COLORADO FARM INCOME

UP 28%

FIRST QUARTER, 1944

COLORADO farm income from marketings of crops and livestock amounted to $68,348,000 in the first three months of 1944, an increase of 28 per cent over the income for the same months of 1943, according to estimates of the U.S. Department of Agriculture. The average increase for the nation as a whole was 17 percent.

This provides the kind of information which advertisers need to determine what kind of customers Colorado farm folk are this year.

KLZ, which has always provided Colorado farmers with a wide variety of services, stands at the head of their listening list, and is the station to deliver a sales message into farm homes, and all homes, of the Denver Market.
Completely Covers the Vast Inland Empire

KHQ

One Market
One Medium
One Station
One COST!

5000 Watts—590 Kilocycles
Owned and Operated by LOUIS WASMER, INC.

National Representatives: Edward Petry & Co., Inc.
The Only Single Medium Completely Covering the Inland Empire
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.
BALTIMORE
When you think of NEW ORLEANS...

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

...AND WWL

NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Howard L. Chernoff, managing director of the West Virginia Network, is now in England. Chernoff has only one assignment as a War Correspondent. His mission is to send folks back home intimate first-hand news of West Virginia boys. He is to cover the personal stories...news so dear to the hearts of anxious relatives and friends.

Major war news is adequately covered on the West Virginia Network through facilities of the Associated Press, the United Press and CBS, NBC and Blue Networks. The West Virginia Network's own reporter is covering the everyday experiences of West Virginia boys on the battle front.

Listeners provided names and A.P.O. numbers so Chernoff can look up their sons and husbands and brothers and report how they look, how they feel and whether they are happy and well.

In doing this, the West Virginia Network becomes the first independent radio organization in the United States to have its own correspondent accredited to the European Theater of War.

Another first! Another public service for West Virginians!
New Sylvania Power Measurement Lamps provide a simple and more accurate means of measuring radio frequency power.

At present there are six "lamps" in the Sylvania PM series. Resistances range from 40 to 310 ohms over the useful ranges of the curves.

A PM Lamp, used with a meter readily available to most radio experimenters, eliminates much of the guesswork that prevailed with old methods. Sylvania PM Lamps, which are no longer restricted to military use, should be useful to radio experimenters.

The research and development of the PM series is just another example of how Sylvania engineering succeeds in solving radio problems. Like Sylvania Radio Tubes, criterions of quality, the new Power Measurement Lamps are manufactured to one standard — the highest anywhere known.

Sylvania was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers. This contribution standardized radio tube voltage, simplified service and stocking, and eliminated transformers in AC-DC sets.

Sylvania was first to introduce a line of 1.4-volt tubes, which made the portable camera-type radio possible. This radio tube halved portable radio battery weight — a boon in war and in the peace to come.

Quality that serves the war shall serve the peace.

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS.
Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always felt KMJ was doing a good job in the Fresno Five County Trading Area... felt we were giving the farmers what they wanted.

In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us.

☆ We learn that in 12 cities scattered over 125 miles, from Merced to Porterville...

KMJ HAS AT ALL TIMES 6 TO 20 TIMES THE AUDIENCE OF ITS NEAREST FRESNO COMPETITOR

So, if you need to know more about California, if you want the first inside story on what stations are heard throughout Central California, send for our City Zone-Trading Zone Comparison on the Fresno market... we have a feeling you'll use it!
PROPER IDENTIFICATION IS EVERYTHING!

There isn't much sense in teaching the ack-ack boys to pour steel into the sky—if they can't identify their own and the enemy's planes.

There isn't much sense in an advertiser's pouring music and entertainment into the ether—if the public can't identify the advertiser's program and product.

Sonovox is a proven means of making your commercials so different, so unusual, so interruptive that almost everybody recognizes them. Hooper Ratings show that when Sonovox is used, Sponsor Identification zooms. In one case from 54 to 66. In another, from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox can teach your commercials to shoot! The cost is so low as to be an almost negligible percentage of your radio appropriation.

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

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Democratic Radio Plans Still Enigma

Fly May Bow Out; Craven Post To Hyde?

ALL RADIO eyes are focused on Chicago this week to see whether the Democratic National Committee will follow the lead of its Republican adversary by appointing a man, forthright "free radio" plank and, secondarily, to appraise radio's coverage of the Convention. (Network cancellations, Page 57.) If the Democrats carry out their plan for a "postage stamp" platform, then little is expected. There may be a sort of "reference platform" which will reaffirm the party's "four freedoms" pledge. But broadcasters, hungry for legislation that will stem the tide toward more rigid Government control of every thing they do, would find little solace in such handling. The Republican plank, on the other hand, plumping for a new radio law which will define "in clear and un mistakable language the role of the FCC", has won universal applause.

Fly May Leave FCC

Pre-Convention atmosphere was surcharged with reports of impending changes at the FCC, a fact which revived hints of the imminent retirement of James Lawrence Fly from the chairmanship. Mr. Fly refused to discuss published reports that he would resign. His associates likewise appeared to be in the dark, though it was evident the chairman had inferred that he might soon leave to engage in private practice of law. Now a member of the bars in New York and Massachusetts, it was reliably learned that he has applied for admission to the District of Columbia bar.

Intermingled with the Fly report was the conjecture that the Democratic Convention couldn't, with impunity, ratify a plank espousing a new radio law when the FCC's leadership has opposed any change.

Four years ago the Democratic Convention adopted a "free radio" plank which urged "such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States".

That followed the 1939 plea of President Roosevelt to the chairmen of Senate and House committees dealing with radio for a new radio law and reorganization of the FCC. Although bills were introduced, nothing happened.

The vacancy on the FCC created by the retirement July 1 of Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president, also is receiving attention. There are a half-dozen avowed candidates. Normally, it would be filled by a Democrat, but that isn't legally requisite.

Latest name mentioned is that of Rosel H. Hyde, assistant general counsel of broadcast activities, who has been with the FCC and the former Radio Commission since 1928. Mr. Hyde, a Republican from Idaho, was seriously considered for the vacancy filled last January.

Turnbull Heads GOP Radio; Church to Share Supervision

Ford Bond Appointed; Carr May Get Regional Post; Publicity Director Still Unsettled

APPOINTMENT of Henry R. Turnbull as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., Committee chairman, who also disclosed that Wells (Ted) Church, radio director in the pre-Convention period, will share with Mr. Turnbull the task of setting up the party's national radio schedule.

At the same time the national chairman revealed that Ford Bond, veteran announcer and personal friend of Gov. Thomas E. Dewey, Republican nominee, will assist the radio department with spot plans and coordination work. Mr. Bond will make a series of transcription for use in the campaign.

Marian Martin, since 1938 women's director of the GOP National Committee, will continue in that post, assisted by Judy Weiss, who has served on Gov. Dewey's radio staff. Leland Chesley, former newspaper editor of WKT St. Louis and veteran newspaper man, will handle a large portion of the radio speeches to be made in the campaign.

Mr. Chesley was a member of the National Committee publicity staff prior to the Convention.

Appointment of a publicity director has not been announced. James P. Selvage served in that capacity in the pre-Convention era under Chairman Harrison E. Spangler. Several men have been mentioned as likely successors to Mr. Selvage, but Gov. Dewey's wishes have not been made known.

Mr. Turnbull, who directed Gov-

(Continued on page 83)

Mr. Turnbull

Mr. Bond

Mr. Church
**McKesson Budget Largest in History**

Heavy Share Is Slated To go to Radio

Next Year

McKesson & Robbins advertising appropriation for 1945 will be the largest in the company's history, something more than $2,500,000, of which a very sizable proportion will be devoted to radio. L. M. Van Riper, vice-president in charge of advertising, said last week.

Addressing a laboratory clinic on war-time and dis-

tribution of drug products, held Tuesday and Wednesday at the company's manufacturing labora-

tories in Bridgeport, Conn., for executives and

distributors, he said, and the company also distributes booklets to help retailers increase sales, such as "Key to Selling Success" and "Your New Job as a Drug Clerk".

J. D. Tarcher, president of J. D. Tarcher & Co., New York agency handling advertising for Bexel, Calox, Albolene, Soretone and Yan-.

dora, told the meeting that results of a questionnaire sent to the company's men indicated retail drug-

ists predominantly favoring Stop or Go and that it is producing re-

sults. Ted Strong, vice-president of Ivey & Ellington, New York, in charge of Bax advertising, reported that 9 of the 10 brands which Bax has sold to retailers during August as a September promotion, with special transcribed announcements and direct mail to pharmacists, retailers and allo-

pathic dealers, were used in addition to the company's regular public and radio advertising for this vitamin product.

Development of health uses for Amino acids in the McKesson labora-

tories was discussed by Dr. A. L. Omohundro, vice-president and technical director, who described them as "the basic building blocks of the body" and declared that they would eventually equal or exceed vitamins in commercial importance.

Dr. Abram White, of the Yale School of Medicine, reported that recent experiments gave "clear-cut evidence that Amino acids are es-

sential to human beings". Products based on combinations of the 23 known Amino acids are already appearing on the market, he said, stating that the chief laboratory problem is to obtain a complete MCKESSON & ROBBINS product line which can be taken orally, pleasantly and without toxic effects. The solution to the problem will probably expand the company's advertising even beyond its present total.

**Ban on Middle Commercials Is Imposed by WJR Detroit**

A BAN on middle commercials in sponsored news broadcasts will be invoked on WJR Detroit beginning Sept. 1, Leo J. Fitzpatrick, vice-president and general manager, announced last Thursday as the first formal action in that direction.

Mr. Fitzpatrick, operating head of the stations in the George A. Richards group, WRB Chicago, KMPC Los Angeles, said he believed the elimination of the middle commercial will benefit both the station and its adver-

isers by increasing public good-will. He urged a nationwide drive by stations to add dignity to news broadcasts. Mr. Fitzpatrick did not state whether WGAR and KMPC would follow the WJR lead.

"The war has brought a new importance to newscasts," he said. "We must remember that practically all listeners have relatives or close friends in the armed services and that their interest in newscasts is quite personal, quite emotional and some-
	
times becomes terribly tragic as they hear the names and stories of loved ones in the news.

Reaction on Public

"Public today listens to radio news with reverence and solemn-

ity. The details of individual vic-

tories may be gladdening but as a whole our newscasts tell a sad, tense story of killing, of maiming or of a war at war. The morale of the entire nation is in the bal-

ance.

"The recent reporting of news direct from the battlefronts cer-

tainly has made history and added to the prestige of radio news-

daling. Radio is providing service that is genuinely appreciated by listen-

ers. We must do all we can to continue and to cement that trust by presenting all newscasts in good taste and with all the dignity we can manage. Each news- 

cast has become one of the most important show-windows of radio. We must remember that the public judges each broadcast to a large extent by what's in the show window and how it is dis-

played.

More Harm Than Good

"One step in the right direction is the cutting out of the middle 

commercials and holding to open ing and closing announcements. Too many times, newscasts have 

been an anxious public by inter-

rupting their accounts of im-

portant happenings with the read-

ing of commercials.

"I am convinced that the time has come when the middle news-
cast commercial does more damage than good to advertisers. People loudly condemn some advertisers who have been indiscreet not only in timing but in the subject matter as well. Natura-

lly, radio stations get their share of criticism and justly so.

"A general step by the entire radio industry adding more dignity to new programs certainly would be to the advantage of all con-

cerned."

**Kapner to Manage Radio for Hearst**

Maj. Stoer Continues With Group in Executive Post

REORGANIZATION of Hearst Radio Inc. management, whereby Leonard Kapner, general manager of WCAE Pittsburgh, will become president, the Hearst stations, was reported last week in New York. Maj. E. M. Stoer con-

tinues in an executive capacity in the Hearst organization.

While no formal announcement was made, it is understood Mr.

Kapner, a veteran of a dozen years in the Hearst Radio organization, will take over active direction. For the present, it is understood, he will continue to manage WCAE licensed to a separate corporation.

In addition to WCAE, Hearst stations are WBAL Baltimore, 50,000 w NBC outlet, WISN Mil-

waukee, CBS outlet, and WABC, New York independent. WCAE is a Mutual outlet.

Mr. Kapner, 41, joined WCAE in 1932 at the time the station was purchased by Hearst from Gimbels. Prior to that he was in an advertising capacity with local publications in Pittsburgh. Maj. Stoer is a veteran of the Hearst organiza-

tion. He served in the last war in France with the British and 

wears the Military Cross.

**WOODRUFF ENTERS ARMY AS PRIVATE**

JAMES W. WOODRUFF Jr., general manager of the Georgia Broadcasting System, comprising WRBL Columbus, WATL Atl-

anta and WGPC Albany, last Thursday was inducted into the Army as a private. He entered Ft. McPherson, Ga.

Widely known in broadcasting circles, Mr. Woodruff is a director of the NAB and resigned that post pre-

paratory to entering the service. The vacancy will be filled by an election by the Board of Directors at a meeting to be held during the NAB Executive Conference in Chicago Aug. 28-31.

Executive management of the Georgia Stations has been assumed by Mr. Woodruff's father, J. W. Woodruff Sr. The junior Wood-

ruff was elected a director-at-large of the NAB in 1940 and district director in 1943.
NAB Decides on Three-Day War Session

Restriction Placed On Attendance At Chicago

AGREEMENT on a three-day executive War Conference in lieu of the regular annual convention of the NAB, to be held on Aug. 28-31 at the Palmer House in Chicago was reached in Washington last week by the sub-committee on conference agenda of the NAB Board of Directors.

It was made clear by J. Harold Ryan, NAB president, that while the war conference plans are being completed, and there is every prospect the sessions will be held as scheduled, there always exists the possibility of further postponement. If travel conditions become critical, because of war movements, Mr. Ryan will exercise his plenary power to call off or postpone the conference or make arrangements for a remote controlled "closeshirt" circuit.

A tentative topical agenda was formulated at sessions last Mon- day and Tuesday, subject to revision which may be dictated by war conditions. The sessions are being limited to personnel of NAB active and associate members with attendance is expected to be substantially below the record 1200 figure of last year.

The committee which drafted the agenda comprised Kolin Hager, WGY Schenectady, chairman, with Roy F. Thompson, WFBG Altoona, Pa., and John Fetzer, WKZO Kalamazoo, assistant directors and associate members. Hager, Thompson and Fetzer were absent and Messrs. Thompson and Fetzer substituted.

Guests Restricted

The committee in general, adopted the broad recommendations of J. Harold Ryan and Secretary-Treasurer C. E. Arney Jr. The committee, speaking for the Board, expressed the hope that active and associate members will restrict attendance to one executive and those of their personnel who are members of NAB committees. A carefully selected list of guests will be invited.

The agenda stresses the importance of the conference, not on the basis of what broadcasters have done in the war effort but what responsibilities lie ahead during the war and in the post-war period. The keynote will be discussion with government officials primarily responsible for the conduct of the war, of ways and means of furthering radio participation in that effort.

Names of invited guests or speakers were not given in the tentative topical agenda. These will be filled in as soon as arrangements are completed and acceptances are received from the key figures in the war effort. The committee said that in formulating the war conference policy, the Board was mindful of the existing critical transportation facilities. It felt, however, that the NAB Conference will contribute measurably to the war effort and to development of plans for radio's participation during the post-war period and the tapping of new sources of radio revenue.

The Wednesday session will open with station coverage and audience measurement discussion. This will

NAB Convention to Consider Proposals For Amendment of By-Laws Provisions

Revision of by-laws of the NAB, to provide for nomination of directors-at-large by individual nominating committee as well as from the floor, and to permit elections by mail-re-受到 paragraph about the convention and the proposed changes. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will be devoted to the AFM recording situation, and limited radio material. Prior to the luncheon recess the mooted question of new radio legisla- tion will be discussed.

The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

NAB EXECUTIVE WAR CONFERENCE

Tentative Topical Agenda

Palmer House, Chicago, Aug. 28-31 (Subject to change both as to topics and timing)

Sunday, Aug. 27
9 a.m.-5 p.m.—Pre-Convention Registration
Monday, Aug. 28
9 a.m.-5 p.m.—Registration
10 a.m.-12:30 p.m.—Legislative Committee
Sales Managers Committee
Accounting Committee
Public Relations Committee
Engineering Committee
12:30-2 p.m.—Luncheon Meetings
Public Relations Committee
Executive and Code Committees
2-4 p.m.—Proposed Changes
2-4 p.m.—Small Market Stations Committee
2-4 p.m.—General discussion—NAB Board of Directors
Dinner meeting—Program Managers Executive Committee
NOTE—Consistent with established policy there will be no reimbursement of the expenses of either Board of Committee members to attend Committee or board meetings held in conjunction with the Annual Membership meeting.

Tuesday, Aug. 29
9:30-11 a.m.—General discussion—Call to Order—President Harold Ryan—"Radio Broadcasting and the War Effort"—President Harold Ryan
Appointment of Conference Committees
Announcements
10 a.m.-12 noon—War and Post-War Advertising and the Retail Promotion Plan
A transcribed presentation of what the plan was designed to accomplish and what it has accomplished.
Revision of the activities of the Sales Managers Executive Committee since the 1942 War Conference
Dependents in veteran advertising
What the NRDA is doing—Report of NAB participation in the Proprietary Assn. Advertising Clinic
A technical discussion of the post-war developments in the building and housing industries and how radio may help.

Wednesday, Aug. 30
9:30-11 a.m.—Labor matters
AFM record card
AFM platter turners
"Pay-Within-Pay Plan"
11:15-12:15 noon—General luncheon
12:15-2 p.m.—General discussion— grads of small market stations—A Transcribed Presentation
2-4 p.m.—Music
ASCAP developments
Broadcast Music Inc.
Thursday, Aug. 31
9:30-11 a.m.—Labor matters
AFM record card
AFM platter turners
"Pay-Within-Pay Plan"
11:15-12:15 noon—General luncheon
12:15-2 p.m.—The post-war future of broadcasting
A discussion of technical advancement in radio broadcasting
Adjudication
6 p.m.—Evening meeting, NAB Board of Directors
Consideration is being given to the pos- sibility of some evening meetings. An- nouncement regarding these will be made later.

Proposed Changes

Follow are the texts of the proposed amendments dealing with elections:

Amend Article V, Section 1-A of the By-Laws by adding thereto the following proviso:

"Provided the Board of Directors shall have power to by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot, to cancel any annual meeting if it is deemed sound public policy,"

Proposals for amendment of the annual meeting of the District Director members of the Board shall constitute a nominating and selecting committee of Directors at-Large for the ensuing one year term, of which shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for directors. Such nominations shall be presented to the mem- bers of the board, of which 15 days shall be allowed for filing additional nomi- nations endorsed in a petition signed by any ten members of the Association in good standing. Within 30 days thereafter a com- plete list of all nominations shall be mailed, together with a secret ballot, to all mem- bers in good standing of the Association. All ballots shall be returned to the Secretary-Treasurer who shall appoint an Elections Committee of not less than three, nor more than five members who shall, with the Secretary-Treasurer within 30 days after the mailing of such ballots canvas such ballots and announce the same for such election. Directors-at-Large and Network Directors thus elected shall serve for one year or until the next annual meeting."
Radio Coming of Age as News Medium

ALMOST before I had unpacked my bags after returning to WSYR from a radio reporter's mission to the Southwest Pacific, covering 27,000 miles in exactly 24 days spent outside the country, I said goodbye to H. R. Ekins, a WSYR commentator, and saw him off for the beachhead in Normandy.

I came back to the studio, sat down to catch my breath and then realized suddenly that those two journeys into both great theatres of this war by two commentators from an individual station might mean something very big in radio; they might mean that radio stations have at last acquired the same respect for themselves that everyone else accorded them long ago.

War Awakened Radio

Great, live newspapers never have been content to ride along smugly on their splendid news services; their star reporters and feature writers have always been on the spot to cover big stories, in addition to the fine coverage of the wire services and syndicates. Newspapers always have had respect for themselves as an originating medium of news, not just a funnel through which it could be poured. And with their own crack writers, these newspapers have impressed their character and their personality upon their readers and made them loyal friends.

But until this war shook radio stations to their heels with the impact of news, many top-flight networks and their stations did virtually nothing to make themselves outstanding by their own reporting.

Now I am not sure of this, but I believe I was the first commentator from any individual radio station accredited as a war correspondent to an overseas theatre. I know I was the first in the Southwest Pacific. I left San Francisco on April 28 and was winging back across the Golden Gate before noon on May 22 after flying about 27,000 miles (3,800 of those miles on combat missions in New Guinea) and after visiting Australia, interviewing Gen. Douglas MacArthur, Mrs. MacArthur, Lt. Gen. George Kenney, Vice Adm. Thomas Kinkaid and many others, not the least of them being a pair of WSYR WACs newly landed in the Southwest Pacific. As I write this Mr. Ekins is flying to Europe to see the war there, as he saw many another war for nearly two decades as a United Press foreign correspondent before he came to WSYR.

Radio Acquires Respect

That is what I mean by saying that radio stations are acquiring, at long last, a due respect for themselves, for their own importance, their own responsibility to listeners and their own personality and character.

I am not trying to sermonize or blow any ballyhoo trumpets for WSYR, because we deserve no fanfares at all: we are only doing what many aggressive and progressive stations will be doing soon as a matter of course, except that we happen to have done it first.

Smart stations will want to impress upon their listeners that they stand for more in the field of news than a good announcer reading good wire copy, a good, hard-working commentator, chained to an office and working only from a handy wire.

I am not talking about networks now; I'm talking about the stations, themselves. That is an important distinction.

None of this is or will be especially easy; few worthwhile things are. The job is not only a slow and oft a very difficult job, for neither the Army nor the Navy, quite understandably, wants any joyriders around under foot during a war. And without presuming to speak for them, I am certain that they do not intend to carry all the radio commentators in a conflict of this magnitude, and asking for accreditation it is well to be ready to prove that your reasons are good and sufficient, and that you know the score as a reporter.

At Jungle Base

I was accredited by the War Dept. in Washington before I left this country. In the Southwest Pacific I was again accredited by Gen. MacArthur's headquarters and then things began to happen. I was at GHQ for less than two days when I started for New Guinea. Out there a war correspondent travels by ATC plane or hitch-hikes, whichever method promises to get him where he wants to go in the shortest time. I was in a hurry, so I hitch-hiked.

On a Sunday morning, I was picked up in a hotel lobby by a colonel flying back to Guina, and 6 1/2 hours later I was standing in the mud of a jungle air base 1400 miles from GHQ.

I had told the Colonel that I wanted to see some combat flying but that I had to pack it in quickly. He just grinned at that and said, "I'll put you with the best squadrons on New Guinea. They'll take care of you."

I reached the squadron's camp area just before dark and before dawn next day I was on my way up the winding Sepik River in a B-25, 1200-mile chase of Japanese troops trying to evacuate Wewak by sneaking up the river in native boats and along its edges on foot. Next day I was off at dawn after a night bombing strafing strike against the Wakde Bay area, which was a part of the final softening-up bombing treatment just before the troops went ashore to capture Wakde and the 5500-foot Jap airstrip on the island.

You can do all these things and do them quickly out there if GHQ is satisfied that you know your business and the code of respected confidences and trustworthiness of a good reporter; you can do it because, within the visible limits of sound military security, the Southwest Pacific PRO does everything it can to help its correspondents report the war faithfully, accurately and thoroughly.

Correspondents Respected

At Port Moresby, on the south shore of New Guinea, there is a camp of war correspondents called Coconuto Grove, which is like a weekend at Atlantic City after the mud of Finschhafen, or the rough business of Ridgefield, sand or Bismarck Landia or Maio Island. There I slept between the only sheets I saw on Guina and ate food which tasted like something served up by Oscar of the Waldorf, after a long siege of powdered eggs, powdered milk and a lot of other powdered combat stuff, embittered only by just a bit of butter. The boys need that camp and the rest they get there, for every time there is a strike along the Guina coast—and there have been plenty of them—they are the mighty coups for getting a story. Many officers and men out there told me things like, "Those guys have plenty of guts. We get into a lot of the shows, but they get into all of 'em."

The troops out there have remarkable respect for war correspondents; they are helpful and friendly and in my case, at least, they did everything they could to make me at home and see that I got all that was coming to me and a little bit more, as I realized now and then when my knees were knocking together like Spanish castanets.

And through ever such a fast tour of a vast theatre as mine, you cannot help bumping against things which increase your respect for radio. It is reaching out to men of 14 years old in the woods, with the touch of their homes, in a way nothing else could do. I was mighty proud of radio when I

(Continued on page 52)
MacFarlane Broadcast the First 1,000 Plane Raid

Can you see in your mind’s eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the first group of 1,000 planes in the world, leave England to bomb the enemy? And the story it made to a radio man as he shortwaved the news across the Atlantic to The States?

That’s just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war right up to the hilt.

It’s just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He’s been through the events once, that are happening again.

Invasion? He was at Dieppe. Came June 6th and the beachheads in Normandy . . . MacFarlane didn’t need a tourist map to follow the advance. He has lived in the towns, knew the streets and the people!

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.

WITH
Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
Second 50 kw Outlet Assured In Alamo-San Antonio Action

Transmitter Plans Approved; FCC Sees Better Network Coverage for Blue and Mutual

A SECOND 50,000 w station for San Antonio, Tex., was assured last week when the FCC en banc granted application of the Alamo Broadcasting Co., San Antonio, to transfer KABC, to shift the 250 w local from 1450 kc to 680 kc and to increase power to 60 kw day and 10 kw night with directional antenna for night use.

Installation of a new transmitter and removal of the transmitter site to 10% miles northwest of San Antonio, subject to the FCC’s Statement of Policy of last Jan. 26 [Broadcasting, Jan. 31], also was approved. Inasmuch as Alamo Broadcasting in its application last April set out that it planned to purchase the 50 kw transmitter of XENT Nuevo Laredo, Mex., across the border from Laredo, Tex., and move it to San Antonio, it appeared likely that little critical U. S. material would be involved and that construction could go ahead without delay.

Increased Net Coverage
Foremost in the Commission’s collective minds in considering the application it is reported, was the increased net coverage promised for the Blue and Mutual networks. KABC, it was pointed out, could afford the two networks only limited local coverage, whereas NBC is carried by the 50 kw WOAI, while the San Antonio CBS affiliate is KTSA, operating with 5 kw day and 1 kw night on 550 kc.

Joseph W. Eder recalled that pending before the FCC and designated for hearing without date, is the application of the Blue Network Co. filed last May for permission to operate WOAI, under the names XELO Juarez, Mex., 150,000 w outlet across the border from El Paso.

Agreements have been worked out with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Goggin Roosevelt Eldson, are identified, the application pointed out, whereby the Blue programs would be fed to XELO through KFJZ Ft. Worth, heretofore headed by Col. Roosevelt, now on duty overseas, Texas State Network, of which Mrs. Eldson is now president, would be paid at the rate of $350 per class A hour.

Alamo Broadcasting Co. also is identified with the Roosevelt-Eldson interests. Majority of the voting stock is held as follows: R. Early Willson, president, 30%; Charles F. Roser, vice-president and 25% owner of Frontier Broadcasting Co., licensee of WAGU Waco; WNPR San Antonio, KNOW Austin, 29%; Mrs. Eldson, 27%. Col. Roosevelt is a director of the Alamo company, of which Gene L. Cagle is general manager. Mr. Cagle also is general manager of KFJZ and of Texas State.

Following her divorce from the President’s son, Mrs. Roosevelt was on the East Coast last June 23 when she wrote to Lt. Col. Harry T. Eidson, Army Air Forces pilot and friend of Col. Roosevelt, who was associated with him in aviation.

The KABC application was handled by John C. Hayes, of Hayes & Hayes, Washington attorneys, with the engineering portions prepared by Everett L. Dilliard, consulting engineer and president of the Compass Radio Equipment of Kansas City and Washington.

RCA Victor has begun reinstatement of 118 popular Victor and Bluebird programs unavailable last, the FCC has stock replenished by September.

LUNCHEON FOR BREAKFAST Club discussion occurred when W. H. Vanderploeg (left), president of the Kellogg Co., Battle Creek, Mich., manufacturer of cereals and sponsor of the BLUE Network Breakfast Club, met with Don McNeill, m.c. of the morning show.

Pinex on 104
PINEX Co., Fort Wayne, Ind. (cough remedy), begins sponsorship Oct. 7 of a national campaign using chain breaks and one spot announcement weekly on 104 sta. Contracts is for 22 weeks. Agency is Russell M. Seeds Co., Chicago.

Texas Star Broadcasting Co. Granted FCC Authority to Start Program Tests

A FOUR-YEAR controversy over acquisition of the 1230 kc channel for a 250 w Houston, Tex., outlet was settled last Wednesday by the FCC when it finally granted authority to the Texas Star Broadcasting Co., Houston, applicant for a license to KHTF, new station, to begin program tests in accord with the Commission’s rules.

Action was taken by the Commission, sitting en banc, following a hearing last Monday the application to (1) “determine the truthfulness and accuracy of representations made by or in behalf of the applicant in the application for construction permit” and (2) “to determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest.”

On July 6 the FCC denied the request of Greater Houston Broadcasting Co. for postponement of the hearing to “not earlier than July 17” and Greater Houston’s request for rehearing of the Commission’s denial in the firm’s petition to intervene. The FCC previously had denied petition of Scripps-Howard Radio Inc., for rehearing and reinstatement of its application for construction permit. Texas Star, Greater Houston and Scripps-Howard all had filed applications for the 1250 kc 250 w unlimited time facilities in early 1941 but the applications were dismissed without prejudice following the Commission’s freeze order of 1942 [Broadcasting July 10].

At the hearing Tuesday evening Roy Hofheinz, judge of the Harris County Court, which includes Houston, and owner of 75% of the voting stock of Texas Star, was questioned at length by FCC Chairman James Lawrence Fly regarding his political background, interests as a broadcaster and his financial status. Judge Hofheinz, who also represented Texas Star as attorney, testified that he owned $9,000 in stock, stock $1,500 of common stock at $50 per share, and $7,500 in preferred stock at $1,000 a share.

W. N. Hooper, vice-president and secretary-treasurer of the company, who also represented Texas Star as attorney, testified that he owned “the nominal number” of the outstanding shares. The station operates on 570 kc with 5000 w.

The FCC states that the $40,000 initial payment was deposited with the attorney for KVI, to be transferred upon written approval. The FCC was pointed out that it is necessary for a defendant to join in any application for written consent to transfer.

In February 1944, the complaint adds, Messrs. Sackett and Stone were advised by the Doernbecher attorney that the agreement would not be performed and the $40,000 check was returned.

The court was asked to require the defendants to join in making the application to the FCC for written approval of the sale and that they be required to “specifically perform and carry out their agreement”. A judgment against the defendants for $20,000 damages for the delay in performance also was asked with an alternate provision of “specific performance.”

The judgment also was not granted “that plaintiff have judgment against said defendants and each of them for $50,000.”

The complaint was filed on July 6. The case was assigned to Judge Sackett, to which answer. Counsel for the complainants are Metzger, Blair and Gardner of Tacoma.
WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

- Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far... have good reason for cheers! An NBC syndicated show was born just for you.
  
  It's your baby to have and to own exclusive in your locality. Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)
  
  Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you-

Betty and Bob—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

Stand by for Adventure—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. 156 quarter-hours, each a complete story.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

Through the Sports Glass—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world... Memorable sports events dramatized. 52 quarter-hours.

These and many other famous NBC Recorded Programs are now available. They cover the tops...the absolute tops...in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.

Preliminary FCC Study Begun On Cash Giveaway Programs

MONEY GIVEAWAY programs, long a burning issue in competitive radio, are being given more than cursory study by the FCC, it was learned authoritatively last week.

The Commission's Law Dept. is making a preliminary study of such programs to determine the determination of whether they border on "lottery or games of chance", and therefore would violate the radio anti-trust statute.

Thus far, it is understood, inquiries have been sent to stations in a half-dozen localities soliciting full information on programs involving such contests and, in several instances stations have been given temporary license renewals. However, in the latter category, stations also have been placed on special; they are usually in connection with multiple ownership or prospective sales.

"Pot 'O Gold" Recalled

While no formal word has come from the Commission, it was learned follow-up reports from stations that "appropriate inquiries" are being made on an exploratory basis. No recommendations have been made to the FCC by the Law Dept.

The FCC several years ago launched an inquiry into the Pot 'O Gold type of program, and had referred the matter to the Department of Justice, for possible action under anti-lottery laws in February 1940. Subsequently, however, the department advised the FCC it had dropped the case as "unprosecutable."

So far as could be ascertained the Commission has launched no formal proceedings against stations because of money giveaways or similar programs. It did, however, send inquiries to stations in the half-dozen cities with a view toward appraising the situation as a whole. It will determine if any, action should be taken.

Hearings within the last fortnight have involved proposed transfer of the license of WOY New York from the Arde Bulova interests to Mester Bros., food merchants. Rosel H. Hyde, assistant general counsel in charge of broadcasting, inquired about a particular type of syndicated program on the station involving giveaways. The program was of a quiz nature and the contention was that it involved an element of skill, along the lines of Information Please. A hairline question is involved as to whether these constitute lottery or the element of skill would free them of the lottery taint.

Early this year, the whole issue of money giveaways erupted as a result of editorials and articles published in Broadcasting. Preponderant opinion was that such programs should be dropped as bad business, particularly if the idea is to stimulate listening by giving away money rather than to provide entertainment.

SHEPARD GIVES UP CONTROL OF KVOX

THROUGH transfer of 68 shares of common stock by David G. Shepard to John W. Boler, president; M. M. Felhaber, vice-president and general manager, and R. S. Felhaber, attorney, and transfer of 9 shares from Mrs. K. B. Shepard, Mrs. L. E. B. Boler, and Mrs. L. B. Boler, to Mr. Boler, relinquishment of control of a KVOX broadcasting Co. licensee corporation of KVOX Moorhead, Minn., is sought in an application filed with the FCC.

Stock transfers, according to the application, are made to Mr. Boler for additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson; to Mr. Margret "for his assistance", and to Mr. Felhaber for his legal aid and counsel. Present stock (250 sh) is held as follows: Mr. Shepard, also 24% owner of KSJB Jamestown, N. D., 142 shares (56.8%); Mr. Johnson, likewise 24% owner of KSJB, 59 shackles; Mr. Boler, also president and major owner of North Central Broadcasting System, Inc., is operator and director of KSJB, 25 shares (10%).

Under the transfer Mr. Boler is to get 49 shares, Mr. Margret 3 shares and Mr. Felhaber 16 shares of Mr. Shepard's stock, thus giving Mr. Boler, 52%, and Mr. Johnson each 74 shares, Mr. Felhaber 25 shares and Mr. Margret 3.

Lea Probers Given Access to All Tax Returns, 1932-44, in Amended Order

A NEW EXECUTIVE Order (9455) amending one issued June 8 authorizing inspection of all tax returns by the Hearings Committee to Investigate the FCC, was issued last Friday permitting inspection of returns for the years 1939 to 1944, as well as those dating back to 1932, authorized in the previous order.

The original order, issued June 8 [BROADCASTING, June 12] had authorized the bureau of Internal Revenue to open for inspection tax returns for 1932-38. That order omitted the words "and subsequent years" through clerical oversight and the supplemental order had been requested by Chairman Clarence F. Lea (D-Cal.) of the Select Committee upon recommendation of General Counsel John J. Sirica.

The authority to inspect returns, customarily given Congressional investigating committees, originaliy had been requested by Rep. E. E. Cox (D-Ga.) at the outset of the inquiry last year. When Mr. Sirica assumed charge several months ago, the order was dropped and the 1932-1938 authorization was signed by President Roosevelt.

Delegate Jimmy

MUSICZAR James C. Petrillo will have a chance to blow his trumpet at the Democratic National Convention which gets under way this week when he is appointed a delegate-at-large from Illinois. Petrillo revealed last week that he has resigned his commissioner's office on the Chicago Park Board, an appointment he has held for a number of years. "I haven't got the time," he said, "I got to much else to do these days."

Chapeau Heads WJHP

TED CHAPEAU, for four years in the program and sales departments of WJHP Jacksonville, Fla., a John H. Perry station, has been appointed station general manager, succeeding Walker Wallace. Other Perry stations are WCOA Pensacola, WTMC Ocala, WJLP Panama City, Known as the Lazybones, Mr. Chapeau has been affiliated with WTOP Savannah, WFLG Orlando and WJAX Jacksonville.

Radio Aids Opera

ANNUAL report of Metropolitan Opera Assn., estimates the United States affiliated Radio stations Saturday afternoon Blue network opera broadcasts comprises some 10,000,000 listeners, with several million in Canada and Latin America, crediting the broadcasts with much of the growing enthusiasm for opera and music on the radio. The opera produced 29,597 gifts, averaging $3.51 each.

WMPs Is Bought By Plough Firm

Price Undisclosed, Pending Application and Approval

SALE of WMPs Memphis by the Scripps-Howard Radio organization to Plough Inc., pharmaceutical manufacturers of Memphis, was announced last Friday, subject to FCC approval. The transaction results from the Commission's duopoly ruling, barring ownership or control of more than one station in the same area. WMPs is licensed to the Radio Telescope Association, which is a wholly-owned subsidiary of Memphis Publishing Co., which also owns and operates WMC, NBC.
Teamwork Gets Results....

THE two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power ... night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station ... at less than half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCCULLY, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS
Promotion Drive For Pulp Workers

Periodical Publishers Aim For Farmer Interest

PERIODICAL Publishers National Committee, Washington, in a drive to get farmers to cut and pulp fallen and harvest time, is running a spot radio campaign on 24 southern stations.

Campaign started July 3 and is now scheduled through Aug. 31, calling for six-times weekly live spot announcements per station, in the early morning hours, placed adjacent to farm programs wherever possible. Agency is Albert Sidney Noble, New York.

Farmers are urged to get Uncle Sam and themselves too, by getting out forest products and selling them at top ceiling prices. Spots describe the best forestry practices and refer farmers to county agricultural agents for detailed information on the cutting and selling of wood.

List of Stations

Station list includes WBT WIS WTMA WSFA WSB WJAX WRUF WOAO QLH WSFA WJED WLAY WSHP WDIX WJRF WFDR WOCO WGMN WMSI WKKH KLPL WJW WM WCAY WOLP.

Campaign may be extended for a longer period if the initial time purchases bring results. Stations are cooperating by carrying as many 30-second ads as they wish to schedule interviews with Donald L. Nelson, WPB chairman, and other Government officials, and live interviews with local foresters.

The Progressive Farmer is supporting the campaign by highlighting the need for forest material on its regular quarter-hour program, heard five-times weekly on a grid of Southern stations. Campaign is conducted in cooperation with the Farm Production Forest Products Program, which is operated by the War Production Board, the War Food Administration and the War Manpower Commission.

Radio drive started originally in the Northeast on four stations in Maine, four in New Hampshire, two in Vermont and four in Upper New York State. It will be expanded in the autumn.

Frank Smith a V-P

FRANK SMITH, with Benton & Bowles, New York, since June 1942 as executive on the Proctor & Gamble Co. account, has been elected vice-president.

Mr. Smith, a graduate of Stanford University, is a son of Mr. and Mrs. Ronald Smith, a retired attorney, and was previously associated with a New York advertising agency.

Top Cowles Personnel Shifted In Reorganization of Stations

Lawrence and Enns Go to New York; Armstrong To WCOP; Hoffman and Inman Promoted

IN TEMPO with expanded operations, Gardner Cowles Jr., president of the Iowa Broadcasting Co., last week announced extensive changes in the Cowles organization, which will include five stations in the East and Midwest when applications pending with the FCC are approved.

Stations in the group will be KNRT Des Moines and WNAK Yankton-Sioux City, in the Midwest and WHOM New York-Jersey City, WCOP Boston and WOLW Washington, D.C. KSO Des Moines and WMT Cedar Rapids will leave the group by virtue of transactions completed within the last few weeks, awaiting Commission approval.

T. A. M. Craven, vice president of IBC, will be executive vice president of WOL in addition to his duties as technical advisor on all engineering matters to all five stations, Mr. Cowles announced.

Craig Lawrence, vice-president and manager of KNRT and KSO, will move to New York to become head of WHOM and WCP. A. N. Armstrong, now assistant manager of WCOP and WORL Boston, will become manager of WCP. Mr. Lawrence announced. Ted Enns, national sales manager of IBC, will move to New York in the same capacity representing all five stations. Karl Haase, assistant treasurer of the Iowa company will move to New York in his same capacity on the Des Moines station.

Mr. Krone, manager of WNAK, moves to Des Moines succeeding Mr. Lawrence as manager of KNRT. Don Inman, formerly

Samish in Charge of Blue Programs

Creation of Package Series Will Receive Emphasis

ADRIAN SAMISH, who has had 20 years of experience in the show business, has been appointed to the new post of national production manager of the Blue network. He will act as adviser on outside pro-

ative and program broadcasting on the network and its affiliated stations. Under his supervision emphasis will be placed on the development of package programs and the training of young producers.

Mr. Samish’s most recent position was with NBC. Previously, he was on the radio production staff of Young & Rubicon, New York, as production supervisor on a number of network programs. In the past he has directed such programs as the Aldrich Family, Screen Guild Theatre, Ellery Queen and We the People.

Mr. Samish’s appointment, according to Phillips Carlin, vice-president in charge of programs of the Blue, inaugurates a new personal

sonel policy for the network. Instead of performing as a training ground for executives in the field of the motion picture industry and advertising agencies, the Blue network is going to draw its staff executives from these fields, he stated.

“The heretofore,” Mr. Carlin said, “has been for young producers to gain invaluable experience in network operations and then resign to produce for advertising agencies, outside production units and the theater. Radio broad-

casting has grown up. It is now ‘big league.’ The Blue network doesn’t want to lose its young ‘big league’ training ground, he stated.

Omar Expanding

OMAR Inc., Omaha (flour, cereal), will renew sponsorship Sept. 16 of its half-hour children’s program, Adventures in Science, on Saturdays on the following stations: WFDM KOWH WKBE WMJN KMA WMT WOC WGO KGLA KMA KOIL KOB WCLO KVRS. More will be added. Contract is for 26 weeks.

Omar will also renew its western show, Ranch House Jim, quarter-hour Tuesdays and Thursdays, and half-hour Saturdays, with more to be added later. These stations are: KQAM WMAQ WOWO WFPM WHO WMT WXM KWOK WINS. Contract is for 26 weeks. Agency is MacFarland, Aveyard & Co., Chicago.

Charles Howard Mayne

CHARLES HOWARD MAYNE, 45, president of Charles H. Mayne Co., Los Angeles advertising agency, died July 12 at his home in that city following a heart attack. Charles H. Mayne was born in San Francisco, came to Southern California as a child. Active and nationally known in the advertising field for 25 years, he founded his agency in 1934. Mr. Mayne was a member of the Board of Governors, Southern California chapter, American Assn. of Advertising Agencies. Surviving is his wife, Norma V. Mayne, vice-president of the agency.

BIG AGGIE changed hands along with the management of WNAK Yankton in this heart-rending scene. Phil Hoffman (r) who lenses to become manager of KNRT Des Moines, turns full force of his promotional creation over to Don Inman, his WNAK succes-

sor, in the Cowles stations’ personal reorganization.
"Wheat Brings 102 Million Dollars Annual Spending Money to Folks in the KFAB Area"

"Yes sir, seventy-eight million bushels is a lot of wheat...and it represents a whale of a lot of buying power.

"Yet, wheat furnishes only a part of the farm income from this vast KFAB area. Aside from other sure-income crops, we raise a staggering amount of beef, pork, and lamb out here.

"So we have plenty of cash to spend for the things we need...and we naturally turn to the products we've heard about on KFAB, the BIG FARMER STATION.”

NEBRASKA'S WHEAT PRODUCTION RANKS 4TH IN THE U. S.

In 1943, Nebraska's wheat crop totaled more than 81 million dollars. Nebraska is but a part of the vast KFAB area.

"The BIG Farmer of the Central States"
The quota system, counsel pointed out, is "unique and unusual" in American industry and imposes upon an employer the burden of a regional board of people whether he has need for them or not. To establish a quota system, it was argued, is "to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abortive and un-American during this period of critical labor shortages."

Worked Short Weeks

In support of their contentions, counsel introduced evidence showing that only 2 of its 11 musicians worked the full 25 hours established under the contract as the regular work week and that the others worked only 6 to 15 hours of the 25, all receiving less than $75 per week. The musicians turned the records at WJJD for many years, counsel explained, so as to provide some employment for the number of musicians which the station has been required to employ.

Nevertheless, when the contract expired last Feb. 14 the union demanded that its new contract stipulate that anyone who turned a record could not play an instrument and would not be included in the quota of musicians employed. "There had been no similar provision in any of the contracts between comparable secondary stations in Chicago and the Union," counsel declared. "This was an entirely new make-work demand on the part of the Union."

The station offered evidence showing that to meet the union's demands it would have to employ at least six record turners and a librarian, increasing the station's payroll by a minimum of $43,680 per annum and imposing "an unreasonable burden" upon it. Counsel noted that under the AFM contracts with major motion picture studios such as MGM, Warner Brothers and Fox, the quota of each studio is only 35 men. Based on gross income, it was pointed out, a station like WJJD should be required at the most to employ one musician.

The union justified its demands on the ground that WCFL, owned by the Chicago Federation of Labor, uses record turners who are not permitted to play musical instruments. Counsel for WJJD pointed out, however, that this station is not operated for profit and could not be compared with a commercial station.

"If Mr. Petrillo could not get a labor-owned station to follow out his make-work demands," counsel stated, "it would indeed be a sorry reflection upon Mr. Petrillo and his standing in the labor world."

During cross-examination at the final hearing, Ralph L. Atlas, then president of WJJD, was asked by David Katz, AFM counsel, how he thought the dispute should be settled. He replied: "Contract with the union on going wage and hire as many record turners as needed. . . . 30 men in one week or five in another and use them as the station wishes."

In his closing statement, Mr. Katz asked the panel to recommend dismissal of the case. "It's only an economic question," he said. "There are no wages or hours in issue and the issues which are involved are beyond the jurisdiction of the War Labor Board."

Mr. Friedman argued that the quota system was illegal and that the WLB has no jurisdiction to impose it. "The only basis for supporting the union demands for the quota system," he said, "is that the station has recognized this in the past. This, however, is not sufficient basis for its continuation under the circumstances by this panel."

The panel is composed of John Kyle, attorney of Whittewater, Wis., chairman; Arthur O. Lampard of St. Paul, representing industry; John Heil, Grain Processors Union, representing labor.

Video Crime Detector

TELEVISION, as a means of helping in the capture of criminals, was forecast by Ted Collins in his first statement as program consultant of WABD, the New York DuMont Television station. Mr. Collins said that not only will law-breakers be fingerprinted and photographed but their likeness recorded on film for telecast when needed. Mr. Collins remains as manager of Kate Smith and producer and newscaster of her CBS programs.

Right of Union to Impose Quota Plan To Be Decided by Regional WLB Panel

WHETHER a union can impose a quota system on a radio station or extend an established quota system to make work for its members will soon be decided by a regional panel of the War Labor Board which has concluded hearings in the dispute between the American Federation of Musicians and WJJD Chicago.

Sale of the station to Marshall Field, approved last week by the FCC [BROADCASTING, July 10], will not interfere with WLB proceedings on the extension of its quota system to other secondary or affiliated stations. A special platter turning weekly order by the board is outstanding.

In its presentation of the case before the panel, William J. Friedman, WLB counsel, pointed out that the demands upon the station were in line with the plans of James C. Petrillo, AFM president, to force the employment of 2,000 musicians in the Chicago radio broadcasting industry. These plans were resisted by the National Assn. of Broadcast Engineers & Technical Assistants which brought out to surrender its jurisdiction on platter turning in 12 network-owned stations, culminating in an order by the WLB maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5].

Imposition of the quota system was to be the basis for control of platter turning operations by the musicians union and make-work demands upon stations. In its brief on the merits of the case, counsel for WJJD declared:

"Since the stockholders of WJJD had entered into a contract to sell their stock to Marshall Field, subject to FCC approval, the union felt that if they negotiated with the old management they would not have much difficulty in making the old management recognize the enlargement of the quota system. If station WJJD recognized this, it would afford a basis for a like demand upon the other secondary or B stations in Chicago and act as a precedent throughout the United States. Accordingly, such demands were made on WJJD."

The quota system, counsel pointed out, is "unique and unusual" in American industry and imposes upon an employer a given number of people whether he has need for them or not. To establish a quota system, it was argued, "is to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abortive and un-American during this period of critical labor shortages."
Kindling the Fire of Good Citizenship

in the hearts of 60,000 Boys*

60,000 boys could go wrong...hence the reason for Scouting and the reason why KFI encourages Scouting while seeking to win friends and influence listeners.

Whether teaching youngsters to become good citizens, helping oldsters to be better informed citizens, or conducting an educational program in the interests of public health...KFI believes foremost that public service is a great radio station's obligation, its privilege and its opportunity for worthwhile promotion.

KFI delivers not only the largest audience of any station in the West—the result of its NBC programs, its Clear Channel, its 50,000 watts of power blanketing the nation's third market...but it delivers listener loyalty as well—the result of dominance in the field of purposeful programming in the local public interest.

KFI...NBC for Los Angeles
50,000 Watts • Clear Channel • 640 Kilocycles

Edward Petry and Company, Inc., National Representatives

* "On The Scouting Trail" which KFI has sponsored for four consecutive years, serves sixty thousand Scouts and Cubs in the seventeen Scout regions in Southern California. Dramatizations illustrate the value of Scout training in wartime. Actual experiences of former Scouts who have seen action in the various theatres of war are related. There are contests, projects in signaling, first aid, reports on Scout activities in this area, and a comedy routine by professional actors. The show plays to a full studio audience of Scouts each Saturday morning. A recent KFI-Boy Scout Bond Drive was conducted on the program. It resulted in War Bond sales exceeding three million dollars.

"On the Scouting Trail" has won commendation from both local and national Scout executives and has resulted in Special Citation by the Institute of Education by Radio, Ohio State University.
Fighting the Air War in the Orient

Strange Carcophony of Propaganda Aimed At the Allies

The airwaves in the Orient are jammed with insidious, clever Axis propaganda broadcasted in the Orient. One of the most effective of these listeners is George Grim, radio correspondent since January. In a transcribed broadcast on Mutual he described the Oriental propaganda battle. Following are excerpts from his broadcast:

By GEORGE GRIM

THE AIR WAR that this report covers comes into my loudspeaker here in Chungking—the strongest radio lineup in the world. It goes on virtually 24 hours a day, propaganda that ranges from stupid to slick pours out of radio transmitters all over the Orient.

Every 15 minutes somewhere on the shortwave dial you hear a recorded trumpet fanfare followed by the words in English, or some other tongue, "This is the Broadcasting Corp. of Japan." I cannot report on what Tojo broadcasts do in other languages but I have heard plenty of English, and such English.

Little Orphan Annie

Take the girl who calls herself Little Orphan Annie. Every afternoon at 4 she comes on the air with a program for Americans interned in Jap prison camps or for any Americans listening in the Far East. Annie, who also calls herself "Your best enemy," has a brassy voice that talks about home-sick sergeants, lovesick corporals. Between semi-classical numbers she taunts the Japanese about what they're missing at home. Annie's program is interrupted once by a too-smooth English speaking announcer who gives what he calls "News from the American home front." It is a collection of strikes, floods, crises and trouble. That blows over around 4:30 and is replaced by a loud Benzy Goodman record of "I Know That You Know" which introduces the Zero-Hour. The smooth-toned gentlemelody at m.c.'s the show talk gibbly about the records. He can talk quite intelligently about swing but all his records are pre-Pearl Harbor. Nonetheless, his Zero-Hour does make a pretty decent listening except when he interrupts it to bring you another dose of news from the American home front—the same bag of troubles you heard a half-hour earlier.

That's just one daily hour show from Tokyo. There is a prestige show called Let's Listen To Japan that supposedly features great musical organisations in the Land of the Rising Sun. It is unknown how much of this the Japanese are pre-occupied in. The current artist over radio Tokyo is Urichi Hirahara who played the xylophone over a United States network every Sunday morning for many years. He plays classical music superbly and without any commercials about his boss in Japan. But right after that you get both hourly Japanese news. Right now the Japanese radio is telling you that the Germans were waiting for this invasion, that the Germans have said they would invade and that Japan is sitting back to watch the Allied defeat. But I detect more than a faint note of doubt in some of the news copy. Tokyo is sitting back and wondering.

Anonymous Commentators

None of the news commentators on the Japanese station gives his name. Some of them sound amazingly American with hardly a trace of trouble with 'l's and 'r's so common in the Orient. Their news programs consist of items from Lisbon and Buenos Aires which are the sources of United States news, battle news from Transocean, the German service, and Domel, the Jap propaganda service.

Tokyo radio will sink our ships one day and have them turn up a week or two later to be bombed from the air by daring Japanese pilots. The so-called commentators are of the haggling variety who sound as though they talk through their teeth instead of through their hearts. The Japanese radio is a lot of American music and interlards its programs with messages from American prisoners of war. Some of these are recordings said to be made in the prison itself. The voices of the Americans are undoubtedly genuine—the Texas drawl, the Arkansas twang, the unmistakable Brooklyn accent. The repetition given these leads me to suspect that there's only a limited library of these messages from American war prisoners which are played and replayed over and over again. Radio Tokyo gives you a very mock heroic talk about these records and then cold-bloodedly puts the needle down.

There is a German station in Shanghai which features Herbert Moi, an American-born Chinese who voice seems never to stop. Introduces his typical German accent. Radio Tokyo gives you a very mock heroic talk about these records and then cold-bloodedly puts the needle down.

Most annoying enemy radio broadcaster I ever heard is a Mrs. Henry Topping. She has a midwestern, motherly, folksy sort of voice. She talks on radio Hsinking and tells of her visits to Americans in prison camps—how the Americans tell her there's no use fighting anybody so delightful as the Japanese. It's the most dangerous corn I've ever heard. But, perhaps, nobody takes Mrs. Topping seriously. She sounds more like somebody making fun of your mother and you resent it.

Radio Saigon

Most puzzling station out here is Radio Saigon. French and English seem to be its two principal languages and the staff has to shift lingual gears several times a day. You hear a French program with an announcer calling himself Jacques Chateau. One minute later that same man informs you he's none other than John Kent. He has a voice that reminds you of an accordion stuffed full of mashed potatoes. But his news is the unfailing entertainment as he seesaws through reasonably fair war reporting and Jap and German distortions.

The recent landings in France have the French Radio Saigon baffled. They don't seem to know exactly which side of the fence they're on. Meantime, their news broadcasts sound like two different stations on the same wave.

Saigon has a good record library and makes use of it. You hear the Andrew Sisters and Connie Boswell—old records but played on good equipment. And there's that again, at 5 a.m. when John Kent, alias Jacques Chateau, talks with Jane Phillippe in a thing called Jack and Jane. It's a sort of American daytime serial without the climaxes. They chat in a matter that is oh so gay and debonair. Just what they talk about, I can't say because they are forever knocking themselves out laughing at their own puns.

Another enemy station that drops into my loudspeaker here in Chungking is a station that calls (Continued on page 26)

1934 William A. Winterbottom 1944

WILLIAM A. WINTERBOTTOM, 60, vice-president and general manager of RCA Communications Inc., New York, and one of the world's leading authorities in the field of radio and international communications, died of a heart attack at 12:30 a.m. July 8 at his home in Bayside, Long Island, N. Y.

Just 30 years ago last June Mr. Winterbottom entered radio communications, joining Marconi Telegraph & Wireless Co. of America as commercial manager. Born May 21, 1904 in Liverpool, England, Mr. Winterbottom had come to this country in 1903 as a cable telegraph operator for Commercial Cables Co., after deciding by a flip of the coin between that company and Western Union. He rose to director of traffic productions in New York for Commercial Cables.

Two years after the Titanic disaster which focused attention on the importance of wireless, Mr. Winterbottom, on June 1, 1914, joined Marconi Telegraph & Wireless Co. of America. Balked by World War I efforts to set up the first commercial wireless service to Great Britain, Mr. Winterbottom organized the company's first service to Hawaii, Alaska and Japan.

Set Up New Circuits

In 1919, when RCA was formed to give the United States a communications service independent of foreign interests, and acquired the property of the former Mr. Winterbottom was named traffic manager in charge of transcontinental and marine radio services.

Under his management, radio circuits were set up between the United States and France, Germany, Norway and other countries in Europe and South America. He was named vice-president in charge of communications in 1929, when RCAC was incorporated as a subsidiary of RCA, and he became a director of RCAC in 1932.

Mr. Winterbottom is credited with much of the efficiency of today's radio communications, having devoted considerable time to the establishment of the system of recording dots and dashes on high-speed, automatic recorders, which led to the development of the radio recorder used today. As vice-president of RCAC, Mr. Winterbottom has been instrumental in expanding the company's radio communications, now comprising a total of 52 international radio circuits.
More Proof of WKY’s Major League Standing in Program Production

For the first time, the Public Utilities Advertising Association award of merit has been given to a radio program originating on a station west of the Mississippi river.

“Women Commandos”, sponsored by the Oklahoma Natural Gas Company and directed by Julie Benell, was originated and produced from idea to the air by WKY’s idea-full and talented staff and has been on the air continuously for 21 months.

This is by no means the first instance of national recognition coming to WKY for its program production. Many another WKY program, on the other hand, of equal merit may never get national recognition, but wins the award that counts most: A large, responsive audience for the sponsors.

It is not the easiest way to program a station, but WKY will continue to originate and produce a lot of local programs and thereby continue to give Oklahoma listeners a radio service tailored more nearly to their liking than can any other station.

“Women Commandos”
Designed for Women on the Home Front

“Women Commandos”, now in its 21st month, is authored and directed by Julie Benell, left, who has appeared with Orson Welles, Helen Hayes and Irene Rich during a long experience on the stage and in radio.

Through the medium of this program, heard five mornings a week, over 100,000 women have banded together to help our men on the fighting fronts through salvage and nutrition programs at home.

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
FCC Intervention
On Song Withheld
Fly Tells Writers Commission
Has No Power to Judge

FCC intervention in the networks' ban of the song "Don't Change Horses in the Middle of the Stream" is precluded under the Communications Act of 1934, as amended, Commission Chairman James Lawrence Fly last week advised the composers.

In a telegram June 30 Al Hoffman, Milton Drake and Jerry Livingston, authors of the song which has been banned by the Blue, CBS, Mutual and NBC because of its political significance, appealed to Chairman Fly. The trio, composers of the hit "Mairzy Doats," felt the networks were discriminating against them in not permitting the song. Following is text of Chairman Fly's letter:

I have received your telegram of June 30, 1944, in which you allege that your musical composition "Don't Change Horses in the Middle of the Stream" has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the presentations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unauthorized judgment as to the character of the song.

You interest in calling this matter to our attention is appreciated.

Fibber & Molly Ahead
In Hooper Coast Ratings
FIBBER McGEE & MOLLY are first in the list of "Top Ten" programs released in the Pacific Network ratings of C. E. Hooper Inc., covering May-June. Frank Morgan, Fanny Brice ranked second followed by Great Gildersleeve, Siren Guild Players, Aldrich Family, Take It or Leave It, Bob Burns, Radio Theatre, Blondie, Ellery Queen.

Data on average program ratings, sets-in-use and available audience for the evening show decreases both over the previous report and the same period a year ago. Daytime figures, while registering a drop over the comparable period in 1943, show an increase over the last report in all three categories.

Caen Advance Told
DAVID ANDERSON, NBC war correspondent, on July 10 was heard on the network in a special report conducted by him while the Allied troops advanced upon the French port, Caen. As Mr. Anderson described his experiences and observations while under fire, battle sounds were clearly heard.

POST-WAR headache avoider for turn-table operators is the Hartley-Holt Concentric Turntable, shown here, with its inventors, Al Hoff and Jerry Holt (1), chief engineer, WOV New York, and Arnold B. Hartley, WOV director of programs. Device has an inner circle revolving at 78 and raised outer ring turning at 33 1/3 rpm, insuring that phonograph records and transcriptions will each be played at the correct speed for each type of disc.

Hunt Bros. Sponsors
HUNT BROS. PACKING Co., Los Angeles (canned food), on Aug. 6 starts sponsoring Hollywood Zora Dance on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOLI KIRO KFPP), Sunday, 5:30-9 p.m. (PWT). Contract is for 52 weeks. Cotteneed Clark is m.e-. producer. Talent also includes Foy Willing & His Riders of the Purple Sage, instrumental and vocal group. Firm also sponsors commentary of Galen Drake on same stations, Tuesday, Thursday, 5-6:15 p.m. and William Winter, news analyst, Sunday 5:30-6:15 p.m. (PWT). In addition, Fulton Lewis Jr., is sponsored twice-weekly on 39 Don Lee Mutual Western stations, Tuesday, Thursday, 3:30-4:45 p.m. (PWT), with 11 spot announcements per week on KNX Hollywood. Agency is Garfield & Guild Adv., Los Angeles.

Avery Enlarges
ARVEY Corp., Chicago (glass substitute), begins sponsorship of three five-minute transcribed programs weekly featuring Alexander McQueen, Nothing but the Truth, effective between Nov. 30 and Nov. 6, on following stations: WWVA WGY CKLW WDFD WNOX WAPI KLRA KERN KMJ KFKB KGW KONO KGO KLZ WTC WAGA KFPR WLS WHO WLBW WMYT WCMX KOXK KWTQ KGKO KFAB WHAM WPTF WKY KGW KUTA WSVA KV1. All stations are subject to change depending upon availability, with more to be added. Contracts vary. Agency is First United Brodcasters, Chicago. Account executive is George Roesler.

Wall Paper Drive
UNITED WALL PAPER FACTORIES, Chicago, begins sponsorship Sept. 4 of its first national advertising campaign, using participation on women's programs on approximately 425 stations. Contract for 52 weeks was placed with MacFarland, Avyard & Co., Chicago.
Jack Benny faces the KGW microphone in his "acceptance" speech after being nominated for president of the U.S.A. by the "Republocrats" in a program staged by KGW. Mr. Short, who seems "pleased as Punch" over the proceedings, is at Mr. Benny's left.

Seated at the Portland Ad Federation luncheon table: (left to right) Ken Martin, executive manager Oregon War Finance Committee; Arden X Pangborn, manager of KGW; Mayor Earl Riley of Portland; the "Sage of Waukegan" himself; and president Ralph Lawler and vice-president R. F. Sersanous of the Portland Kiwanis club.

HAL E. SHORT*...PRESIDENT OF PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining.... For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for all concerned."

* Hal E. Short, successful young Portland advertising executive, is a partner in the Short & Baum Advertising Agency.
**WSIX LEADS In Nashville**

**All Day - 8 A.M. to 6 P.M.**

The EIGHTH CONSECUTIVE Monthly

**GAIN GIVES WSIX**

This Share of the NASHVILLE AUDIENCE

**HOOPER INDEX, APRIL-MAY, 1944**

<table>
<thead>
<tr>
<th>Station</th>
<th>WSIX</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
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<tr>
<td>Mon. Thru Fri. 8:00—12:00 A.M.</td>
<td>46.0</td>
<td>21.8</td>
<td>32.2</td>
</tr>
<tr>
<td>Mon. Thru Fri. 12:00—6:00 P.M.</td>
<td>36.4</td>
<td>33.7</td>
<td>29.9</td>
</tr>
</tbody>
</table>

For an Increasing Share of the Nashville Audience at Most Reasonable Rates

**BUY WSIX**

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

3,000 WATTS 980 KC

**WSIX**

"The Voice of Nashville"

NASHVILLE, TENN.

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**Fighting Air War**

(Continued from page 22)

itself the voice of Free India. When it speaks English I'm afraid that English sounds like Hindustani. It's only after listening very closely that you discover that the announcer thinks he is speaking English. I have yet to understand what he's driving at except that he doesn't like things the way they are in India. It's like Donald Duck with a Hindustani accent.

**German Show**

Radio Berlin, while not in our neighborhood by any means, beams a show this way. Recently it stopped being boastful and started to play old American dance records with a modern woman chatting about nothing, very much like Saigon's Jack and Jane. The news reports are clipped and one sided but not long-winded. Radio Berlin is content to beam us lots of music and loud music at that.

And how about the radio transmitters on our side, what are they doing? Here in China we have a group of transmitters in principal cities which are programmed mostly from Chungking. Their jobs: to bring the news and Chinese music to their local audiences. There aren't many home radios in China so street corner radios are increasingly popular. One program is a nightly nine o'clock news in English which we broadcast to Chungking and which is picked up and rebroadcast by ten transmitters in China.

Our audience runs from American army units in the jungle to missionaries in remote sections to street corner crowds who hear the voice but don't understand a word it says. Our own international broadcasting station sends out news of the Allies in more than a dozen different languages. We have virtually no programs of music or other entertainment. We just keep eternally at it doing the news in all these languages, including Japanese.

**Good India Service**

A big broadcasting factor in the Far East is our India radio which has a splendid news service and which often picks up and relays the BBC news from London. At night after we finish our North American service I go back to my room and turn on the radio. It is midnight here but the voice says it is ten a.m. San Francisco time. Then we hear how the Yanks are doing, what part of the League St. Paul holds, what race was won by which horse, a couple of Mutual shows. Lunches With Lopes from New York's Hotel Taft bringing us pretty close to Fiftieth Street and the New York we hope to see again. Radio here is a link with home, but it's also an unwanted link with our enemy. Their propaganda is clever, keyed up. But you folks in the states don't have to worry about us. One good session of Lunches With Lopes and Orphan Annie from Tokyo, Jacques CEAU from Saigon and Mrs. Henry Topping from Haik in Korea are just foolish voices crying in the wilderness.

---

**Break Came to Ken Baxter**, blind night switchboard operator of a Hollywood telephone exchange for radio artists, when he answered a call. It was from John Zoller, radio director, who was looking for an actor through the call exchange. Impressed with Baxter's voice, he looked him up. The youth had prepared for such a day, having trained himself so that after one reading of a script he could transpose lines into Braille and thus use his own version for microphone work. New Baxter has a permanent role in the five-weekly NBC serial, Across the Threshold, and also retains his night-time switchboard job as well.

**Tele Film Firm**

AIMED SOLELY at the television market, new Hollywood film production company, under firm name of Telecom Inc., has been organized with William Pine and William Thomas, producers, as financial backers. Utilizing PRC studios, first picture, which will run half a regular size reel in length, was built to commercial specifications for Lever Bros. (Rino), under supervision of Lee Cooley, television director of Rutherfand & Ryan Inc. New York, agency servicing the soap account. Maxwell Shane was writer-director. Film is scheduled for release on W2XWV New York.

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**CBC Board Change**

RENE MORIN, Montreal, Chairman of the Board of the Canadian Broadcasting Corp., has resigned as chairman, though remaining as member, due to pressure of private business, it was announced last week by War Services Minister L. R. La Fleche at Ottawa. M. Morin's successor is Howard B. Chase, Montreal, president of the Canadian Brotherhood of Locomotive Engineers.

**Clean Film**

OPERA-TA entitled The Boys From Boise, a television show, will be presented by Raymond K. Nelson, television director of Charles M. Storm Co., New York.

Page 26 • July 17, 1944
Favorite diversion of Mr. and Mrs. America and their offspring is to line up at Radio's Stage-Door... right in their own home! Truth, being stranger than fiction, sees the simple turning of a knob become the “Open Sesame” of the Arabian Nights, whereupon the stage-door swings wide open.

At the stations of Westinghouse, the line forms before dawn. It's still there long after midnight. The queue is waiting for (and getting) 9 of the first 10 most popular national programs; 20 of the first 25, and so on.

Top-notchers of the entertainment-world, the pick of the news-commentators, music, and (yes!) salesmen... welcome salesmen, who tell the people about things they need... and need to know about before they buy!

In primary areas alone, the stations of Westinghouse address a potential audience of 18,000,000 Americans... hold their attention and their loyalties with NBC's Parade of Stars, as well as local programs of high caliber. Wouldn't you like to introduce your line to our line? NBC Spot Sales is ready with helpful suggestions and further details.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • WGL • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Disclosed character witnesses.

Edward Lodge Curran, president of the International Catholic Truth Society, had written a five-page letter to each Commissioner protesting the sale of Bulova stations, particularly WPEN Philadelphia.

Presence of Mr. Sirica and Robert Barker, House Select Committee investigator, at hearings in the proposed transfer July 6-7, brought from Mr. Sirica the comment that he merely was familiarizing himself with Commission procedure. Mr. Barker, however, conferred frequently with Benjamin J. Lasky, New York, attorney for Hyla Kiczales, one-time manager of WOV. Mr. Lasky's verbal motion to intervene was denied at the outset by Commissioner Durr. Mias Kiczales has given a statement to the Committee investigators.

The FCC on July 5 reversed Commissioner Paul A. Walker, motions chairman who on June 28 denied petition of Richard E. O'Dea, minority stockholder, to intervene. Mr. O'Dea, who was represented by McGroddy & Warren of New York, was called as the concluding witness by Philip J. Hennessey Jr., of Segal, Smith & Hennessey, Washington counsel for the Mester brothers.

'Appearing for the Wodaam Corp. was Horace L. Lohnes, Washington attorney. Sanford Cohen, New York, attorney for Mr. Bulova, represented his client. Rosel Hyde, FCC assistant general counsel in charge of broadcasting, represented the FCC.

In New York Supreme Court Mr. O'Dea has filed suit against Mr. Bulova and Milton Biow, head of the New York agency bearing his name, charging breach of contract in the 1941 transfer of WNEW New York from Wodaam Corp. to the Greater New York Corp., in exchange of WOV. He asks $500,000 in damages alleging that he consented to the exchange of stations on the promise of Mr. Bulova to turn over 26% of the Wodaam stock to Mr. Biow, on Mr. Biow's promise to 'undertake the general direction of the policies and operations' of WOV and on the promise of both defendants to convert WOV from Italian language to an English language station. Mr. O'Dea's petition charged none of the promises were carried out.

Charles E. McGroddy, who conducted Mr. O'Dea's case before the Commission, questioned Mr. Mester about his past affiliations.

Leonard Marks, FCC assistant general counsel, introduced into the record copies of several stipulations entered into by Mr. Mester with the FTC. Photostatic copies of the stipulations also have been obtained by the Lea Committee. When Mr. McGroddy asked Mr. Mester why the original petition to transfer control of WOV to him and his brother in 1942 was withdrawn, Commissioner Durr sustained objection by Mr. Cohen and Mr. Hyde.

Commission witnesses had testified before the House Select Committee that the application was withdrawn at the request of the Office of War Information.

Mr. Hyde questioned Mr. Mester at length as to the type programs he proposes as one of the prospective owners of WOV. Several times the witness replied that his programs would be "within Commission regulations," and Mr. Hyde explained that the FCC had no control over programs. When the FCC assistant general counsel questioned him closely about money-giveaways, Mr. Mester replied: "We all don't think alike. I would say if the people want that type of program and it's within the Commission's regulations, we'd use it."

Mr. Hyde previously had cross-examined Ralph N. Weil, manager of WOV, on the program "People Know Everything," a money-giveaway which Mr. Weil likened to "Information Please." The other program, Mr. Weil said, is owned by a Chicago firm and is carried on several other stations.

It was understood that members of the House Committee were interested in withdrawal of the transfer application in 1942 and in ownership of WAAM Inc. and B. I. O. W. Broadcasting Corp. Application for transfer shows B.I.O.W. Corp. owns all but three shares of WAAM Inc. and that Maj. Hen shel owns all of the common stock of B. I. O. W. In the Wodaam Corp. WAAM Inc. holds 49% of preferred stock and B. I. O. W. owns 20% of B stock.
"S-u-s-PENSE!" hisses the Man in Black. Millions of Thursday listeners shiver sideways at another thriller produced by that CBS-KNX master of mystery, William Spier—former producer of the March of Time, Columbia Forecast, and now a movie director for M-G-M.

Yet without one indispensable tool for mystery production, all Spier’s brilliance and Hollywood’s finest stars couldn’t contrive the intense realism that made Suspense one of America’s favorite gooseflesh series. That tool is skilled sound effect, made to order for mystery stories. And KNX has the most perfectly equipped workshop in radio, to put the final keenness on the razor edge of...S-u-s-PENSE!

In this same workshop—where 27 top transcontinental shows come into being—Romance of the Ranchos is polished with equal expertness for a local audience. At the command of its producer is every device of radio used on transcontinental shows. Small wonder every KNX local program becomes a fine piece of workmanship.

The drama of early California history is so well told on Romance of the Ranchos that the program has won praise from city and county schools for its unusual educational value. Saleswise, it worked so well for the sponsor that he’s brought it back for the second year.

That’s the way, again and again, with KNX shows. The network touch and quality is always there—not only in successfully-sold Romance of the Ranchos but in other KNX productions now available for equally productive sponsorship. We’re also good at building shows for an advertiser’s special needs.

KNX showmanship, prestige and skill are ready to go to work for you. All it takes is to have you ask us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA
A Tree Grows in Brooklyn!

- and spreads rapidly all over NEW YORK!

Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?
Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

A PRE-SOLD AUDIENCE AWAITS YOU ON

WBYN 1430 on your dial
Brooklyn's Only Full Time Radio Station

For Availability: WILLIAM NORINS, Gen. Mgr.

Merchandising & Promotion

Movie Promotion—Fish Rule—K W Y
Program Promotion—KRNT Schedule

KCMO Movie Shorts

SERIES of 13 "Screen Broadcasts", one minute movie trailers featuring Blue Network personalities and programs heard over KCMO Kansas City, are being presented by the station in leading neighborhood theaters of Kansas City area. Excerpts from program formats are among highlights of the visual listener appeal campaign. Exclusive contracts have been obtained for the series.

WIP Folder

WIP Philadelphia is distributing a promotion folder offering Alexander Griffin, commentator heard on Mutual from Philadelphia, as a good buy for local advertisers during the Democratic Convention when he will broadcast from Chicago. WIP, which handles the news program, suggests that advertisers sign for Mr. Griffin on a cooperative basis on Mutual stations, as their "own convention reporter."*

NBC Manual

TO ACQUAINT employees of NBC with the functions of the network's branches, departments and personnel services, NBC has distributed a 124 page manual entitled NBC and You. Opening with a brief history of NBC and the broadcasting industry, the manual relates the story of each NBC department, station affiliations, and the present status and future prospects of television.*

WWL Rules

FOR MEASURING "the fish that got away" WWL New Orleans has distributed a "Universal Fisherman's Rule" as its latest promotion piece. Approximately six inches long, the ruler is measured off into 23/4 "inhces" of decreasing size. Copy tie-in says: "For full measure of listenership through the rich Deep South—head for permanent prosperity, use WWL New Orleans".

Garden Hose Nozzle

PLASTIC fine spray hose nozzle "to help make your garden grow" is included in a promotion piece released by WIBW Topeka, Kan., which also says to "use WIBW to he' increase your sales." Reverse of promotion piece stresses importance of War Bond purchases.

KPRO Map

LATEST promotion piece of KPRO Riverside, Cal., is a map, 25 by 22 inches, titled the "Valley of Paradise", showing the KPRO area as a "new industrial empire". It points out that the valley is 60 miles from Los Angeles, representing a "separate and distinct market of cities, factories, citrus groves and homes".

Westinghouse Schedule

RADIO portion of the promotion to be used by Westinghouse Electric & Mfg. Co. this summer to familiarize consumers with new Westinghouse appliances will include special announcements on the August 18 and August 25 Westinghouse "Music of the Month" programs on the Blue network. August 20 science story broadcast by John Nesbit on NBC will be on Trombone with tie-in of the project home freezing units. Campaign also includes extensive newspaper and consumer magazine advertisements, trade publications, posters, and other media.*

War Service Work

A SERIES of weekly stories titled War Tows, based on the work of the community service war service agencies and featuring stage and screen stars, is being broadcast by WLAC Nashville. An extensive promotion, including mailing of 10,000 postcards by the Community Chest to contributors, distribution of 300 posters to manufacturing and business establishments, mention of the program on Community Chest statements, and news releases to daily and county papers in the WLAC area, preceded the first broadcast.

Program Promotion

"SIX KEYS to Unlock the Doors to Happier Living" is the title of a promotion booklet being sent out to housewives by WKY Oklahoma City to announce the addition of Mrs. Helen Barr as director of home-making programs. Inviting listeners to participate in the program, the booklet includes a form for sending in favorite recipes to be used on Mrs. Barr's program.*

WIP Listener Ads

EXTENSIVE and consistent listener promotion campaign is being conducted by WIP Philadelphia in newspapers throughout the WIP area. Advertisers also are stressing their WIP programs in regular newspaper advertisements in line with the station's campaign. One program only is featured in each WIP ad.

KRNT Schedule

SUMMER listening schedules of KRNT Des Moines were being distributed last week to more than 35,000 Middle Iowa homes. Pictures and information are included about programs and personalities in the eight-page tabloid-size schedule, printed on newsprint.**

ONE-and-a-half hour television anniversary program on WARD New York was presented by WOR New York on July 11 featuring an address by Jesse Seebach and repeat viewings of past outstanding performances.

Broadcast Advertising

Broadcast Advertising

Page 30 \ July 17, 1944
USUAL practice is to buy program time on the basis of Hooperatings for the city where the station is located. This is good procedure when the large metropolitan population is most important in the sales territory. But—

—Des Moines with 159,618 people has less than 5% of WHO’s potential audience in its daytime primary coverage area. Hooperatings for the “city zone” do not give you the true picture of the “outside zone”.

We wanted to get the facts for you. So we asked Hooper to survey Des Moines and the eight Outside Zone cities shown on the map above—which have a population comparable to that of Des Moines.

The result: (1) Far greater percentages of radio sets were found “in use” in the eight Outside Zone cities than in Des Moines itself; (2) WHO dominates its important Outside Zone even more spectacularly than it does Des Moines!

Here are some interesting excerpts from the Report:

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets in use</th>
<th>WHO rating</th>
<th>Share of Audience</th>
<th>Sets in use</th>
<th>WHO rating</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. to 6:00 P.M. Monday thru Friday</td>
<td>18.0</td>
<td>7.4</td>
<td>40.8</td>
<td>25.1</td>
<td>15.1</td>
<td>60.0</td>
</tr>
<tr>
<td>6:00 to 10:00 P.M. Sunday thru Saturday</td>
<td>38.5</td>
<td>18.3</td>
<td>47.6</td>
<td>42.0</td>
<td>28.1</td>
<td>66.9</td>
</tr>
</tbody>
</table>

Buy WHO for its Des Moines coverage, if you wish—but be prepared to merchandise your products on a very much wider scale than that, to utilize all of WHO’s influence.

Ask us or Free & Peters to deliver the complete report. You’ll find it a real eye-opener.
Formfit Air Copy Is Deftly Handled

MBS Gets First Net Show Plugging Undergarments

COMMERCIALS on the premiere broadcast of Formfit Co.'s MBS program Sunday, July 9, were the subject of much interest among radio advertising industry and trade press representatives at a send-off party in New York.

It was the first time the undergarment industry has attempted to promote "unmentionables" on network radio. Dick Brown, announce, is featured on the program, heard Sundays, 6:45-7 p.m. Agency is Buchanan & Co., Chicago.

Steering clear at least for the first broadcast of such trade names as Pagan-Charm, Thrill, Breath-O-Spring and Panel Art, commercials mentioned only Life bras and foundation garments. Excerpts from one of four commercials read by Jimmy Wallington, announce, follow: "Like modern songs that do things for our hearts and minds, you well-groomed modern woman have superbly-styled Formfit Life bras and sleek foundation garments to keep you in the smart tempo of the times. For your figures, too, must be as smoothly and luxurious-ly streamlined... as fashion perfect... as the part you play in your daily life.

"Yes, wherever you live, in hamlet, town or metropolitan center, you'll find a leading store that has the lovely, precision-cut Formfit Life or Formfit Foundation that's tailored to fit you... the beautifully-made figure moulder that will do the most for you.

WILLIAM E. KRESS has been appointed midwest sales manager for Philco Corp., with headquarters in Chicago. He succeeds John M. Otter who previously had been named sales manager of the home radio division.

N.Y. Office Expands

NEW YORK office of Botsford, Constantine & Gardner, which formerly operated from the office of one of its accounts, Jantzen Knitting Mills, in the Empire State Bldg., has taken separate offices in the same building and is now set up to handle other business of the agency as well. Elizabeth Eayer, vice-president and head of fashion advertising, continues in charge. Firm has offices in Portland, Seattle, San Francisco and Los Angeles.

Dairy Renewal

AMERICAN DAIRY Assn., Chicago (butter & dairy products) will renew sponsorship July 30 of its quarter-hour news program, Voice of the Dairy Farmer, featuring Clifton Utley and Everett Mitchell, Sundays, on approximately 50 NBC network stations. Contract is for 16 weeks on a continuation basis. Agency is Campbell-Mithun, Chicago.

Another Bumper Crop—74% higher than originally estimated—is pouring still another staggering surplus of spendable CASH into WIBW's six state area.

WIBW Dominates This Market. Our straightforward, down-to-earth speech, entertainment and services have won us the absolute confidence of 4,811,511 farm and small town listeners. For almost two decades we have directed the lion's share of their income into the pockets of our advertisers... and we're still doing it.

Your Best Bet. If you have a selling job in Kansas and adjoining states, you can do it quicker, more economically, and more thoroughly with WIBW. Contract renewals prove it... 100%.

WIBW IN TOPEKA "The Voice of Kansas"

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

BROADCASTING • Broadcast Advertising
Milwaukee and Wisconsin FM families are a normal cross-section. They represent every age and income group. And so your WMFM program will reach an audience that's typical in every respect . . . except one.

The one different thing about the WMFM audience is that they are even more discriminating than the average. Their discrimination led them to purchase FM sets, because they knew that WMFM (Wisconsin's only FM station) gave them a combination of crystal-clear, static-free FM reception, plus distinctive, quality programs keyed to their wants and needs.

By giving Wisconsin the finest in radio, WMFM has built an intensely loyal audience . . . an audience that is eager and receptive.

Remember the story of WMFM when you make your fall radio plans. Remember, too, that WMFM has several outstanding programs available for your sponsorship. And remember that a WMFM program will build prestige and stimulate sales for your company and your products.

Act now. Get full information on the job that WMFM can do for Write, wire, or phone.

What type of audience will your WMFM program reach?

WMFM

The Milwaukee Journal FM Station
Arthur B. Church, founder and president of KMBC, gives rich advice as radio pioneer to recommendations of his promotion-publicity director, E. P. J. Shurick.

Promotion planning board also consists of (l. to r.) Mark N. Smith, research director; Sam H. Bennett, v. p. and sales director; Karl Koerper, v. p. and managing director.

From Research Findings of Mr. Smith, KMBC's program promotion is pointed with rifle shot exactness, not shot-gunned haphazardly across station's listening log.

Field Research is fundamental at KMBC with Dr. C. F. Church, Jr., currently visiting nation's stations for ideas on improving KMBC's programming in education.
PROMOTION

At the roots of any successful advertising campaign can be found wide-awake and well-rounded promotional support. It has been said of radio that its high return and low per-inquiry cost result greatly from a rational approach by the broadcasting industry to utilizing every channel of promotional media. KMBC of Kansas City is an excellent example of what aggressive program promotion can mean in prestige throughout the market, not only for the radio station itself, but for those associated with it in commercial sponsorship. Thousands of dollars are spent each year by KMBC for program promotional purposes. This plus service, together with the promotion efforts of the advertiser and that of the Columbia Broadcasting System, of which KMBC is a basic affiliate, explain the prominence and following of KMBC programs and personalities throughout the Heart of America.

Direct Mail is important cog at KMBC, including two monthly house organs. Mr. Shurick discusses copy with Miss Slater and mailings with Miss Ferril.
What Hath War Wrought?

THIS WAR of Liberation has wrought many things. The full impact won't be felt until the peace, when maps are redrawn and totalitarianism is rooted out.

Certainly war effects are already evident. A resurgence of news-gathering media is apparent. For radio, which went to war first, the conflict has brought into focus its tremendous force as a news medium.

The July 3 cover of Broadcasting, depicting the American microphone on the invasion front, has brought many expressions from broadcasters. To them it symbolized the part radio is playing as an offensive arm in combat.

"Radio stations individually are discovering their own importance, their own possibilities, as originators of news," writes Vadeboncoeur, vice-president of WSYT Syracuse and a veteran war correspondent (see page 12). He has just returned from the Pacific war theatre. A dozen other accredited correspondents from stations either are in the war theatres or enroute.

Radio's coverage of the political conventions has buttressed the original job of reporting the war. Networks for years have had correspondents as their news gatherers. But the awakening -- Vadeboncoeur calls it, "the miracle that really sticks" -- is that individual stations have assigned reporters to various war theatres, as well as to the political conventions, as "by-lined" reporters.

Practically since Morse invented the telegraph 100 years ago newspapers have relied upon press association wires for national news. For the feature, human-interest or local pieces, staff reporters or special correspondents have performed.

Radio, too, since it ventured forth as a news medium a dozen years ago, has depended on news wire services for general coverage. A handful of stations initially hired local news men. Since then, the specialized coverage has improved, following newspaper tradition.

Radio now has awakened to its obligation as a news medium -- different from the newspaper only in the method and speed of publication. It must develop local stories, cover important events, be mindful of the human interest angles. It must realize, however, that the news wire is still the basis of the newsgathering, that it remains, as the old phrase goes, the backbone, or the 'house copy' of the printed word, and the warmth of the informal spoken word. It must remember that some things can be reported in type but not on the air, to which the family circle listens.

In this radio era news is being handled factually and impartially. Trained news men are on the job with rare exceptions.

Editorial and advertising departments must be distinct operations in radio as in the newspaper. There must be separation of the newsroom from the commercial department.

In cadence is the decision of Leo J. Fitzpatrick, WJR head, banning middle commercialism from sponsored newscasts effective Sept. 1. The war has brought new importance to the newscasts, he states. Reporting of news direct from the battlefronts has made history and added to radio prestige. The newscast has become the "radio show-window".

Certainly the middle commercial does more damage than to good advertisers as well as stations. The WJR lead should be followed. Now is the time to cement the news gains made by radio. They should not be sacrificed after the peace.

(Continued on page 44)

FRANK PHILIP SCHREIBER

T WENTY-SIX years with the same organization has earned Frank Philip Schreiber the right to share in the honors of WGN's 20th anniversary. WGN is celebrating two decades on the air, and the man responsible in many ways for bringing the station to prominence as a 50,000 w Mutual key is its manager, Frank Schreiber.

As a special feature of the ceremonies, WGN, Chicago Tribune station, has announced plans for the postwar erection of a 10-story building on Michigan Ave. between Tribune Tower and the Chicago River, with Mr. Schreiber a member of the planning board and one of a jury of three men who will select the prize winning design for the main studio.

Frank Schreiber joined the Tribune in 1918 as a sports writer. By 1928 he was made assistant general purchasing agent, and three years later joined WGN as director of public relations. Since September 1940 he has been station manager.

He has more than a professional interest in WGN's network, Mutual. In fact Mr. Schreiber feels more like a parent of Mutual, since he was present at the birth of the network in 1926 when WGN formed the Quality Network, which a short time later, became Mutual. Today the network has more than 220 affiliates. Mutual's Chicago office is the third largest in the United States.

He is a member of the network's program board.

Frank is a dyed-in-the-wool Chicagoan, having been born there Dec. 31, 1901. His father was a banker who started with the Union Trust Co. Bank of Chicago as an office boy and ended up as vice-president. The Union Trust has since been consolidated with the First National Bank of Chicago.

While still attending Oak Park, Ill. High School in 1918, Frank Schreiber started his newspaper career as a writer on prep sports for the Chicago Tribune, continuing that job when he enrolled at Northwestern U. in 1919. He knew his sports first-hand, having participated in football, track, hockey and baseball in high school.

From 1919, when he joined the Tribune as a full-time employe, until 1928 Frank covered sports and general news. He reported his first World Series in 1919 and traveled with the ball clubs during the 1921-22-23 seasons. From 1924 to 1928, when he became assistant gen-

Job Opportunity

THOUSANDS of war veterans are being discharged for various reasons. Many of them were never employed in civil life, having entered the service from school. In these days of highly specialized war, a host of these released veterans have acquired technical training in military life which qualify them for varied pursuits -- including radio.

The War Manpower Commission is compiling an occupational guide for placement of military personnel in civilian positions. Among typical posts in radio which can be filled: Communications dispatchers in Army service who can be trained for radio-news copy jobs; electricians, power-turret and gunsight specialists who should make good radio repair men; tank crewmen who might become radio operators or dispatchers, and radio and radar mechanics who could be trained as technicians or installation men.

We heartily endorse the idea. The work should be done promptly under proper auspices. It will be an event that will go into the history books.

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BROADCASTING • Broadcast Advertising
Eleven of the Nation's Foremost Radio and Educational Authorities Contributed to this Page. "They Were There!"

The able "Faculty" and guest speakers for the KOIN "Radio Institute for Teachers" at Benson Polytechnic School, Portland, Oregon, June 12th to 30th, 1944, believe a new era in education by radio is launched. What they say, herewith, about the Institute is far more eloquent than any words of KOIN's Educational Director, LUKE ROBERTS, or Public Relations Director, CHET DUNCAN, who were responsible for the idea and its execution, or KOIN President C. W. (Chuck) MYERS, who proudly paid the bills.

"This Conference is one of the most hopeful things I have yet seen in either radio or education—a brilliant example of cultural enterprise which might well serve as a model to communities throughout the country. There would be far less chance of stagnation in either radio or educational thinking if KOIN Conference were to become a prototype for similar sectional and regional meetings."

—Norman Corwin

"Teachers Institute inspired and organized by staff of KOIN indicates next step in development of radio as cultural and social force showing how teachers can be helped to train discriminating listeners and build the audience of the future."

—Lyman Bryson

"The KOIN Radio Institute for Teachers is one of the most significant events in radio history."

—Harriet Hester

"The real value of the KOIN Institute will be realized in the classroom."

—Kathleen N. Lardie

"The Radio Teachers Institute is a highly significant pioneering venture on the part of KOIN. The hearty support of the Portland Public Schools and the enthusiastic attendance of the 300 teachers is abundant evidence of the success of this enterprise. I hope other stations may undertake similar ventures."

—I. Keith Tyler

"...Station KOIN, in presenting the First KOIN Institute in Radio for the teachers of the Portland Public Schools has broadened the stature of the entire radio industry..."

—George Jennings

"Large attendance at KOIN institute and great interest of teachers indicates a happy union of radio and educators out of which will come mutual understanding and complimentary efforts giving great benefits to America's school-going children and adults. KOIN has brilliantly lead the way and other stations are sure to follow bringing kudos and progress to our entire industry."

—John Daley

"Found KOIN Institute a most stimulating experience for both radio personnel and teachers. It is a valuable instrument in bringing education and radio into a closer relationship for the future."

—Francis Wilder

"KOIN's Teacher's Institute is one of the few opportunities offered to us who work on the near side of the mike to meet the people who not only listen to radio but who use it, the real radio consumers, the men and women who use radio as an instrument of teaching."

—John F. Becker

"The Radio Teachers Institute as organized and presented by the management and staff of KOIN in my opinion is a pioneer step in creating better understanding of American broadcasting among the most influential advisory groups."

—John J. Karol

This page is published in the hope that such activities may be encouraged in other cities.
Our Thanks to
S. M. KIELY and
Ruthrauff & Ryan, Inc.
for placing
WM L. WRIGLEY
on WHBQ
you added another
WINNER
to your list

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Page 38 - July 17, 1944

PALMER HOYT, publisher of the Portland Oregonian, owner of KGW Portland, was a speaker on the July 13 broadcast of America's Town Meeting of the Air, taking the affirmative on the question "Should the United States Take Over the Japanese Mandated Islands After the War?" Program, now on tour, originated in Seattle.

DOROTHY B. ROBINSON has resigned as station supervisor and sales manager of WABO Worcester, Mass., post she has held for the past two years. She formerly had been local sales manager of WTAG Worcester for 13 years. Mrs. Robinson plans to take an extended vacation at her summer home in Gloucester, Mass.

MORGAN MURPHY, Wisconsin newspaper publisher and president of the Head of the Lakes Broadcasting Co., is convalescing at Rochester, Minn., following treatment for a gastric ailment.

JOHN SHEPARD 3d., head of the Yankee Network, president of the American Network, and a Kentucky Colonel for several years, has been appointed to the General Staff of the Honorary Order of Kentucky Colonels by Gov. Simeon Willis, post of the Blue Grass State. On July 4, "Colonel" Shepard presented the Yankee Network trophy to the Yankee Handicap at Suffolk Downs.

ARTHUR DE ROSIERS is a new member of the sales staff of KGW Oakland, Cal.

DOWN TO THE SEA . . . go the radiant wires of WBNH New Bedford, Mass., first station in the country to employ salt water conduction. Hugh R. Norman, manager, examines one of the wires of 13 Crow Island in New Bedford Harbor. All wires of WBNH, said to be the eleventh oldest station in the country, terminate in salt water.

JOHN H. HOAGLAND, former public relations and promotion manager of the Courier-Journal, The Louisville Times and WHAS, has been elected manager of the Christian Science Publishing Society, succeeding A. Warren Norton, who recently was elected president of Press Wireless, Inc. Mr. Hoagland had resigned his Louisville post to become Manager of Committees on Publication of the Society but was elevated to the top Society post with Mr. Norton's resignation.

L. W. STURDEVANT, West Coast manager for Zenith Radio Corp., Chicago, has joined Majestic Radio & Television Corp., Chicago, as western division manager.

Katz Back at Post
EUGENE KATZ, for more than two years with OWI in Washington and London, and before that with the Office of Facts & Figures, has returned to his post as secretary of the Katz Agency Inc., newspaper and station representatives, headquartered in New York. He was Chief of the Bureau of Overseas Intelligence in Washington and afterwards Chief of Operations Intelligence in London.

STEPHEN GAYLORD has been named advertising director of KROW Oakland, Calif.

CURTIS A. HAINES, formerly manager of the Mill Hall and Altoona plants of Sylvan Electric Product Inc., has been promoted to general manufacturing manager of these plants, and of new plants at Huntington, W. Va., and Lexington, Ky., according to H. Ward Zimmer, general manager of operations of the radio division. W. Herbert Lamb has been promoted to manager at Huntington, and John M. Palmer to the post of manager at Mill Hall and Altoona.

BEN LUDY, general manager of WJID Topasia and KCBN Kaukauna City, Wis., who married Elizabeth Harris of Chicago June 21, has been in the East on a honeymoon. Mr. Ludy formerly was in social work in Chicago.

GENE ROUSE, head of news and special features of the Blue's central division since January 1943, has been named program director of that division succeeding James Storton, resigned to join the Marine Corps as a second lieutenant. Now in his 23rd year in radio, Mr. Rouse joined NBC's central division as a staff announcer, later becoming night announcer and supervisor of the Blue's central division.

WILLIAM F. BROOKS, director of news and special events of NBC, and the Marquise Louise de Palavicini, of New York, were married July 10 in Washington by Chief Justice Edward C. Eichler of the District Court. Following the marriage, second for both, a reception was given by Frank N. Russell, NBC Washington vice president, at the Statler.

JAMES O. PARSONS Jr., until recently assistant manager of station reports of C. E. Hooper Inc., New York, has joined the New York office of Edward Petry & Co., station representatives, as a member of the statistical and promotion department.

WENT (Gloversville, N. Y.), has acquired the special AP radio wire.

DIRECT-CUT COPIES
OF YOUR RECORDINGS
33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
--packaged and shipped
to your station list from Chicago.

Write for complete
details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

REACH THE Active
SALT LAKE MARKET
THROUGH
UTAH'S NBC STATION

S. S. FOX, President and General Manager

BROADCASTING • Broadcast Advertising
Singular care and precision are demanded in Amperex small glass lathe operations. Ever cautious, our engineers designed ingenious holders and fires which were developed in the Amperex Tool Shop. In the hands of finely trained technicians, these holders and fires are utilized to assure the high degree of satisfaction well known to Amperex tube users. In broadcasting and transmission applications, in industrial, electro-medical and military assignments such "Amperextras" substantially influence efficiency and economy of operation.

It doesn't hurt...it doesn't affect your health. Ask the man who's donated blood to the Red Cross.

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET BROOKLYN I, N.Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"
CLETE ROBERTS, Blue network war correspondent attached to Gen. MacArthur's headquarters in the Southwest Pacific, is back in the country for a rest before resuming his duties as correspondent later this summer. He left Beverly Hills last week for Chicago, where he will cover the National Democratic Convention for the Blue.

JOHN KIERAN Jr., released from the Army, has joined the NBC information department as junior correspondent. He is son of John Kieran of Information Please on NBC.

NEAL HATHAWAY, Washington promotion and publicity man formerly with Automotive Safety Foundation and WRC Washington, has joined CBS as assistant in program promotion.

GILBERT PAQUIN, new to radio, has joined CKRN Royston, Que.

W. H. BRODIE, coach to announcers of Canadian Broadcasting Corp., Toronto, is touring western Canada stations.

LEO H. STEELE, sales promotion director of WIBG Philadelphia, has resigned effective the end of the month.

LT. THOMAS L. MOORE, former announcer of WIBG Philadelphia, has been awarded the Distinguished Flying Cross in England. He has already received the Air Medal and three Oak Leaf Clusters.

JOHN BLAKE, former program director of WSAU Wausau, Wis., has joined the announcing staff of WMJ-WMFM Milwaukee.

ROMONA WYMAN, formerly of KSP St. Paul, has been named assistant to Esther Kravitz of the WINX Washington traffic and special services department, who has taken on additional duties handling publicity.

TED LE VQURE of the program department of CBB Vancouver has married Elizabeth McFarre of Vancouver.

J. RICHARD JESSEN, formerly of WW2W and KQV Pittsburgh, has joined the announcing staff of WPEN Philadelphia.

LOIS MULH has replaced Louis Lang on the continuity staff of WIS Columbus. S. C. Mr. Lang is studying with the radio workshop of New York U.

MARGE KERR, head of production of Tom Fiddale Inc. for the past seven years, resigns July 21 to devote full time to free lance script and magazine writing.

NEAL EDMONDSON, formerly of KKB Berkeley, Cal. and KYA San Francisco, has joined KROW Oakland as announcer.

JOE DILLON, announcer of WHAT Philadelphia, is recovering from a stroke at the University Hospital.

JUDITH MAGUIRE, Los Angeles, has replaced Dick Ray as chief of continuity of KDB Santa Barbara, Cal.

CLIFFORD PETERSON, former member of the Escorts and Betty Youngs group, has joined the production department of the Blue Network central division.

JOHN CALLAGHAN, WGN Chicago staff announcer, was inducted into the Navy July 10th.

Religion Coordinator
WHAS Louisville, recognizing the need for improvement in radio devotional programs, has appointed a religion coordinator in the person of C. E. Burns, for the past four years president of Milligan College, Tennessee, according to W. Lee Coulson, WHAS manager. Starting Aug. 1 Mr. Burns will conduct a daily 15-minute program Monday through Friday, devoted to current social problems and to religion on a broad scale. Program will be non-denominational.

Stoess Heads Music
WILLIAM C. STOESS, who resigned from WVL-WSAI Cincinnati early this month after 23 years with the Crosley organization [Broadcasting, July 10], will be in charge of all music on shows produced by Transameric Broadcasting & Columbia, New York, John Clark, Transamerican president, announced last week. Mr. Stoess will take over his new duties late this month after a vacation.

JIM STONE, new to radio, has joined the announcing staff of WGES Chicago.

KING PARKS, sales promotion manager of WBBM Chicago, joins the Marines July 23 as second lieutenant. He will be replaced by Jonathan Snow, formerly in the sales promotion department of the Deseret News, Salt Lake City, Utah.

JEANETTE BELL, formerly with the radio department of the U. of New Hampshire, has joined the continuity staff of WHEB Portsmouth, N. H. Duane Young, also formerly of the New Hampshire U. radio department, has joined WHEB as farm events director.

DR. HERBERT GRAF, author and stage director of the Metropolitan Opera, New York, since 1936, has joined NBC's television staff as director of opera films.

ADOLPH J. SCHNEIDER, manager of operations of NBC's newsroom, is the father of a boy.

HUGH SANDERS, formerly in St. Louis radio, has joined the production staff of WNEW New York.

BILL KELTY, NBC correspondent in Australia, and Madeleine Hancock were married in June.

WILLIAM DOWDELL, former news editor of WVL-WSAI Cincinnati, has taken an editorial post with the New York office of Earle Ferris, publicity firm.

(REPORTED ON PAGE 44)
Every station has spots that are "hotter" than others. The advantage of Spot Broadcasting is that you can buy just these spots and no others. You aren't limited to networks, to across-the-board timing, to markets you don't want but have to have. Buy only what you want, where and when you want it—make every minute do an hour's work.

A John Blair Man knows the hottest spots. On the hottest stations. And he knows marketing. He'll help make your money talk profit language.
NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS - REGULAR COVERAGE

Copyright, 1942, National Broadcasting Company, Inc.

SEE OPPOSITE PAGE FOR WOW'S OWN MAIL-MAP
**Check and Double Check!**

TIME-BUYERS who are skeptical about station coverage maps will find it interesting to compare the NBC Daytime coverage map for WOW (opposite) with WOW's own Daytime Coverage map. Here is a case where coverage was computed on two entirely different bases. The remarkable similarity of the results seems to establish WOW coverage claims on a sound and conservative footing. Write for copies of maps, and complete circulation and market data.

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* WOW Nighttime maps will appear in Broadcasting, July 31 issue.
HAL NELSON, former Seattle newspaperman, is now news editor and continuity chief of KBLA Centralia, Wash. Ellen Swaney, now to radio, has joined the continuity department.

HENRY HICKMAN, assistant program director of WFBR Baltimore, is the father of a boy. Mrs. Hickman is a former WFRP receptionist.

SECOND LT. JUD COLLINS, Army Air Force, former director of special events and sportscaster of WSM Nashville, Tenn., has been assigned to Honda, Tex.

HANK CURTH has been promoted to program director of WDNC Durham, N. C., Larry Johnsou, formerly with WDNC, has returned to the station as news editor.

RICHARD STARK, freelance, has given up his announcing assignments, which included A Die's Irish Rose on NBC and Irene Beaasley's program on CBS, to accept a commission in the U.S. Marine Corps. While awaiting word from the Marine Corps, expected the end of this week, he continues as head of Richard Stark & Co., New York radio production firm, which will continue operations in his absence.

CHARLES L. HALTEMAN, former program manager of WTOL Toledo, Ohio, has joined the production staff of the Blue Network central division.

PAUL SNIDER, formerly with WGN Chicago, has joined the announcing staff of WCFL Chicago.

BOB GUILBERT, continuity acceptance editor of the NBC central division, is in the Edgewater Beach Hospital with an arm infection.

NBC Names McDonagh

RICHARD P. McDoNAGH, until recently acting manager of the NBC script division, on July 10 was appointed head of the division.

He succeeds Lewis Titterton who recently resigned to join Compton Adv. Agency, New York. Mr. McDonagh joined NBC in 1937 as a staff writer and was made assistant manager of the division in February of this year.

Carl Reed

CARL REED, former newscaster of WHEB Portsmouth, N. H., died July 4 at Burbank, Cal., from a malignant throat ailment. Mr. Reed, a veteran of World War I, spent more than 20 years in the theatre, before joining WHEB in 1945. He resigned his station duties early in June of this year to go West.

KAY RICHINS has been appointed director of special events at KDYL Salt Lake City. Charles Barrrington becomes director of public service programs.

RAY L. MOSS, formerly with WMC Memphis, Tenn., has joined Midland Radio & Television Schools, Kansas City, as director of public relations.

CRAN CHAMBERLAIN, writer of CBS Hollywood, is the father of a boy.

BILL RAY, program manager of KFWH, is in New York.

KEN BAXTER, narrator on NBC Across the Threshold, and Mars Myers, commercial artist, were married in Hollywood in June.

JOHN REDDY has resigned from the CBS Hollywood news bureau to free lance as writer. Albert Gail and George Edwards have been added to the news writing staff.

BETH BARNES and Jack Neuman have been added to CBS Hollywood continuity staff.

HARRY MITCHELL, m. c. at the Palladium, Hollywood ballroom, and one time newscaster of KFAC Los Angeles, has rejoined that station as program director.

WILLIAM N. ROBBSON, CBS New York producer, has shifted to Hollywood for eight weeks and has been assigned by Footo, Cone & Belding as producer of the weekly mystery The Mann United X on that network. Lockheed Aircraft Corporation is sponsor.

SILVIO SEROTA, assistant program director of WIP Philadelphia, is the father of a boy.

Our Respects to

(Continued from page 16)

eral purchasing agent of the Trib-une organization, Schreiber was as-istant sports editor.

In his sports reporting days, he vacations in winter on the skate circuit in Canada. For one year he was secretary of the International Skating Union, the governing body of speed skating in Canada and the United States. His interest in skat- ing still is great, and he would rather watch an ice hockey game than eat.

For his own exercise, Frank used to play golf. But he gave up the game at the time of the Pearl Har-bor attack and avows he won't swing a golf club again until peace is restored.

Frank married Ann Walker, then working for the Hearst newspaper in Chicago, in 1925. They live in suburban Riverside, Ill.

If he has had any hobby in all these years of reporting and sta- tion management, says Frank, it has been making firm friendships with the great cross-section of people with which his work has brought him in contact. He calls governors, mayors and congressmen by their first names with the same ease that he can tell the family histories of almost any Chicago headwaiter, sports figure, dance band leader, banker or newspaperman.

FRED JORGENSEN, formerly of KLX Oakland, has joined KPO San Francisco as another.

FRED HEIDER, former radio script writer for the American Red Cross in Washington, has joined the staff of the Blue Network.

LOUISE KADISON, former publicity director of WHYN Brooklyn, N. Y., has returned to the station.

JOHN DRAKE, sales promotion manager of KSO-KRNT Des Moines, has resigned effective July 15 to join the promotion staff of WLS Chicago.

JAMES L. REPPERT, formerly of WMBO Auburn, N. Y., and Grant Turner, formerly of WTNR Knoxville, are now members of the announcing staff of WSM Nashville, Tenn.

LEE BROOKS, transcription librarian of KIRO Seattle, has married Ruth Petersen.

FRED WAGNER, former newscaster of WBNX New York City, has joined WQX Cleveland as another.

HENRY HARRISON, former radio script writer from WBNX New York City, has joined the program staff of the Blue Network.

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WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own bunches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 81, N. Y. for availabilities. Or call Heloise 5-5232.

IN WBNX SERVICE AREA THERE ARE:

<table>
<thead>
<tr>
<th>Type of Advertiser</th>
<th>Number of Advertisers</th>
</tr>
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<tbody>
<tr>
<td>Jewish Speaking Persons</td>
<td>2450,000</td>
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<tr>
<td>Italian Speaking Persons</td>
<td>1522,946</td>
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<tr>
<td>German Speaking Persons</td>
<td>1236,758</td>
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<tr>
<td>Polish Speaking Persons</td>
<td>661,170</td>
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<tr>
<td>Spanish Speaking Persons</td>
<td>200,000</td>
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WBNX covers the greater New York City metropolitan area with 8000 watts directional over new York.
The Pacific Coast, too,

**IS SAWED IN TWO!**

Are you sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half of the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located... and only Don Lee completely covers the outside half.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains, and long range broadcasting won't work. (Watts do just fine until they hit mountains.) However, with 36 stations, Don Lee broadcasts locally from within these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

As for the inside half—Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. Two notable examples: Point Sublime and the Jack Benny show.

Don't saw the Pacific Coast in half! Buy Don Lee, the only network that covers it completely!

The Nation's Greatest Regional Network

**Mutual DON LEE**

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Pre. & Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Cal.
Represented Nationally by John Blair & Co.
Buffalo's Greatest Regional Coverage

CAPT. TED STEELE, former Benton & Bowles, New York account executive, has been transferred from the AAF Radio Production Unit, Santa Ana, Calif., to the Air Forces Group, where he is a radio officer attached to Headquarters, War Dept.

GEORGE H. ALLEN, former account executive of McCann-Erickson, New York, has joined the service staff of Arthur Kader Inc., New York.


Mindlim Acquired

ABBOTT KIMBALL Co., New York, has acquired ownership of the David B. Mindlim Adv. Agency of Kansas City and all its accounts. Firm name is Abbott Kimball Co. Mr. Mindlim will operate the Kansas City office. He is due in New York next week to confer with Abbott Kimball executives to determine what accounts will be transferred to the Kansas City office. Another branch of the agency is in Chicago.

BERNARD HOWARD, former continuity chief at W. B. Long Co., Chicago, has joined the Arthur Meyerhoff Agency, Chicago, as assistant to Nelson Shaw, radio director. Mr. Howard is also the new publicity director of the midwestern region of the Radio Writers Guild.

OPPORTUNITY KNOCKS LOUDER in Knoxville!

Sell America's New Industrial Frontier With

WROL

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

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for five consecutive months.

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

LYN HOLMBERG, formerly in the advertising department of Western Business Papers, has joined Harry J. Wendland Adv.. Los Angeles, as production manager.

BESS HARRISON, timebuyer and business manager of Foote, Cone & Belding, Hollywood, in New York for conferences with agency executives, will hold similar Chicago sessions before returning to the West Coast.

EDWARD E. KEELER, account executive of Dan Lee Broadcasting System, Hollywood, has resigned to rejoin Western Adv., Los Angeles, as a partner and general manager. Wallace Ramsay, former radio director and timebuyer of Dan B. Miller Co., Los Angeles, is joining Western Adv. in a similar capacity. Jack Reynolds has been added to the staff as copy writer.

FRANCES BROWN, formerly with the copy staff of Ryn Hill Adv. Co., Chicago, and prior to that with William Esty & Co., New York, has joined the copy staff of Goldmann & Gross, Chicago.

CLIFF KNOLLE, former president of the Buzza Co., Minneapolis (publishers), and prior to that advertising manager of Chrysler Corp. and Chrysler Sales Corp., has joined Ruthrauff & Ryan, Chicago, as account executive.

DICK GIBSON, Hollywood radio talent buyer of Ruthrauff & Ryan, has been shifted to the agency's New York office as head of the new business department.

MURIEL FARMER, former fashion reporter and copy writer of Mutual Buying Syndicate, has joined the creative staff of Fuller & Smith & Ross, New York.

JULIA NYE has joined Botsford, Constantine & Gardner, Los Angeles, as copy writer and account contact. She succeeds Marian Bailey, resigned.

SUMI (Buck) SINGER, account executive of Buchanan & Co., New York, is in Hollywood for conferences with film company clients on future advertising campaigns.

ROBERT J. LAY, copy chief of Gotham Adv., New York, for the past two years, has joined the copy staff of Benton & Bowles, New York.

MARIJORE HYNDMAN has resigned from Donnahue & Co., New York, as account executive and copy writer, to join Buchanan & Co., New York, in a similar capacity.

ROBERT E. MASON, formerly of Howard Swink Adv., Marion, O., has joined The Mayers Co., Los Angeles, as copy writer and account contact.

GEORGE D. WEVER, formerly in charge of the creative staff of Fuller & Stith & Ross, New York, has been appointed promotion director of Life magazine.

“Maybe I should talk it over with WFDF Flint.”
RADIO CITATIONS
BY AGENCY GROUP

GARFIELD & GUILD, San Francisco, won first, second and third places for the best network program at the convention of the National Advertising Agency Network held aboard the Great Lakes steamer, North America. The three awards were made for the agency's program for Chemicals Inc., Haskins Bros. and Kay Jewelers respectively.

First and second honors for the best local radio program also went to Garfield & Guild for the Rosefield Packing Co. and Eppwell, Sullivan & Furth. Third award went to Julian Gross, Hartford, Conn. for Lane Furniture Co. Henry J. Kaufman, Washington, received honorable mention for Lansburgh's Dept. store account.


Leo Burnett Changes

MARTY WRIGHT, assistant radio director of Leo Burnett Co., Chicago, has resigned to be married in the near future. Reorganization of the Burnett radio department divides Miss Wright's former duties between two members of the radio staff, Pauline Watros and Marian Nelson.

W. Howard Millar

W. HOWARD MILLAR, 52, a vice-president of D. Doremus & Co., New York, died July 8 of a heart attack. He had been with the agency since 1931. His wife, a daughter and two sisters survive.

Seebach Televised

JULIUS F. SEEBACH, vice-president in charge of programs of WOR New York and a member of the MBS program operating board, on July 11 was featured in a 90-minute WOR television anniversary show on WABD, Du Mont Television station in New York. Outstanding "Video Variety" acts put on by WOR during the past year were repeated on the program.

Food Canneries

POST-WAR AND POST-NOW

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market...now made up of more than 250,000 people. Steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. It will pay you to "hook-up" with KFDM. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM
BEAUMONT, TEXAS

Serving the Blue Network, 560 K.C., 1,000 Watts

**Magnetized . . . . drawing people and industries from other sections!**

**YOUR MARKETS ARE MOVING South!**

We tell the new Savannah Seaboard Market—at the lowest per-person cost of any medium.

NATIONAL TELECASTER SALES CORPORATION

BEAUMONT, TEXAS

Represented by Howard H. Wilson Company

KFDM
BEAUMONT, TEXAS

Serving the Blue Network, 560 K.C., 1,000 Watts

**Magnetized . . . . drawing people and industries from other sections!**

COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY AND NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative:
FREE & PETERS, INC.
Radio
Advertisers

GALLOWHUR Chemical Corp., New York, has appointed the Richard C. Monk Co., New York, to handle advertising for Silix insect repellent, and on July 12 started one-minute spot announcements three weekly on WABC New York. Plans are under way to extend the campaign to stations throughout the South.

NORTON R. COTTERILL, sales production and advertising manager of Sheffield Farms Co., New York, has been promoted to retail sales manager. He succeeds A. R. Stevens who has been transferred to the National Dairy Products Co., Chicago, as sales manager for Hydrox Ice Cream Co., a subsidiary.

AMERICAN OIL Co., Baltimore, has started a 15-minute Sunday news commentary by Robert Hecker on WMCA New York. Contract for 52 weeks was placed by the Joseph Katz Agency, Baltimore.

BURNHAM & MORNIL Co., Portland, Me., is resuming promotion of baked beans on Mary Margaret Meeker's program of WEAP New York under a 52-week contract starting July 31. No additional radio is planned. Agency is Charles W. Hoyt Co., New York.

OWL DRUG Co., San Francisco (drugs), has begun sponsorship of a five-minute translated musical program Monday through Friday on KFAB Radio, San Francisco. Contract for 52 weeks. Agency is Rutman & Ryan, San Francisco.

NEPHEW Co., Tacoma. Wash. (Anac Wild vaporizing lamp), has assigned Condor Co., Tacoma, Wash., as agency. Plans are said to include radio.

MICHIGAN Mutual Liability Co., Detroit, has given sponsorship of So the Story Goes, Sundays, 12-12:15 on WMAC Detroit. Program is produced by Neblatt-Radio Productions on the Michigan State Station Station KWW for 35 weeks. Contract was placed through Neff Radio Agency, Detroit.

MYSTIC FOAM Corp., Cleveland (Mystic Foam cleaner), has placed its account with Carpenter Adv. Co., Cleveland. Plans are said to include radio.

RIVOLI CORSET Co., New York, has assigned agency for New AW Adv., New York to agency. Radio is said to be included.

TWENTIETH Century-Fox Studios, Los Angeles, advertising approximately $4,500,000 for radio advertising, in a five-week campaign to promote local showing of the film "Witch." On July 20 starts a heavy daily schedule of spot announcements and part- nership in programs on seven Los Angeles area stations. List includes KFWB, KNX, KNJ, KMPC, KEAC, KFMB. Western Ad. Los Angeles, has the account.

TUCKETT'S Ltd., Hamilton. Ont. (Cape Canaveral), on July 17 starts three transmitted units daily on a number of western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

CLARENCE M. SULLIVAN, formerly on the advertising staff of Ditty Inc., and Wilson Jones, both of Chicago, has joined A. Ricin & Co., Chicago garter manufacturers, as assistant advertising manager.

MONROE DISTRIBUTING Co., Los Angeles (shave lotion, shampoo) has assigned Frederick L. Richards Adv. Los Angeles, as agency. Radio is said to be included.

CONCLAVE OF AGENCY, sponsors, network officials and talent gathered to inaugurate Earl Godwin's first commercial broadcast for Hastings Mfg. Co. July 7. Seated (1 to r): A. E. Johnson, president of Hastings; Mr. Godwin, Blue commentator; H. R. Keeling, president of Keeling & Co., agency handling the account. Standing are: D. H. Collins, vice-president of Keeling & Co.; James L. Stimson, Blue network, now in Mariner's; E. K. Hartembower, sales manager of the Blue's Chicago office; Bob McKee, Blue sales manager; Ross Dunn, of Hastings.

EPPENSMITH CO., New York, for Holland House Coffee, has added three-weekly news programs on WQXR New York to its New York spot schedule now comprising women's participation and recorded music programs on WNEW WOR WPAT. No further radio expansion is planned. Contract for 20 weeks. Placed through Shecht Adv., Newark.

F. LAGOMARISO & Sons, Sacramento, Cal. (seeds, bulbs etc.), has placed its account with Benning Adv., Sacramento. Plans are said to include radio.

ARCH HELEER & Co., Council Bluffs, Ia., has placed its advertising account with Buchanan-Thomas Adv., Omaha. Plans are said to include radio.

DIXIE FOOD Products Co., Los Angeles (smoke), has named Glasse-Griffl & Co., Los Angeles, as agency. Radio is said to be included.

DOVER Retail Merchants Assn., Portsmouth, N. H., has expanded its twelve-weeks "A Song About Summer" program on WHEC Portsmouth, to a six-week run.

DORSET FOODS Ltd., Long Island City, N. Y., has named S. Diabu Loom Inc., New York, to handle advertising for its canned and glass packed chicken products and soups. Continuing live spot announcements on WOR New York, firm will add spots to WMCA New York shortly and plans to expand to other outlets at a later date.

DOMINION OF CANADA, Dept. of Munitions & Supply, Ottawa (gasoline conservation), on July 17 to Aug. 31 sponsors 45 transcribed spot announcements stressing the need for gasoline conservation, on all Canadian stations. Account was placed through MacLaren Adv. Co., Toronto.


AMERICAN Professional Football League, Los Angeles, newly organized and to promote professional sports on the Pacific Coast, on July 6 started a 14-week half-minute Saturday program on five stations in metropolitan areas. List includes KFRC KXL, KYA, KFMB, KMPC. Contracts are for 12 weeks. Allied Adv. Los Angeles, has the account.

Milani Pending

LOUIS MILANI FOODS, Chicago (salad dressing), has named the Jerome Kalom Co., Chicago, to handle its radio and newspaper advertising. Radio schedule has not been announced. Tentative campaign plans include spot radio to begin in September.

DAIT DON'T PLACE AN "X" ON BALLOT (Ky.)!

Far be it from us to try to influence your vote—but we think you ought to know that Ballot "K" is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% more purchasing power than the rest of Kentucky combined! And WAVE reaches every radio home in the area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?
How Happiness came to Muhammed the Miserable

Harken to a tale of Bagdad-on-the-Cuyahoga, which is called Cleveland. There dwelt in that wealthy city one Muhammed, a merchant disconsolate. The people shunned his shop as the bulbul flies from winter. Convinced that his unsought wares would turn to dust, he took desperate measures.

Before dawn he crept to the banks of the Cuyahoga, thinking to drown his sorrows and himself. But, gazing into the swirling depths of the river, he espied a bottle of strange design. He studied its curious seal—a cunningly intertwined monogram of the letters W and H and K. He opened it...

...and instantly there poured forth a cloud of enchanted power and from it came a voice crying, "Salaam, O Master! Thou hast set me free. I am a powerful jinni. What wouldst thou have as reward? Speak—and it shall be yours."

Because it SOLD goods before the war...

...and is SELLING them now...

...and WILL SELL after the war—

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of

WHK-WCLE, Cleveland; WHKC, Columbus
FROM THE FIRST SCHEDULED BROADCAST in the nation to the first over KGNC, Amarillo, on May 16, 1922 ... was only eighteen months. Northwest Texas was a rich, distinct radio market then. Now, with the subsequent Panhandle oil and gas field, tremendous war industry and army aviation development and other natural growth factors ... it has become one of the truly important Southwestern markets.

KGNC, Amarillo, has more than kept apace. Broadcasting facilities, personnel, programs ... all have been strengthened and improved constantly. In a word, KGNC today is a strong habit with practically all Northwest Texas radio listeners! That means 57,486 radio homes ... 81.34% of the occupied dwellings. NBC Network, 5,000 watts daytime, 1,000 watts nights. National representatives: Howard H. Wilson Co.
Radio News Comes of Age (Continued from page 18)

They know all the angles, and the best markets to fish for whoppers in Time Buys. They'll tell you that KOA is the most satisfying catch in the Rocky Mountain Region.

Here's what makes KOA the best radio bait imaginable for Sales Results:

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

*Ross Federal Survey
**NBC Tale of 412 Cities

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

They all been in radio before the Army took them over and there they were, in the middle of a crawling, dank-smelling wilderness, playing jive music for the troops on their one turntable, doing little news shows—and mighty good ones, too—with their lone mike and all the intent devotion to their job that they might have displayed if they were working before an audience in Radio City.

Radio is all over the Southwest Pacific and in many ways, and millions of GI's will remember that when they get home. Radio reporters are being seen everywhere with the newspaper correspondents, and radio, spurred into donning repertorial long trousers by the war, is taking its place as source of news, not just a voice for it.

I came back from the Southwest Pacific, 7,500 miles in 44 hours, 5 minutes. We had an early breakfast in an Australian city before dawn on a Sunday and, thanks to the international dateline, we had lunch Monday noon in San Francisco.

But the miracle that really sticks in my crop is this: Radio stations, individually, are discovering their own importance, their own possibilities, as originators of news. It has taken them a long time, but as news mediums they are now coming of age.

20th Century Expands

20TH CENTURY FOX Film Corp., New York, in expanding radio advertising for its motion pictures last week began a weekly five-minute news program on WEAF New York for 62 weeks, at the same time renewing a weekly quarter-hour world news roundup for 13 weeks on the same station. The firm also has increased sponsorship of a five-minute midnight news show on WABC New York from two to three times weekly. Company continues to use radio from time to time for special films, for example, through Kayton-Spiero Co., New York, and is placing an extensive spot drive for "Wilson" in the New York area through M. H. Hackett Co., New York.

Allen Joins Compton

CHRISTY ALLEN, a vice-president of A. C. Nielsen Co., New York, last week joined Compton Adv., New York, as an executive. He has been with the research firm for the last 10 years, handling several accounts, and doing some work with the audimeter. Lawrence Drake, former director of market research of Kroger Grocery & Baking Co., Cincinnati, has joined Compton as market analyst and merchandising executive.

ALL-ROUND APPROVAL of scripts for CBS Maxwell House Iced Coffee Time was voiced by this executive group during recent back-stage conference. Endorsers are (1 to r): Al Raye, West Coast production manager of Benton & Bowles; Betty Buckler, Hollywood manager of B & B; Walter Craig, New York vice-president in charge of radio for the agency; Robert Bennett, advertising manager for Maxwell House Coffee division of General Foods, New York.

FIRST IN DENVER

KOA
50,000 WATTS
Represented Nationally by NBC South-Sales

Headley-Reed Company
New York, Chicago, Detroit, Atlanta, San Francisco

BROADCASTING • Broadcast Advertising
The campaign HE* makes
... will surprise a lot of Republicans!

Hot, hilarious Republicans jammed Chicago's mammoth stadium to nominate Dewey and Bricker. The show made a big impression on twenty-two thousand delegates and spectators. But the total number of Republicans packed in Chicago's Stadium is dwarfed by a 15-minute WBBM-built show that goes on the air every afternoon at 2:15.

We call it “Meet the Missus.” Just a show where a man interviews some ladies over a luncheon table... plus WBBM showmanship.

But to equal its monthly record for impressions the Republicans would have to jam their regular four-day conventions into the Chicago Stadium from now until the year 2008. Because...

For years “Meet the Missus” has been making over a million advertising impressions a month. Over 200,000 women have actually attended the broadcasts.

If you act quickly you can put “Meet the Missus” showmanship to work making impressions for you... by the million. As this is written, this 15-minute bellringer is sponsorable on Tuesday, Thursday and Saturday. Find out for yourself why advertisers have bought more time on WBBM for 19 straight years than on any other Chicago station.

Talk to us or Radio Sales.

**“He” is Harold Isbell, genial 260-pound master of ceremonies for WBBM’s popular program, “Meet the Missus,” now available.**

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
NAB By-Laws
(Continued from page 11)

names of two persons from among the names appearing on the certified list in
such classification. The representative shall then sign his name to such nominat-
ing ballot and deposit the same in a receptacle to be conveniently provided therefor.

At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day. Provided, that the Executive Committee, hereafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. In the absence of said membership meeting, which shall be held not earlier than the afternoon session of the second day thereof, additional nominations for Director-At-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated. The committee shall then proceed to the second day of the annual meeting, each of the said respective networks shall certify to the President its nominee or nominees for Network Director, as defined in Section 5 above, whereupon each nominee shall be deemed to have been placed in nomination, and shall be so reported to the members during that session.

Craven's Office
COMDR. T. A. M. CRAVEN, who retired from the FCC July 1 to become vice-president of Iowa Broadcasting Co., in charge of eastern operations, has established offices in the Hearisch Bldg. 1627 K St., N.W., Washington, Comdr. Craven, in addition to his position here, will become general manager of WOL Washington upon FCC approval of the purchase of that station for WMZ Cedar Rapids, Ia., now licensed to the Colmanes group [BROADCASTING, July 10].

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER
April-May, 1944

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WGRC Mutual

LOUISVILLE'S TRADING AREA =573 OF KENTUCKY'S POPULATION

BURN-SMITH National Representatives

Editing of Speech

May Face Probers

N. Y. State Senator Charges
Station Owners Fear FCC

DELETION by WMCA New York of portions of an address delivered by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention in the Hotel Pennsylvania, New York, last week to provoke issues the FCC and the House Select Committee to Investigate the Commission will be called upon to investigate.

Following his edited broadcast speech, Sen. Coudert charged that the FCC exercises control over radio. In a statement last Monday Nathan Straus, WMCA president, said the speech as submitted was "unacceptable" because it contained "denunciations of one of our Allies" and because it constituted a "campaign speech" rather than a "non-partisan patriotic talk".

John J. Sirica, general counsel of the House Select Committee, was in conference with Sen. Coudert Monday following publication of the Senator's charges of FCC control. On Wednesday the Catholic War Veterans wired FCC Chairman James Lawrence Fly demanding that the Commission conduct "public hearings in New York City to investigate the deplorable action of the management of WMCA in censoring part of the text of an official of New York State."

The telegram, signed by National Commander Edward T. McCaffrey and Past National Commanders John M. Dealy, Thomas Walsh and Charles H. A. Brophy, charged that WMCA "trims its contributors to utter anti-Catholic talks" and that no opportunity had been given "to answer the criticism or attacks made in that speech." To those charges Mr. Straus said:

"I am willing to abide by the views of the Archdiocese of New York as to WMCA's attitude toward Catholic Churches and Catholic causes. So long as I am connected with WMCA there will be no attacks on any individual because of race, creed or color."

Sen. Coudert on Thursday declared: "If the FCC or a station owner is to be allowed to determine what the American people hear, then we shall be no better off than Hitler's Germans. I do not know whether Mr. Straus and WMCA acted in accordance with regulations of the FCC or on their own responsibility. The fact remains, however, as I recall the law, that licenses have to be renewed periodically by the FCC. Under these circumstances it is not obvious that any station owner is likely to have constantly in mind the views and prejudices of the FCC and the Administration which it represents? How can there be freedom of air under these conditions?"

In his earlier statement Mr. Straus said portions of Sen. Coudert's speech were "unacceptable for broadcast by the station on free time for two reasons: (1) The speech denounced our Ally, the Soviet Union, and blamed it, by inference, for all of our social and economic ills, while there was not one word of denunciation of our enemies, Germany and Japan. Our Allies will not be attacked over WMCA so long as their soldiers are dying to save the lives of American soldiers. (2) Sen. Coudert's speech was not a non-partisan patriotic talk but was a campaign speech sent out in envelopes bearing the imprint of the National Republican Club. As such it was not eligible for free time on the air."

Mr. Sirica, back in Washington last week, declined to comment other than to say that if the FCC, as charged by Sen. Coudert, exercised control over radio, the House Committee certainly wanted to know it. He added, however, that should complaints involving alleged FCC control over programs be filed with the Committee, a thorough investigation would be conducted.

Cover the Rich Lehigh Valley
SO SHALL WE SERVE

To Secure Victory Sooner

WESTERN UNION

E. L. Dillard
Commercial Radio Equipment Company
331 Gregory Blvd.
Kansas City, Missouri

Congratulations to the Management and Employees of the Commercial
Radio Equipment Company on winning the Army-Navy "E", you may take
double satisfaction for you have earned the highest honors that can be
accorded to the men and women of American Industry, and your efforts
represent a direct contribution to victory. I am pleased that Commodore
Parrott will represent the Navy Department at your ceremony.
James Forrestal
Secretary of the Navy.

SO SHALL WE DESERVE

Productive Progress Tomorrow

"We, as Radio Engineering Consultants, are now concerned only with providing our Fighting Forces with
the finest equipment our ingenuity and enterprise can devise and provide. We are, at the same time, learning
new ways and means to develop pacemaking performance for the increased tempo of AM-FM service
to the postwar public that is sure to come."

COMMERCIAL RADIO EQUIPMENT COMPANY

Everett L. Dillard, Owner and General Manager

Feldman Returns

ARTHUR FELDMAN, assistant to George Hicks in the Blue London news bureau, has returned this country for a rest. Following a vacation he will confer with George W. Johnston, Blue director of news and special events, and Clete Roberts, Blue correspondent just returned from assignment at General MacArthur's headquarters in the Southwest Pacific. The trio will then leave New York for San Francisco to continue conferences prior to Mr. Feldman's departure for the Southwest Pacific, where he will be attached to the General's headquarters.

Absorbine Jr. Spots

W. F. YOUNG Inc., Springfield, Mass., in a gradually expanding spot campaign for Absorbine Jr., launched several months ago, is using one-minute live and transcribed spots at varying frequencies on WSPR WNBF WSYR WNBC WPBM WINS WHO. Agency is J. Walter Thompson Co., New York.

Spratt's Mapping

SPRATT'S PATENT (America) Ltd., Newark, is considering a national spot campaign in the fall for its dog food in markets where the product has distribution. Contract has been signed with WABC, New York, effective Aug. 28 for participation on Arthur Godfrey's program. Agency is Paris & Pearl, New York.

Coverage of Rural Areas P4a Topic

DISCUSSION of the possible use of the 200-400 kc band and 3-17 mc band for rural coverage was among items taken up last Tuesday by the Allocation Committee (P4a) of Panel 4 on Standard Broadcasting of the Radio Technical Planning Board at its second meeting in the Hotel Statler, Washington.

Although no action was taken, the discussion disclosed that signals transmitted on the 200-400 band have good groundwave, and those on the 3-17 mc have good skywave both day and night. At present the low frequencies are used for safety transmissions while police, aviation and kindred services are allocated the 3-17 mc band.

Preliminary studies indicate that use of the 3-17 mc band for rural coverage would go far toward solving the problem of providing full-time radio service to remote farm areas, it was reported. The Committee plans further study before making any reports or recommendations.

Soap Plans

LANMAN & KEMP-BARCLAY & Co., New York, is planning to promote Reuter's Soap and Murray & Lanman's Florida Water after Ivan lotion on a number of women's participation programs on stations throughout the South. Guilford Adv. Agency, New York, handles the account.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis, on July 24 starts sponsorship of one-minute transcribed spots, four times a week on WIRE Indianapolis and five times a week, starting July 31, on KWTO Springfield, Mo. Ten-month contract was placed by McCormick Erickson, Minneapolis.

Beau Brummell Expands

BEAU BRUMMELL TIES, Cincinnati, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Firm uses spot announcements and quarter-hour programs on KYW WMAQ WJZ and is planning further expansion in radio.

WEBR President Named To Succeed Jim Farley

PAUL E. FITZPATRICK, president of WEBR Inc., licensee of WEBR Buffalo, and part-owner of the station, last Tuesday was elected State chairman of New York, succeeding James A. Farley, who resigned three months after his re-election for a two-year term. Mr. Fitzpatrick, a New Dealer, was the unanimous choice of the Democratic State Committee.

P&G Drops Drama

PROCTER & GAMBLE Co., Cincinnati, which has signed Rudy Vallee for a musical variety program to start in the fall for Drene, on Sept. 2 will discontinue Abe's Irish Rose, which has been promoting that product on NBC, Saturdays at 5:30 p.m., for three years. Although no announcement has been made by H. W. Kastor & Son, Chicago, agency for Drene, the Rudy Vallee program will probably be heard in the 8 p.m. Saturday spot on NBC. Manhattan program, which has had a consistent 15 Hooperrating over a period of months, has been approached by four agencies by potential sponsors. H. W. Kastor & Sons has a 48-hour first refusal on the show.

KOBH, KINY Grant

KOBH Rapid City, S. D. last week was granted a construction permit by the FCC to change frequency from 1400 to 1380 kc and to increase power from 250 w to 5000 w. Authority also was granted to install new transmitter and a directional antenna for night use and for change of transmitter site. KINY Juneau, Alaska, was granted reinstatement of CP to increase from 1000 to 5000 w and install new transmitter.

Wadham's 16th Season

FOR THE SIXTEENTH consecutive year Wadham's Division of Socony-Vacuum Oil Co. will resume sponsorship this September on WTMJ Milwaukee of the fall schedule of the U. of Wisconsin and Green Bay Packers football games.
FOLLOWING commercial programs will be cancelled by the four major networks for simultaneous coverage of the Democratic Convention Wednesday and Thursday, 1-2 p.m. and 10-11 p.m. (EWT). Other network commercials also will be cancelled if necessary to provide full radio coverage:

**MUTUAL**

**WEDNESDAY** — Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); Lunchroom With Lopat, 1:15 p.m. (Van Camp).

**THURSDAY** — Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); American Woman’s Jury, 1:45 p.m. (Lewis Howe Co.); Henry Gladstone, 10 p.m. (General Cigar Co.); Tiny Ruffner, 10:15 p.m. (Lee Hat Co.).

**BLUE**

**WEDNESDAY** — H. R. Baggage, 1 p.m. (locally sponsored); Tony More, News, 1 p.m. (Pacific Coast only (Kellogg Co.); My True Story, 1:30 p.m., repeat (Libby McNeill & Libby); Aunt Jemima, 1:45 p.m., repeat (Quaker Oats Co.); Raymond Gram, Swing, 10 p.m. (Sunspray Vacuum Oil Co.); Ted Malone, 10:15 p.m. (Westinghouse Electric Co.); Scrantony Amsby, 10:30 p.m., repeat (Manhattan Soap Co.).

**THURSDAY** — 1-2 p.m. (same as Wednesday); Swing, 10 p.m. (Sunspray); Stop or Go, 10:15 p.m. (McKesson & Robbins).

**CBS**

**WEDNESDAY** — Life Can Be Beautiful, 1 p.m.; Ma Perkins, 1:15 p.m. (Commercial Co.); Bernardine Fournier, 1:30 p.m. (The Goldbergs, 1:45 p.m. (Procter & Gamble Co.); Great Moments in Music, 10 p.m. (Celanese Corp.); Report to the Nation, 10:10 p.m. (electric companies).

**THURSDAY** — 1-2 p.m. (same as Wednesday); The First Line, 10 p.m. (Wm. Wrigley Co.); Here’s to Romance, 10:30 p.m. (Bourjois Inc.).

**NBC**

**WEDNESDAY** — Antony Moro, 1:30 p.m., Pacific Coast only (Ben-Hur Productions); Art Baker, 1:45 p.m., Pacific Coast only (Los Angeles Soap Co.); College of Musical Knowledge, 10 p.m. (American Tobacco Co.).

**THURSDAY** — 1-2 p.m. (same as Wednesday), Harry Savor, 10 p.m. (R. J. Reynolds Tobacco Co.).

CAB Expands Service

**COOPERATIVE Analysis of Broadcasting**

this month will begin regular reporting on the makeup of the family radio audience, accumulating data on the number of men, women and children listening to radio programs in the 81 cities in which the CAB now conducts twice-monthly interviews. In announcing this expansion of its service, the CAB points out that this is the first step toward a “Teletaping” service which is planned for the postwar era. The CAB has formulated a program for surveying television program audiences.

Cresta Blanca Auditions

**CRESTA BLANCA WINE Co.,** division of Schenley Distillers Corp., New York, is auditioning several programs to go into the Tuesday 9-10 p.m. period on CBS, following completion a 13-week summer run for the Schenley Penicillin show The Doctor Fights, Aug. 29. Cresta Blanca agency is BBDO New York.

Trenner to Weintraub

HARRY TRENNER, since May 1942 account executive in the sales department of Mutual, on July 17 joins William H. Weintraub Co., New York, as business manager of the radio department, a new post. Before joining MBS, Mr. Trenner was commercial manager of WSNF Binghamton, N. Y.
WOODYARD RESIGNS;
WILLIAMS NAMED
RESIGNATION of Ronald B.
Woodyard as general manager of
WING Dayton, effective Jan. 1, and
appointment of J. P. Williams, of
the sales staff of WIZE Spring-
field, sister-sta-
tion, as his suc-
cessor, was an-
nounced last
week.
Mr. Woodyard, who is president
and owner of WINK (formerly
WAAC) Ft. Myers, Fla., said he
would maintain his home in Day-
ton and continue in the radio busi-
ness in that city. He also is execu-
tive vice-president of WIZE and
holds a minority interest in that
station.
President and principal owner of
WING and WIZE is Charles Saw-
yer, Cincinnati attorney and Dem-
ocratic National Committeeman.
Mr. Williams is his son-in-law.
Mr. Woodyard has pending an
application for a new station in
Utica, N. Y. Before joining WING
five years ago, he was with WHIZ
Zanesville, which was sold to Port
Industry Co.
MRS. RAYMOND CLAPPER, wife of
the Mutual commentator and
Script-Howard correspondent who
was killed in a plane crash in the
South Pacific, has edited a book con-
taining her husband's articles and dis-
patches, and a 30-page biography.
Publisher is Whittlesey House, New
York (Watching the World, $3).

Joins Law Firm
EDWIN CONRAD, former senior
attorney with the FCC Broadcast
Division, has joined the law firm
of Sanborn, Blake & Abeg, of Mad-
ison, Wis., as a partner, accord-
ing to an an-
nouncement last
week.
Mr. Conrad holds a radio tele-
phone first class operator's license
and had a year of radio engineering
at the U. of Wisconsin. He will spe-
cialize in the practice of radio law
in the North Central States as well
as in practice before the FCC.

Clyde Melville Appointed
By Texas Radio Group
CLYDE MELVILLE has been ap-
pointed manager of the Dallas of-
lice of Taylor-Howe-Snowden Ra-
dio Sales, and managing director
of the Lone Star Chain, ac-
cording to Alex Klee,
general manager of the firm.
Mr. Melville was territorial
representative for Pepsi-Cola Co.,
Long Island City, N. Y., for the
state of Florida, later serving
simultaneously as
manager of Dallas and Paris,
Texas bottling plants. In 1942 he
enlisted in the U. S. Army Air
Transport Com-
m 
mand and was
placed on reserve status in 1943.

Borden Eyes Wynn
BORDEN Co. Sales Division, New
York, may have two network pro-
grams on the air in the fall. A sec-
tioned network series starring Ed
Wynn in a half-hour variety show is
now being considered, in addi-
tion to Pannie Hurst program,
which started recently on the Blue
Saturday 10-10:30 a.m. Borden
also sponsors Louis Sobel on WOR
New York. Agency is Young &
Rubicam, New York.

Paley 1942 Income
Exceeds $185,800
Treasury Lists Radio Heads
In Higher Income Brackets
WILLIAM S. PALEY, president of
CBS on leave as radio chief of
psychological warfare with SHAEF
in London, received compensation
from CBS for the calendar year
ending Dec. 31, 1942, aggregating
$185,800, according to a compila-
tion of corporation compensation
made public July 17 by Secretary
of the Treasury Morgenthau.
The list, covering individuals re-
ceiving from corporations com-
ensation for personal services in ex-
cess of $75,000 for the calendar
year 1942 or the fiscal year ending
1943, was made public by the
Treasury in compliance with the
Revenue Act of 1939. It shows the
amounts paid to officers and em-
ployees by reporting corporations in
the form of salary, commission,
bonus or other compensation for
personal services.

Other High Income
Following are some of the com-
pensations identified with radio:
W. E. McFarlane, business man-
ger of the Chicago Tribune and
chairman of the executive commit-
tee of Mutual, $106,362; Edward
Petry, president of Edward Petry
& Co., station representatives,
$79,062.60, of which $68,750 was
salary; David Sarnoff, president of
RCA and chairman of the board of
NBC, now on leave as colonel in
the Army Signal Corps attached to
SHAEF on Gen. Eisenhower's staff,
$100,300, of which $100,000 was
salary.

Chester LaRoche Jr., former
Chairman of Young & Rubicam,
now chairman of the executive com-
mittee of Blue Network Co.,
$95,000.16; R. C. Cosgrove, vice-
president and general manager of
the manufacturing division, Cros-
ley Corp., $93,000, of which $60,000
was salary and the balance bonus.

The late John S. McCarrons, presi-
dent of the Forest City Publishing
Co., Cleveland Plain Dealer which
owns WHK WHC and WCLE,
$244,774.36, of which $60,000 was
salary.
**New Business**


**ANDREW JERGENS Co., Cincinnati** (tonics), on July 29 for 52 weeks starts mystery drama on 7 CBS Pacific stations, Thurs., 5-9:30 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

**PERALTA WINE Co., San Francisco** (Monte Cristo wine), on Aug. 8 for 13 weeks starts Count of Monte Cristo on 16 Don Lee California stations, Tues., 6-8:30 p.m. (PWT) with transcribed repeat on 10 Don Lee Oregon stations, Tues., 10-10:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

**KNOX Co., Hollywood** (Cystex), on July 14 for 16 weeks started What's the Name of That Song on 16 Don Lee Pacific stations, Fri., 8:30-9 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

**TABLE PRODUCTS Co., Oakland** (Nu-Ven paper napkins), on July 30 for 16 weeks starts Honeys Carmichael Show on 16 Don Lee California stations, Sunday, 11:30-12:30 a.m. (PWT).

**OWENS-ILLINOIS GLASS Co., Toledo** (Duragalas) on Sept. 7 starts Fred Waring and His Pennymen on 16 Blue stations, Thurs., 11-11:30 p.m. (repeat, 11:30-12 p.m.). Agency: J. Walter Thompson Co., N. Y.

**A. G. SPALDING & BROS., New York** (institutional), on July 29 for 16 weeks started Babe Ruth on about 120 NBC stations, Sat., 10-10:30 a.m. (PWT). Agency: Perry-Manly Co., N. Y.

**Renewal Accounts**

**SCHUTTER CANDY Co., Chicago** (Old Nick, Bit-O-Nutty candy bars), on July 22 for 52 weeks renewed Fitzsimmons Prance on 2 Don Lee California stations (KHJ KFJM) Mon., thru Fri. 4:00-6 p.m. (PWT). Agency: McElroy Adv., Los Angeles.

**FITZSIMMONS STORES, Los Angeles** (chain grocers), on July 10 for 18 weeks renewed Fitzsimmons Prance on 2 Don Lee California stations (KHJ KFJM) Mon., thru Fri. on NBC Road of Life (Dus) 11-11:15 a.m. on 130 stations; Vie and Sadie (Ivory Flakes, adding White Laundry Soap) Dash, 11:15-11:30 a.m., adding 7 stations for a total of 84 stations; Pepper Young's Family (Camay) on 79 stations, 2:30-3:45 p.m.; A Woman of America (Ivory Snow) on 130 stations, 5:15-5:30 p.m. on 3 stations; Marjorie (Oxidol) on 131 stations, 1:15-1:30 p.m. and Right to Happiness (Ivory) 1:35-2:45 p.m. Agencies: Benton & Bowles (White Laundry); Dancer, Fitzgerald & Sample (Oxidol, Drefil); Federal, Ryan & Lusk (Camay, Dash); Compton Adv. (Dus, Ivory Flakes, Crisco, Ivory Soap).

**Network Changes**

**ELECTRIC COMPANIES advertising program** (institutional), on July 14 permanently discontinues Report to the Nation on 132 CBS stations, Wed., 10:10-11 p.m. and starts musical show on 132 CBS stations Wed., 10:10-11 p.m. by having an advertising program for the Nation of the Nation and Your City and the manufacturing centers of rich Michigan.

**More advertisers all the time**

We're not advertising a course in ventriloquism.

We mean that by having an announcer on your radio program step to WENR you can throw the voice of your company and your product from Wisconsin to deep in Illinois—from the farms of Indiana to the manufacturing centers of rich Michigan.

That's economical voice-throwing—don't you think?
Democratic Plans Still Enigma

(Continued from page 8)

are the broadcast plans as announced last week, supplementing those in the July 10 BROADCASTING:

Blue Network

The Blue Network set aside afternoons and evenings totaling about two hours for special pre-Convention commentary programs July 15-18, and in addition to participating in the four-network broadcasts during the final week, feature Chicago pickups on about seven of its regular network newscasts, July 19-21.

Commentators were heard from Chicago in individual or in roundtable format Saturday, 7-7:15 p.m.; Sunday, 3:30-4 p.m.; Monday, 10:30-11:30 a.m. The schedule includes 11:15-11:30 a.m. Monday and Tuesday.

During the convention itself, the following will broadcast from Chicago during regularly scheduled Blue newscasts: William Hillman, Ray Henle, Walter Kiernan, H. R. Rauchappa, Henry J. Taylor. Time Views the News will include Chicago pickups July 19 and 20.

G. W. (Johnny) Johnstone, Blue director of news and special features, will supervise the network's activities, assignments, schedules, network chief engineer; Gene Rouse, central division news and special features manager; Frank Reish, WJMA-Blue special features manager in Washington. Ernest K. Linder, with the national manager of WJMA, has been retained as special commentator. Also to be heard will be Cloé Roberts, Blue reporter just back from the Southwest Pacific theatre. Leon Fleming and Patricia Doughtery will round out the Blue's commentator-reporter staff.

Columbia's Schedule

At the opening of the twice-daily broadcasts CBS special events reporter will take their handi-talkies and pack transmitters to the Stadium floor for brief interviews with Democratic delegates. The same CBS personnel which reported the Republican Convention June 29-30 will cover the Democratic convene.

Paul White, CBS director of news broadcasts, will be in charge of the coverage by Bill Slocum Jr., director of special events and Bob Wood, network's Washington news chief, Bob Trout, reporter and analyst, and John Daly, foreign correspondent, will be chief announcers.

Major events will be analyzed and described by Mr. Trout and Reporters Bill Henry, Daly, John Harrington and Tris Coffin. Assisting Mr. Slocum in special events will be Sherman Charch and Jack Burnett of WBBM Chicago. Helen Sioussat, CBS director of talks, will handle addresses by prominent Democrats. Henry Greyson, network opera- nuenger, is in charge of technical ar- rangements.

Hannegan on NBC

Robert E. Hannegan, Democratic National Committee chairman, will summarise each session at the close of network broadcasts for NBC, William F. Bankhead, network director of news and special events, announced. Daily from the GOP Convention Rep. Joseph Martin Jr., chairman of the Republican Convention, did a similar job for NBC.

A daily round-up, 6:15-6:30 p.m., beginning July 18 and featuring commen- tators Hannegan, newsmen and occasional guest experts in roundtable discussions also is planned. At the NBC microphone will be H. W. Kricketbom, Richard Harkness, Mary Margaret McBride, Morgan Bently and Ben Grauer. Mr. Brooks will have charge of all broadcasts.

Mutual Plans

Again Mutual plans a series of special Convention broadcasts, in addition to news summaries, which will follow a pattern similar to that of the Republican coverage. The WOR New York-Martha Demarest program will originate from Chicago, beginning Tues- day, July 19, at 12:05 p.m.

A staff of 40 newsmen, executives and engineers will cover for Mutual under the supervision ofolph Ol- finger, program director; Tom Slater, director of special features and sports; Frank P. Schreiber, general manager of WGN, and Dale O'Brien, WGN public relations manager.


Television Schedules

NBC's television coverage will fol- low much the same pattern as during the Republican Convention. KRO network cameramen will cover the Convention sessions, with the film flown down to New York for processing. Finished product, running about an hour for each day's sessions, will be televised on WNBT New York the following evening. KRO has prepared a program, "The Democratic Party on Parade," depicting the his- tory of the party as well as was done for he GOP in June. Wed- nesday's convention telecast also will be of Democracy delegates arriving in Chicago.

Imes on WCHI-WELO

Col. Birney Imes Sr., publisher of the Columbus (Miss.) Commercial Di- rector, has been named owner of WCHI Columbus and WELO Tupelo, Miss., and official delegate from Mississippi, will do a series of daily quarter-hour observations by transcription. James Arrington, publisher of the Collins (Miss.) Commer- cial, also will comment by transcription. Arriving before the Convention, Col. Imes and Mr. Arrington, widely-known humor- ist, will make records daily until the sessions close. Programs will be picked up by Mid-South Network facilities, Bob McHaney, manager of the Imes station.

Roundtables on WGR

Two roundtable discussions with Ohio delegates participating are being arranged by the Mutual network Cleveland as well as three direct newscasts daily by Ralph Wordsen, WGR news editor. Overseas covers also will be pro- vided by Mr. Wordsen and Bill Neal of the Washington News Bureau, which services the Richards-Fitspat- rick stations.

WOW News Service

Two men will cover the Convention for the right wing. Although no direct pickup other than those of NBC, WOW has planned. Mr. John J. Gil- lin Jr., president, Tom Ingoldob, WOW local news bureau manager, and either Mr. John Wren, secretary of Radio Station WOW Inc., or Soren Munkhof, manager of the station news department. They will write stories for use on all of the station's regular newscast.

Two Daily on WTCN

John Ford, news editor of WTCN Minneapolis-St. Paul, will air his reg- ular 7-7:45 a.m. and 1 a.m. newscasts from Chicago during the Convention. He will be assisted by Walter T. Ridder, Washington correspondent of the St. Paul Dispatch Pioneer Press. Mr. Ridder's syndicated newscast is sponsored by the Milk Foundation of Minnesota and the afternoon spot by Holsum Bread.

WRTREception

Ian Ross MacFarlane will originate four broadcasts daily for WITF Baltimore, Monday through Thursday, scheduled at 11:30 a.m. and 8:30 p.m. At 3:30 a.m., a half-hour direct pickup is scheduled. At 11:15 a.m. Mr. MacFarlane will do a 25-minute program on the day's events and interviewing Maryland delegates. He plans to tran- scribe interviews with Maryland dele- gates for supplemental broadcasts. WITF will cut in at any time with direct bulletins from Mr. MacFarlane should developments warrant.

Feature of the WITF special cov- erage will be a reception Tuesday night at station's suite in the Hotel Sheridan, father of Rep. John Imes, delegate and alternates. Tom Tinsley, WITF president, and Mrs. Tinsley will be hosts, assisted by Mr. and Mrs. MacFarlane. Station also will record all interviews and present records to the delegates.

Griffin for WIP

Alexander Griffin, WIP Phila- delphia commentator, will do a spe- cial daily broadcast at 10:30 a.m. emphasizing the Pennsylvania angle. His regular 6 a.m. spot, originating at WIP and taped at Mutual, will be heard from Chicago during the Conven- tion.

KGO to Record

A series of interviews with Iowa delegates will be transmitted by WIP.

SERVICE DIRECTORY

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District 1640

"GEARED TO AM-FM EXPANSION" Custom Built Broadcast and Laboratory Equipment
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1503 F St., N. W.
Washington, D. C.

Fritz Block Productions
Writer-Producer-Director
420 Madison Ave., New York 17, N. Y.

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BROADCASTING • Broadcast Advertising
Jergens in West

ANDREW JERGENS Co., Cincinnati, Ohio, will present on July 14 a weekly half hour comedy-mystery, "Hollywood Mysteries," on their CBS Pacific Transmissions (KNX KGW KARM KROY KGDM KIRO KFPP KOIN), Thursday, 9-9:30 p.m. (F.W.T.). Contract is for 32 weeks. Young and Gloria Blondell will be co-stars. Louis Dittes and Jerome Epstein are assigned writers. S. James Andrews, radio director of Lennen & Mitchell, New York agency, servicing account, will produce first two programs. Don Sharpe, radio director of Frank Vincent Agency, Hollywood, will then take over that assignment.

originates this noon and night newscasts daily from Chicago during the Convention. He also plans to do other special color broadcasts during the Democratic sessions. Mr. Adams, too, will assist on the CBS staff.

Alridge for KXOK

Malcolm Alridge, new appointed editor of KXOK St. Louis, StarTimes station, will do two broadcasts daily, 4:45 and 10:15 p.m. from Chicago. Lines have been installed in the Stevens Hotel and Stadium for direct pickups. Assisting Mr. Alridge will be the following station staff: correspondence staff of the St. Louis Robert Hollway of Jefferson City; Ernest Kirschten, editor of the editorial page; Truman Felt, Washington correspondent. Technical details will be in charge of Arthur Renzi, KXOK chief engineer. Station also plans to record interviews with delegates and political leaders from its listening area, including L. C. Thomas, manager.

Gleeson for KPRO

W. L. (Bill) Gleeson will be in the radio news gallery for KPRO Riverside, Cal., according to H. W. Wilson, managing editor. Plans call for daily wire reports, which will be spotted as published throughout the KPRO schedule. On his return to Riverside Mr. Gleeson will summarize the Democratic Convention in special newscasts. KPRO will depend on Blue coverage for direct pickups.

KFWG Augments Newscasts

Regularly scheduled newscasts of KFWG Kearney-Lincoln, Neb. (every hour on the hour) will be highlighted during the Convention by special overhead coverage from George Kline of Lincoln, who resided the station also at the GOP Convention. Mr. Kline's copy will emphasize his hometown and local angles not included in regular news wire services.

Two Daily on WCCO

Cedric Adams, WCCO Minneapolis-St. Paul commentator, will " EVERYBODY'S TALKING ABOUT LANG-WORTH!"

BLACKHAWK BREWING Co., Davenport, Ia., will add a series of broadcast to its schedule of spot announcements now being carried by WOC KURR KXEL KFIB WHBF KHRG, effective July 17. Contract is for 28 weeks. Agency is H. W. Kastor & Sons, Chicago.

William P. Adams, House James, Jay Justyn, Anne Seymour, Alex McKeen, Ben Grauer, George A. Putnam were elected members of the national board of AFTRA to fill vacancies among the New York local allotment for violations of the hall ballots, just announced.

"MAKE CONTRACT 52 WEEKS" says BARRON HOWARD-WRA

THE SHADOW

Available locally on transcription—see C. MICHelson 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

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Frequency Measuring Service EXACT MEASUREMENTS ANY HOUR—AND DAY

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Washington 4, D. C.

BUY WAR BONDS!

July 17, 1944 — Page 61
CIO Handbook Denounces NAB Code, Urges Protests to Fly on Denial of Time

A CHARGE that the NAB Code "contains many provisions which violate the most fundamental rights of free speech and in practice has become a dead letter except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air," is contained in a radio handbook soon to be issued by the CIO Political Action Committee.

Most of the volume is devoted to a straightforward explanation of how local unions can get radio time, the kind of programs they might plan and some pointers on the preparation of those programs. Appended are sample continuities for one-minute announcements and five-minute dramatic scripts and the Committee offers to send scripts on general labor topics on request from unions, plus adding the unions to send copies of scripts prepared and used locally to the Committee.

Denomination of the NAB Code follows an explanation that while

Press Women Awards

SIX NETWORK religious programs will receive certificates of approval "distinguished service in behalf of national morale in the midst of war," at the annual meeting of the National Federation of Press Women, New York, to be held at the Orrington Hotel, Evanston, Ill., July 29. Other radio awards will be conferred, according to Mrs. Joseph E. Goodbar, chairman of radio. Single out for their "inspirational influence" by the Federation were the following non-commercial religious programs: National Radio Pulpit, and The Catholic Hour, NBC; National Vesper Program, and United Jewish Layman's Committee, Blue; Tabernacle Choir of Salt Lake City, CBS, and the Feb. 20, 1944, broadcast of CBS' Church of the Air from Las Vegas, under the auspices of the Mother Church, First Church of Christ Scientist, Boston.

Republic on 150

REPUBLIC PICTURES Corp., New York, will promote "Atlantic City," soon to be released, on more than 150 stations, using a series of five-minute records featuring Paul Whiteman and six one-minute spot announcements, in various communities as the film makes its local premiere. Republic promoted "Yellow Rose of Texas," released two weeks ago, through one-minute transcribed spots on about 50 stations. Agency is Donahue & Coe, New York.

Mirra Expanding

MIRA CHEMICAL Labs., Columbus, has appointed First United Broadcasters, Chicago, to handle its radio advertising. Agency plans expansion of Mirra participation on women's cooperative programs campaign. Now using WCAB WJAR WBEN WMBD. Schedule will be announced at a later date.

Walker Heads New Net

H. G. WALKER, Canadian Broadcasting Corp. representative for the Prairie Region, Winnipeg, is re-turning to Toronto, where he was formerly manager of CBL and the former CBW, now CGB, to take charge of the new CBC Dominion

Mr. Walker  Mr. Finlay

network of which CBW is key station. Replacing him is CBC regional representative at Winnipeg, James Finlay, manager of CBL since December 1943, and prior to that senior producer at CBC studios, Toronto. Walker has been regional representative at Winni-peg for a year-and-a-half, and before joining the CBC was with its predecessor the Canadian Radio Broadcasting Commission and former CKGW Toronto.

Sanford H. Lane

SANFORD H. LANE, 62, vice-president and account executive of Gotham Adv., New York, died July 10 at his home in Darien, Conn. He had been with Gotham since 1934. Surviving are his wife, a son, a daughter and three sisters.
Turnbull Heads GOP Radio

(Continued from page 9)

Dewey's two gubernatorial radio campaigns and who served on his staff before the Convention, is on leave as chairman of planning of the Duane Jones Co., New York. [Broadcasting, July 3]. In accepting the post of radio director, he paid high tribute to Mr. Church for the splendid job done by the pre-Convention radio chief and made it plain that he would accept the post only on condition that Mr. Church share the responsibilities. In that regard Mr. Church declared it a privilege to serve with Mr. Turnbull.

Mr. Turnbull will devote much of his time to Gov. Dewey's personal activities, while Mr. Church will coordinate the overall radio campaign. Regional directors will be attached to Republican headquarters in Washington, Chicago, and the West Coast, as well as to the staff of Gov. John W. Bricker of Ohio, Republican Vice-Presidential nominee.

Carr Is Mentioned

Although regional appointments probably won't be announced until sometime this week, the name of Eugene Carr, assistant to G. A. (Dick) Richards, president of the Richards-Fitzpatrick stations (WGAR WJR KMPC), has been mentioned as the likely man to head up the regional directors, with headquarters in Washington. Mr. Carr returned to the Richards-Fitzpatrick stations Oct. 1, 1943, to become assistant to the president after 16 months as assistant to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting. [Broadcasting, Aug. 30, 1943].

The Republican radio campaign will be mapped to make the most effective use of radio with the least possible disturbance to normal schedules of networks and stations, according to Mr. Turnbull.

Schedule Problems

"We appreciate the problems of broadcasters," he said, "and while some of the broadcasts of Gov. Dewey and Gov. Bricker will necessarily come during the middle evening hours which are most popular with commercial sponsors, we shall try to arrange our schedules so that no network, no station, no sponsor shall be asked to clear commercially occupied time for consecutive broadcasts.

"In our spot schedule we shall attempt to buy time not already sold to advertisers, as far as is compatible with our goal of having our candidates for President and Vice-President heard by every man, woman and child in the country." Broadcasters will receive the same consideration from Gov. Dewey, Mr. Turnbull said, adding that they need have no fears that he will run past his scheduled time. His radio talks will be timed.

The headquarters radio staff in New York will include a publicity man, to keep the papers advised of speakers dates and times of the Republican broadcasts, and a newswriter who will supply campaign material both to political writers on newspapers and to newscasters and commentators. "We plan to give radio newsmen the same type of material that has always been supplied to newspapers," Mr. Turnbull explained, "not to attempt to influence them, but to give them the facts for whatever use they may have occasion to make of them."

To guide the local Republican committees state, county and city—in the use of radio time, the national radio office is preparing a handbook explaining what information broadcasters will expect. Starting with such fundamentals as the fact that a 16-minute broadcast does not actually run for 15 minutes' speaking time, but has to allow time for station identification, and describing the use of transcriptions, announcements and various types of programs, the book will remove some of the broadcasters' headaches, the committee hopes.
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**JULY 8 TO JULY 14 INCLUSIVE**

**Decisions**

**JULY 10**

WSAY Rochester, N. Y.—Granted mod.
CP authorizing change frequency, increase
power, etc. 30 day extension completion
date from 7-1-44.

WSPR Springfield, Mass.—Granted li-
cense to cover CP authorizing increase
power D to 1 kw changes in equip-
 ment.

Birmingham News Co., Birmingham, Ala.—
Denied in pending file application for
new FM station.

Blue Network Co., Los Angeles—Same.

Cleveland Radio Broadcasting Co., Colum-
bus, Ohio—Same.

Carnegie University, Pitts., N. Y.—Same.

Florida Broadcasting Co., Jacksonville.

FM—Same.

Owensboro Broadcasting Co., Owensboro,
K. S.—Same.

St. Louis Broadcasting Corp., St.
Louis—Same.

Broadcasting Corp., White Plains, N. Y.—Placed
in pending file application for
new commercial television sta-
tion.

**JULY 11**

KOBH Rapid City, S. D.—Granted CP change
1600 kc to 1800 kc increase 5 kw w to 5 kw, install new transmitter and
DA-N and change transmitter site.

WLHH Lawrence, Mass.—Granted CP increase
2 kw, power of synchronous amplifiers
from 100 kw to 250 kw, make changes in
transmitting equipment.

REM4 Shreveport, La.—Granted assignment
of license from Radio Station KRMD Inc.
To R. T. Landon, M. T. B. Lan-
ford, R. M. Dean and Mrs. R. M. Dean d/b
Kas-Rob Station.

KINY Juneau, Alaska—Granted reinsta-
tement of CP as modified, authorizing
installation of 1 kw to 6 kw new trans-
mitter and changes in equipment.

WFLB, Pittsburgh—Same.

KWCY, Waco, Texas—Same.

**JULY 12**

Beauch H. Jester, et al, Waco, Tex.—
Granted request for authority to take
deposition in re application for new station,
which has been designated for consolidated
hearing with applications of KDNT, WACO, and
WACO.

Washinaw Broadcasting Co., Ann Ar-
bor, Mich.—Granted motion for order to
take deposition in re application for new station,
scheduled for consolidated hearing
with application of James F. Hopkins
Inc.

Dr. Homer J. Meridian, Miss.—Grant-
ed petition for order to take deposition in
re application for new station.

**JULY 13**

KROI San Antonio, Tex.—Granted CP
application for CP change 1450 kc to 600 kc,
increase 5 kw w to 5 kw D 10 kw N, in-
 stall new transmitter, DA-N, and change
transmitter location; granted permission to
approve of antenna by Commission’s chief
engineer, effective Jan. 9, 1945.

KTHT Houston, Tex.—Granted authority
to begin program tests.

**Applications**

**JULY 11**

Atlantic Shore Broadcasting, Coral Gables, Fla.—CP new standard station,
1450 kc, 50 kw unlimited (repeatered).

WDAR Tampa, Fla.—CP new FM sta-
tion, 880 kc, 40 kw.

KVOX Moorhead, Minn.—Reinquiry of
cell authority by David C. Shepard through
Morrow and 60 kw common stock. R. G. H.
Wolter, M. M. Mangert, and R. S. Feihler
were four of the eight from Board.

WJLL Milwaukee—CP change 45,000 kc
to 45,000 kc, coverage from 8,500 kc,
mi. to 10,000 kc, mi. changes in antenna.

KALE Portland, Ore.—Transfer of con-
trol to Mrs. W. W. Morrey and Mrs. J. E.
Hunt to Journal Publishing Co.

WCSB Columbus, Ga.—Grant to cover CP
authorizing move of transmitter and
studio and installation of new antenna.

WLVO West Point, Ga.—Mod. CP au-

**Tentative Calendar**

**JULY 12**

WSSP Milwaukee, Wis.—Same.

KQW San Jose, Cal.—License to cover
CP authorizing increase of station.

KXED, Naples, Fla.—Same.

KQPO Richmond, Va.—Grant to cover
CP authorizing move of transmitter and
studio.

WNRW Round Bend, N. J.—Same.

KQSM San Antonio, Tex.—Same.

KREA Fort Smith, Ark.—Same.

KQFB Milwaukee, Wis.—Same.

KWRH Richmond Hill, N. Y.—Same.

KQTY Richwood, Ind.—Same.

KQIB San Diego, Calif.—Same.

KQX Phoenix, Ariz.—Same.

KQZ El Paso, Tex.—Same.

KQZQ Austin, Tex.—Same.

KQXK Oklahoma City, Okla.—Same.

KQXV Corpus Christi, Tex.—Same.

KQXZ New Orleans, La.—Same.

KQXZK Austin, Tex.—Same.

KQXZL San Antonio, Tex.—Same.

KQXL El Paso, Tex.—Same.

KQXO Houston, Tex.—Same.

KQXU Shreveport, La.—Same.

KQXW Waco, Texas.—Same.

KQXZL San Antonio, Tex.—Same.

KQXZK Austin, Tex.—Same.

KQXZL San Antonio, Tex.—Same.

KQXZK Austin, Tex.—Same.

KQXZL San Antonio, Tex.—Same.

KQXZK Austin, Tex.—Same.

KQXZL San Antonio, Tex.—Same.
Help Wanted
Washington Engineering Firm needs draftsmen. Must be good. State starting salary desired and classification. Box 209, BROADCASTING.

Transmitter engineer, licensed, deferred. Permanent. Minnesota, low pressure conditions, Midwest S. KW network affiliation. Give present employment and salary expected of first letter. All replies confidential. Box 383, BROADCASTING.

BROADCASTING
Help Wanted (Cont’d)

Washington—Experienced studio operator needed for Northern Ohio station with first class license. Previous broadcasting experience preferred. Send photo and full details to Box 430, BROADCASTING.

Situation Wanted
Man capable of managing 250 watt and working as chief engineer. Ten years successful experience in operating all phases of 100,000 watt station. With good commercial, pet and educational affiliations. Continuous Galaxy at Midwest station wishes continuity or commercial work. Box 444, BROADCASTING.

Commentator, news analyst, straight news reporting. Draft exempt and forty-three. Former SF radio and TV Announcer. Worked all Coast, former college and university pro. Likes to work in Midwest. Tons of talent, thrives on challenge. Five languages, married and conservatively inclined. Available in thirty days. Box 452, BROADCASTING.

Station or sales manager immediately available for drafting work. Excellent experience, record and references. Box 454, BROADCASTING.

Assistant manager—2 years experience, in New York City, also news editing and scripts for serious music shows. College graduate. $100 or $150, Box 447, BROADCASTING.

Wanted—First class License operator—announcer. $60 weekly. Write Box 448, BROADCASTING.

Assistant chief engineer—able, capable first class. Experienced in transmitter, control and production work. Excellent operating knowledge. Local and regional network operation. State all in first reply, WLAY, Grand Rapids, Michigan.

Assistant station director and announcer. Good complete details in application. KPAC, Port Arthur, Texas.

Operator-Announcer wanted. Must have first class radio license. Experience with new and salary required first letter. Radio Station KBTX, Bealeton, Virginia.

Wanted—First or second class engineer, 200 watt NBC affiliate. Permanent position at right wages. WJAC, Johnstown, Pennsylvania.

Announcer—All-round man, news, record engine. Station small in power; big in audience potential. Single man preferred—housing situation badly needed. Send audition disc to Program Director, WBIK, Knoxville, Tennessee.

Wanted—2 experienced announcers. No boomtown, those with anywhere from $400 to $600 for 40 hours. Talent fees immediately. WEDR, Rutland, Vt.

A hard working gal who knows a thing or two about commercial copy, who can write an idea that will sell, a script to interest bottom or to make a gal laugh, your of Alcoa’s oldest script agencies has a place for you. Say who you are, what you have, a photo and a brief biography. Write to M. R. Miller, Writers Laboratory Right, Swan, Lancaster, Pa.

One announce and one operator wanted by WDRC. Apply at once WDRC, Hartford 4, Conn.

Program director wanted by CBS affiliate in Midwest. Have immediate opening for an experienced, non-profit-free man. Must be a real showman, can coach announcers, develop and produce idea programs, and work closely with the department. Prefer man capable of doing some public service work. Will send more detailed letter upon receipt of $5. Box 455, BROADCASTING.

General Manager for new 250 watt station operating in Northern Ohio. Give experience, draft station, salary required, snapped in first letter. Box 478, BROADCASTING.

Situation Wanted (Cont’d)

Can you put to active use my five years experience in promoting, traffic, promotion, publicity, continuity? Plus journalism degree. Prefer west coast, big networks—coast to coast, or coast to coast to coast. I have collector’s desire to get ahead! Girl, 26, now located at 8657 S. 3rd. Local network regional. Box 471, BROADCASTING.

Radio Engineer and technician available. CBS, NBC, ABC, Top 50 stations. 3rd or 4th tel. Age 30, BC, wide experience in operating electronic equipment. Will work at present North Central U. S. Will consider broadcast radio. Box 472, BROADCASTING.

Announcer—Three years experience. Desires permanent position with progressive company, preferably in Midwest. Immediately, give full details. Box 473, BROADCASTING.

Wanted to buy—wanted to buy 350 or 500 watt station. Will pay $1200 even for complete operation. Give full particulars. Box 463, BROADCASTING.

Wanted to buy—Two water jetties complete with mounting insulators for 220 C. & C. station. Will pay high. Box 464, BROADCASTING.

Wanted to buy—An insulated tower 500 to 600 feet high; or 300 watt; or 60,000 feet bare copper wire suitable for ground system. F. O. Box 468, Chariton, Iowa.

For Sale
For sale—450 watt transmitter with tuning and crystals. Approximately 100 hours service. Good investment. Box 469, BROADCASTING.

For sale—Transmitter suitable for 500 or 250 watt broadcast use. Will meet FCC requirements with minimum modifications. Well built, rugged construction. Box 468, BROADCASTING.

For sale—One charging interest in Midwest due to help. 250 watt local. Box 465, BROADCASTING.

Miscellaneous
Will swap: General Radio Type 656A, General Electric Type 1006, Becton 3131 or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

How would you like an ideal audience participation show? Ask J. P. O'Keeffe—PATRONING! A SONG TO SELL. NO OBLIGATION FOR DETAILS. WRITE BERT LONGFELLOW, 421 COCHRAN AVE. LOS ANGELES 24, CAL.

For sale or swap by Radio Station WMFF, Plattsburg, N. Y.—1 1DE Presto porto with 1/8 watt midget mic, runs 4000 magnetic microphones with four stands (desk type) and twenty five ft. of cable etc. RCA, RCA portable tubes (complete with tubes), 4 Deluxe Audax pickups and tools and accessories.

ANNOUNCER WANTED
CBS - 5 KW - YOUNGSTOWN, O.
Seasoned, experienced, capable man for news, newscast, promotion. Requires a not too prominent personality but a presentable look and feel. $4,000 yearly, plus small fee until established. Age 41, Dependable, Excellent references. Box 464, BROADCASTING.

Chief engineer's position desired: 10 years experience. Permanent only—contingent compensation. Good salary, $5000, OBSERVING.

Experienced station manager, managing ten year record, reference, seeks new operation. Must live in atmosphere, permanent. Am prepared and desire investment privileges. Full details upon query. Box 495, BROADCASTING.

Melvin Drake to KFOR; Powell to Head KGGF

APPOINTMENT of Melvin Drake, manager of KGGF Coffeyville, Kan., as manager of KFOR Lincoln, Neb., was announced last week by Gordon Gray, general manager of KIOI and KFAB. The change becomes effective Aug. 1. Bert Powell, chief of the Midwest continuity department of KGGF, will succeed Mr. Drake in Coffeyville, according to J. H. Powell, president.

Mr. Drake started in radio in 1928 with KGGF, and except for a year with KTUL Tulsa, has had no other stations. Mr. Powell has been with KGGF nine years, as manager of the program and continuity departments.

Block Resting

BLOCK DRUG Co., Jersey City, on July 15 discontinued for the summer its entire spot advertising schedule on about 80 stations, with plans to resume in the fall. Firm, which deviated from its customary practice of radio last year as an experiment, decided to revert to the usual lay-off this season. Account is handled by J. Walter Thompson Co., Redfield-Johnstone and Cecil & Presby, all of New York.

O’Brien to MBS

JIM O’BRYON, acting director of radio publicity of Young & Rubicam, New York, will leave that post the first of the week to join MBS July 24 as director of public relations and publicity. He succeeds Lester Gottlieb, who became manager of Young & Rubicam (BROADCASTING, July 3).

PROMOTION MAN WANTED

A man familiar with both station promotion and merchandising is sought by the promotion manager of KIOI, Omaha and KFOR, Lincoln. An idea man must be afraid of work, capable of running his own department, and who wants this job. Send complete details regarding experience, picture, references, salary requirements to Gordon Gray, KIOI, Omaha National Bank Bldg., Omaha, Neb.
Gamble Lauds 5th Loan Effort; WFD Initiates Expanded Policy

Industry Committee to Be Named, Stress Placed On Closer Cooperation With Broadcasters

"THE FIFTH was the biggest Loan so far, and the radio industry has done a bigger job than ever before" Tem Gamble, national director of the Treasury War Finance Division, said last week in praise of the broadcaster's role in the campaign. He continued: "I want every person connected with the industry to know of all of us in the War Finance Division appreciate this help. Without it, I know the Fifth would not have been the success it is. Not only has the greatest goal ever set been reached, but I am confident that, when all the reports are in, this goal will be oversubscribed more than any previous one."

$20 Billion Seen

Treasury statistics, compiled from Federal Reserve reports of July 11, showed that Bond sales stood at $18,811,000,000. Sales to individuals, partnerships and persons trading as individuals, were $4,702,000,000, yet shy of the $6,000,000,000 quota. With sales from the first of June to the last of July to be counted, all quotas not yet met according to figures are expected to be met and topped, with the inclusive total possibly to surpass the $20,000,000,000 mark.

Looking ahead to problems yet to be faced, Mr. Gamble added, "But I want to warn you all of one thing. As the end of the war gets closer, our job gets tougher. And that means we'll need more and more cooperation from the radio industry, as well as everyone else. I look upon the radio job not as an individual, Government, or industry job, but a key effort of everyone concerned. For that reason our radio section is already planning expanded operations for the Sixth War Loan, which will come this fall."

The latter reference is made regarding plans now underway by Robert J. Smith, new chief of the radio section who came to WFD following extensive broadcasting experience with WOR and Mutual, to bring about even closer relationships between the industry and Treasury.

Proposed is the establishment of an Industry Relations Committee, to be composed of prominent executives from the networks and NAB who will advise on general policy and assist on specific assignments. Details for the committee and other planning are now under discussion with Al Stone, Treasury radio consultant, vice-president of D'Arcy Advertising and consultant for OWI and War Ad Council. Appointments made to the committee will be announced later.

In line with the expanded policy, George Allen, secretary-manager of the Cooperative Analysis of Broadcasting, already has been named as Mr. Smith's assistant in charge of radio research and will be retained as a dollar-a-year man.

According to Mr. Smith, a greater reliance on agencies and broadcasters will make it possible to reduce the WFD paid production staff in New York. The radio section will maintain a New York office only to service agencies and networks and to handle routine relations. The Washington radio section will include an information service, music production unit, special features division, exploitation department, budget and traffic management office and a production unit. Heads of these units will be named later along with planning and organization developments.

Report Not Confirmed

Report early last week that the Treasury was contemplating a "Victory Loan Drive" when the war is won and that such might be the first in a series of peace-time Government fiscal operations to stimulate continued public participation in Federal financing, was not confirmed by official sources, although it was pointed out that war expenses would not end with the Armistice and that such a program "might be a solution to the problem". It was made certain, however, that the Government will be ready and able to redeem all of the War Bonds which have been sold and will be sold. Emphasis was placed on this point to correct impressions that Bonds may be frozen in peace-time to stem any premature rush to redeem them.

The cast of "Sunday in Happy Valley", mountain folk-lore program heard Sunday evenings over WCED DuBois, Pa., sold $80,000 during a half-hour broadcast presented as part of local Fifth Loan activities on July 5. Program is presented regularly on WCED by the Nelson Fur Co., DuBois. Hour show prepared by Lt. L. A. Breault of the Eighth Service Command and presented over WFAA Dallas, Tex., for the Fifth Loan told the story behind the Purple Heart military decoration and was titled The Beat of the Purple Heart. Program was read at the last minute to include salute to Dallas county for topping its $74,850,000 quota. Stories were featured of veterans convalescing at McCloskey General Hospital who had been decorated with the award.

Plough Buys $5,000,000

William B. Dolph, WOL Washington general manager and chairman of the Washington (D. C.) Radio Committee of the District's War Finance Division, announced last week that the employees of the WOR station, who were comprising the committee had surpassed their $30,400 quota by more than 400%, purchasing $135,703 worth of extra Bonds. In addition WRC, NBC Washington key, purchased $100,000 in Bonds, it is reported.

Bond purchase of $5,000,000 by Plough Inc., manufacturer of St. Joseph aspirin and other products and a large user of radio time, brought purchases to date by that company of Treasury certificates to a total of $17,200,000 for all five Loans.

Recording of a "$50,000 Breakfast" sponsored by the Lions Club of Gulfport, Miss., and featuring entertainment of the Breakfast at Sardi's variety, was presented by WGCN Gulfport, and broadcast by the station later in the day. Breakfast topped its $50,000 goal. The July 4 Funny Money program sponsored by Kay Jewelry Co. over WSPD Toledo, O., featured War Bond plugs in five different languages with appropriate musical background.

KXOK St. Louis reports in a summary of its Fifth Loan activities which were devoted exclusively to sale of Bonds, promotion including 196 spot announcements, a one hour and 48 min. program, three one-hour shows, eight half-hour broadcasts and 14 quarter-hour programs.

Motion picture industry used radio July 5 to thank the broadcasting industry for its cooperation in the Loan campaign to stimulate public interest in the "3-M Bill Movie Day," (July 6) when thousands of theatres admitted patrons in return for the purchase of War Bonds. Participating in a special broadcast over WNEA Chicago, J. R. O'Donnell, vice-president and general manager of Interstate Theaters of Texas, and national chairman of the Loan Campaign, War Activities Committee, MPI, made a point of thanking radio for telling their listeners about the event. Five-network spot announcements were released over the day, and in addition the four major broadcast special announcements at the request of the Treasury War Finance Division. MPI also distributed it over 600 radio stations material for spot announcements to be broadcast July 6.

A total of $14,177,292 in "E" Bond sales for Nevada and Edwards and his "Truth or Consequences" troupe in a five week broadcast Bond tour that ended with a final broadcast over Raleigh, N. C. on July 1. Five-city six-day non-broadcast tour just completed sold an additional $5,164,740 in Bonds to raise a total of $19,342,022 to date, nearly four times the quota set for the troupe. Program is regularly heard on NBC for Procter & Gamble Co., Cincinnati.

Ceremonies of the launching of a Navy LST Craft, bond rally sponsored through Bond purchases, was covered by the mobile unit of WHB Kansas City as a special Fifth Loan Drive for this station. The WHB "Magic Carpet" was aboard the craft during the launching and cruise on the Missouri for Bond purchasers. Bob DeHaven, program director, rumbleeton WHB, acted as emc. at more than 100 Bond rallies during the past several months. Two-hour rally June 29 at the John W. Thomas & Co. Store, Minneapolis, drew more than 300,000 in Bonds. The WTCN Bondwagon also has conducted regular cruises of the Twin Cities area.
Save for the whimsy of its name,
No one would ever notice Rabbithash.
Even the placid Ohio,
Flowing endlessly down its valley,
Spares but a sidelong glance as it passes...
So many similar places has it seen
Along its banks.

The general store;
Its bench of boxes with a plank across;
The unshod youth beside his ancient car;
The leisurely villagers,
Lolling in the heat of day,
Suggest, not merely Rabbithash in 1944,
But any one of thousands of such towns,
On any summer day
Of any year within a generation.

Only the rusting petrol pump, unused since rationing,
And the starred flag in the window,
Speak of today.
Only the topics of debate
Around the forum of the general store—
Cherbourg, Saipan; the hateful rocket bomb;
Or Dewey's presidential chances—
Remind that this is 1944.

Yes... Rabbithash is just another place
Without importance in a big and busy world...
Except to those whose world begins and ends
right here,
And to us.

WLW
The Nation's Most Merchandise-able Station
DIVISION OF THE Crosley CORPORATION
BACTERIOLOGISTS are able to watch the attack as penicillin comes in contact with clusters of disease-causing bacteria... Looking through the RCA electron microscope they see how the infectious germs vanish as the new wonder drug destroys them.

New RCA electron microscopes—including a desk-size model with the same power of magnification as the standard instrument—bring this super-eye within reach of schools, hospitals, and laboratories at the same time extending its use in science and industry.

The electron microscope, acclaimed as one of the most important scientific tools of the Twentieth Century, makes possible magnifications of 100,000 diameters—50 to 100 times more powerful than the strongest optical microscope. Electronically it promises to make the peacetime world a happier, healthier place in which to live.