilities would be turned back to the private operators who developed them for commercial use the American way, plans are fostered behind the scenes to continue Government operation, perhaps through a peacetime OWI or CIAA or both. This comes with a recent editorial for it always happens that when Government reaches into fields of private endeavor it is loath to get out. And if Government remains in the international radio field, it is but a short haul to the domestic, particularly in this new era when anywhere is overnight from anywhere.

Freedom to Be Free

OVER AND OVER again people remark that radio talks about others with a strong voice, but never talks about itself. It's true.

The exception occurred the other day. Dick Harkness, able NBC commentator, chose July 4 to discourse on freedom of radio. He read the free radio-press plank in the Republican campaign platform, adopted at the Chicago Convention. He called upon the Democrats to be equally outspoken. The Democrats talk about a "thumbnail" platform that can be memorized. It's hard to see how a free radio-press expression could be any more a sliver than a plank.

We're glad a reporter of Harkness' stature addressed himself to radio's freedom. It hasn't been a popular thing. Some reporters know of repercussions from official quarters when radio has deigned to comment on regulation. Repugnant as that may be to democratic principles it has happened—here and recently.

Along this line, the FCC has set for hearing a complaint of the UAW-CIO against WHK Columbus, alleging the station is "threatening free speech" because it wouldn't permit union's song to go on the air without sharp editing of a harangue against candidates for public office. The FCC previously had renewed the station's license, despite the CIO protest.

The facts in this case have been duplicated many times. It's the first time within our knowledge that a station has been cited on such a count. But these are different times and the FCC is made up of different men.

In these times, more than ever, it is important that radio speak out fearlessly for its freedom. Few in radio will contend that it is entirely free today.

PAUL MCLUER

IF PAUL MCLUER'S late Uncle William, then head of Cochran & Mcluer, one of the oldest Chicago real estate firms, hadn't invited Paul to live with him, he might by now qualify as a platform, not quite dusty, but certainly frustrated. Uncle Billy, however, according to the present and highly successful young sales manager of the NBC central division, thought a young man ought to work in the big town and watch its wheels go 'round.

Realor Mcluer, Chicago pioneer, had risen with the influential men of the city. In the meantime the venerable Rep. Samuel Insull, when that tycoon was nearing the top of his pyramids. Appraising Paul Mcluer's ability, Insull placed him in the Chicago Central Station Institute as an instructor for employees of the Innn utilities in Northern Illinois.

Mcluer was fitted for the job. At the U. of Illinois, where he took his A.B., he had majored in public speaking and dramatics, and after teaching those subjects at Northwestern Military & Naval Academy, Lake Geneva, Wis., he had returned to the Illinois campus as a professor in the same subjects. Meanwhile he was writing his M.A. thesis, the subject of which, he now recalls wistfully, was "The Greek Proosenium".

Too, the city and environment he had shown an 'early aptitude for such work. Although he was born in Brimfield, Ill., Aug. 8, 1900, he remembers little of that small town, but retracts his following grade- and high-school days as a series of elevoncontests and debates before civic leaders in a score of midwest towns. This was as a consequence of his father's itinerant calling, that of a Presbyterian minister whose eloquence was instrumental in founding or expanding community pastorates in his path. And Paul's college vacations had been spent augmenting the theory he was learning in classes, by travel with Chauncey Beardsley as a platform manager. Now that he looks back, he says the most important phase of that job was re-signing unhappy local sponsors for next year's visit.

As an employee's pedant, however, Mcluer wasn't satisfied with his progress. Taking inventory of himself and the business world, he decided to try a field with unlimited possibilities—radio, and in 1928 he joined WENR Chicago as assistant to the manager, with such varied duties as script writer, announcer, and time salesman. By March 1931, when he joined the sales staff of NBC's central division, Mcluer found himself in his right

(Continued on page 40)

Page 38 • July 10, 1944

Our Respect to —
When you plan your program on WMFM, depend on its being an outstanding production.

Depend on its being an outstanding production because of WMFM's outstanding facilities. Radio City, the home of WMFM, is one of America's finest local radio plants. The ultra-modern auditorium... the well equipped individual studios, plus the finest in engineering equipment assure WMFM programs of technical perfection.

Add to that the keen production minds, and top-flight talent available for WMFM programs. It's easy to see why WMFM programs are high caliber programs. It's easy to see why WMFM programs are a welcome visitor in tens-of-thousands of Milwaukee and Wisconsin homes.

Several of the most popular WMFM programs are available now for sponsorship. Take advantage of the prestige building, sales stimulating value of a program on WMFM. Let us plan with you to adapt a current WMFM program to your needs or let us work with you in the development of a new program.

Act now. Include WMFM on your fall schedule. Call, write or wire.
Our Respects to

(Continued from page 38)

element, numbering among its accounts Miles Laboratories, Johnson's Wax, Flech's Company, Welch's, Household Finance, Ralston, Lady Esther and others.

That one salesman should be responsible for such national advertisers is considered unusual, but no less so is it, Paul McCLuer will tell you, than the record of the NBC central division sales force as a whole, a record McCLuer with quiet energy is enlarging daily through his sales manager policy of "letting each man mind his own business".

Still Small Town Boy

Mr. McCLuer claims he's still a small town boy in some respects, giving as an example his interest in traps and snares when he goes fishing and hunting at grounds picked by Charlie Lyon, NBC announces, and Andy Devine, the gravel-throated comedian of radio and screen, in the Canadian woods.

And through is the matter of the share-opinion policy carried out in the McCLuer family. For eight years his New York City-born wife had her turn, and the McCLuers lived in a Chicago apartment. Now, for eight years, it will be Paul's way of life, in a large country house on 10 rugged acres near Libertyville, Ill., where they have a small garden of some chickens, two footloose cocker spaniels and a handy shotgun for occasional pheasants and rabbits who trespass the grounds in season.

Mr. McCLuer represents a different school of thought from that of some radio executives, and when he says the future of radio is unbounded, he takes into consideration the expansion phase of the industry, from potential sponsors to futuristic talent. He believes the peace will find hundreds of new and marketwise advertisers, that the emerging of some chickens, two footloose cocker spaniels and a handy shotgun for occasional pheasants and rabbits who trespass the grounds in season.

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They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization today are all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and entered into the production of radio, phonograph-combinations and television equipment.

This intact staff is a true indication of the sound planning and development within the Farnsworth organization. These men are planning post-war products and services and policies now — natural developments of our 19 years of research in the electronic field ... in television, radio and phonographic reproduction.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

First Popular Interpretation of Television. Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Aircraft Radio Equipment • Farnsworth Television Tubes • Farnsworth Radio and Television Transmitters and Receivers • The Farnsworth Phonograph-Radio • The Capehart

Broadcasting • Broadcast Advertising

July 10, 1944 • Page 41
He can’t toot a note, but he’s a flesh-and-blood legend. He’s followed by more than 177,000 listening families a week over WBT. In milltowns and cities, mountains and farmlands—from 6:00 to 8:00 A.M. weekdays, 7:00 to 9:00 A.M. Sundays—47.6%* of all radio families in WBT’s 107-county primary service area tune to Grady Cole for farm and weather reports, news and general information.

They write him an average of 8,000 letters and postcards a month. So great is their faith in what he has to say that they plant what he advises, eat what he suggests, buy what he recommends. They name babies after him. They come from remote sections to meet him and ask his advice. Thousands declare he could be governor of either Carolina if he chose to run. He doesn’t.

The legend of the incredible Grady Cole has been growing since November, 1929, when he first stepped up to a WBT microphone and began his career of public service. He’s been a big factor in the successful growth of Piedmont agriculture during these 15 years — and a big factor in the success of many new brands and products in Carolina markets.

Today, 18 national advertisers hold stubbornly to Grady Cole contracts. We’d be glad, however, to put you on the waiting list . . . or help you start a new legend with a WBT show of your own choosing.

*So says the CBS Listener Diary

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
MARTIN MAGNER, producer-director, is shifting from NBC's central division in Chicago to WABC New York, where he will succeed Wyman Woods, as director on Arthur Hopkins' radio show.

MRS. ROY PORTER is now an associate of Larry Stevens, former public relations director of ABC in New York, who opened his own public relations firm at 29 Rockefeller Plaza, New York, last Wednesday. Mrs. Porter formerly worked at Press Assn., New York, in conjunction with her husband, now broadcasting for NBC in Chungking.

PATRISHA STAMBACH, women's feature director of WHCB, Canton, Ohio, on July 8 was to be married to E. William F. Daniel, Jr., USN.

RALPH M. HANSEN, Marine 1st lieutenant and former KSJO St. Louis announcer, married Jean E. Fawcett of New Albany, Ind., at the Marine Air Station, Cherry Point, N. C.

Elliott Kunin has joined the announcing staff of WABA Worcester.

JENNY SHAHEEN has joined CKKL Kirkland Lake, Ont., as traffic manager.

Gordon Cook, formerly the announcing staff of CKCK Regina, has joined the Canadian Broadcasting Corp., Toronto.

ERNST MORGAN, program director of CBR Vancouver, has been named to the new post of supervisor of national radio programming exchange of the CanadianBroadcasting Corp., and will have headquarters at Toronto, where CBC national program office is located.

James Elliott, former announcer of WBEN, Buffalo, N. Y., has joined WFLI Philadelphia.

Jack O'Reilly, sports announcer for WINS and WNYC New York, will also assist Bill Stern, NBC sports commentator, in special assignments.

Bernie Barth, announcer of WFLI Philadelphia, is the father of a boy.

John Egan, announcer of WCAU Philadelphia, is the father of a boy.

Hai Barks, formerly of WJNO West Palm Beach, Florida, has joined the announcing staff of WCAU Philadelphia.

Violet Shuman, formerly of the public relations office of RCA-Victor, Camden, N. J., has joined the newsroom staff of WCAU Philadelphia. She succeeds William Winkle who resigned to join UP in Washington.

Hal Hudson, CBS West Coast program director, is the father of a boy.

Fayette Krum, freelance scriptwriter, last week joined CBS's script division replacing Virginia Root, resigned.

DOROTHY LOWELL, 28, who has played the lead in Our Gal Sunday, the network program on CBS, for years, died July 1, a week after her daughter, Susan, was born. Surviving are her husband, William M. Spire, who has been deputy chief of the OWi Domestic Radio Bureau and formerly of the radio division of the Environmental Center, Edison, their infant daughter, and a 3-year-old son, Kip.

MEL BASIL, sports announcer, formerly of WCAU Philadelphia and more recently of WNYE New York, is now free-lancing and is heard in a weekly sports round-up on WEVD New York.

VICTOR S. BEST, WBFL Syracuse announcer, and Marloce Brown, control operator of WFLI Niagara Falls, have announced their engagement.

JEAN MERRITT, assistant manager of CBS western division program information department, Hollywood, has been elected president of the Los Angeles alumni of the Sigma Phi national honorary and professional fraternity for women in Journalism.

JAMES STEWART, CBS Chungking correspondent, is visiting his family in Arizona before returning to China.

CABT. JOE THOMPSON, former NBC Hollywood and Sa-Sancisco producer, is now manager of the American Expeditionary Station at Eupiito Su. New Hebrides.

Gordon Hughes, producer of CBS Hollywood, is recuperating from an appendectomy.

LT. PAUL LANGFORD, former production manager of KPAS Pasadena, Calif., is now a public relations officer attached to the Ogden (Utah) Air Service Command, Hill Field.

FRANK B. GOSS, former CBS Hollywood announcer, is now a captain on the staff of the Army Air Forces School of Applied Tactics at Orlando, Fla.

Elleanor Beeson, continuity writer of KHI Hollywoood, has resigned.

Jack McClain, former announcer of KROW Oakland, Calif., has joined KFKH San Juan, P. R.

HILL ARMFIELD, announcer of KFKH Sacramento, Calif., has shifted to KERN Bakersfield, Calif.

Addison H. Manuel has joined KERN Bakersfield, Calif., as traffic manager.

Gordon Keeble has been promoted to chief announcer of CJBC Toronto.

Earl Smith and J. E. (Red) Richey have joined the staff of CKXW Vancouver.

Janet Matter, of the KGO San Francisco press staff, was married June 20 to Robert L. Rix, at Fort Mason, San Francisco.

Lee Goeller has been added to the continuity department of WSLS Roanoke, Va.

HeLEN BARR, formerly of WHDH Boston, is now director of women's programs at WXYK Oklahoma City, Okla.

Nathan M. Rudich, drama director of WNYC New York, is the father of a boy.

POLLY MALONE, of the WCAE Pittsburgh Polly Entertainers program, celebrated her 10th anniversary on the air July 1 by recreating her original program, Polly Put the Kettle On, which she did on July 1, 1934.

CPL. WILLIAM J. NELSON, formerly of WLS Chicago, has transferred to the Nashville Army Air Center to handle radio production for the Special Information Office.

LT. FRED M. WOOD, formerly of WIP Philadelphia, has been transferred to Naval Air Transport Service and is stationed at Miami. He was promoted to his present rank in January, after a year as instructor for Naval Flying cadets.

Henry E. A. St., news editor of WRBL Columbus, Ga., has returned to the station after temporarily directing the activities of WGEI Savannah, Ga. Jim Harding is a new WRFL Columbus announcer. Bill Maxwell has joined the station as continuity director.

SIDNEY KING has joined WGPG Albany, Ga., as promotion-programming capacity.

WLW Names Kingsbury

GILBERT W. KINGSBURY, assistant editor-in-chief of the WLW-WSAF Cincinnati newsroom since joining the stations in November, 1942, has been named editor-in-chief, succeeding William Dowdell, it was announced by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting.

Mr. Kingsbury, a graduate of the U. of Kentucky where he majored in journalism, was a reporter and later assistant city editor of the Cincinnati Post, before becoming assistant dean and assistant professor at the U. of Cincinnati, where he is still a member of the evening college faculty, lecturing on journalism.

GOP Reactions

Radio Reports Inc., New York, in the July 1 issue of its weekly digest of radio opinion, states that favorable radio reaction to the Dewey nomination outweighed unfavorable comment, but the GOP platform came in for a week of much more criticism than praise. Report covers 1806 news and discussion programs, monitored from 6 p.m. June 25 to 5 p.m. June 30 in New York and June 21-27 in Los Angeles. Statement prefaces brief digests from the broadcasts of local and network commentators on the Republican party's choice of candidate and platform.

Art Primm, announcer of KFRC San Francisco, has joined the station's production staff.

Charles Ben Davis, formerly with WNOX Knoxville as chief continuity writer and program director, is now program director of WHIR Knoxville.

Walter Long succeeds Otto Henley as news editor and announcer at WRC Columbus and WEGL Tupelo, Miss., both stations of the Mutual-Standard group. Henley has become a commercial announcer at WCBJ.

Newcomers to the staff of WSAZ Huntington, W. Va., are Jack See, announcer; Bernard Sammons and Bill Edelstein, executives; Barbara Linton, traffic manager.

"Careful, dear — you know WDFD Flint says we mustn't lose our ration books."
The fabled princes of Hindustan or the wealthy Nizam of Hyderabad never owned a gem more valuable.

The quartz crystal is doing more than rubies or emeralds to protect our way of life against the aggressor.

Cut into tiny wafers the quartz crystal is performing with merit wherever fixed radio frequencies are a "must".

Federal is mass producing frequency control crystals for military use. How many difficult jobs they are doing is a war secret. But their versatility is unlimited.

Even now—in the great FTR research laboratories—men are finding new uses for quartz crystals—pointing the way to widespread industrial and civilian use after the war is won.

Not alone in communications—but in such widespread applications as precision timing and measuring devices, television, supersonics, pressure gauges, filters, generators, induction heating devices and automatic control equipment, crystals will find new uses...a war gem will become a peacetime servant.

To achieve mass production Federal has installed new machinery and new methods to speed crystals on their way to war—and will continue to be a leader in crystal production. Now is the time to get to know Federal.

Federal Telephone and Radio Corporation
Five-Minute Series On Hooper Ratings

Goodrich News' Leads Strips In New Survey Service

RATING information on nationally sponsored five-minute strip programs, a new service of C. E. Hooper Inc., appears in the June 30 evening report for the first time showing Goodrich News in the lead, followed by Johns-Manville News, Parker Pen News, and Story Tell-er in that order. Fibber McGee & Molly leads the list of "first fifteen" programs.

Joan Davis with Jack Haley ranks second, Radio Theater third and Screen Guild Players fourth, followed by Charlotte Greenwood, Mr. District Attorney, Frank Morgan-Fanny Brice, Bing Crosby. Take It or Leave It, Walter Winchell, Abbott Family, Kay Kyser (first half-hour) Eddie Cantor, Hildegarde, Kay Kyser (second half-hour).

Your Hit Parade has the largest number of women listeners per listening sets of those programs included in the list of Hooper subscribers, Gabriel Heater draws the most men listeners, and Lone Ranger is the most children. Subject program with the highest sponsor identification index is Radio Theater, with 89.2.

Average evening program rating, according to the report, is 5.8, down 0.4 from a year ago. Average sets-in-use, 2,200, is down 3.9 from last report, up 0.9 from a year ago. Average available audience is 73.6, down 1.8 from last report, down 2.4 from a year ago.

Canada Day Leaders

CANADIAN DAYTIME programs lead in popularity according to the June daytime national ratings report of Elliott-Haynes Ltd., Toronto research organization, which has just been issued. They Tell Me tops the list with a listing of 17.6, followed by Soldier's Wife with 16.7, Rising Star with 16.6 and Happy Gang with 15.4. Other leading daytime programs are Road of Life in fifth place followed by You're the Star, Ma Perkins, Lucy Linton, Pepper Young's Family and Women of America. Sets in use were highest for Happy Gang with 22.7. All programs show a drop in the number of sets in use in June from the May report. French language programs show more sets in use with the leading program Quelles Nouvelles having a program rating of 16.5 and 16.3 of the sets in use. Jeunesse D'oeuvre is second in popularity with a rating of 29.6, followed by Joyeux Troubadours (the French version of Happy Gang), La Rue Principale, and Grande Soeur.

Canada Recruiting

DOMINION OF CANADA, Dept. of National Defence, Ottawa (Army recruiting), has started Night Train, quarter-hour transcribed dramatized interviews with men in the services, on practically all Canadian stations. Account was placed by the Advertising Agencies of Canada, Wartime Group, Toronto.
— flat within ± 2 db. to 9,000 cycles, with an exceptionally low distortion content.

Measured by the "light" method, the Fairchild Magnetic Cutterhead reveals an ideal curve for instantaneous recording.

And mechanically, it offers exclusive features that damp the moving armature; that permit its accurate adjustment without disassembly of the cutterhead; and that fully modulate the groove at 98 lines per inch with a minimum of distortion — a feature extremely desirable in making masters for pressing.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead is easily adapted to any recorder.

With professional use in mind, all Fairchild recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, electronic devices and radio direction finders.

The result of persistent research to provide unusually high volume level recording with exceptionally low distortion content is the No. 541 Magnetic Cutterhead. Descriptive and priority data are available.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

ap—studio programs
as—as seen programs
—transcriptions
ap—spot announcements
as—spot announcements

WAFF Chicago
Peter Fox Brewing Co., Chicago, 30 as weekly, 62 weeks, thru Schwinmer & Scott, Chicago.


Tavern Cafe, Chicago (berts), 25 as weekly, 62 weeks, thru Campbell-Mitchell, Chicago.

WHO Des Moines
Macfadden Publications, New York (True Story), 42 f thru, Royal Spector Co., N. Y.

Pillbury Flour Mills, Minneapolis, 6 as weekly, 62 weeks, thru McClean-Erickson, Minneapolis.

Tom Brow, Des Moines (coffee & spices), 2 as weekly, 62 weeks, thru Son De Regen & Brown, Des Moines.

WQXR New York
American Express Co., New York (Travel Cruises), 2 as weekly, 13 weeks thru Caples N. C.

Empson Smith Co., New York (Rolling House Coffee), 2 as weekly, 13 weeks, thru Schick Adv.

Twin States Century Fox Corp., New York, 70 as weekly, 62 weeks, thru M. H. Hackett Inc., N. Y.

WAIO Vincennes
Vincennes Steel Corp., Vincennes, 48 f.


Gulf Oil Corp., Pittsburgh, 2 as weekly thru Young & Rubican, N. Y.

KGO San Francisco
Comic Corp. of America, New York (Band Leaders), as thru Ralph H. Jones Co., N. Y.

Colgate-Palmolive-Peet Corp., Jersey City, (Sneakers), 5 as weekly, 26 weeks thru Shue & Co., N. Y.

WMAL Washington
Newspaper Institute of America, New York (correspondence course), 4 as weekly, 26 weeks thru Kelton, Duz & Bruck, N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 6 as weekly, thru BBDO, N. Y.

WJZ New York

J. C. Eno (U. S.) Ltd., Bloomfield, N. J. (Eno Brine-Crystals), 6 as weekly, thru W. J. Barlow, N. Y.

Camplin Soup Co., Camden, N. J. (Camplin Soup), 17 as weekly, thru Footh, New York.


Quaker City Chocolate & Confectionery Co., Philadelphia, 5 as weekly, thru A. K. Black, Philadelphia.

Wesson Oil & Snowdrift Co., New Orleans (Wesson Oil), 2 as weekly, thru Kimsey.

Continental Baking Co., New York (Wonsen), 2 as weekly, thru Schechter & Co., N. Y.

Ruben H. Homan Baking Co., New York, 5 as weekly, thru Samuel G. Croft Co., N. Y.

J. C. Eno, Bloomfield, N. J. (Eno saline, other products), 6 as weekly, thru Atherton & Orrier, N. Y.

Foster-Milburn Co., Buffalo (Dana's pills), 5 as weekly, thru Street & Finney.

WOR New York
Peter Paul Inc., Naugatuck, Conn. (Candies), 6 as weekly, thru Platt-Forbes Inc., N. Y.

Manhattan Soap Co., New York (Sweetheart Soap), 4 as weekly, thru Franklin Bruck Adv., N. Y.

Wax Baking Co., New York (Top Top Bread), 3 as weekly, thru J. Walter Thompson Co., N. Y.

Mentholatum Co., New York (sels), 3 as weekly, thru J. Walter Thompson Co., N. Y.

Grove Labs, St. Louis (Grove's Cold Tablets), 5 as weekly, thru Russell M. Sears Co., Chicago.

KECA Los Angeles
Federal Life & Casualty Co., Los Angeles (insurance), 4 as weekly, 62 weeks thru W. T. Hahn & Co., N. Y.

Thompson Drug Co., Los Angeles (California chain), 6 as weekly, 62 weeks thru McClenahan & Breyer.

McMenemy Co., Avery Island, La. (tabasco sauce), 1 as weekly, 26 weeks thru Au-rogen & Breyer.

McKesson & Robbins, Bridgeport, Conn. (Drake), 1 as weekly, thru Ivey & Elington.

Nehi Corp., Columbus, Ga. (Par-T-Pak), 2 as weekly, 62 weeks thru BBDO, Los Angeles.

KMPC Hollywood
Stu's Sickle Steel Co., Los Angeles (institutional), 6 as weekly, 13 weeks thru U.S. Tire Distributors, Los Angeles.

Sparkletta Drinking Water Corp., Los Angeles (Sparkletta), 13 as weekly, thru Raymond R. Morgan Co., Hollywood.

McFadden Publications, New York (True Story magazine), 19 as weekly, thru Raymond Spector Co., N. Y.

KFWC San Francisco


Sir Francis Drake Hotel, San Francisco (hotel), 5 as weekly, thru King Harrington Adv. Agency, San Francisco.

Marine Co., New York (eye wash), 2 as weekly, thru BBDO, N. Y.

Packard Bell, Los Angeles (radio), 13 as weekly, thru Barton A. Sho- bina Agency, Los Angeles.

KIH Hollywood
Durkee Famous Foods, Oakland, Calif. (Trone), 2 as weekly, thru Emil Rathefard Adv., Oakland.

Harts Mountain Products, New York (third seed), 2 as weekly, thru Western Adv. Los Angeles.

Kellogg Co., Battle Creek, Mich. (Ralston Biscuit), 7 as weekly, thru Kenyon & Breyer, N. Y.

Joe Louis, 13 as weekly, thru Walter Thompson Co., N. Y.

KNX Hollywood
Cracker Jack Co., Chicago (Cracker Jacks, Crustine, Royal Mallow), 7 as weekly, thru Rogers & Smith.

Owl Drug Co., San Francisco, 6 as weekly, thru Ruthrauff & Raman, San Francisco.

Sparkletta Drinking Water Corp., Los Angeles (Sparkletta), 13 as weekly, thru Raymond R. Morgan Co., Hollywood.

WWBM Chicago
John Pull Products Co., Chicago (Fleer White Reel), 13 as weekly, thru Roche, Williams & Gehrke, Inc.

The Crackers Co., Chicago (popcorn products), 2 as weekly, thru Rogers & Smith, Chicago.

McKesson & Robbins, Bridgeport, Conn. (Drake), 2 as weekly, thru Ivey & Elington, Philadelphia.

West Coast Video Film
Headed by Swallow
WITH POSTWAR plans, formation of a new firm, Television Enterprises Inc., headquartered at 9130 Sunset Blvd., Hollywood, has been announced by John W. Swallow, president. While not revealing the names of other corporate members, Mr. Swallow said the firm will concentrate on commercial advertising film and is Mr. Swallow prepared to accept new ideas on television as well as assist in making them. Besides having organized a strong production association with major motion picture producing units, Television Enterprises also has made tie-ups with leading Hollywood cartoonists and animators, he emphasized. Considerable work is planned with 16 mm. film. Pioneer in Pacific Coast radio, Mr. Swallow for the past seven years was NBC western division program manager and resigned that post on June 1 to organize the new company. He joined NBC in 1932 as manager of the then newly created Hollywood office of the network and was manager of KFC Los Angeles. Mr. Swallow entered the advertising field in 1926 and was also one of the country's first radio editors.

Educational Video Show
Put On by Storm Agency
As an experiment in education by television, Charles M. Storm, New York advertising agency, last Wednesday presented an "illustrious lecture-by-laws history on WABD New York, Du Mont Video station. Plant life 300 million years ago was the subject of the half-hour session, conducted with the showing of slides and actual specimens, by Jay T. Fox, explorer, naturalist and photographer. If the program is successful, the agency plans a regular educational series as a "television university of the air." According to Raymond E. Nelson, vice-president in charge of radio and television at Storm, the project is an attempt to "find a workmanlike method to combine showmanship and education and to prevent a repetition of the situation in radio where an education program is almost invariably synonymous with low rating."

Peralta on Coast
PERALTA WINE Co., San Francisco (Monte Cristo wine), on Aug. 8 starts operating Count of Monte Cristo, 16 Dec. Lee California stations, Tuesday, 8:45 p.m. (WT) with transmitted record on 10 Dec._aa stations, Tuesdays, 10:10-10:30 p.m. (EWT). Con-tract is for 13 weeks. Because of an Oregon law forbidding wine advertis- ing on air, before 10 Dec. program will be transmitted for re-peat. Agency is Foote, Cone & Belding, San Francisco.
TOOTH SOME SMILES were in order at Hollywood script hurdle which preceded initial broadcast of the NBC Charlotte Greenwood Show, summer replacement for Bob Hope Show. Half-hour comedy series is sponsored by Pepsodent Co. Dapper dentifrice-minded quintet (1 to r) are James A. Barnett, vice-president of Pepsodent Co.; Martin Brookes (seated) co-producer of program; Lewis S. Frost, NBC Western division program director; J. Hugh E. Davis, account executive of Foote, Cone & Belding, agency servicing account; John Gueldel, who is co-producer.

BOHEMIA CANNING Co., Mt. Vernon, Wash. (Fleetsweet frozen food) on July 8 started sponsoring daily participation in the combined Sunrise Salute and Housewives Protective League programs on KNX Hollywood. Contract is for 52 weeks. Placement is through Ruthrauff & Ryan, Seattle.

KERR GLASS Mfg. Co., Los Angeles, has named Raymond R. Morgan Co., Hollywood, as agency for Mason jars. WITH four participating sponsors, a new five weekly half-hour women's morning program, Hodge Podge Time, has been started on KMPC Hollywood. Sponsors are Payne Furnace Co., Beverly Hills, through Kinnell Adv., San Francisco; Golden West Products Inc., Los Angeles (peanut butter), through Brooks Adv., Los Angeles; Mee Distributing Co., Los Angeles (Shamrock Sods, Pen-Tex washing powder), through Harry J. Wendlund Adv., Los Angeles; Dr. Scholl Foot Comfort Shops, Los Angeles (food aid, comfort appliances), placed direct.

GIANT TIGER, Philadelphia (superfood market chain), to emphasize its self-service system, has started a transcribed spot announcment campaign on WFIL Philadelphia to continue for 52 weeks. Initial spots are musical. Account was placed through M. Murray Vernick Agency, Philadelphia.

GARDEN STATE RACING Assoc., Camden, N. J., has scheduled a series of spot announcements on WFIL Philadelphia to call attention to the current horse-racing season at the Garden State track. An indefinite number of announcements will be used over a 10-week period. Account was placed through Al Paul Leiton Agency, Philadelphia.

SUN Shipbuilding & Drydock Co., Chester, Pa., adds another program series on a Philadelphia station in its extensive use of radio to recruit new workers. Started July 1, war plant took over sponsorship of Music by Warner Bros. on WCAU, presented Saturdays 8-10 p.m. Contract is for an indefinite period, placed direct.

FOREST LAWN Memorial Park Assn., Glendale, Calif. (burial service), on July 11 starts sponsoring weekly quarter-hour program Tapestries of Life on KNX Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.
BARBARA ANN BAKING Co., Los Angeles (baked), on July 4 for five weeks renewed Pay Day Quiz on two Don Lee California stations (KJH KFAX), Tues., 8-9 p.m. (PST). Agency is Scholts Adv., Los Angeles.


PANAMA do Brasil, S. A., has named McCann-Erickson in Rio de Janeiro to handle its advertising.

GOLD FURNITURE Co., Los Angeles (retail), has started sponsoring a five-weekly 10 minute recorded musical program Gold Rhythms Jingles on KMPC Hollywood. Contract is for 52 weeks with placement through Smith & Bull Adv., Los Angeles.

JOSEPH X. KENNEDLY, assistant advertising manager of Canada Dry Ginger Ale, will supervise advertising and sales promotion for Spur in the country.

TEMPLETONS Inc., Buffalo and Toronto, begins a repeat campaign July 10 for its hay fever and asthma remedy on WLW Cincinnati through the agency's sales subsidiary, Specialty Sales Company. In August it will double its schedule to six quarter-hour commercial spots weekly from 1 a.m. to 4:45 a.m. Newscasts, weather reports, and public service events feature the program, which is supervised by Emanuel Rosenfeld, vice-president of Pep Boys. The five-hour celebration broadcast included a congratulatory talk by Benjedt Gimble Jr., president of WIP.

Radio for Holiday

OF 1,804 department and specialty stores queried on their 1944 Christmas plans, 78% indicated that they would use some radio although broadcasting would receive only a small portion of the budget, with 64% of the stores desiring a high percentage. Information contained in a survey, just completed by Meyer & Roth Reports Co., New York, on retailers' holiday plans in regard to media, starting date for promotion, institutional, vs. straight product advertising, employee recruitment plans and other phases of retail promotion.

Pep Boys' 'Dawn Patrol' Hits 10,000-Hour Mark

CELEBRATING its 10,000th consecutive hour of sponsorship of WIP Philadelphia, Pep Boys (auto accessory chain) donated its entire program to the Treasury Dept. for the Fifteenth War Loan Drive July 2, originating its Dawn Patrol show from the Victory Ballroom of Atlantic City's Steel Pier.

Claimed to be the oldest commercial show under the same sponsorship in radio, the Dawn Patrol is aired seven days weekly, 1 a.m. to 4:45 a.m. Newscasts, weather reports, and public service events feature the program, which is supervised by Emanuel Rosenfeld, vice-president of Pep Boys. The five-hour celebration broadcast included a congratulatory talk by Benedict Gimble Jr., president of WIP.

PHIL CLELAND, account executive of G. McCann & Assn., New York, will join Benton & Bowles, New York, in a week or 10 days. He is expected to handle a portion of the General Foods account.

H. L. McCLINTON, vice-president in charge of radio of N. W. Ayer & Son, New York, is recovering from an operation and will resume his work on a part-time basis shortly.

JAMES M. NELSON, manager of the New York office of Ralph H. Jones Co., from 1936-1940, has rejoined the agency as vice-president and account executive in the Cincinnati office. For the last two years he has been associate editor of American Magazine.

HUBERT CHASE, head of radio production at William H. Weintraub & Co., New York, last week resigned to form his own production agency. Other headquarters have not been selected. Mr. Chase will continue serving the Weintraub agency on a freelance basis.

FRANK J. PEEKEE, formerly of Lawrence E. Everting Agency, Philadelphia, has joined the copy staff of George-Marron, Philadelphia.

ADOLPH STRAUSS, for the past 20 years advertising manager of Pep Boys, Philadelphia auto supply firm, has resigned to open his own agency in the Fidelity Philadelphia Trust Co., 1201 Market St., Philadelphia, and handle the Pep Boys account and the Strauss associate advertising, will specialize in advertising and merchandising. He will be assisted by Tom F. Harkins. Phone is Penncopacker 5188.

HARRY J. KAUFMAN, Broadcast Adv. Agency, at 1101 16th St., Washington, D.C., has received several awards in nationwide advertising competition at the 10th annual advertising awards competition staged by the National Advertising Agency Network.

FLORENCE CLEMENTS, former Seattle office manager of OWI domestic division, has been appointed space and time buyer of Allied Adv. Agencies, Seattle.

LORENE FRAZEE, former assistant to G. E. Hyde, vice-president of McCann-Erickson, New York, has been made space and time buyer of John H. Riordan Co., Los Angeles.

R. A. BARFORD, director and account executive of J. G. Gibbons Ltd., Toronto, is resigning from the agency on September 1 to become general manager of Thomson Publications Ltd., new company formed by Roy Thomson, owner of Northern Ontario stations and newspapers.

FRED R. THORNTON, former art director, has been advanced to account executive of Leo Burnett Co., Chicago.
Mary Dunlavey Named
By Pedlar, Ryan & Lusk

MARY DUNLAVEY, formerly on the timebuying staff of Ruthrauff & Ryan, New York, has been appointed chief timebuyer of Pedlar, Ryan & Lusk, New York. She succeeds Helen Wilbur, who was appointed timebuyer for Doherty, Clifford & Shenfield, New York. No replacement for Miss Dunlavey has been named by Ruthrauff & Ryan. Before joining R & R, she was chief timebuyer for Erwin, Wasey & Co., New York, and prior to that was with the Overseas Branch of the Office of War Information.

CB TO SET UP FM TEST IN MONTREAL

Canadian Broadcasting Corp. will use part of its $100,000 experimental account shortly to set up an FM station at Montreal, where previous experiments in FM had been carried on, Dr. A. Frigon, CBC acting general manager, told the closing session of the Parliamentary Committee on Broadcasting at Ottawa. He also told the committee that 34 Canadian stations had been notified they could increase power to 5 kw.

Answering the brief of the Canadian Assn. of Broadcasters, for the establishment of a three man judiciary board, details of which were presented at the previous session of the committee by CAB counsel, Joseph Sedgwick, Toronto, Dr. Frigon stated that such a body would be inclined to exercise its authority with “more energy than we ourselves who know broadcasters' difficulties so well.” He stated that the CBC was always impartial when dealing with privately-owned stations.

Divorce of newspaper ownership from radio stations was urged on the Doherty line by M. J. Coldwell, a committee member and leader of the Cooperative Commonwealth Federation.

The committee is to make its recommendations to Parliament as to changes in the Radio Act and regulations, based on the hearings and as to whether or not there should be a full-time chairman of the CBC responsible for policy, with the general manager responsible for administration.

Part of the Assembly Line at Wichita's Beach Aircraft—Beechcraft Photo

America's Number One Boomtown!

Wichita leads them all—the first city in the United States in factory wage earner employment gain! Using 1937 as the base, 100, the Bureau of Labor Statistics has indicated Wichita at 217.4—well above any other city. Long Beach, even a close second. What does this figure mean to you, an advertiser?... Just that the constantly increasing number of big money makers has made booming Wichita first in the great Southwest in sound, solid sales gains, too... with monthly retail sales up to $16,000,000. Wichita has important money to spend today and is anticipating an ever-progressive tomorrow, with its permanently placed aircraft industries in the Aviation Center of the Americas.

Your sales gains in booming Wichita will stick if you stick to that Selling Station in Kansas’ Richest Market—

KFH
Wichita

*43 pop. 60,000
Represented by Howard H. Wilson Co.

July 10, 1944 • Page 51
Get This!

We’re specialists when it comes to having things laid in our lap with the challenge to “produce or else”!

You advertisers with tough assignments don’t scare us—in fact we glory in your company.

Take a ride on the bandwagon that plays to one of America’s greatest direct response audiences and gets big results!

ASK A
JOHN BLAIR MAN

Columbia Network

5,000 WATTSTWWM

FAIRMONT, W. VA.

Babe Ruth Series

BABE RUTH on July 8 started a Saturday morning quarter-hour sustainer on NBC, similar to his summer program of last year, with a group of New York boys plying him with baseball questions. In turn the baseball star tosses questions at the boys. There is a cash prize for the one who answers the last query on each program, on the service identification of a famous diamond player, now in the armed forces. Ben Grauer, NBC announcer, serves as “umpire.”

WHUB to CBS

WHUB Coolville, Tenn., on July 10 joined CBS as a supplementary outlet. Station, which is nearly four years old, operates on 1400 kc unlimited time and is owned and operated by WHUB Inc.

HOWARD LE SIEUR, production manager of United Artists Corp., New York, has been promoted to sales promotion manager. Previously he was contact man on the Paramount Pictures account for Hanes-Metge Co., now Buchanan & Co.

Perfume Plans

WAVERLY LABS., New York, has appointed Badger, Browning & Hersey, New York, to handle advertising for toiletries which include Come to Me perfumes, Creme Cologne and Spar bath foam. With distribution now extending from department to drugstores, firm is expanding promotion as new territories are added. Newspaper schedules may be supplemented by radio in the early fall, when final media plans will be set.

‘Blondie’ for Colgate

COLGATE - PALMOLIVE-PEET Co., Jersey City (Super Suds), on Oct. 28 will start sponsorship of Blondie on CBS Sundays, 8-8:30 p.m. Goodyear Tire & Rubber Co. is discontinuing its Sunday night CBS Water Pigskin show, making the time available. Talent and format of the Blondie series, which had been sponsored by R. J. Reynolds Tobacco Co. for five years on CBS, remains the same. Agency is William Esty & Co., New York.

THE DES MOINES AUDIENCE FOR

DINAH SHORE IS ENLARGED

Yes, Dinah Shore and “Birdseye Foods” get a Des Moines audience 68.8% above their national Hooper. Exceptional! Not at all. The 48 CBS commercial evening shows on KRNT average 30.3% higher than their national Hooperating (summer-spring ’44). No wonder more than 150 national and regional advertisers use KRNT in Iowa’s No. 1 market, Des Moines. KRNT, DES MOINES - CBS - A COWLES STATION

BROADCASTING - Broadcast Advertising
WHEN YOU SELECT A NEW TRANSMITTER

Off the air, right in the middle of a program—that's the nightmare of operating a radio station. That's when seconds seem like hours, and minutes like eternities. As though you didn't know!

Westinghouse Transmitters have been designed to cut program outage down to an almost unbelievable point. For example:

1. **Indicator Lights** show at a glance which circuit suffered an overload—even though the transmitter has returned to the air...making circuit checkup easy.

2. **Conservative Operation of All Tubes**—greatly increases reliability...lengthens tube life.

3. **Air-Cooled Tubes**—eliminate complicated and unreliable water cooling equipment.

4. **Surgeproof Metal Rectifiers** eliminate low voltage rectifier failures.

5. **Tube Life Meter** indicates the end of reliable tube life.

6. **Circuit Breakers** supply full overload and undervoltage protection automatically reducing length of outage.

We'll gladly give you complete information on these features, as well as other important advantages of Westinghouse Transmitters, such as: **Low Operating Cost, Simplicity of Control, High Fidelity Signals, Ease of Maintenance.**

**PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER**

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

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**Westinghouse RADIO DIVISION**

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**PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER**
Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts?... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge—no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

OWI PACKET, WEEK July 31.

Check the list below to find the war message announcements you will broadcast during the week ending July 29. All station announcements are within the time allotted 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 PLAN GROUP</th>
<th>STATION ANNOUNCEMENTS GROUP</th>
<th>NAT. SPOT PLAN GROUP</th>
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<td>War Bonds</td>
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<td>Economic Stabilization (prices)</td>
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<td>WAVE Recruiting</td>
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<td>Y-Mail</td>
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See OWI Schedule of War Messages 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**Thomson Sells 3 Stations Buys Four Newspapers**

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, CPCH North Bay and the Timmins Daily Press, has sold the Thomson Broadcasting System (CKRN Rouyn, CHAD Amos and CKVD Val d'Or) in which Jack Cooke was part owner, to Radio Abitibi Ltd., Amos, Que. for an undisclosed sum. Hector Authier, M.P., from Amos and former minister in the Quebec provincial government, is president of the new company. Roland Beaudy, of Montreal, is vice-president. New owners are publishers of French periodicals and books.

At the same time it was announced that Mr. Thomson had bought four Ontario evening papers, the Sarnia Observer, Galt Reporter, Woodstock Sentinel Review and Welland-Port Colborne Tribune. A license for a 1 kw station was recently issued to the Canadian Observer, Sarnia, but this is not being taken over by Thomson. In recent regulation prohibiting multiple ownership of stations in the future. The Sarnia license has been taken over by H. M. Huerton, former president of the Canadian Observer. The four papers constitute Thomson Publications Ltd. of which R. A. Barford, director of J. G. Gibbons Ltd., Toronto advertising agency, will be general manager.

**Western Stations Aid AAF**

ALL STATIONS in seven western states are being enlisted by Western Procurement District of the AAF Materiel Command headquarters in Los Angeles to aid in accurate dissemination of production news in that vital war industry area. Major Howard Adams, public relations officer, established the radio news and feature division to make available to stations information regarding contract re-negotiations, terminations, layoffs and rescheduling Major Adams stated that the bureau was established so that broadcasters could present new material in such a way as to avoid a wholesale quitting of jobs by aircraft workers to find jobs they consider safer. Lt. Joe Brocher, formerly Radio Branch Bureau of Public Relations, War Dept., has been assigned to assist in servicing the stations.

**WCSC Lease Approved**

THE FCC has granted voluntary assignment of the license of WCSC Charleston, S. C., to John M. Rivers, president of the Charleston Metropolitan Broadcasting Co., Inc., several years ago. The lease covers the station at 900, but the transfer was vetoed by the Commission on the grounds that only a partial transfer would be effectuated and the insurance companies would not be able to obtain adequate financial control of the licensee corporation. While Mr. Rivers assumed no "personal financial obligation".

**Canada Budget Revision Called Postwar Radio Aid**

CANADIAN broadcasters, along with other Canadian corporations, benefit from the new financial budget provisions brought down in the House of Commons at Ottawa recently. Under the new provisions, which have postwar significance, companies will be able to borrow on the 20% refundable part of the 100% excess profits tax. This refundable portion is to be repaid after the war. It can now be used as collateral for borrowing. Losses in any year may now be charged back one year or forward three years for corporation or excess profit taxes.

Companies are granted double depreciation on new capital investment after a date to be set by the government; may write off as an expense, expenditures on scientific research directly or indirectly connected with the business; one-half expenditure for maintenance and repairs in a period to be fixed, may be allowed against income of previous fiscal periods in computing corporation and excess profit taxes. Costs of research in excess of the double depreciation allowances are allowed.

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Participating in the Presentation Ceremonies in Plaza Hall, Kansas City, June 15, 1944, were, left to right above, Everett L. Dillard, owner and general manager; E. W. Chamberlin, company representative selected to accept “E” pins for employees; Major John L. Hodgin, representing the Army; J. C. Nichols, master of ceremonies, and Commander J. E. Parrott, representing the Navy.

*OUR ARMY-NAVY “E” AWARD

“... for High Achievement in the Production of War Materiel ...”

TO THE MEN AND WOMEN OF

★ COMMERCIAL RADIO EQUIPMENT COMPANY ★

Kansas City, Missouri, Plant

★

"WE ARE RADIO ENGINEERING CONSULTANTS DOING A WAR JOB TODAY AND GETTING READY FOR AM-FM EXPANSION TOMORROW"

COMMERCIAL RADIO EQUIPMENT COMPANY

Washington, D. C. • Kansas City, Mo. • Hollywood, Cal.
**Convention Coverage**

(Continued from page 12)

Meeting with Mr. Reinsch in New York last Thursday were: Paul White and Bill Sloem Jr. of CBS; Tom Slater of Mutual; Bill Brooks and Carl Smith of NBC; G. W. Johnstone of Blue.

That radio definitely has carved itself a permanent niche in the field of local news coverage is demonstrated by the scores of letters and personal commendations received by those stations which featured their own state delegations in broadcasts not available through networks, during the Republican convention. In some instances station reporters were able to break important announcements from their delegates.

Again most of the stations, along with the networks, will cover the Democratic Convention as public service, although not all of them have arranged to feed special bulletins to regularly sponsored newscasts. In nearly every case, however, sustaining features will be given top billing.

Among the comments on local angle coverage is one from Merle S. Jones, general manager of WDAY, who states: "We are happy to receive from our listeners commendation for our coverage of the Republican Convention," he said. "Our listeners report that the local and regional elements included in the KMOX special pickups harmoniously augmented and completed the magnificent general coverage performed by Paul White's CBS staff."

Thomas Tinsley, president of WITH Baltimore, an unaffiliated station, declared that Ian Ross MacFarlane's handling of special newscasts and particularly two news broadcasts gave him much commendation not only from listeners but from several newspapers.

Jack Paige, promotion manager of WNAH, S. D., a Cowles station, commented: "We have had very fine reaction from our coverage of the Republican Convention and look forward to the same results from the Democratic." Plans of coverage supplementing networks and news wire services, as announced last week, follow:

**New York Stations**

Few New York stations were planning any special coverage beyond bringing their listeners the news as it comes off the wire service tickers. Several, however, have made special arrangements, including WOR, which again will shift the entire Martha Denoke program to Chicago for special interviews and women's interest news as it did for the Republican meeting. WGBB, which was up until Thomas E. Dewey's acceptance address from Mutual via WOR studios, is planning a special daily live pickup of the Democratic nominee's talk.

WINS again will use convention news of the New York Journal American, scheduling a daily quart-hour and five-minute pickup from the city newspaper. Herb Paton, managing director, will go to Chicago to make arrangements with one of the convention reporters for special daily wire bulletins for WINS. WQV, which had a correspondent at the Republican Convention, but was unable to fill it, may send its commentator, Tom Morgan, to Chicago by telegram to do an exclusive transcription. WMCA will use its usual New York Times and wire service facilities for convention coverage. WNYC, New York's municipal station, also will use its regular news sources. WINS plans to send Guesher Reinhart to Ch."
KMOX director of public relations who will supervise all pickups.

KMOX Records, Inc., will use transcriptions for on-the-spot coverage by Bill Traun, news editor. Records for two daily newscasts will be made by Mr. Traun.

KSO-KRNT Cut-ins

Direct wire cut-ins on every news cast scheduled will be featured by KRNT and KSO Des Moines, key stations of the Iowa Broadcasting Co. Stanley Dixon, Glen Law, and Joe Ryan will cover the Convention for the Des Moines Cowles outlets. Special interviews will be aired in addition to the spot news angles. KRNT's Newsroom, Roundtable, and Tuesday feature heard from 9:30 p.m. (CWT), will be broadcast July 18 from Chicago with Fred Ryan, Law, and Dixon discussing current issues with prominent Democrats.

KSTP Special Coverage

A news writer and announcer will represent KSTP Minneapolis-St. Paul, handling special broadcasts as the news warrants. KSTP is permitting no sponsorship of Convention coverage, handling it as a public service. In addition to network from the Stadium and Stevens Hotel, KSTP also plans to service its newscasts and to handle special bulletins by overhead.

Four Daily on KMA

Four direct pickups daily have been scheduled by KMA Shenandoah, la., Earl E. May, station manager, announced. In line with KMA's public service policy, the daily broadcasts from the Convention will not be sponsored. Times are 11:15 a.m., 1 p.m., 4:15 p.m., and 9:30 p.m. Ralph Childs and Owen Sailer will handle the special broadcasts, designed to augment Blue Network coverage.

WJR Service to Sponsors

WJR Detroit plans an average of five direct pickups from Chicago with George Cumberland, news editor, feeding special Convention news to WJR's regularly scheduled newscasts. Special interviews with Michigan delegates also are planned as part of the station's extra service to sponsors of newscasts, according to Leo J. Fispertich, general manager. Announcing Mr. Cushing will be Larry Payne, announcer, and Ned Nolan, engineer.

Reilly for WLW

Arthur Reilly will originate his daily newscast (1:30 and 11 p.m.) for WLW Cincinnati from the Convention. As a pre-Convention feature the WLW World Front, fed to NRC, will originate July 16 at 12 noon (EBT), with Mr. Reilly and Jack Resell, staff commentator, participating with a guest observer, y.t.b. to be selected. Howard Chamberlain, WLW program director, is World Front moderator. The program was aired from Chicago June 25 preceding the Republican Convention.

Six a Day on WNAX

Two 15-minute broadcasts daily are scheduled by WNAX Yankton, S. D., in addition to network and news wire coverage. Delegates from Iowa, Minnesota, North South Dakota and Nebraska will be interviewed from the Stevens Hotel. WNAX also will cut in from Chicago, Stadium or the Stevens on four regularly scheduled newscasts. The Cowles station will transcribe interviews with Sen. Gay M. Gillette of Iowa and other members of the Democratic delegation from the WNAX listening area. Representing the Yankton station will be Art Smith, program director; Whitney Larson, news analyst; Cliff Todd, chief engineer.

WSOY Shuttle Service

Since Decatur, Ill., is but three hours from Chicago, WSOY plans direct pickups. Instead, Ester Straker, program director, and Mrs. Grace Patrick, continuity chief.. will commute between the Convention and Decatur, doing special broadcasts of highlights and human interest events, according to Charles P. Bruce, commercial manager. WSOY also will carry all CBS coverage.

WICA Spots

WICA, Ashtonabula, Ohio, plans to send Alfred H. Newkirk, news editor, or Walter Walfeth, commentator, to handle overhead spot breaks and color, according to Robert B. Bowley, manager.

KOMA-KTUL Plans

Interest in Oklahoma is unusually keen in view of the fact that Gov. Robert S. Kerr will deliver the keynote address and KOMA Oklahoma City and KTUL Tulsa, only Oklahoma stations doing special coverage from the Republican Convention, will air direct pickups from the Democratic sessions at 3:30 and 10:30 p.m. daily, with a repeat of the night spot at 7:15 a.m., following mornings. Emphasis will be on the Oklahoma delegation and Gov. Kerr's participation. Other spot features also are planned, according to Keurau Brown, KOMA manager, who will Bill Bryan, KOMA newscaster, will handle broadcasts for both stations.

Awards on Blue

DOROTHY LEWIS, coordinator of listener activities of the NAB, will participate July 10 in a Blue network broadcast 1:45 p.m., announcing the winners of a contest for the best letters on the home. Contest was conducted through women program directors by Parents magazine as part of the American Home campaign of the NAB Assn. of Women Directors. Program is the concluding broadcast of the campaign in which 24 national organizations have served women program directors 14th material designed to help strengthen the concept of the American home.

Esty Names Riley

THOMAS L. RILEY, former television director of William Esty & Co., New York, has resigned to do radio and film survey for the office of Coordinator of Inter-American Affairs in South America. Part of Mr. Riley's work will be taken over by John Clark, until recently in the armed forces, who has joined the radio department of the agency.

Daniel Promoted

HARBEN DANIEL, vice-president and general manager of WSAB Savannah, Ga., since its organization in 1939, was elected president of the company, succeeding the late Arthur Lucas, it was announced last week. Before organizing the Savannah NBC affiliate, Mr. Daniel was commercial manager of WSM Nashville. He helped organize Tennessee Broadcasters, which has pending an application for a new station to operate in Nashville on 1240 kc.
MAKIN’ THE GRADE IN INCLINE (Ky.)?

If you haven’t already found it out for yourself, it’s darn tough goin’ to make the grade in little towns the likes of Incline (Ky.).

But it’s a glide in the Louisville Trading Area, where you have 57.5% of the entire State’s buying power! As we may have mentioned before, WAVE is the only station that completely covers the Louisville Area at low cost! That’s why more and more advertisers are concentrating on Louisville, with WAVE. Want all the facts?

LOUISVILLE’S WAVE

IT ALL ADDS UP...TO 3!

Here’s a simple—and completely dependable formula
for placing your spot announcements in Hartford. Get WDRC’s winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!

TELEVISION is here right now and the time for experimentation is also now,” Raymond E. Nelson, vice-president and director of radio and television of Charles M. Storm Co., New York, told last Thursday’s session of the Summer Television Seminar conducted by the Radio Executives Club of New York.

Expressing full cognizance of the future technical developments of television, Mr. Nelson continued: “We feel that television programming will have to come up to those improvements if it is to be as much a part of the millions of post-war video set purchasers. We have invested considerable time and money in television, even in what may be called its primitive stages, because we feel that the time to make mistakes is when the television circulation is at a minimum, and we feel that the agency has an obligation to its clients—both present and future—to fully acquaint itself with television’s possibilities at a time when the cost is comparatively small and the mistakes received relatively little public attention.

“With the advent of the new medium, to our minds, is programming, and its solution lies directly in the hands of the advertising agencies and television directors, who in the case of radio, were dominant in its development as a successful advertising and entertainment force.”

The importance of programming was also cited by Arthur Levey, president, Scophony Corp. of America, who described the large screen television receiver for theatres, schools and homes his company plans to put on the market as soon as wartime restrictions are lifted. “A potential buyer of a television set does not purchase it because television is the greatest scientific miracle of the twentieth century. It is only when television as a form of entertainment can compete with other show business that it will become an attraction for the masses.”

Stating that “it is obvious that television in the United States is already found to be a giant in the field of entertainment as a successful medium of the twentieth century. It is only when television as a form of entertainment can compete with other show business that it will become an attraction for the masses.”

Mr. Levey added: “No matter how good your program material, if it does not mean much unless you show pictures on far larger screens, as television receivers for the home, will be able to pay its way.”

Sir Derwent Hall Caine, son of the novelist, who spoke briefly on television in English schools, declared that in addition to the real need for television as a purveyor of entertainment, in the postwar era, television as a new medium can exert a tremendous social influence and can aid in increasing international understanding.

MBS Gross Up

MBS gross billings for June, 1944 amount to $1,021,705, an increase of $8,970 over the same month last year when the figure was $1,100,478. Accumulative gross billings for the first half of this year total $9,760, representing an increase of 67.6% over the same period in 1943, when the total was $5,902,924.

Zip Adds

ZIP ABRASIVE Co., Cleveland, is continuing to expand its national campaign of thrice-weekly one-minute transcription announcements for Zip, a deodorant, the latest station addition being WJW Cleveland. Spot schedule, now running on 50 stations, is placed by James R. Flanagan, Adv., New York.

Now Is Best Time to Make Mistakes In Television, Asserts R. E. Nelson

VETERANS in their respective fields are these two new executives of WLW Cincinnati, Eldon O. Park (I), named assistant general manager, and Marshall Terry (r), director of the newly-created promotions activities department [BROADCASTING, July 3]. Mr. Park joined the Crosley organization in 1930 and for the last three years has been assistant manager of the WLW New York office. Mr. Terry was vice-president of the Trailer Co. of America in charge of sales and public relations. He formerly had been sales manager of the sundries division of the Miller Rubber Co., Akron, O.

CAB Strip Ratings

COOPERATIVE Analysis of Broadcasting, in its June program report issued last Thursday, released for the first time ratings on all multiple broadcast (five or more times weekly) five-minute network programs, obtained from interviewing in the CAB 81-city sample. Ratings will be released twice-monthly. Bill Henry heads the list with an 8.2 rating, followed by Meaning of the News (4.4) and Coronet Story Teller (3.2).

ARROWHEAD & Puritas Waters, Los Angeles (bottled water), on July 4 started for 20 weeks sponsoring a twice weekly quarter hour quiz type program, Think Hard Now on 5 Los Angeles California stations (KFI KOB KKB KEXM KFMO), Tuesdays, Thursday and Saturdays, 3:15 p.m. (PWT). Ruben Gaines is writer-producer-director. Firm is also using daily participation in combined Sunrise Salute and Housewives Protective League programs on KNX Hollywood. Latter contract, for 52 weeks, started July 1. Agency is McCargy Co., Los Angeles.

WLW EXECUTIVES

Mr. Park
Mr. Terry

RICHMOND, VA.

WDR

5000 WATTS

BROADCASTING • Broadcast Advertising

Page 58 • July 10, 1944
Rehearing Called For Houston Case

Texas Star License Plea To Be Considered by FCC

The FCC last week designated for rehearing the application of the Texas Star Broadcasting Co., for a license to cover the construction permit granted in May, for a new local standard station (KTHT) in Houston, Tex., to determine "the truthfulness and accuracy of representations made by or in behalf of the applicant in the application for a construction permit, in the course of the hearings on the application and in communications and documents addressed to the Commission; and to determine the qualifications of the applicant to operate the station in the public interest".

Evidence Permitted

The Commission at the same time denied the petition of the Greater Houston Broadcasting Co. to intervene and for rehearing. It also denied the petition filed by Scripps-Howard Radio Inc. for rehearing, and reinstatement of application for construction permit. The action taken on the Texas Star application, however, provides that the latter petitioners would be given opportunity to present evidence at the KTHT hearing, which the Commission has designated for July 10, "or at such later date as may be fixed upon request of applicant". It was further ordered by the FCC that KTHT request for authority to begin program tests be deferred, "for consideration at the conclusion of the hearing or on July 18, whichever is earlier".

President of Texas Star is Roy Hofheins, attorney and county judge, who holds 75% of the common stock and 15% of the preferred stock. W. N. Hooper, vice-president and secretary-treasurer, holds the remainder of both stock issues. Mr. Hooper is partner in Dr. Hooper Oil & Realty Co. and Dr. Hooper Ranch Co. Following the grant by the FCC for reinstatement and conditional grant (pursuant to Jan. 26 Policy) of the Texas Star application for the standard facilities of 250 w unlimited time on 1230 kc, construction of the station was officially commenced June 12 and completed June 28. Application stated that all of the necessary equipment for the station, except the antenna, had been purchased in January 1942. Original application was filed in October 1940, to be subsequently dismissed following the general "Freeze Order" of Feb. 25, 1942.

Scripps Howard Radio Inc. applied to the Commission for standard assignment in Houston in August 1940. The application in February 1941 to request the same local assignment Texas Star had requested in an amendment the preceding month. Following these requests was the application of Greater Houston Broadcasting for the 1230 kc 250 w unlimited time facilities in March 1941. The April 1941 petition of Scripps Howard, seeking reconsideration of an order for consolidated hearing, pointed out that the October 1940 application of Texas Star requested the same assignment as the Scripps Howard application of August 1940. Consolidated hearing was held in October 1941 and further hearing in May 1942 following the "Freeze Order" memorandum, concluded with dismissal without prejudice to refiling at a later date of all three applications.

In May of this year Texas Star filed with the Commission a petition requesting reinstatement and grant (without hearing) of its Houston application in view of the Jan. 26, 1944 policy concluded by the FCC and WBPL relating to the use of critical materials for construction purposes.

In petitions filed last month by Greater Houston Broadcasting and Scripps Howard, contention was made that the May 23 action of the Commission granting Texas Star the Houston assignment, taken without hearing or notice, was considered "inequitable" and rehearing, intervention and relief was sought. The order adopted by the Commission last week results from these actions and reopens the issue.

KOBAK TO ADDRESS CHAUTAUQUA GROUP

EDGAR KOBAK, executive vice-president, Blue Network, and other Blue officials will address the Chautauqua Assembly on July 28, the Assembly's first Radio Day, during which several Blue programs will originate from Chautauqua or from nearby Jamestown, N. Y., through WJTN, Blue affiliate in Jamestown. Morning session Radio Day speakers are: Ray Knight, Blue production manager, on "How Radio Program Goes on the Air"; Dr. W. R. G. Baker, vice-president, General Electric Co., on "Television".

In the afternoon, Alma Kitchell, Blue women's commentator, will speak on "Radio and the Public"; Clete Roberts, war correspondent for the Blue in the South Pacific, on "Radio at the Front"; and H. R. Baukhage, Blue news analyst, on "How Radio Brings You the News". Mrs. Ritchie's Women's Exchange program and Ladies Be Seated, with Ed East and Polly, will originate at Chautauqua and the broadcast of Baukhage Speaking will originate in the Jamestown High School, during the afternoon session.

Mr. Kobak, speaking on "Radio as an Agency of Opinion"; Phillips Carlin, vice-president in charge of programs, on "Radio as a Medium of Entertainment," and Paul Whiteman, Blue musical director, on "Radio and Music," make up the evening program.

HE'S THE RICHEST FARMER IN THE U. S. A. . . !

The California farmer has the highest cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . .! The Beeline is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed $2 1/2 billion dollars!

WHAT IS THE BEELINE

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

"See McClatchy Beeline rate listing first under California in Standard Rate and Data."

1480 Kilometers, Full Time Operation

BROADCASTING • Broadcast Advertising

McClatchy Broadcasting Company
Sacramento, California

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Radio Finds News Niche
(Continued from page 13)

The seats usually set aside for the press. Later the Democrats found 26 seats which could be used by radio news personnel.

At the group meeting in Mr. Godwin's office last December, Mr. Morrison, Mr. Church and the writer were the only ones with any previous experience in the problem. They could only guess how many persons might want seats. Four years earlier at the Republican Convention eight seats had been given to each of the three major chains, CBS, MBS and ABC, and six seats to Transradio. Ten seats were available to independent stations and affiliates.

174 Applications

We agreed that radio news coverage had been developing with unusual speed since that 1940 Republican Convention, but we didn't know how many individual stations would send news people to Chicago. We decided to write all stations, asking for any applications, with March 1 as the deadline. Broadcasting broke the story. Nearly 150 applications were received. The deadline was extended to May 1. Another article appeared in Broadcasting. Just before the new deadline, Transradio, Associated Press, United Press and International News Services carried notices on their radio wires to station chiefs.

When the deadline passed, 174 applications for seats were in, excepting by 54 the number of seats then available. The Republican National Committee originally set aside five rows of 30 seats each for radio news personnel but informed the Committee that the number must be cut by 30 to put in a working bench. The seats were restored after it was discovered that the anticipated elimination of one row was not necessary.

Applications had been received from 48 organizations in addition to the four major networks and Transradio Press. More than 60 independent and affiliated stations were included.

Since applications for radio gallery seats came from coast-to-coast and into the deep South the Radio Executive Committee, which had been augmented by the addition of William Costello, CBS Washington correspondent, several times questioned whether or not it had oversold the idea. The answer came at the Republican Convention. Independent and affiliated stations arrived on schedule. Only nine individuals failed to appear for their seats and in two cases cancellations were telegraphed.

While nine early applicants failed to appear, their places were taken by others who failed to make requests for seats. These were taken care of by the Republican National Committee. All have since made application for seats at the Democratic Convention.

Local Angle Played

Independents and affiliates discovered that they have a definite place in news coverage. Their work supplements the coverage offered by the chains and the news services. Senators and Governors and Representatives in Congress might be only delegates to the Convention, as far as the national story is concerned, but they are big men in their home communities. Thus individual stations were able to provide exclusive "home-flavored" interviews. And they learned that such programs had wide listener acceptance.

Facilities offered by the Republican National Committee as well as the services accorded to the men and women in the gallery were excellent. Credit unquestionably goes primarily to Mr. Church, who quietly, efficiently and effectively met each problem and solved it. James P. Selvage, the GOP director of publicity, and his able assistant, Robert Pritchard, also contributed much to making certain that the radio setup was able to function satisfactorily.

Plans to make the Democratic coverage as thorough and as satisfactory as the Republican's had been made. The Radio Correspondents' Executive Committee, buttressed by experience, met with Paul Porter, Director of Publicity for the Democratic National Committee, and J. Leonard Reinsch, Radio Director, on July 5. The corridor reception assured the Committee's program gave its members assurance that the facilities available will be ample for networks, news services and independent stations.

Code Provides FM Aid

The Radio Correspondents' Assn. has definitely established itself as spokesman for radio newsmen and women in contacts with official and political life. Its Executive Committee, under rules of the Congress, supervises the galleries in the Senate and House. There are now 68 active members, radio news personnel working in Washington. We have more than 100 associate members scattered throughout the country.

The Radio Correspondents' Assn. code is: "The Radio Correspondents' Association has for its aim the promotion of the Radio News Gathering Fraternity and strives to protect the rights and privileges of radio reporters and assist in every way possible to maintain high standards of reporting news by radio, wireless or other similar means of transmission."

It was this program which it endeavored to foster at the Republican National Convention and which will govern its activities at the Democratic National Convention.

Evans Coffee on 17

DAVID C. EVANS Coffee, St. Louis, started a series of renewals of quarter-hour and five-minute news shows July 3 on the following stations: KLCL, KBK, WMRO, WSOY, WEBQ, WJBF, WATD, WBS, WATX, WZD, WEAOA, KFVS, KFRI, KHMO, KWOS, KWK, KXOK. Renewal contracts were placed by Ruthrauff & Ryan and run for 13 weeks.
X-RAY BOON TO ENGINEERS

WJR Engineer Develops Method of Anticipating Transmitter Trouble Before It Happens

USE of the x-ray as a boon to broadcast transmitter and tube operation has been developed by Merrill R. Mitchell, chief transmitter engineer of WJR Detroit, and is producing such good results that it may well be adopted by stations throughout the country.

Mr. Mitchell uses the x-ray to discover when a tube is likely to give trouble in the future. In addition, x-ray is used to locate trouble in other parts of WJR's 60,000-watt transmitter. He found that x-ray is particularly effective in the examination of other parts, especially condensers. "You can plainly see where the trouble is in the condenser," he said. "The film clearly shows where plates have arched over."

Some Other Place

"The problem we faced in the past," he explained, "is that often we thought we had tube trouble but it would turn out to be trouble in some other place in the circuit. Now by x-raying the tube and finding it okay we know definitely where the trouble exists elsewhere."

"One day I was fooling around with my x-ray equipment and began to wonder what x-rays of tubes would show. Well, I found you can read the plates just like a dentist does. After a little experience you can get the whole story by reading the shadows on the film. You can actually see that a filament is wearing down, for example."

"In addition we can now be sure none of our tubes is defective when we refuse its delivery."

Edward Dudley Naff

DON GARDNER, Blue Network commentator, has taken over the Sunday 7:15-7:30 p.m. spot vacated by Dorothy Thompson for Trimmour Churing and is likely to continue broadcasting in the same spot when it goes commercial for Serekton Co. beginning July 23.

Don Gardner, formerly WABC veteran, was announced as the successor to Miss Thompson. He said that he was pleased with the new assignment and was looking forward to continuing the work started by Miss Thompson.

In the CONTROL ROOM

EDWARD A. CARROLL, of WCAU Philadelphia, has been elected chairman of the Philadelphia local broad- cast division, American Communications Assn., CITO, the union reports. Other new officers include: George Frank, KYW vice-chairman; George V. Schellhass, WIP president; James S. Stewart, WFTI, treasurer.

WALTER KEAN, formerly in charge of Western Electric's radio and radar testing, formerly an engineer named Alvin Kimbrow, has joined the Andrew Co. Chicago as head of the company's new field engineering and allocation service.

BOB COOKE, operator of CHEX Pittsburgh, Operations, has joined the Royal Canadian Navy.

ORVILLE H. (Dutch) MILLS, engineer of KDRA Pittsburgh, has joined the Merchant Marine as radio engineer. He has had 3½ years previous service.

C. O. ELLIS, former superintendent of telegraph of Rock Island Lines, Chicago, has been appointed to the new post of superintendent of communications, anticipating new radiocine developments in train control, according to W. H. Hills, operating officer. Hills pointed out that telegraph was the principal medium of communication for many years, but now radio is being used "for control between yardmasters and conductors and engineers on moving engines and trains."

NICE WINTER is a new member of the engineering staff of WBIG Greensboro, N. C.

R. J. BIELE has been named assistant engineer in the receiver division of General Electric Co.'s Electronics Department, with headquarters in Bridgeport, Conn. He joined G-E's receiver division in 1935.

ANDREW E. HOPPER, former supervisor of the WNH New York engineering staff, now serving with a troop carrier division in England, has been promoted to major.

PETE WILSON, chief engineer of KNTR Hollywood, is the father of a boy.

ALVIN KIMBROW has joined WCBN Columbus, Miss., as engineer and staff artist, with a three-weekly early morning show.

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

GARRY DeVLIEG, NBC Chicago recording engineer, is the father of a girl.

ELMER MAKI, formerly of the Yankee Network, is a new member of the control room staff of WAAB Worcester.

A R T MILLER, engineer of CKWX Vancouver, and Mrs. Miller, formerly of CKWX, are the parents of a girl.

Gardiner for Thompson

DON GARDNER, Blue Network commentator, has taken over the Sunday 7:15-7:30 p.m. spot vacated by Dorothy Thompson for Trimmour Churing and is likely to continue broadcasting in the same spot when it goes commercial for Serekton Co. beginning July 23. He should be confirmed, however, by Raymond Specter Co., New York, agency in charge, nor by the network.

BROADCASTING  •  Broadcast Advertising

WGY SCHENECTADY, N. Y.

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

Edward Dudley Naff

EDWARD DUDLEY NAFF, 64, musical director of WRVA Richmond for the past 15 years, died June 19 after an illness of several months. A graduate of Bridgewater College, Panel Conservatory and the Licentiate of the Royal Academy of Music, London, Mr. Naff taught music, harmony and theory in several colleges before coming to WRVA. He was native of Franklin County, Va.

HARRY L. SOMMERER has been named manager of the newly-established office of real estate for the RCA Victor Division of the Radio Corp. of America. He has been in charge of subcontracting operations on war work.


downtowns

... in the valuable 3½-billion-dollar retail market of eastern and central New York and western New England brought together by WGY.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—the WGY Community.

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.

KMOX ST. LOUIS Participating

GEORGE E. HALLEY TEXAS RANGERS LIBRARY HOTEL PICKWICK, KANSAS CITY 8, MO.

AN ARTHUR S. CHURCH PRODUCTION

97 DOWNTOWNS
WAIT-WGES Split Awaits FCC, Okay

Gutherys Sell Interest in WMRN to Mason

TRANSFER applications were filed with FCC last week for a swap of holdings in WAIT and WGES Chicago to Gene T. Dyer and Family would hold major interest in WAIT, and J. L. Christophen, Elizabeth M. Hinzman and John A. Dyer would control WGES. Action was taken to comply with the Commission ruling against dual ownership of stations in the same or overlapping areas.

Although blood relationships exist between certain of the individuals holding interests in the two stations, the application would continue as such a tie after the proposed shift was effected, the applications pointed out that each individual would maintain station administration, and relationships would not be influenced by them. Consideration for the shift in each case was set at $100,000

Present holdings in the two stations are:

WAIT—Gene T. Dyer (25%), president, Edith F. Ringwald (8%), Elizabeth M. Hinzman (15%), Addie Mosha (10%), W. F. Dyer (10%), John A. Dyer (10%), and William F. Moss (10%).

WGES—Gene T. Dyer (25%), Vivian J. Christophen (25%), F. A. Ringwald (15%), Gene T. Dyer Jr. (10%), Louis E. Mosha (8%) and William F. Moss (25%).

Under the proposed rearrangement, holdings would be:

WAIT—G. T. Dyer (10%), E. M. Dyer (10%), G. T. Dyer Jr. (10%), Addie Mosha (6%), Addie Moulds (6%), G. V. McNellis (6%), WGES—V. J. Christophen (25%), E. M. Hinzman (15%), J. A. Dyer (25%), F. A. Ringwald (10%) and Wm. F. Moss (10%).

Application also was filed last week by WMRN Marion, O., requesting FCC approval for transfer of control of the licensee corporation of that station to the Waring Broadcasting Co., from Howard F. Guthery and Florence Guthery to R. T. Mason, president and general manager of the outlet. Transfer stems from option concluded by Mr. Mason in April 1942 to purchase the 101 shares (50%) common stock held by the Gutherys for a consideration of $125 per share until May 31, 1948, with the price to increase at a rate of $1.00 per share on the first day of each succeeding month thereafter. Mr. Mason at present is holder of the remaining 99 outstanding shares. Application also stated that following FCC approval of the transfer, 100 of the 500 shares outstanding, stock would be retired.

Waring for Glass Firm

OWENS-ILLINOIS Glass Co., Toledo, beginning Sept. 7 will switch from daytime radio to a night show with the sponsorship of Fred Waring's orchestra on the full Blue Network, Thursday, 7:730 p.m. Company discontinues Broadway Matinee on CBS Monday through Friday, 4:25 p.m. after taking 4 broadcast. Fred Waring was sponsored for five years until June 3 by NBC by Loew & Myers Tobacco Co., New York.

Capt. Lovette Decorated

CAPT. LELAND F. LOVETTE, former director of Navy public relations, last Thursday was awarded the Legion of Merit for his service to the Navy in that position. Capt. Lovette, who was in command of a destroyer squadron at Pearl Harbor Dec. 7, 1941, was given a sea command last April. He was replaced as Navy Public relations director by Rear Adm. Aaron S. Merrill, Undersecretary of the Navy Board was the award, at the same time presenting decorations to 12 other Navy officers.

Tower Site Dropped

WMAL, Blue outlet in Washington, has withdrawn its application to construct and operate a 250 ft. PM transmitter tower on two acres of land at Langley in Providence District, Va. Application was canceled by the Blue outlet after the Fairfax County Board of Zoning Appeals, meeting in special session at the County Office Bldg., Fairfax, Va., denied the application. The appeal of F. D. Richardson, attorney for WMAL, for the continuance of the case, was also denied.

NEW NAME GIVEN
RTPB FM UNIT

A CHANGE in the name of Panel 5 of the Radio Technical Planning Board from "VHF Broadcasting" to "FM Broadcasting" has been anounced by W. R. G. Baker, RTPB chairman. This was pursuant to the request made by the Panel Membership of RTPB voted by mail.

The scope of the Panel's functions has been changed to read: "The review and further development of standards with reference to FM broadcasting in the frequency band from 90 to 300 megacycles" (inserting FM). Dr. Baker found the change in title undesirable when the request was first made, and his letter of notification states he has not altered his position. Dr. Baker announced that the result of the mail ballot was "slightly in favor of the change". In the future, he said, this panel will be identified as "Panel 5 on FM Broadcasting".

The Board shortly is expected to act on both FM and television reports, submitted last spring, recommending allocations in the ultrahigh frequency band. Each group was disposed to favor assignments for its particular type of service in the lower portions of the band.

HALLICRAFTERS Co., Chicago, has submitted $5,000, representing one of the sums allocated by the National Advisory Council for war work. The money will be spent in the purchase of new and used radio equipment for the Navy. The Navy has purchased over $400,000 worth of Hallcrafters equipment, and the company has been asked to submit a proposal for the next round of orders. The Navy is interested in the company's ability to produce high-quality radio equipment quickly and efficiently.

Favourite Music Of Most Adults

From the plaintive folk song to the great symphony... The whole repertory of music, except "jazz, jive and swing"... Music written by the old masters and the modern composers... Brilliant interpretations by famous orchestras and instrumentalists... The familiar personalities of stage, screen and radio... Columbia, Decca, Victor and imported records... Muzak, World and special transcriptions... Standard and special arrangements of sheet music... Licensed for performance by AMP, ASCAP, BMI and SESAC... More than 40,000 favorite selections of "the popular classics with a blend of the modern"... THAT'S THE WLIB MUSIC LIBRARY—a large collection of familiar music most adults, and some youths too, love to hear! And they can only hear it consisantly over WLIB.

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FCC to Hear CIO

AFTER denying an original petition on two last week designated for hearing on Aug. 15 a second petition of the UAW-CIO protesting renewal of the license of WHKC Columbus, O., on the grounds that the station was not operating in the public interest [BROADCASTING, July 21]. The Commission ordered United Broadcasting Co., licensee of WHKC, to file by Aug. 9 a statement of far concerning operation of its station with particular reference to the allegations of the UAW-CIO petition. The union protested because certain portions of a speech written for broadcast by one of its officers were deleted by the station late last summer.

FM Board Meeting

A MEETING of the board of directors of FM Broadcasters Inc. has been called by President Walter J. Darn, WMJ-WMFM, for Mon., Aug. 5 at the Ambassador Hotel, East, Chicago. The meeting, called for 2 p.m., is in conjunction with the National War Conference of the NAB in Chicago Aug. 28-31.

MORNING-hour program, Blue Network, of the NBC network, has turned away more than 800 persons on a single morning. Those wishing to attend the show are required to obtain tickets two weeks in advance through the Blue ticket service.

Morrell News

JOHN MORRELL & Co., Ottumwa, la. (Red Hart dog food), replaces its quarter-hour Bob Beck- er's Pet Parade with a weekly news round-up program featuring Alex Dreier, commentator, Saturdays, 10:45 a.m. (EWT), on 127 NBC stations, beginning Aug. 21. The 12 is week balance of original 52 weeks contract. Agency is Henri, Hurst & McDonal, Chicago.

You can SPOT IT in a minute

SPOT IT as you YELL for the ASKING

Available from local dealers or by writing fac- tory direct.

Findings of FCC

DENY WJLS SHIFT

THE FCC last week announced adoption of proposed findings of fact and conclusions proposining to deny the petition of the Central New England, outside Boston, for construction permit to shift operation of that outlet from its local assignment of 250 w unlimited time on 1240 kc to the regional frequency of 520 kc, with 100 w night and 250 w day, unlimited hours of operation.

The FCC public statement in reference to the action follows:

The Commission concludes that the granting of a permit so applied for to change the assignment of WJLS from a local to a regional frequency and operate as proposed, would be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and would extend the daytime service area of the station to include an area of 1300 sq. mi., with an estimated population of 110,000; however, there would be loss in service to a population of approximately 17,500 persons in an area of 63 sq. mi. from WCHS, one of only two stations from which primary service is available in the same area, and the nighttime service of WJLS would be subject to excessive interference. The population residing within the normally protected contour and the contour actually protected would be 1750 as great as the population included within the interference-free service area or 10.8 times greater than the allowable maximum contemplated under the Commission Rules and Regulations (Sec. 330) and Standards of Good Engineering Practice (pp. 3, 4).

Spalding Series

A. G. SPALDING & BROS., New York, (athletic equipment), will again sponsor an NBC program starring Babe Ruth (see earlier story on page 62). Titled Here's Babe Ruth, series started Saturday, July 8, 10:30-45 a.m., as a sustainer on the "all NBC network, greatest entertainment for 13 weeks," beginning July 29, New York boys will again pitch baseball questions at the Domestic Star, and anyone turning the game is quiz by him, with cash prizes going to the winners. Spalding will also sponsor the National Tennis Matches at Forest Hills on a specially-built h-station network, Sept 3-4 [BROADCASTING, June 28]. Agency is Ferry-Handy Co, New York.

UNIVERSAL STROBOSCOPE

This handy phonograph and turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a record aid the Universal Stroboscope will assist in maintaining pro-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equip- ment, takes this means of reinforcing a service to the owners of phonograph and recording equip- ment. After victory is ours we shall again stock the many new Universal recording components you have been waiting for.
Employment Problem Eased

(Continued from page 11)

Q. How are ceilings set?
A. Ceilings will be set according to the actual number of workers employed by a station on a base date to be determined by the area WMC director. Where a higher ceiling is desired employers will file Form 63 for adjustment. Ceilings are already in effect in some areas.

Q. How are future needs projected?
A. Again Form 63.
Q. Can a station use classified advertising in recruiting workers?
A. The new regulations do not affect the use of classified ads.

Shifting of Workers

Q. What steps should a radio station take in filling vacancies?
A. If the need is for male workers, they must indicate their requirements to the local USES office. In some areas USES clearance is also required for female workers. Where hiring has been done through established agencies—unions or commercial employment services—they may continue the procedure if these agencies have qualified with USES as qualified referral agencies.

Priority Status

Q. What chances would a station have of filling their vacancies?
A. This will depend on the competing demands in different areas. If the ordinary efforts of the local USES to refer workers to these vacancies fail to staff the establishment, the USES will give priority treatment to essential activities, depending on the degree of importance of competing demands. Stations wishing to apply for priority must file with local USES offices for Form 63.

Q. What industries will have priority over broadcasters in the referral of workers?
A. This will depend on the production urgency and demands of other essential activities at the time priority is requested. A critical war plant in the area which has a deficiency of manpower may not come ahead of a radio station while an activity equally essential to radio which has a greater manpower demands would get preference.

Q. Are discharged veterans also hired through the USES?
A. Yes. Veterans are referred by USES to jobs of their own choosing and remain free agents for 60 days after their first civilian job following discharge.

Q. Can a station exceed its employment ceiling?
A. The local USES office will not accept requests for workers where the employer is exceeding his ceiling. Form 63 should be filed for a clarification of staff expansion and to show what efforts have been made to reduce turnover, absenteeism, to use minority groups, to upgrade workers, to employ women, to train unskilled workers.

INSTANT COMMUNICATION between train dispatchers, engineers and conductors, working as a safety factor in handling passenger trains and speeding up delivery of war material in freight yards and on long hauls, is made possible with Motorola two-way radio-telephone manufactured by Galvin Mfg. Co., Chicago, and utilized by Rock Island Lines. Here, an engineer receives instructions from his train dispatcher via radio-telephone while his diesel engine approaches railroad yards. Handset, employing FM, operates as an ordinary telephone with flashing colored lights serving as call signals.

Police Complaint

CONDEMNED film and radio treatment given law enforcement officers, Los Angeles Police Em- ployee Union, AFL, has adopted a protest resolution and submitted the same to Central Labor Council with request that it be sent to the FCC for action. Resolution contended that “large motion picture corporations and certain radio sponsors and producers” who have taken their own efforts, have utterly without regard for the public welfare, manufactured and distributed motion pictures and radio programs which depict members of the police professions as persons whose employment actions are that of sube-malicious.”

‘Cinderella’ Winner

MARIE ROGDAHL, 29, of Portland, Ore., has been announced as the winner of the “Singing Cinderella” contest conducted through the General Electric Co. Hour of Charm on NBC. The prize—a 13-week contract to appear on the program. Some 10,000 were auditioned during the course of the contest. Agencies are BBDY New York and Foster & Davies Inc., Cleveland.

Ministers Pick Northwestern

FIVE MINISTERS who were award- ed NBC scholarship; have elected to attend the third annual NBC-Northwestern U. Summer Radio Institute, according to Judith Waller, director of NBC public service and Institute director. The men attending are Rev. Charles M. Crowe, St. Louis; Rev. Edwin T. Randall, Minneapolis; Rev. Robert S. Steele, Hartford; Rev. Harvey Patterson, Buffalo; Frank Elliott, Chicago Theological Seminary. Mr. Elliott is also the winner of $100 fellowship which will enable him to work in research at any NBC affiliate station.
LIKE DEATH and taxes, contract signature pictures are inevitable. Because no photographer was present when Holland Furnace Co. signed a contract for sponsorship of World News Roundup over NBC, the group reassembled for the picture. L to r, J. P. Roche, president, Roche, Williams & Cleary, agency handling the account; H. H. Boerema, advertising manager, Holland; F. H. Ault, sales manager; W. J. McEdwards, NBC account executive; Phil Stewart, agency account executive; (seated) P. T. Cheff, vice-president and general manager of Holland. Program features Leif Eid, NBC Washington, and foreign correspondents.

Selective Service Act Interpretation
On Rehiring of Veterans Is Discussed

BECAUSE of wide interest on the part of radio stations in rights of discharged veterans of World War II to their old jobs, Broadcasting today presents a letter received from Edgar T. Darlington, a member of the engineering staff of WFIL Philadelphia. Conclusions of the writer are correct in substance and fact, according to a check by Broadcasting at Selective Service Headquarters.

EDITOR Broadcasting:
There is too great a cloud of doubt and misunderstanding hovering over the industry's management and personnel today, concerning the replacement rights of our returning veterans. It could, however, be easily dissipated by citing a few clauses from pertinent sections of the Selective Service Act, and from directives relating thereto.

Section 8, containing the reinstatement details, makes it quite clear that it is providing (exclusively) for "any person who, in order to perform training and service, has left or leaves a position, other than a temporary position." Emphasis of this latter point is basic, to grasp the import of Memorandum No. 190-A, as sent out to Local Draft Boards in May.

"Permanent" Man Defined

Starting with this fundamental premise, and assuming that our thoughts will be confined to servicemen who have thus qualified as a former "permanent" employee, Section 8 goes on to guarantee that "such person shall be restored to such position or to a position of like seniority, status and pay."
WTAD Sold
(Continued from page 14)
KOID and KALE, relinquishes all association with the latter station, and some months ago separated personnel, equipment and studio and office space between the stations, paving the way for the transaction.

Myers Increases Control
The Journal will turn over 12½% of its KOID stock to Mr. Myers and the remaining 12½% to Mrs. Hunt, widow of C. Roy Hunt, former program manager, in exchange for the ½% interests in KALE held respectively by the latter. Mr. Myers, who has held control of KOID, under the transaction increases his interest to approximately ¾ of that station, which operates on 970 kc. with 6,000 w and is a CBS outlet.

The sale of WORD by Spartanburg Advertising Co. would leave that company with WSFA, 6000 w CBS outlet and WOC, 855 kc. WOC is a Blue Network outlet and operates on 1400 kc with 250 w full-time. General manager of both stations, on leave, is Walter J. Brown, executive assistant to Justice James F. Byrnes, Director of War Mobilization. A. B. Taylor, prominent South Carolina business executive and lumber man, is presiding and principal owner of the Spartanburg Advertising Co. Donald Russell, general counsel to Mr. Byrnes, and Mr. Brown, are minority stockholders. Major Edney Ridge, general manager of WGBI, Greensboro, and U. S. Marshall, was identified with the transaction and is expected to supervise operation of WORD under the new ownership. Application shortly will be filed with the FCC seeking approval.

Station Rep Group Asks Binghamton Standard CP
APPLICATION for a new local standard station in Binghamton, N. Y., was filed with the FCC last Friday by Binghamton Broadcastting Co., a partnership composed of Joseph H. McGillivra, Agnes I. McGillivra and Adam J. Young, who operate the standard stations WAVY and WABY, which constitute the representative firm of Joseph H. McGillivra Inc. Facilities requested for the new station are 1450 kc with 250 w and unlimited time.

WLAK Lakeland, Fla., also applied to the Commission last Friday for voluntary assignment of its license from Lake Region Broadcasting Co., a corporation, owned by S. C. Ward, to Mr. Ward trading as WLOA Radio Station WLAK.

Michigan College of Mining & Technology, Houghton, Mich. is applicant for a noncommercial educational FM station to operate on 42,100 kc with power of 3,000 w and with special emission. Hearst Publications Inc, San Francisco E X Sect, Dept. San Francisco, seeks FM facilities of 44,300 kc. Application was returned as incomplete.

ANA SEeks Public Business Opinion
WHAT the American people think of American business will be measured by a continuing study of public attitudes now being prepared by the Assn. of National Advertisers, it was announced last week by Paul West, ANA president. Divisions are being prepared to help business in all its public relationships, including war and postwar advertising the ANA will "keep industry more closely in touch with the thinking and feeling of factory, office and service workers, farmers, housewives, and veterans and others"

Study, to be conducted by Opinion Research Corp., of New York, N. J., under supervision of ANA Public Relations Committee, follows a test survey whose results were discussed at the ANA May meeting [Broadcasting, May 8]. Printed in booklet form, these results are being distributed to ANA members this week.

General public attitude, as shown by the test survey, was one of approval toward the wartime activities of American business, with War Bond and salvage ads making the greatest impression of all war theme advertising. A substantial percentage of persons endorsed war theme advertising, and even expressed a minimum of suspicion of false motives behind it, few persons indicating belief that tax evasion was a major motive for advertisers today.

Stoess Leaves Crosby
After 21 Years Service WILLIAM C. STOESS, veteran musical director-conductor of WLBW-WSAI, Cincinnati, last week left the Crosley organization after 23 years to join the musical production staff of Trans-American Broadcasting & Television Corp., New York, headed by John Clark, former WLUW general manager.

Mr. Stoess, a violinist, started on the original Crosley station in 1921 when Powel Crosley Jr. broadcast from his home. He played violin, announced and did general chores. He was director of music for the Crosley stations from 1926-1938. In the last few years he has been a staff conductor. Mr. Stoess directed one of the early-day network commercial musical shows, the Flying Dutchman. For several years he directed the NBC Vocal Varieties, sponsored by Tums.

Wise Expands
WILLIAM H. WISE & Co., New York, will expand its spot campaign for books and magazines to some 100 stations according to Huber Hage, New York representative. Plan now includes spot schedule, which has been expanded for the past few months and spot announcements at varying frequencies, running for an indefinite period. On KPRM, KOLO, WLC, WWDE, WBBR, WBAL, WBMM, WCAE, WCAR, WDJO, WEEF, WAM, WGN, WOR, WNWN.

Quality Bakers Cutting New Half-Hour Program
QUALITY BAKERS of America, New York, cooperative group of independent bakers, last week began cutting sixty-second announcements of a new-half-hour musical variety program to be released in the fall to members, for placement in local stations. Program is called "This Is Hollywood," featuring a different Hollywood star each week with John H. King, Jr., may supplement Sam Adams, Your Home Front Quatermaster, a quarter-hour series or may replace it.

Schenley Plans
SCHENLEY DISTILLERS Corp., New York, on July 26 for five weeks discontinues Your Date With Cucat on MBS Wednesday 8:30-9 p.m. and is understood to have retained a weekly five-minute period on the network to be donated to the Red Cross during the program’s summer hiatus. Program will probably originate from the West Coast when it resumes in the fall for Dubonnet. Agency is William H. Weintrau & Co., N. Y.

New Helbros Show
HELBROS WATCH Co., New York, July 16 starts Quick As a Flash on Sundays 6-6:30 p.m. expanding to 116 MBS stations Sept. 10. New series is an audience participation program which will present historical and mystery dramas. Current Helbros program, Pick and Pot Time, on 12 MBS stations, 8:30-9 p.m. goes off the air after the July 11 broadcast. Agency is William H. Weintrau & Co., New York.

Peanut Project
RADIO advertising will figure in an advertising and publicity program accepted recently by the National Peanut Council, entailing expenditure of about a million dollars during the next three years in the over radio program. Appropriation to be determined sometime in September, according to J. Walter Thompson Co., N. Y.

ELECTRIC COMPANIES, cooperatively sponsored by the Nation on CBS Wednesday, 10:30-11 p.m. will discontinue the program after the July 19 broadcast, and have secured a musical show from the West Coast in October. Agency is N. W. Ayer, N. Y.
Radio Aids in Circus Fire

(Continued from page 18)

ceived, as the city and State went all-out in its efforts to aid in rescue operations. Chief Announcer Bernard Mullins and George Bowe of the production department, were hurried to the circus in a WTIC truck a few minutes after the first flash was given. At 6 p.m. they broadcast an eye-witness story.

Extra telephones were set up at WTIC to answer the many calls from grief-stricken parents. Through the Red Cross each operator was given a list of the injured at the three Hartford hospitals. When an inquiry was made, the list was checked and the station helped to locate some of the injured. Gov. Raymond E. Baldwin spoke over WTIC at 5:16 p.m. He asked the people to be calm and told how the Red Cross and other agencies were caring for the injured.

WDRC Mobilized

WDRC, from the very moment word came of the tragic circus fire, mobilized its staff which had been trained for war emergency duties. The fire could be seen from the penthouse WDRC studios. Extra telephone operators were put on to handle the immediate flood of calls.

Jack Stevens, the station’s commentator dispatched to the scene, interviewed survivors, watched the dead and injured being removed, talked to police and fire officials, and then raced back to the station to write a 15-minute broadcast, which went on at 6:30. The entire Stevens program, News Digest of the Air, was devoted to the fire.

WDRC and the Hartford Courant, morning newspaper, then made a tileup and the station began broadcasting the names of the dead, injured and other press information. Police department orders were broadcast, as well as instructions where families could view the dead. From the Courant the names of 1,400 persons were telephoned directly into the studio, and all commercials were interrupted.

WDRC-WTHT Cooperate

Walter B. Haase, program manager, offered the station’s facilities to Mayor Mortensen, who accepted with thanks and made two 15-minute broadcasts from his office over both WDRC and WTHT, the WTHT engineer handling technical details. The Mayor gave instructions to the populace on both broadcasts. He praised civilian defense agencies and others who cooperated in rescue work.

Aubrey L. Maddock, secretary of all civilian defense agencies in Hartford, read the casualty lists over both stations, a task which occupied most of the night and was resumed on Friday.

General Manager Franklin M. Doolittle of WDRC telephoned Mayor Mortensen Friday morning, offering to set up a circus fire relief fund and the Mayor told WDRC to go ahead. Mr. Doolittle donated $500 for the station as the first contribution. WDRC gave up all sustaining spots and programs for the weekend to call for funds which might be needed by the families of the dead and injured. Within a few minutes after the first bulletin went out, calls started coming in with contributions.

Mayor Mortensen praised Mr. Doolittle and WDRC for its work during and after the tragedy.

WTHT Withholds Flash

At 2:43 p.m. Thursday a roaring fire was visible from the office windows of WTHT. Delaying an important report of the circus fire until some tangible news could be given on a scheduled basis in order to avoid further panic among the townspeople, carefully worded reports and appeals for nurses’ aids and volunteers were aired. At 5:15 some idea had been gleaned of the scope of the tragedy.

Avoiding any attempt at on-the-spot coverage for fear of hampering efforts of rescue squads and for fear of further alarm and panic, the regular WTHT schedule was abandoned and news appeals and allied service announcements were broadcast constantly through cooperation of the staff of the Hartford Times, station licensees. WTHT was able to present at an early hour casualty lists which grew in completeness toward midnight. At 9 p.m. Mayor Mortensen was given emergency facilities at his office for the first factual official report of the tragedy. Again at 10:15 the facilities of the two stations were joined for an official casualty list from the Mayor’s office. The clogged switchboard at WTHT was manned until early morning hours, aiding in the dissemination of information on inquiries about specific individuals.

“The horror of the holocaust and its impact on this city was of such tremendous proportion that WTHT did all in its power to provide good public service and to avoid the spectacular, said Glover De Laney, general manager. “Our first duty was to do all we could to help keep the people informed. No efforts were made to make ‘shows’ of any broadcasts.”

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

Paul Godley Co., Consulting Radio Engineers
Montclair, N. J.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg.
District 8456
Washington, D. C.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
50 Broad St., New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

WOODWARD & KEEL
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Washington 4, D. C.

LOHNES & CULVER
Consulting Radio Engineers
Munsey Bldg. • District 8215
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McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
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HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 3347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

PAUL A. DeMARS
Consulting Electrical Engineer
“Pioneer In FM”
1900 E St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

BUY WAR BONDS!
REPUBLICAN and DEMOCRATIC NATIONAL CONVENTIONS

The U. S. Recording Co. is on the spot at both conventions to serve you with DELAYED BROADCASTS, DIRECT FEEDS, ALL REFERENCE RECORDINGS.

U. S. RECORDING CO.
1121 Vermont Avenue
Washington, D. C.
Convention Address — Stevens Hotel, Chicago

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**Classified Advertisements**

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

**Help Wanted**

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good in standards, control, and drafting classification. Box 256, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Must know 5 kW. Previous experience and salary expected first letter. All replies confidential. Box 333, BROADCASTING.

Announcer—Good position on Virginia local network station. Must have good selling voice, immediate opening. Send all particulars in your first letter. Congenial staff. Box 414, BROADCASTING.

**Situation Wanted**

Want to buy any old, 500-, or 1000-watt approved broadcast transmitter. Also approved modulation and frozen programs. Address Box 566, BROADCASTING.

Need more 'Folksy' Copy, Latin Ad Man Tells Us ADVERTISERS using the South American market are advised strongly to have their selling messages prepared by South Americans, in the July issue of The Inter-American. Article takes up various idiosyncrasies of the Latin American consumer in regards to advertising, and lists a number of examples of "boners" pulled by North American advertising agencies which are said to have cost their clients thousands of dollars in lost sales. The author is Ricardo H. Pueyredon, head of Pueyredon Propaganda, Latin American advertising agency.

"At a loss too much advertising is created in the United States by Central Americans, whose language, customs and psychology differ enormously from ours," he writes. Copy prepared in this country, he continues, loses much of its forcefulness and lacks a "folksy quality" which the Argentine, for example, is quick to detect.

**FOR SALE**

**1000 WATT FULL TIME PACIFIC COAST ON EXCELLENT REGIONAL FREQUENCY—HIGHLY PROFITABLE OPERATION WITH EVEN GREAT OPPORTUNITIES. PLEASE STATE FULL DETAILS IN YOUR REPLY.**

**BOX 432**

**BROADCASTING**

**ANNOUNCER WANTED**

CBS — 5 kW — YOUNGSTOWN, O.
Seasoned, experienced, capable man for news and general announcing. Not a wartime position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

WKBV BROADCASTING CORP.
Phone 43122

**The School of Radio Technique**

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER 6 Weeks' Dow Course

AUGUST 2

JULY 18 & AUGUST 14

Tutored by Network Professionals, for Beginner & Advanced students include:

- Announcing
- Station Routine
- Newscasting
- Continuity Writing
- Dictation
- Production
- Co-od. Moderates rates. Inquire Call or Write for Booklet B.

R.C.O. BUIIDING RADIO CITY, N.Y. Circa 7-0193

**Equipment Wanted**

Do you have any Broadcasting Equipment? We will pay highest prices for any and all types.

**REGIONAL RADIO SALES CO.**
225 E. Bradley Rd., Milwaukee 9, Wisc.
Phone Edgewood 4977
New Commercial Video, Three Standard, Five FM Applications Filed With FCC

APPLICATIONS for new broadcast facilities filed with the FCC last week include requests for five new FM stations, three standard outlets and a new commercial television station.

The Philadelphia Inquirer, recent applicant for a new commercial video outlet, last week applied for a new FM station to operate on 49,100 kc with a coverage of 15,500 sq. mi. Estimated cost is $150,500. Crosley Corp., licensee of WLW-WSAI Cincinnati, seeks an FM station to be located in Dayton, O., on 49,101.5 kc with 10,198.6 sq. mi. coverage. Estimated cost is between $150,000 and $160,000. Crosley is also holder of a construction permit for an experimental television station, WEXCT.

Seek Standard CFS
Licensee of WBAL Baltimore, Hearst Radio Inc. has filed for an FM outlet in that city on 46,100 kc. Coverage is 8,857.6 sq. mi. Estimated cost is $65,000. Leonard A Versualis, operator of WLAV Grand Rapids, Mich., is applicant for an FM station on 46,100 kc with coverage of 6,460 sq. mi. Estimated cost for the outlet is $28,000. WBOB Terre Haute, Ind. seeks FM facilities of 46,700 kc with 7,442 sq. mi. coverage. Estimated cost is $25,200.

Commercial television facilities on Channel 3 are sought by WGAR Cleveland. Sister station, WJRT Detroit, already has FM and commercial video applications on file with the Commission and the other G. A. (Dick) Richards outlet, KMPC Hollywood, is expected to do likewise in the near future, it was reported last week.

New standard station to operate unlimited time on 1860 kc with 1,000 w is requested for Houston, Tex., by Texas Broadcasters, a partnership composed of Fred Weber, executive vice-president and 12 1/2% owner of WDSU New Orleans; E. A. Stephens, auto dealer, WDSU president and 50% owner of that station, who also is candidate for the U. S. Senate; and William H. Taibot, local attorney and holder of real estate and oil interests. Each of the partners has one-third interest in the partnership. Transmitter for the station has been purchased from WDSU along with other equipment, application stated.

J. W. Birdwell, former owner of WBIR Knoxville, Tenn., seeks standard facilities at Nashville, Tenn., of 1240 kc, 250 w and unlimited hours of operation. Sale of WBIR by Mr. Birdwell to J. Lindsay Nunn and Son was granted by the Commission last January.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., last week filed application for a new standard local station in Columbus, S. C. to operate on 1480 kc with 250 w and unlimited time. Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Herton Doughton, treasurer; B. T. White, vice-president, also manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Ashville, N. C. and applicant for a new local outlet in Durham, N. C.

Press-FM Applicants
Noncommercial educational FM station is sought in an application filed by the Board of Education, Sewanhaka High School, Floral Park, New York to operate on several frequencies—42,100, 42,500, 42,600, 42,700, 42,900 kc, with power of 250 w and spacial emission. The Board of Education of Newark in the County of Essex, Newark, N. J. also seeks a noncommercial educational FM station, to operated on 42,500 kc with 500 w and special emission. WSAU Wausau, Wis. applied to the FCC last week for a construction permit to change frequency from 1400 kc to 1230 kc and increase power from 250 w to 6,000 w. Applications filed late during the previous week at the Commission and not heretofore reported include requests for FM outlets by Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y. and Gannett Publishing Co., Augusta, Me., and also a new standard application filed by Chattahoochee Broadcasters, Marietta, Ga.

Operators of WKKP Poughkeepsie, N. Y., Poughkeepsie papers, seek FM facilities of 44,300 kc and coverage of 10,198.5 sq. mi. Estimated cost is $46,000. Gannett Publishing Co., licensee of WGAN Portland, Me., files for a new FM station to be located at

NAVY, NETS PLAN PACIFIC COVERAGE

REPRESENTATIVES of the four major networks in New York last Monday with Lt. Comdr. J. Harrison Hartley, officer in charge of the radio section, Navy Office of Public Relations, to discuss coverage of Pacific battle operations.

There will in all probability be a pooling arrangement similar to the one used successfully by network correspondents accredited to the Navy for the European invasion. Because of the vast distances of the Pacific area, however, methods of communication and assignments different from those of the European operations will have to be employed. Plans are now being formulated by the Navy and the networks.

Network heads present at the New York meeting were: Everett Holles, Paul White, Phil Woodyat, CBS; Bill Brooks, NBC; John Whitmore, Mutual; G. W. Johnstone, Blue.

SKINNAY ENNIS, discharged from the Army after 15 months of service in the band at Santa Anita (Cal.) air base, is organizing a new orchestra, and returns to the NBC Bob Hope show in the fall.

Augusta, Me. Frequency asked is 49,100 kc, with 3,968 sq. mi. coverage and an estimated $31,333.23 cost. Chattahoochee Broadcasters, which seeks Marietta, Ga. standard facilities of unlimited time on 1250 kc with 250 w, is composed of Fred B. Wilson, assistant to the president of the Georgia Power Co., Atlanta, and Channing Pope, manager of the agricultural division of that company. Mr. Wilson holds two-thirds interest in the partnership, Mr. Cope the remaining one-third.

New York Ad Firm Eyes Postwar Era
Silberstein, Goldsmith Issue Retail Research Booklet
POSTWAR advertising will be diverted from traditional channels by new media, including television, according to a study of postwar operations made by Alfred J. Silberstein, Bert Goldsmith Inc., New York advertising agency.

Second of a continuing study undertaken by the agency on future advertising operations in the 36-page booklet covers the major knowledge of retailing in developing new markets and finding more consumers for goods after the war.

Covers Video
Television, as stated, will give stores an opportunity to present merchandising visually in the home.

Pre-war promotion schedules will be resumed with the establishing of cut-price and seasonal efforts, it is stated. Much advertising will be directed to the lower income groups which will possess accumulated savings and relatively high earnings.

Primarily lines will be advertised most extensively, it is stated, with a greater proportion of lines to be branded and established with the consumers through advertising.

A copy of the booklet may be obtained from the agency whose address is 9 East 40th Street, New York 16.

Donaldson to Kudner
RICHARD DONALDSON, former director of research of Celanese Corp., New York, previously research head of Ward Wheelock Co., New York, has been named manager of the research department of Arts & Architecture Inc., New York, it was announced last week by Dr. Franklin R. Caw, research director. An all-out general expansion of the department, in process for the last year, Dr. Caw also announced the appointments of John E. Dowd, Edward Yordan and Robert Gans to the executive staff of the research department. Dr. Yordan was a close associate of Miller McClintock, now president of Mutual, in industrial and traffic research from 1956 to 1943. Mr. Gans was formerly supervisor of field operations for the A. C. Nielsen Research Co. and later handled research for Street & Finney, New York.

McClain to Seminary
JAMES W. McCLAIN, heard on NBC as "Jack McLean," for three years has enrolled in the Seabury-Western Theological Seminary. While studying for the ministry he will carry on his radio program, which will originate at nearby points, allowing him to carry on his studies without interruption.

FIVE more stations have signed for the special AP radio wire through Press Assn. They are: RWT Philadelphi; KALB Alexandria, La.; KTP Yakima Wash.; KIDO Boise, 1da.; WEED Rocky Mount, N. C.

"It's Her Own Fault! She Doesn't Have To Read These 'John's Office Wife' Scripts!"

Drewn for Broadcasting by Sid Hick

BROADCASTING • Broadcast Advertising
Service Station Operator

Numa Lane, operator of a prominent Phillips "66" service station in Kansas City, thinks of radio's service to his needs in terms of "Reports on cold waves, floods—information about road conditions—letting the motorist know rationing and government rulings."

Above the Call of Duty

News coverage is more than "man bites dog." In radio news coverage, the human element has become an important factor on numerous occasions. KMBC's news department, with Erle Smith as editor, has built for KMBC the deep respect of its listeners, not only for alert coverage of news as it happens, but for that service above the call of duty. Such awareness of radio's responsibility to the community in times of need is not only the reputation of KMBC but its promise for the future. No small wonder a waiting list exists for the opportunity to affiliate oneself with a KMBC news program.

Of course—
KMBC FM
An extra service at no extra cost.
HELEN BARR
WKY's new home service director has been a popular radio personality with New England women for many years. She comes to Oklahoma as an experienced beauty consultant, fashion commentator, home decorator, and culinary expert to bring women a daily program of inspiration and information covering their many fields of personal interest.

Six Keys to Better Homemaking

1. Key to Personal Charm
2. Key to Home Decoration
3. Key to Budgeting
4. Key to Entertaining
5. Key to Child Care
6. Key to the Kitchen

A Woman's Program Without Price!

On July 3, Helen Barr, WKY's new home service director, initiated a new series of programs of broader, more practical service to Oklahoma women than anything heretofore attempted in this region.

"Six Keys to Better Homemaking," a six-a-week quarter-hour series at 8:45 a.m., is bubbling with ideas, suggestions, observations and advice all stitched together with the fascinating thread of Helen Barr's comment and conversation.

Departing from the usual single-track direction of women's programs, "Six Keys" is purely a WKY service to women (and not for sale) whose pattern is of original design, embracing all the primary interest of all women—in their homes, their children and themselves.

Being of such service to Oklahoma women has been such a longtime, fundamental policy of WKY that women of this area just naturally regard WKY as their favorite station.

WKY
Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY THE KATZ AGENCY