the uniquely successful programming of one of America’s great stations is built around a four-point formula that every advertiser, agencyman and broadcaster should know.

please turn to pages 26-27
ONE HUNDRED YEARS

OF ENGINEERING

Five Operators with WLS Since 1924!

Even engineers at WLS are well known to the radio audience, for in the early days of radio, it was commonplace for operators to participate in programs. Five WLS engineers have been with the station since the "early days" — since 1924, when the station first began broadcasting. Chief Engineer Tommy Rowe, Homer Courchene, Charley Nehlsen, Burr Whyland, Bill Anderson — all five of the men pictured here came to WLS in 1924; some of them helped build our first transmitter!

In the past 20 years they, as well as the veteran entertainers, announcers and executives of WLS, have learned to know the Midwest America radio audience, have developed a mutual friendship with WLS listeners. Such friendly listeners are naturally loyal to the station... loyal and responsive. That's why WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

REPRESENTED BY
John Blair & Company

CHICAGO 7

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
TRY THIS
"right combination"
FOR UNLOCKING THE
Philadelphia Market

The Station that Sells

WPEN
PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
One flew East...

H. R. Ekins of WSYR
accredited war correspondent
Now with General Eisenhower's Headquarters in Europe.

Vadéboncoeur of WSYR
accredited war correspondent
Just returned from General MacArthur's Headquarters in the Pacific.
One flew West...

BUT... both accredited war correspondents flew from WSYR, in Syracuse, New York to the Eastern and Western theatres of war operations.

Not only was the accreditation of the two correspondents from WSYR an accomplishment for the news personnel of WSYR, but the performance of the two journeys indicates an outstanding news policy for this aggressive, up-state New York radio station.

This news policy is in accordance with the Lewis Carroll observation attributed to the Walrus—"the time has come"—The time, WSYR feels, has come for individual radio stations in addition to the major networks, to do a special news-service for its listeners.

Thus, the management of WSYR in cooperation with the War Department, arranged these trips of Vadeboncoeur and Ekins, specifically for the listening audience of WSYR. To the people of Central New York, Vadeboncoeur brought the activities of General MacArthur's Headquarters, familiarizing his audience with his own colorful, inimitable version of this vital war front. So popular were his dispatches that requests for more than 20,000 copies have been received to date.

Now, H. R. Ekins, famous war correspondent and WSYR news commentator, is sending his daily dispatches from the Normandy front to a large and ever-growing WSYR audience.

As a result of such a news policy... it is to WSYR, the voice of Central New York, that thousands of listeners dial for the best in news services.

On D-Day, in a city served with four radio stations and two newspapers, a recall survey conducted by the impartial Syracuse Statistics Bureau showed that 32% of the people interviewed got their original news of the Invasion on WSYR.

A further coincidental listening survey indicated that with Vadeboncoeur and Ekins handling a special news forum at regular forty-five minute intervals, in addition to the fine NBC news coverage, 40% of the people interviewed were currently getting all of their war news on WSYR.

WSYR

5000 Kilowatts
SYRACUSE, N. Y.
BASIC NBC
"the station with the stars"

REPRESENTED BY RAYMER
Omaha has its Modern Drug Stores

Omahans Believe in Good Health and Good Appearance

You can find everything from vitamins to nail polish in Omaha's well-stocked, up-to-date drugstores. In fact the average Omaha family invests more than $125 per year in good grooming and health, creating a retail drug business of nearly $9,000,000 per year.

This concern over good health and smart appearance demonstrates Omaha's general prosperity and its possibilities as a rich market. Get your share of this active market directly, daily, through KOIL at low cost.

A PROSPEROUS MARKET

In 1943 Omaha's effective buying income per capita was $1,907. This figure is among the highest in the nation.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS... 1290 Kilocycles

KOIL Columbia, of course The Radio Buy of OMAHA

Hot Springs has its Health Resorts

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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TAISOFF

Editor and Publisher

Maury Long, Advertising Manager
J. Frank Beatty, Managing Editor
J. N. (Bill) Bailey, Associate Editor
K. B. Breslau, Ad. Production Mgr.
Henry Liebschutz, Art Director

NEW YORK BUREAU

270 Park Ave., Telephone—Plaza 5-2525
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU

300 N. Michigan Avenue Telephone—Central 4115

HOLLYWOOD BUREAU

1599 N. Vine St., Telephone—Glendale 7683
David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg.
Los Angeles, Pershing Square Bldg.

CANADA

417 Harbour Commission Bldg., Toronto. Elkin 0775. James Montagnes

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WASHINGTON'S ONLY 24 HOUR STATION

SPOT SALES, INC. NAT'L REPS. NEW YORK, CHICAGO, SAN FRANCISCO, HOLLYWOOD

WASHINGTON, D.C.

BOASTS GREATEST GAIN IN THE U.S.

1,250,000 people now in the primary area with a buying income of over a billion and a half dollars.

REACH THEM ON...
When you think of America's 4th Largest Market you must think of WAAT.

Because between 8 A.M. and 6 P.M. WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station — including all 50,000 watters! See latest surveys! Check availabilities! National Representatives, Spot Sales, Inc.
You can judge a station
The method is fool-proof.

Take the case of Thom McAn Shoes.

In shoe business, Thom McAn is tops (as WABC is in radio business). More people buy their shoes from Thom McAn than from any other retail shoe chain in all America.

In radio, you couldn’t ask for a better sponsor than Thom McAn. This company has sponsored WABC’s 7:45 AM News for nearly six years. Never a week missed in the 294 weeks since its first broadcast.

At least three fundamental reasons why Thom McAn and WABC have found it profitable to “go steady” for so long:

1. Thom McAn’s agency, Neff-Rogow, Inc., likes WABC for its results. Neff-Rogow has bought time for more of its clients on WABC than on any other station in the country.

2. Consistently, year after year, WABC’s early-morning programs have led all New York competition in listener popularity.

3. The influence of the 7:45 AM News has been measured by both agency and advertiser at the point where it counts most—the point of sale or on the hoof. Thom McAn’s cash registers show in big black finite totals that WABC gets exceptional results.

What’s happened with Thom McAn has been duplicated over and over with other WABC sponsors. If you’re the practical type who likes to gauge advertising results by cash in the till, trust your sales problem to WABC. We’ll try to turn it into another success story.

Says—"Spot broadcasting can often supplement and reinforce even a big network job"

Right you are, Mr. Nelson. We're glad you brought up that point because it seems to us that spot broadcasting has as great potential usefulness to network advertisers as to anybody else!

For instance, why isn't it a good idea for any big nighttime network advertiser to select his stronger markets, where his sales costs are low, and use spot broadcasting to make these markets even more productive? With spot broadcasting you can control to a large degree the success or failure of your markets. As a matter of fact, spot broadcasting is an obvious solution for markets where sales aren't up to par or where the network station involved isn't as hot as it might be.

It seems to us that every kind of radio usage has proved its economic value—and that the smart thing is for advertisers to use each kind for its own particular advantages.
Democratic Platform Ignores Air Freedom

Only Generalized Mention Made At Chicago

FERTIVE HOPE that the Democratic National Convention would strike a strong blow for freedom of radio, paralleling the action of the Republican Convention, went out the window with the adoption last Thursday night of the streamlined Democratic platform. There was nary a mention of radio.

Before the Resolutions Committee completed its deliberation there was some slight hope that a free radio plank would be included in the platform. The original "thumb-nail" platform endorsed by President Roosevelt made generalized mention of the "four freedoms" but no specific reference to radio or the need for legislation. The 1500-word platform as adopted following a bitter fight on the racial issue, while somewhat more detailed than that originally proposed, nevertheless avoided any mention of radio.

Deemed Repudiation

Efforts of the NAB and of a number of broadcasters to have radio included in the platform, offsetting the direct Republican thrust in favor of new legislation, evidently fell upon deaf ears. This was attributed to the view that a free radio plank espousing legislation would be viewed as a repudiation of the FCC's Democratic majority to spell out the Commission's powers. Such a repudiation, it was said, would have been embarrassing to President Roosevelt in his Fourth Term candidacy.

The view was freely expressed by radio men attending the Chicago sessions, that radio, as an entity, finds itself left with no alternative but to applaud the Republican platform and frown upon the Democratic. The Republican plank called for a revised law which would define "in clear and unmistakable language the role of the FCC."

Several Democratic spokesmen essayed to brush aside the radio complaint by asserting that platform pledges are meaningless anyway. They inferred that radio's troubles were man-made and could be cured by changes in FCC personnel.

In Chicago as well as in Washington the report was widely prevalent that FCC Chairman James Lawrence Fly shortly would resign to enter private radio practice. (BROADCASTING, July 14) are expected to report links him with Muzak Corp., which provides transcribed service to hotels, restaurants and other public places but which aspires eventually to establish a noncommercial radio service to homes on a subscription basis. Presumably this would be done by FM rather than wired radio.

President and owner of Muzak is William B. Benton, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placements. Mr. Benton, like Mr. Fly, is an extreme liberal. They have been close friends for years. These new reports linked Mr. Fly with the Muzak operation either as counsel or as an operating executive. Confirmation could not be procured from either principal. Mr. Fly has avoided all inquiries regarding his plans.

Because of the President's absence from Washington and the Congressional recess, occupied with his war activities investigating committee, which has won him national prominence, the Missouri has taken more than cursory interest of radio and participated in a number of the hearings last November and December on the White-Wheeler bill (S-814), to amend the Communications Act of 1934, Vice-President Wallace's re-nomination would have strengthened the position of the FCC majority. Mr. Wallace has been regarded as the titular head of the left-wingers—a group to which Mr. Fly and Clifford J. Durr, Alabama Democrat, are adherents. While serving on the Commission, it is regarded as a certainty that the left-wingers would press vigorously for Mr. Durr's elevation to the chairmanship. To that there would be opposition aplenty, both from conservative forces within the administration and from all private enterprise subject to FCC regulation.

Mr. Durr's close identification with the left-wing group was reflected in the announcement last week in

Radio in Front as Spot News Medium

Worldwide and National Events Provide New Role

By BILL BAILEY

PRECEDE NENTS in radio news reporting, established last week during the Democratic National Convention in Chicago, are expected to serve as guideposts for broadcasting's future role as the top spot news medium.

In the not far distant future important conferences of high-ranking official will be brought at first hand directly into the homes of American listeners, who heretofore have been given the news through radio newscasts and newspapers.

News Conference Aired

Considered by radio newsmen as the "ice-breaking" episode needed to encourage more "direct-to-the-people" coverage were several "firsts" in broadcasting at the Democratic Convention. Foremost of the foundation events in radio's news reporting career was the broadcast last Tuesday night by CBS of a news conference by Sen. Samuel Jackson (D-Ill.), the Convention's permanent chairman.

Word had gone out to wire services and the press that Sen. Jackson would read, at a p.m. news conference, a letter President Roosevelt had written regarding his wishes about Vice-President Wallace as a running mate in the coming election. Networks as a whole were told prior to the conference that the news conference would not be aired because of their informality.

Paul White, CBS director of news broadcasts, had other ideas. CBS newsmen contacted Sen. Jackson and asked him to read the letter (at his news conference) over the microphone so the American people would get the information first-hand? Sen. Jackson, it is reported, not only had no objections but thought it a good idea.

CBS engineers dropped a line from the network's headquarters in the Stevens Hotel to the news conference room in the Committee publicity quarters. Engineers had to tie a 50-foot cable to the end of the line and toss it across a court.

Engineers and newsmen of other networks saw the line dropping but paid little heed. The line terminated in a microphone on a little black bag, line trailing from the other room, but still nobody paid much heed.

At the appointed moment the Senator opened his news conference, speaking to what appeared to be a roomful of reporters. Actually he addressed CBS listeners who

(Continued on page 69)
NAB Asks All Stations To List Available Air Time

IN A COURAGEOUS and unprecedented action, the OWI Domestic Radio Bureau last week notified radio stations that it will no longer call upon broadcasters to contribute to the Women's Army Corps recruiting as long as the War Dept. uses its WAC advertising appropriations exclusively in newspapers.

To all stations and networks for WAC recruiting, scheduled to begin Aug. 28, were tentatively cancelled in conformity with the OWI decision taken after the War Dept., according to OWI, decided to spend all of its fund for WAC recruiting during the next four months in 1,800 daily newspapers. Advertisements for WAC recruitment handled by Young & Rubicam, began to appear last week.

While having the appearance of fighting a losing battle for radio, OWI's position in the WAC recruiting matter, set forth in a memorandum received by stations from John D. Hymes, deputy chief of the OWI Bureau, was taken primarily to protect its relations with radio stations which have previously registered objections to giving time to campaigns which have previously paid advertising in other media.

As Broadcasting went to press late Friday, Mr. Hymes sent out a second memorandum to stations asserting that the War Dept. expects to consider proposals "including all media" for the initial phases of WAC recruiting advertising and that it will not release plans for the first four months of the fiscal year have not been completed. It was learned contracts have already been placed with magazines, newspapers, and billboards in addition to the current newspaper campaign. Mr. Hymes' memorandum follows:

In our memorandum of July 19 we said that the War Dept. has decided to spend their advertising appropriations for WAC recruiting for the year, but we failed to mention that plans for the four months of the fiscal year have not been completed. We are informed that while complete plans for the first period have not yet been determined, the War Dept. expects to decide what media to use.

Should the War Dept. decide to buy radio time, we shall notify you. In the meantime, the Domestic Radio Bureau will offer to the network of not-for-profit stations the opportunity of receiving daily material for the WAC campaign, which is receiving paid support in other media.

Earlier, George P. Lundin, chief of OWI's Legal Division, stated that the OWI officials have written to the War Dept. requesting that the WAC appropriation act for the fiscal year be amended to provide for the OWI to spend all of its money for advertising in the media for the initial phases of WAC recruiting advertising. The War Dept. was informed that the OWI will not spend a dollar for any other purpose.

Several government agencies have previously expressed opposition to the OWI decision to spend all of its money for advertising in the media for the initial phases of WAC recruiting advertising. The War Dept. was informed that the OWI will not spend a dollar for any other purpose.

FIRST NETWORK BROADCAST of a news conference from the Democratic National Convention, which took place Thursday, July 26, CBS, had portable microphone while Sen. Samuel D. Jackson of Indiana, Convention's permanent chairman, read to newsmen President Roosevelt's letter regarding his views on Vice President Wallace's running for the Democratic nomination. On Monday afternoon, CBS News Chief Paul White had engineers drop wires from the network's headquarters in the Stevens Hotel to Democratic newsroom. Mr. Daly carried microphone in a bag and just as Sen. Jackson started to speak the CBS reporter held the microphone before Sen. Jackson. Entire news conference was aired over the network.

Spot Drives Given Movie Premieres

Heavy Radio Promotion Used By Studios, Theaters in N. Y. FILM COMPANIES and local broadcasters are going in for unusually heavy picture promotion in the New York area this summer, blanketing the city with spot announcements ranging from 150 per week to over 1,000 weekly. The latter high frequency is being used by 20th Century-Fox Film Corp. for a special campaign for "Wilson" which opened July 3.

Rockefeller Center Inc., New York, to promote the world premiere July 20 at Radio City Music Hall of the Metro-Goldwyn-Mayer film "Dragon Seed", is using a total of 250 one-minute transcribed announcements weekly on 11 New York stations. Drive started July 14 for a run of about two weeks. Agency is Donahue & Coe, New York.

Capitol Theatre, New York, is also using some 250 transcribed spot announcements weekly on 11 stations, to promote the world premiere of "Since You Went Away," a production of David O. Selznick International Pictures, distributed through United Artists Corp. Disen, featuring the film's stars, were prepared by the Selznick company. The theatre's campaign started the week of July 13, building up to the world premiere July 20 and will continue until July 26. Donahue & Coe, New York, handles Capitol advertising. This drive dovetailed with a 10-day preview for the film itself, placed by Foote, Cone & Belding, New York, agency for D. O. S. International Pictures, using 30 and 60-second participations on from 10 to 12 New York stations.

Jaques on NBC

JAQUES MFG. Co. (KC baking powder), begins sponsorship Aug. 17 of an afternoon variety schedule program, "KC Jamborees", Saturdays, on 6 NBC stations, originating out of WMAQ Chicago. Featuring Curley Bradley, cowboy singer and actor, locale of "KC Jamborees" will be a western hotel and night club.

Wright Shoe Spots

E. T. WRIGHT SHOE CO., Rockland, Mass., will distribute to about 100 dealers throughout the country five-minute transcribed commercials for placement on local stations as part of a fall campaign emphasizing shoe styles in relation to school curriculum. Drive are bought and produced by World Broadcasting System, New York. Agency is H. B. Humphrey Co., Boston.

QUENTIN REYNOLDS, CBS analyst who is to report the movie make-up of CBS, will be heard on the Jeregias Journal on the Blue Sunday, this week. Ditto for B. E. Bureau, New York, and Louise Parsons, from Hollywood, substituting for Walter Winchell during his vaca-
Listeners Crave ‘Simple’ Broadcasts

String Trios and Solo Programs of Past Years Still Have Appeal

By WALTER J. NEFF
President, Neff-Rogow Inc., New York

WALTER NEFF is well qualified to talk about radio's early days, for he was there. Active in New York radio since 1923 and before that a singer at WWJ Detroit, to say nothing of his boyhood ham operator days—Mr. Neff sang, acted, announced, produced programs and sometimes handled the controls, pioneered in sportscasting, making the first prizefight, circus and professional football broadcasts ever heard, working on half a dozen stations in as many years. In 1928 he joined WOR as an announcer, resigning the post of sales manager in 1936 to help found Neff-Rogow Inc., radio advertising agency.

actual listeners per available set was in its earlier days. This, of course, was partly due to the novelty of radio—but I don’t believe entirely so. I think that with the advent of big shows, much of the intimacy between a listener and the radio station was lost.

Wouldn't you, yourself, appreciate hearing a half-hour of good piano music, either popular or classical, in the course of an evening?

FLINT BANK SOLD ON RADIO

Signs Third 52-Week Contract for Daily Noon Newscast!

IN FIVE MINUTES a contract was "signed, sealed and delivered" with WDFD Flint, Mich. for the Citizens Commercial & Savings Bank of Flint, calling for a daily noon newscast. This was the third time since 1942 that Arthur H. Sarvis, vice-president of the bank, has signed a yearly contract with WDFD and the speed with which it was done is evidence of the success of the past two years of bank radio advertising, according to the July Bulletin of the Financial Advertisers Association.

The Citizens Bank started in radio with a dignified transmitted series of good music, the Bulletin says. After 14 weeks, on the advice of the station program staff, the bank decided to change the pace of its program because the classical angle had failed to sell the bank to WDFD listeners.

Together with bank officials, the WDFD programmers suggested a newscast. After a few months of the daily news at noon, the bank signed a full 52-week contract. The Citizens Bank is now in its third yearly contract with WDFD.

According to the bank's advertising counsel, Thurston S. Jenkins, "Radio advertising... has produced really remarkable results. This is largely due to an intelligent use of the medium by following the advice and counsel of the radio men themselves and to the faith and patience of the bank's executive officers in radio advertising...

The bank offered a Family Budget Book that had been available to the customers with no response until it was mentioned on the air. With 12 commercials devoted to the book, 11,000 have been distributed, according to the Bulletin. They also offered a war map to service men, with outstanding results and responses coming in from all over the world.

The bank, from experience now feels that the best advice to an advertiser seeking a radio program is to 'go direct to the radio station executives—and abide by their decision.' Local advertisers in Flint have found the executives of station WDFD to be most helpful...."

Macfadden on 112

MACFADDEN Publications, New York, in promoting True Story magazine, is now using a series of five-minute transmitted dramatizations on 115 stations throughout the country Series, starting about the 15th of each month, runs monthly from four to eight days at varying intervals. Agency is Raymond Specter Co., New York.

Morton Salt on 150

MORTON SALT Co., Chicago begins sponsorship July 31 of a spot campaign promoting the use of salt in home canning, using two spot announcements daily, Mondays through Fridays, on about 150 stations. Contract is for four weeks, placed by Kenyon & Eckhardt, Chicago.

Or a half-hour, or even 15 minutes, of some good songs, with only piano accompaniment and perhaps an occasional violin obligato? And wouldn't you occasionally love to hear the simplicity of a good string trio playing the songs with which you are familiar? Or a fine quartet singing songs you love to hear a quartet sing?

I believe the answer to most of the above questions is "yes." I do not believe the public has changed its likes and dislikes during the years. I think the public, generally, would love to hear these simple programs on major stations sometime during the evening hours. I believe further that this simple fare has been denied the radio audience to the point of where it would receive a rousing welcome at this stage.

Now don't get me wrong! I am not suggesting for one minute that we pass up programs of presently popular big shows. They are fine! What I am suggesting is a better balance in our radio diet. When will our major radio stations have the courage to put on a so-called "cheap" show in competition with a great big one?

Let's get back to some of the more earthly things in radio during the evening. Let's get back to a better balance of the little and big programs, and see if, through them, we can again attract additional listeners, who listen additional hours, by giving them some of the intimacy which was responsible for putting radio "over the top" in such a big way during the early days.

BBDO May Get Further Cresta Blanca Business

CRESTA Blanca Wine Co., Los Angeles, subsidiary of Schenley Distillers Corp., is in consideration appointing BBDO New York to handle the DuBonnet advertising, it was learned last week. If shift takes place, this will be the second Schenley product acquired by BBDO this year. First was Cresta Blanca Crème [BROADCASTING, March 27]. Change will affect the Xavier Cugat program Your DuBonnet Date, which goes off the air July 14 for a six-week hiatus [BROADCASTING, July 10].

A decision is expected this week on shift of all Schenley radio programs in the fall to the West Coast, where its early Eileen Sales Company was set up earlier this year. Programs include the Cugat show, and Schenley's Cresta Blanca Corded on CBS, currently replaced for the summer by The Doctor Fights, institutional series highlighting penicillin sales by Blowy Co., New York. Still under consideration for a winter series for Cresta Blanca to begin Sept. 5, is This Is My Best [BROADCASTING, July 17].
Seven Station Transfers Granted by FCC

Times, Post, Louis Get WQXR, WINX
Ariz. Net

CONCERN OVER a possible FCC policy to withhold approval of station sales because of price factors, was disclosed at the granting of seven station transfers involving an aggregate of nearly three million dollars by the FCC.

The approvals constituted the largest single schedule of station transactions to be sanctioned at one time. Some two score applications for transfers are pending before the Commission, while another dozen are understood to be in the negotiating stage—most of them resulting from the FCC’s “duopoly” rule banning dual ownership of stations in the same or overlapping areas.

Two to Newspapers

The fact that two of the transfers involved sales to important newspapers—WQXR New York to the Post for about $1,100,000, and WINX Washington to the Washington Post, at the unprecedented figure of $500,000 for local sale—indicates FCC actions infinitely more significant.

Transactions approved were as follows:

1. WQXR and WQXQ (FM) from Maurice G. Schiff and Elliott Snugger, to the New York Times Co., for approximately $1,100,000.
2. WINX Washington from Lawrence J. Heilbrn and his family and L. Richard K. Lyon, USNR, to Eugene and Ames Meyer, doing business as the Washington Post, for $500,000 cash.
3. KECA Los Angeles from Eugene S. Kirkland, owner of KFI, to Blue Network Co., for $500,000 cash.
4. Sale by Aronson Broadcasting Co. of controlling interest in KYMA Phoenix and KFIA Tucson, along with minority interests in KYCA Prescott and KVMV Yuma, to Chairman of the board of the Times, W. H. Dorr, president of needham, Louis & Homr, Chicago advertising agency, for $375,000.
5. Acquisition of KQXL in Rex (for $15,000 from R. N. Campbell, D. Morza Campbell, and Ewbon McCoy.
6. Acquisition of control of KYC by KTAR Broadcasting Co., for approximately $65,000.
7. Sale of WLDL Bessemer, Ala., by J. Leslie Doss, former general manager of WJIB Duquesne, Ala., to George Johnstun, real estate and investment banker, for $100,000.

Commissioner C. J. Durr, extreme liberal Democrat, voted against the newspaper transfers as well as that involving W2LD, in his home state of Illinois. The votes in these three cases were 4 to 1, with Chairman James Lawrence Fly and Commissioners Norman S. Coats, Roy F. Thackrey, and K. Jett voting affirmatively. Commissioner Paul A. Walker was on vacation. It is understood there was some discussion about postome-

FCC NAMES RADIO EDUCATION GROUP

FCC committee to cooperate with the U. S. Office of Education and other agencies, as well as the National Education Association, in planning on educational radio, was appointed by the Commission last week. Members are: Chairman of the board of the Times, W. H. Dorr, President of needham, Louis & Homr, Chicago advertising agency, for $375,000.

This policy action of the FCC follows recent issuance of a new application (Form 340), which combines Forms 309 and 315, for filing of petitions for educational facilities, and is consistent with the government project now underway for national radio educational setups to tie-in with classroom work. [BROADCASTING, July 17, 1944.

Five frequencies of the FM band are reserved for noncommercial educational stations.

The FCC policy statement said, “Henceforth the FCC will carefully prepare with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies.”

PRESENTATION OF THE American Television Society plaque in recognition of the firm's outstanding contribution to television programming was made appropriately before a video stage background by Dan D. Halpin (left) ATSC president, to Robert S. Pearse, GE vice-president in charge of advertising, publicity and broadcasting, who accepts the plaque on behalf of WRGB, the GE television station.

WLIB Purchased By New York Post

DOROTHY SCHIFF THACKREY, owner and publisher of the New York Post, has acquired ownership control of WLIB Brooklyn, subject to FCC approval, at a reported price of around $500,000. Approval for the transfer will be made within a few weeks, the station shifting from Elia I. Godofsky, president and general manager, and five co-owners, each owning 1/8 of the stock.

The owners in addition to Mr. Godofsky include Irwin Steingut chairman of the board and Melvin Stein, former Democratic leader in the New York State Assembly; William Weisman, treasurer and counsel and former vice-president of WMC; Alan Jacoby, vice-president and president; Arthur Fiske, vice-president and chief engineer; and Louis W. Berne, secretary and sales promotion manager.

No Change Expected

While all will relinquish full financial control, several of those connected with the actual operation of the stations are expected to continue at their posts, although no decision has been reached or this point. Mr. Godofsky, however, in association with Mr. Weis-mann, is planning to switch to FM broadcasting and is preparing to purchase the necessary construction permit for an FM station in New York City within the next few weeks. The pair may go into the television field at a later date.

Effective May 14, 1942, WLIB is operated by WLIB Inc. with 1,000 w on 1,190 kc and limited time with WOWO. Station has featured semi-classical and light music program and the assassination of the President in the New York Post July 17, 1944, no changes in personnel or “drastic modification of the station’s program policy” is expected.

Page 14 • July 24, 1944
This time MacFarlane covers the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returns to Chicago this week. Once again, he’ll give Baltimore the story behind the story of Maryland’s own delegates.

It’s another example of W-I-T-H’s regard for what the station’s audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called “The People’s Voice In Baltimore”? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this . . . the 6th largest market?

What Billboard Says:

“One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station’s Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.

“MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore.”

W'IT'H
Baltimore, Md.

Tom Tinsley, President    Represented Nationally by Headley-Reed
**American Radio Sets World Pattern, Says Feldman, Back in This Country**

HOW American radio technique is making its impact on the people of foreign lands, and is admired and imitated by friend and foe alike, was told by Mr. Feldman last week shortly after his return from London where he has been serving as an assistant manager of the Blue Network's London news office.

Mr. Feldman listening in on American programs directed to U. S. servicemen through the American forces network and other channels, are keen about this radio fare, particularly such programs as Charlie McCarthy, Jack Benny (NBO), and Chamber Music Society of Lincoln Center (Blue) which at one time had its British counterpart on BBC, but Mr. Feldman pointed out they don't realize they are hearing only the top-creams culled from the best material of the four major networks. Despite opposition from various directions—Brendan Bracken, British Minister of Information, no doubt the BBC itself, commercial radio in Britain is likely to develop after the war, he predicted.

**Operations in India**

Reporting on a five-week visit to India, Mr. Feldman described the set-up of All-India Radio Corp., stating, in answer to a question, that operations are carried on almost entirely by Indians, but that the posts of news editor and chief engineer are held by Englishmen.

Outstanding radio event in Ind, where there is limited distribution of radio service among the masses, no set manufacturing, and stations are linked through the shortwave relay system—is the erection of a 100,000-w transmitter in New Delhi, operated jointly by AIRC and the British Ministry of Information. Station operates as the propaganda voice of the Supreme Command in the Far East and as a source of news on that area for listeners in England. Lord Louis Mountbatten told Mr. Feldman while in India that he strongly approves the setting up of a high-powered station which would bring the Far Eastern war much closer to the British public.

Radio Metropol, in Belgrade, which Mr. Feldman ranks as one of the shrewdest technical voices of the Axis, is borrowing liberally from American radio in its effort to appeal to the American soldiers, he said. Station has its own Make Believe Ballroom cultured after Martin Block's recorded music show on WNEW New York, and offers the latest recordings—Ohio records were on the air two weeks after they were released in this country.

RM calls the shortwave bands for the latest American news commentaries, which are recorded and broadcast as part of its daily world news roundup. Mr. Feldman had the experience while in England of hearing his own voice broadcasting from this enemy station—the program so edited that a slightly critical commentary on an English official appeared to be an all-out tirade against him. Metropol offers English-language dramas, and news of American sports, interspersed with casual references of propaganda intent.

How does Axis radio material measure up with the the genuine American programs in appealing to listeners in the armed forces? Mr. Feldman was asked. He was vehement in stating that service men are enthusiastic listeners to American-issue programs, such as Command Performance, and for the most part make great sport, particularly in group listening, of news and special features, and American sports, interspersed with casual references of propaganda intent.

Mr. Feldman was assistant director of news and special events at NBC from 1939 until November, 1942 when he joined BBC in London as advisor on programs beamed to the U. S. In September, 1943 he joined the Blue network in London as assistant manager of the news office. He left New York Aug. 1 for San Francisco with G.W. Johnstone, director of news and special features, and Clete Roberts, proceeding to MacArthur's headquarters, replacing Mr. Roberts, whose new assignment has not been revealed.

**Navy Honors Barry**

LT. NORMAN BARRY, NBC Chicago announcer on leave with the U. S. Navy, has been awarded a Navy citation for meritorious service in enemy areas during May, according to word received by his wife.

**Radio Group Formed**

**POSTWAR SERIES**

WRC Starts Programs on Plans For Peace-time Washington—

POSTWAR series to be presented on WRC Washington in cooperation with the Washington Daily News started 8:30 p.m. Thursday, July 20. The programs, titled 'Tomorrow's Washington' are a public service feature designed to stimulate postwar planning in the Nation's Capital, according to Carleton D. Smith, WRC general manager.

'Tomorrow's Washington will cover the phases of Washington life that research organizations anticipate will be the most affected by peacetime expansion. In June, the series was previewed by Mr. Smith and Charles Stevenson, New York city editor, explaining the aims of the program. Listeners are encouraged to submit ideas on postwar discussions.

**Radio Catalog Acquired**

CATALOG of Bendix Publishing Co., including a number of favorite radio titles, has been acquired by National Music Co., an affiliate of SESCAC, and is available for use by stations licenced by SESCAC. SESCAC has also reported long-term renewals of its contracts with CRS and BBC, adding that the Blue contract was reenacted at the time of the networks sale by RCA.

Trent's 12th Year

WITH THE giving of the 2,200th script, the Romance of Helen Trent on July 24 started its 12th year on Mutual. Producer-Director of Products for Anacin and Bisodol, Program is produced by Frank and Anne Humer of Humer Associates, New York. Agency is Dancer-Fitzgerald-Sample, New York.

**SEP Article Calls Fly ‘Controversial’**

Henry F. Pringle traces FCC Head's Career Since TVA

"The JITTERY industry at best, radio has come close to nervous hysterics during the five-year in-cumbersy of Fly as head of the FCC," writes Henry F. Pringle in "The Controversial Mr. Fly," lead article in the Saturday Evening Post for July 22.

In 1939, when Mr. Fly was appointed FCC chairman, he "did a lot to return the FCC more efficient," the article states, adding, "Fly did little, though, to make his own path smoother. It is traditional that Government officials should be easy going and affable. They are not supposed to work too hard. Fly, for all his outer softness, was often intolerant. He did his backslapping, either on the Hill or in the radio industry."

**Traces Fly's Career**

Tracing Fly's battle with the major networks and the NAB at some length, Mr. Pringle says that the industry's opinion of Fly is unanimous on two points—that he wants to run radio and that he is a lawyer and administrator of vast ability." Mr. Pringle also cites the comment of Wendell Willkie following his defeat by Fly, when Fly was chief counsel of TVA and Willkie led the attack of Commonwealth & Southern against TVA, terming Fly the "most dangerous man in the United States—to have on the other side."

The article, which sketches in some detail Fly's pre-FCC career as well as his history as chairman of the Commission, concludes with a look into the postwar world when, Mr. Pringle says, "The air will be less confusing with any number of things." Optimistic predictions that FM broadcasting will make available all necessary radio channels are to be found thereinafter. The danger of monopolistic control may continue, after all. Then, however busy, Lawrence Fly will be very happy lambasting anybody who tries it."

**Omar Adds**

OMAR Inc., Omaha (four, cereal), has added four new stations—WMMN KLRA KODY KLCN—to the original schedule of its half-dozen children's program, Adventures of Omar, Saturdays, making a total of 18 stations, beginning July 16, with 60 for 89 weeks, placed by MacFarland Aveyard & Co., Chicago.

**MBS Adds Three**

KBIZ Ottawa, Ill., on July 1 became a Mutual affiliate. The outlet operates with 250 w on 1540 kc. Another is KBAG Laredo, Tex., which operates with 250 w on 1540 kc. The third is Mutual Radio WMB in Peoria, Ill., placed by Mutual Advertising Co., Chicago.

**NEARLY 20 YEARS AGO**

NEARLY 20 YEARS AGO, Carl Meyers, chief engineer of WGN, now Lt. Comdr. Carl Meyers of the Navy, sat at the controls of an early WGN transmitter in Elgin, Ill. Picture is interesting in connection with WGN's 20th anniversary celebrated last week. Note-fahioned equipment.
In war production, from December 31, 1939 to December 31, 1943, Michigan advanced from FIFTH place to FIRST, displacing New York, Pennsylvania, Illinois and Ohio in that order.

In 1942, manufacturers in Michigan received 12.9% of all contracts awarded in the country. That figure increased to 13.1% in 1943, and during the first quarter of 1944, jumped to 22.8%.

The dollar value of Michigan's war supply contracts received up to April 1, 1944, was nearly 19 BILLION DOLLARS. Approximately two-thirds of the contracts were concentrated in the Detroit industrial area.

Because of this tremendous production for war, and the resulting factory payrolls, Detroit savings deposits are now at an all-time peak . . . more than 90% above 1937, the city's best peacetime year. Per person "E" War Bond purchases in Wayne County (which is largely Detroit) are substantially higher than for the key county in any other of the Country's five largest markets.

Advertisers and time buyers will remember that fact when Detroit's war production may have been forgotten. They will want to remember, too, that WWJ is the most listened-to radio station in this great market. Keep your sights trained on Detroit . . . and on WWJ.
Need for Postwar Services Surveyed
Frazier Calls for Data on High Frequencies for RTPB
TO ASSIST the Radio Technical Planning Board in making its recommendations for postwar frequency allocations, Howard S. Frazier, NAB Director of Engineering, last week asked licensees of all domestic broadcast stations, including FM and television, to submit information on present and proposed use of supplementary frequencies.
Mr. Frazier, who is also chairman of Panel 4 on Standard Broadcasting of RTBP, wrote broadcasters that receipt of various pertinent facts and utilities for frequency allocations "will far exceed the spectrum space available for non-government communications," he said.
"Broadcasters are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate present and future needs for these supplementary frequencies, information is urgently needed." Promising that no disclosure of individual information, Mr. Frazier asked that forms be returned promptly so that overall industry requirements can be tabulated.

WMC RULES EXEMPT FREELANCE ARTISTS
FREELANCE radio artists in New York City, as well as performers in other entertainment fields in that area, are exempted from the provisions of the War Manpower Commission priority regulations, requiring men between 18 and 46 to get referrals from the Federal War Manpower Commission for all changes of employment, under a ruling last week by Stephen S. Frazier, WNYC (New York City) area director of the WMC.
Effect of the exemption, allowed "in view of the()> of the entertainment industry and the skills and occupations of personnel in that industry," will be to permit the free movement of artists from job to job within that industry. It does not permit free movement into or out of that industry to non-essential work for 18- to 45-year-old men without USES referral. A radio, for example, covered only freelance artists, not staff employees of stations or networks, which are classed as essential industries.

NAB Sees More Tubes
ACTUAL production of radio tubes for civilian use is under way at a sharply increased rate, according to an estimate of Arthur Stringer, NAB director of circulation. Mr. Stringer estimates that at least 100% and possibly 200% more civilion tubes will be delivered in the last half of 1944 than in the first half, with between 35% and 40% of the increased production expected to be shipped in July, August and September.

INSPECTING PROGRESS on the construction of the million dollar shortwave plant being built by NBC at Dixon, Calif., for OWI operations in the Asiatic theatre, officials of the network, OWI Overseas Branch, visited recently.
The plant, housing four 50 kw transmitters, is being financed by Defense Plant Corp. and will be operated technically by NBC for OWI.
Back row (1 to r): Timothy Pfeuger, architect; Angus C. Madden, vice-president, First National Bank of Commerce; Carl W. Elwood, manager KPO-NBC; H. H. Rohrer, mayor of Dixon; David Morgan, DPC; B. F. Modglin of McDonald & Kahn, contractors; Charles Robinson, manager of Great Britain, will be coming. 25,000 of the 30,000 promised Great Britain have now been received by there and distributed, though no sets were manufactured in the U. S. for civilians after April, 1942. Distribution of the first 30,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.
Actually, the sets are not likely to solve the shortage in England since in terms of sets per dealer the 25,000 works out at about one and a half sets each. While welcome, the report stated, the sets have certain defects, as they cannot be readily repaired owing to the lack of components suitable, nor does Dixon give enough of the service which is allowed on most British sets for a given period after installation. What is of great importance to the British listeners is the fact that the government has authorized the release of a portion of the sets to civilians for the first time in the war years. Not since 1940 have any sets been made available to civilians and so prior to that British sets in the number of 5,500 were given to civilians, the report states, indicating a saturation point in military requirements.

Video Shows Boost Morale of Wounded
Navy Chaplain Tells TBA That Patients Enjoy Telecasts
TELEVISION programs are "becoming increasingly more popular" with wounded servicemen convalescing in the U. S. naval hospital at St. Albans, L. I., and "contribute much toward the general morale" of the patients, according to E. B. Harp Jr., Navy chaplain.
Television receivers were installed in the hospital and Navy hospital this early this year.
In a letter addressed to the Television Broadcasters Assn., Inc., Mr. Harp addressed appreciation of the patients at the Naval Hospital for television programs transmitted daily by three New York stations WNBT WABD WCBS. His letter follows:
A Letter of Praise
I want to take this opportunity to thank the television broadcasters in behalf of our many patients, for the splendid service being rendered in the various wards of this hospital. We have found the programs becoming increasingly more popular, and they do contribute much toward the general morale of our sick and wounded.
You are greatly appreciated in knowing the kind of programs most appealing to the majority of the patients. We have found the cartoons, movies and sports programs very popular. Talent and variety shows do much to keep our patients interested as other features. This is not a criticism, but rather a statement of the likes and dislikes of our patient personnel.
However, we do want to know that these services in the field of television are received successfully by both the patients and staff personnel of this hospital.

U. S. SETS VIEWED AS AID TO ENGLAND
AN INDICATION that British military radio requirements have reached the saturation point is revealed by a report of the English by Broadcasting stating that no further supplies of U. S. types of the Great Britain are forthcoming. 25,000 of the 30,000 promised Great Britain have now been received there and distributed, though no sets were manufactured in the U. S. for civilians after April, 1942. Distribution of the first 30,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.
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WLW Names Robinson To Head Chicago Office
APPOINTMENT of William P. Robinson as manager of the Chicago office of WLW, Cincinnati, overseas, was announced by George Closter, the station's manager.
Mr. Robinson, a veteran radio executive, was transferred from the Cincinnati sales department, as assistant to Robert E. Dunville, vice-president and general manager when Mr. Dunville was general sales manager, to the Chicago office more than a year ago. He had been with the Crosley stations WLW and WSAI several years.
One of the early-day announcers and a musician of long standing, Mr. Robinson is well known in both sales and talent circles. He was on the Crosley staff in the early 30's.

New ASCAP High
ASCAP distribution for the second quarter was the highest in the Society's history, with $1,576,000 divided among writer and publisher members for the three-month period.

Sees Postwar Expansion
THE DRAMATIC story of the importance of the electronic tube in turning the tide of war is graphically told in a booklet issued by Amperex Electronic Products, Brooklyn. The folder was prepared by Shapie Willkis, advertising agency, New York. The electronic tube is given credit for playing a vital role in helping back the German Luftwaffe from England. Improved designs were manufactured here in "astonishing quantities", the booklet declares, and then rushed "to the fighters in that tiny little island country. There were vast improvements, Amperex sees wider use of tubes in communications, medicine, science, agriculture, and industry, including such applications as metal analysis, metal surfacing, metal gluing, induction heating, and motor control.

Mayor's Guests
WORKING radio newsmen were forced to stand in crowded aisles or to mill about in the Chicago Stadium corridor Thursday night because their seats were given to "special guests" of Chicago's Mayor Kelly. Workers were看出 badges handed out tickets, saying: "Compliments of Mayor Kelly." Usheers declined to unseat the Mayor's guests, even in the 140-seat section set aside for radio. Broadcasting personnel had to move in and out of the stadium between events were informed, when they discovered they had failed to find their seats occupied, that the strangers were guests of Mayor Kelly.

Broadcasting
“OUR RELIANCE is in the love of liberty which God has planted in us. Our defense is in the spirit which prized liberty as the heritage of all men, in all lands everywhere. Destroy this spirit and you have planted the seeds of despotism at your own doors.”

ABRAHAM LINCOLN

HEAR "VICTORY F.O.B."
CBS COAST TO COAST
SATURDAYS 3:00 PM E.W.T.

FREE SPEECH "MIKE"

RADIO STATIONS

WJR * WGAR * KMPC
DETOIT  CLEVELAND  LOS ANGELES
WHAT ABOUT POST-WAR RADIO?

Conversion is in the air. It will affect what goes on the air with great impact as war-time restrictions on construction of FM and television are lifted.

In its August 28th issue, BROADCASTING will run an impressive series of articles by experts designed to answer many of the post-war radio problems. Features on FM and television constructions costs, allocations, production, talent, programming and prospective "circulation" are scheduled. Case-histories of advertiser-agency experiences in using the visual media will be presented in this War Conference issue which will serve as a constant reference on post-war radio for advertising executives everywhere.
Capital Bureau Proves Successful


BY HOWARD CHERNOFF
Managing Director
The West Virginia Network

THE West Virginia Network's Washington Bureau report is the most talked of program on our stations. It brings down wrath upon our heads, but it also has been responsible for many kind words. In any event, the reaction is steady, and there is already talk of a weekly program for a network manager who has a project like this.

Presented on Sunday, 6:15-6:30 p.m., the weekly broadcasts are supplemented by special dispatches to catch flash news breaks. Coverage is under the direction of Ray Henle, chief of the bureau, and Malvina Stephenson, his assistant.

Radio Must Create
Success of our experiment with a Washington News Bureau definitely establishes the trend in the development of new, independent, radio coverage. Radio stations will just have to realize that they must dig up their own stuff. They must be their own initiators, instead of being content to take handouts and rip dispatches from a news machine.

We were astounded and somewhat surprised to find West Virginians in Washington and news in Washington affecting West Virginia that we were missing.

Early response to this new idea particularly gratified our business office. Our Washington Bureau report was sponsored on two of our stations before it hit the air, and on the other two stations after the first program. Telephone surveys already indicate a very high percentage of listeners.

Operation of the bureau must be independent of that of a good newspaper. For example, the Chamber of Commerce directors passed a unanimous resolution condemning the program because of an original story to which the Chamber objected. The sponsor in one town phoned to say we must steer clear of controversial matters in the future. We explained to him that he had merely purchased the right to place his commercial announcement before and after the program, that he had no right to dictate the content of the program, but he could be released from the contract immediately if he chose. He decided, however, that a program provoking so much comment—good or bad—must be worth keeping. He still sponsors it.

Washington reaction to the bitter gale was marvelous. One Sunday morning, as soon as the Washington bureau, on the dial, my phone began ringing. When both sides complained, I decided that we were on the right track—that was a good sign we were not playing favorites. This policy obviously brings confidence in the long run and establishes the bureau as a fair and impartial reporter of news.

Imagine a state the size of West Virginia having 25,000 West Virginians in the nation's capital! But we have. The project was first explained to our State Society in Washinton (I to J): the Conresional delegation. The West Virginia Service Men's club in Washington offered another news source. Double-backed postcards with questionnaires were mailed to all the members. Naturally, these groups welcomed an outlet for news of their activities. We also asked our list the announcer's name, of their friends and relatives working in Washington. The response has been healthy. Every week, we find some interesting new job or some important assignment which is being carried out by a native son. The possibility for local angles in Washington is unlimited.

FormulA Devised
A fairly definite formula has been worked out for the weekly programs, but the general outline remains flexible. Several voice of the people programs are being arranged to present West Virginians in Washington to the home folk during the summer months when news may become a little slow. Our weekly programs usually feature one or two principal news items and a general round-up of the West Virginia news by Mr. Henle. Miss Stephenson then comes in with personal items or Washington news with a West Virginia angle. Mrs. James V. Forrestal, the wife of the new Secretary of the Navy, and a former West Virginian, was the subject of one personality portrait. In another broadcast Miss Stephenson reported on a Washington conference at the White House at which several West Virginians were present.

Man of the Week
Mr. Henle usually concludes the program with a sketch on a West Virginia man-of-the-week in Washington. This includes a brief biography and a review of the outstanding job or service which is credited to the honored personality. It is planned to present these people with embossed certificates signifying this honor.

Prior to each week's broadcast, we mail a notice to many of the people who participated during the program and to their friends in West Virginia. This word gets around quickly. If the letters are properly spotted in the various towns the entire listening audience can be multiplied. We follow up with extra copies of the script, directing the particular sections, of course, to those people mentioned.

Our project really is just in the first stages of development, but I think these results demonstrate the possibilities both for this network and others which may follow suit. It is both a challenge and an opportunity for all local stations and regional networks in the field of Washington news coverage. We believe that in the course of several years this type of on-the-spot coverage will be greatly expanded and as well established in Washington as the long-standing newspaper bureaus.

ELECTRIC UTILITIES PLAN MUSIC SHOW

Dropping Report to the Nation on CBS Wednesday, 10:30-11 p.m. in favor of musical fare, 160 electric utility companies will begin their radio broadcasts Sept. 20, with sponsor in the same period, a program starring Nelson Eddy, the choice of the networks. Plans for the new shows were still in the formative stage last week, with title, format, supporting talent, production and directing personnel still to be determined.

Harold L. McClinton, vice-president and radio director of N. W. Ayer & Son, Inc., New York, agency in charge and Herb Sanford, also of the ranks will sponsor New York Aug. 5 for Hollywood, where the show will originate, to set up the broadcast. The Nation, with its last commercial broadcast July 12, completed a 52-week run on CBS for the electrical companies, which were joined together as cooperative sponsors of the program under the name of Electric Companies Advertising Program. List of co-sponsors, comprising local distributors of electricity and illumination, includes stations from 121 to 160 during the course of the year, and the station line-up has increased from 59 to 185 CBS stations.

Paid Religious Programs Are Dropped by WMZ

RELIGIOUS organizations in Macon, Ga., were notified in a letter last week from W. E. Cob, station manager, that WMZ will no longer carry religious broadcasts as of Sept. 1, 1944. Station will substitute for local church services during the week of Sept. 4-6. Church of the Air and will continue Wings Over Jordan and Salt Lake City Choir. Daily non-denominational devotional service will be used, replacing period purchased formerly by a local minister.

Mr. Cob said, in case his non accept religious broadcasts, the station stands to lose over $5,000 in annual revenue, as the paid time will be replaced by time from which the station will receive no revenue. It was emphasized in the letter, however, that elimination of religious programs in no way means the station will ignore local churches, for merely that the station can pick its own features which are considered particularly outstanding.

Peery Named
FREDERICK A. PEERY, former member of the faculty of Kansas State College, has joined the staff of WFAA and KGKO Dallas. No stranger to broadcasting, Mr. Peery began work in radio with KSAC Manhattan, Kan. He has worked both in broadcasting and advertising at Columbus O. of various broad casting studios. In his new position at WFAA and KGKO, Mr. Peery will direct the work of the studios he began while in Kansas.

In Appreciation of the KOIN Radio Institute for Teachers, members of the Institute presented C. W. (Chuck) Myers, KOIN president with a painting of the Columbia River and a leather and gold bound volume of 300 letters from teachers attending the meetings. Holding the picture are (left to right) its artist, Bernard Geiser; Mrs. Geiser; Mrs. Myers; Mr. Myers. Presentation was at the KOIN studios, Portland, Oregon.

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JOHN W. VANDERCOOK, NBC commentator recently returned from the Normandy invasion, will return to his broadcast of a Saturday 11:15 p.m. news period in addition to his five-week 7:15 p.m. broadcasts for Miles Labs.

BROADCASTING • Broadcast Advertising

July 24, 1944 • Page 21
Kafka Named WFD Music Group Head; Industry Representatives Are Appointed

IN LINE with an expanded policy relating to closer cooperation between the Treasury Department and radio in the mutual task of keeping down inflation and meeting war costs through sales and promotion of War Bonds, Robert J. Smith, chief of the Treasury's War Finance Division radio section, last week announced appointment of Maurice H. Kafka, with the Treasury, for the past three War Loans, as head of the new WFD music promotion unit, and a group of industry representatives composing a Music Advisory Committee and a Victory Song Committee, to work with the unit. [Broadcasting, July 17].

Active in the amusement and entertainment field since 1927, and former music supervisor for NBC and Blue Networks and Loew's Inc. in Washington, Mr. Kafka will be assisted in the selection and consideration of music material for the Treasury by the Music Advisory Committee. Once a decision is reached, the Victory Song Committee will undertake promotion, "plugging" and exploitation of the material through the necessary channels.

Committees Named

Oscar Hammerstein II, chairman of the Music War Board, which also will assist the new unit, has been named chairman of the Music Advisory Committee, to represent writers and composers. Representing publishing interests are Jack Robbins, chairman of the board, Robbins, Feist & Miller Pub. Co., and Herman Starr, vice-president of Warner Bros. in charge of music, who represents Harms, Remick & Witmark. Dave Capp, recording director for Decca Records Inc., has been appointed to represent the recording field. Guy Lombardo and David Broekman have been named to represent orchestras, while Barry Wood, NBC Palmolive Party and "Victory Troubador" star will represent talent.

The Victory Song Committee is composed of Bill Gittinger, vice-president in charge of sales for CBS; Ed Wood, general sales manager of Mutual; Duncan Buckham, Blue eastern sales manager; and I. E. Showerman, NBC eastern sales manager. The respective sales staffs of these appointees will also cooperate with the unit.

WFD also announced last week that Bing Crosby is scheduled to sing a commercial version of the first song released by the new music promotion unit, "Dear Friend," written by Richard Rodgers and Oscar Hammerstein II. The recording will be made by Decca. The Treasury disc of that number, which was arranged especially for Bond promotion and is available to stations for use on their regular programs, features vocals by Barry Wood on one side and Vivian Delia Chiesa on the other. Commercial version is for popular sale. Song is being published in sheet form by Williamson Music Co. All royalties, as well as publication and recording profits, are slated for the National War Fund.

Reports Continue

KLX Oakland, Cal. reports that it carried exclusively the Bond drive sponsored by the Beverage Association of Alameda and Contra Costa Counties and held July 10 featuring wrestling, boxing, music and vaudeville. More than $3,000,000 in Bonds were sold. KLX also carried the drive sponsored July 17 by the Albany Lion's Club, which sold approximately $2,000,000 in Bonds. Both events had KLX personnel as m.c.

While en route from New York to Norfolk, Va., the WJZ New York "Victory Troop" stopped in Washington, D. C. to receive congratulations of Army, Navy and Treasury officials for their performances at military camps and war plants and Bond sales totaling $100,000. The Norfolk trip constituted the 250th appearance for the group which is on tour throughout the U. S. Fourteen days of support and promotion by WCOL Columbus, O. to local Bond campaigns—a "Jeep Bond Brigade", the "The Eagles Nest" and "The Honor Board Assemblies", accounted for total sales of $2,716,255. Featured were remote pickups from Jeep Bond units in addition to other special programs and announcements. All eight stations of Utah joined in for the third time during the Fifth Loan to present a series of Bond promotion half-hour programs. Originating at KDLT and KSL Salt Lake City, shows also were aired by KUTA Salt Lake City, KLO Ogden, KMYR Denver, Mr. Vines, though famous for his tennis, is currently the golf professional at the Denver Country Club, is handling a number of local accounts and is working with Mark Schreiber, KMYR sports director. With Mr. Schreiber himself one of Colorado's former amateur tennis teams, KMYR feels it has the best tennis team in radio.

Tennis Team

ELLsworth VINES, former world tennis champ, both amateur and professional, has been added to the sales and promotion staff of KMYR.

In Buffalo...... WEABR will do the job

HERE ARE THE FACTS:

65% of the population and 70% of the total retail sales of the Eight County area in Western New York are concentrated in Metropolitan Buffalo

For Concentrated LOW COST Coverage in the BUFFALO Market......it's

Nationally Represented by 
WEED & COMPANY
Red ration points "on the hoof" at one of Spokane's three large packing houses. Livestock, one of the important industries, annually brings millions of dollars into the Inland Empire, contributing to the total volume of business transacted by Spokane firms conservatively estimated at $1,927,137,201. At one-medium cost, your message completely covers this rich area over the "Nation's No. 1 Network" station—KHQ.
The most sought after treasure in broadcasting is—

RADIO HOMES

WWVA Primary Area Radio Homes number 1,747,955 which are located in the Steel and Coal Belt of the Nation—thats western Pennsylvania, Eastern Ohio and West Virginia. There are 1,381,977 more in an attractive secondary area. 757,885 pieces of mail within 12 months prove WWVA's popularity among those radio homes.

ASK A JOHN BLAIR MAN—

Basic Blue Network

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Basic Blue Network

WWVA Primary Area Radio Homes number 1,747,955 which are located in the Steel and Coal Belt of the Nation—thats western Pennsylvania, Eastern Ohio and West Virginia. There are 1,381,977 more in an attractive secondary area. 757,885 pieces of mail within 12 months prove WWVA's popularity among those radio homes.

CACE-CUTTING CEREMONIES are performed by H. L. (Pete) Cavanaugh, NBC central division engineer, and Peggy Leitch Cavanaugh, of Forest Park, Ill., after their wedding a short time ago.

P&G LAUDS RADIO Soap Concern's History Tells—Of Use of Radio Time

RADIO advertising as well as other media have helped Proctor & Gamble Co., one of America's leading soap manufacturers, to grow from a small, $7,000 concern in 1837 to a business in excess of $300,000,000 yearly, according to a history of the company issued last week.

One of the largest sponsors in the country, Proctor & Gamble believes that radio programs have added much to the good will housewives throughout the nation bear toward the company through the persuasive power of the human voice. Throughout its history the company has been continually sensitive to the public's changing desires and needs, continually informing the public of the actions of the company, its policies and its products.

Yale at WRGB

EDWARD C. COLE, assistant professor of Yale's drama department, is spending the summer at WRGB Schenectady, N.Y., as a visiting professor. He is working with the program staff and investigating the relationship between stage and television production. Mr. Cole teaches a course in television production which was introduced at Yale last year. He has five years summer theatre experience with the Hampton Players on Long Island as actor and technical director.

Blue N. Y. Theatre

BLUE Network has leased for two years the Vanderbilt Theatre, New York, with a seating capacity of 700 to accommodate increasing-ly large studio audiences. Programs will originate from the new studio shortly after Labor Day, when alterations will be completed. Network also leases the Ritz Theatre, with a seating capacity of 500, in addition to leasing 40% of the studio space in the RCA Bldg. from NBC. NBC studios are rented to the Blue for the duration and as long as the war as necessary.

FRED ALLEN and wife, Portland Hoffa, are in Hollywood to prepare for his role in the film "Fickle Fortune" to be produced by Jack H. Skibbeil for United Artists.
OF all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.

In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

A deep and firm foundation for the ultimate achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly listeners rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telesport live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out in local areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought as soon as possible into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.
FORGETTING FIGURES...
for the moment
Statistics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has definitely come to stay. But let's put the sliderule gently aside for the moment and measure something which mathematics cannot.

In our stuffier moments, we here at WOR call this something "A Credo." (Pompous term! It's not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a constant, intimate awareness of WOR listeners' likes and dislikes that has made — is still making — WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

**ALERT:** WE DEEM IT OUR BUSINESS TO SENSE WHAT IS OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND TO PRESENT IT PROMPTLY.

**FRIENDLY:** WE THINK OF MILLIONS, BUT WE SPEAK TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS. INFORMALITY IS THE KEYNOTE.

**INTELLIGENT:** WE EXPRESS OUR OWN INTELLIGENCE BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY MUST BE ACCURATE, AUTHORITATIVE.

**IMAGINATIVE:** WE STRIVE TO LEND THE DISTINCTION OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO EVERY PROGRAM.

**MORAL** If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these qualities which have made WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than two decades of experience — what simple but sometimes peculiar ingredients WOR shows must contain to become irresistible and highly welcome visitors in a majority of the 4,683,590 homes with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news and participating programs which are skillfully tailored to entertain, inform and sell hundreds of thousands of people in the most densely-populated territory on the Eastern Seaboard.

*Our address is—*

—that power-full station, at 1440 Broadway, in New York
Interim Probe Report Held Unlikely

House Group Might End Inquiry Should Fly Quit the FCC

POSSIBILITY that the House Select Committee to Investigate the FCC might see fit to conclude its inquiry should Commission Chairman James Lawrence Fly resign, as speculated upon in Washington [BROADCASTING, July 17], appeared likely last week when it was learned that the Committee does not plan to file an interim report.

When the Committee completed its rebuttal to charges made before the Committee last month [BROADCASTING, June 26], members said an interim report would be filed and then the investigation would be directed into station transfers and sales when hearings are resumed in the fall. Meanwhile the Committee was given executive authority to inspect income tax returns for 1932-44 [BROADCASTING, July 17].

Chairman Clarence F. Lea (D-Cal.), said last week, however, that no interim report would be filed. He added that the Committee staff, headed by John J. Sirica, general counsel, is compiling the record for final printing, with a quick index, in addition to preparing a digest of the testimony.

Digest of Testimony

“We would rather devote the time to compiling a digest of the testimony and to indexing the record by subjects than to work on a report at this time,” said Rep. Lea. He reiterated that plans are to resume public hearings in early September. To that end Mr. Sirica’s staff already is looking into a number of station transfers and FCC grants.

Chairman Lea declined to comment on Capitol Hill reports that the Committee may consider its work done should Mr. Fly resign. Reports have been current that the FCC Chairman will leave possibly by mid-August, to enter private legal practice in Washington. Previously, reports were that he would be given another Government post.

It was speculated, however, in view of the fact that the Committee ends with the present Congress and since there has been an economy move on the part of the probe to hold expenses down, that the inquiry is about over. It was further reported that since the investigation which began in early 1943 was revised as a “personal feud” between the former chairman, Rep. E. E. Cox (D-Ga.), and Chairman Fly, there would be no further need for the probe should Mr. Fly resign.

Some quarters observed that the investigation already has more than served its purpose in saving the taxpayers more than $2,000,000. Because letters of the Joint Chiefs of Staff and the hearings and of evidence placed before the Select Committee, appropriations committees of both houses slashed $2,159,357 from the 1945 fiscal year budget request of the FCC, thereby foreclosing restrictions in certain wartime functions of the Radio Intelligence Division and Foreign Broadcast Intelligence Service [BROADCASTING, June 19].

Also there were reports from usually reliable sources that the Committee on Accounts, headed by Rep. Fred (Cigar) Leach (D), was not inclined to grant additional funds. The Committee already has been allotted $110,000, of which $60,000 was voted at the outset and an additional $50,000 after Rep. Lea became chairman. Mr. Sirica’s staff has been reduced to Harry S. Barker, investigator; Robert Sinicarus, investigator, and two stenographer-clerks, whereas his predecessor, Eugene L. Carey, at one time had a staff of several legal assistants, four investigators and four secretaries-clerks.

GOP Action Seen

It is known, too, that Chairman Lea, who also heads the House Interstate & Foreign Commerce Committee, feels the need of new radio legislation. When he accepted the appointment to head the Select Committee he commented that he hoped the investigation would provide sufficient information to help guide Congress in writing new legislation.

Following Mr. Garey’s resignation last February, when the three majority members voted to suspend hearings into the 1941 sale of WMCA New York by Donald Flann to Edward J. Noble, now Blue Network board chairman, the two minority members issued a public statement charging the Democrats with “political whitewash”. In statements on the floor, Chairman Lea again de-lared himself in favor of radio legislation.

In view of the “free radio” plank in the Republican platform [BROADCASTING, July 3], coupled with predictions of a Republican House next session, it was generally agreed on Capitol Hill that radio legislation would be one of the first orders of business when the 79th Congress convenes, should the Republicans gain control of the House.

Republican leaders and anti-New Deal Democrats have consistently declared that should the present Congress fail to conclude the FCC inquiry, or should it be “whitewashed”, the new Congress will tackle the probe with a vengeance. To all charges of “whitewash” Chairman Lea has pointed to his record of 28 years in Congress and to the fact that in 12 of 13 primaries he has been the choice of (Continued on page 32)
KENNETH G. MARTIN...EXECUTIVE MANAGER, OREGON WAR FINANCE COMMITTEE
SAYS...“As I have observed it, KGW puts plenty of entertainment in the station’s public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently fine job along these lines, in my opinion.”

Wherever she goes, Lana Turner is surrounded by a group of male admirers. Lana did a swell job of selling War Bonds over KGW when she appeared in a tense, dramatic playlet authored by a KGW writer.

That gorgeous hunk of man, Victor Mature, who appeared before the KGW microphones recently to boost the sale of United States War Bonds.
Radio audiences are exacting critics. They know and want the best entertainment in the world...a demand which places a heavy strain on the resources of the individual broadcasting company.

To solve this problem, many stations have turned to World Broadcasting System. Pioneer in electrical transcription, World now serves over two hundred and fifty leading stations. The World Library gives them access to more than four thousand different selections, covering every program requirement. This great repertory is constantly being brought up-to-the-minute by the addition of some fifty or more new selections each month.

Among the three hundred artists and orchestras in the World Library are many of the world's brightest stars. These top-flight entertainers are directed by master showmen in World's own studios, designed for acoustical perfection.
An important aid to program managers is the World Continuity Service. It gives them seventy-eight carefully written shows every week, in quarter- and half-hour periods. These continuities, suitable for sustaining or sponsor use, are complete, ready to go on the air.

The quality of the talent assembled by World deserves the finest reproduction—and World gives it to them. Its famous Vertical-Cut Wide-Range Transcription, developed by Bell Laboratories and Western Electric engineers and pioneered in radio by World, preserves original sound-values with remarkable fidelity. The flexible Vinylite used for World discs holds the delicate impressions after repeated playings. The name “World” on a transcription has become a hallmark of quality among radio engineers and radiomen everywhere.

Broadcasting stations are invited to write for full information on the help that World's comprehensive service can give them. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
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 RADIO AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

Total Coincidental Calls This Period—12,735

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

5,000 WATTS 980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

Page 32 • July 24, 1944

(Continued from page 26)

both Republicans and Democrats of his district.

Despite the speculation on Capitol Hill, Mr. Sirica is going ahead with investigations of several station transfers and certain FCC grants. Already he has been called upon to look into pending actions before the Commission as well as charges involving alleged collusion between the FCC and certain broadcasters.

Sirica Goes Ahead

"I have not been instructed to let down", he asserted. "In fact we are going ahead on the premise that hearings will start again in September. When the Committee is ready to meet, we'll be ready with some facts."

Mr. Sirica said he personally had no stations or individuals definitely in mind, in connection with the Presidential orders opening income tax returns to the Committee. He said he would inspect returns filed a few weeks ago by Chairman Lea, based on an original request made by Rep. Cox but which failed to get the necessary White House Executive order under the law.

Should the investigation not be concluded by Dec. 31, when the 78th Congress ends, and in event the Republicans get control of the House, an entire new committee probably would be named by the new Speaker of the 79th Congress. Rep. Magnuson (D-Wash.), present Committee member, is the Democratic nominee for the Senatorial seat of Homer T. Bone, who retires with this Congress to accept a Federal judgeship.

Rep. Wiglesworth (R-Mass.) and Rep. Miller (R-Mo.), minority members, were mentioned as likely prospects to be chairman, while in some quarters Rep. Wolverten, (R-N.J.), ranking minority member of the Interstate & Foreign Commerce Committee; Rep. Brown (R-Ohio) and Rep. O'Hara (R-Minn.) were considered good timber to head the FCC probe.

Rep. Hart (D-N.J.) for some months after the appointment of Chairman Lea, went along with the two minority members in refusing to accept Mr. Garey's resignation. After two days of hearings in the WMCA sale, however, Rep. Hart moved that the hearings be postponed pending litigation in New York courts. It was his motion and subsequent vote by the majority members that led to the charges of "political whitewash" and Mr. Garey's resignation. Neither of the minority members participated in the meeting when the WMCA vote was taken.

Dixon Places

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transmitted historical spot announcements for pencils on WOR New York, WLV Cincinnati, KJH Hollywood, and WGN Chicago. Agency is Federal Adv., N.Y.

Savinari Spots

S. A. SCHONBRUNN Co., New York, increasing somewhat its spot schedule for Savarini Coffee, has contracted for a total of 624 live spot announcements on WOR New York, and participations on Mary Margaret McBride's program on WABC New York. Savarini's transcribed 30- and 60-second jingles are now heard on an average of 70 times weekly in the New York area. The balance of the schedule including WEAF WOR WNEW WJZ WPFG Atlantic City was added last month. Savarini agency is Roy S. Duratine Inc., New York. To promote Medaglio D'Oro coffee handled by Pettinelli Adv. Co., New York, in the foreign language market, Schonbrunn uses additional spots on WOV WHOM (Jersey City) WBNX.

NORTH CAROLINA
IS THE SOUTH'S
\textbf{No. 1 STATE} . . .

\begin{itemize}
\item \textbf{IN AGRICULTURE}
  \begin{itemize}
  \item NORTH CAROLINA: $221,768,000
  \item \text{AVERAGE OF NINE OTHER SOUTHERN STATES}: $133,256,000
  \end{itemize}
\end{itemize}

\begin{itemize}
\item \textbf{IN INDUSTRY}
  \begin{itemize}
  \item NORTH CAROLINA: $1,420.6 (MILLIONS)
  \item \text{AVERAGE OF NINE OTHER SOUTHERN STATES}: $536.5 (MILLIONS)
  \end{itemize}
\end{itemize}

\textbf{WPTF}
IS NORTH CAROLINA'S
\textbf{No. 1 SALESMAN}

\begin{itemize}
\item 50,000 WATTS!
\item AT 680 KC!
\item N. B. C.!
\end{itemize}

\textbf{WPTF • RALEIGH}

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
A WAR CONFERENCE of Mississippi Broadcasters held recently in Natchez, Miss., elected new officers and directors and selected Laurel for the next meeting place. Here are (1 to r), O. W. Jones, WQBC Vicksburg; F. C. Ewing, WGRM Greenwood; Gene Titibett, WELO Tupelo; Emmet McMurray, WJPR Greenville; P. K. Ewing Jr., WMIS Natchez; Hugh Jones, WGCM Gulfport; Bob McIaney, WCFI Columbus; Hugh Smith, WAML Laurel; Wiley Harris, WJDX Jackson; C. J. Wright, WFOR Hattiesburg; C. A. Lacy, WJDX Jackson. Attending but not shown were L. M. Sepaugh, WSLJ Jackson, and P. K. Ewing, Sr., WMIS-WGRM. Current operating problems were discussed.

Evolving the history of the APL movement, WCFL Chicago will begin a series of programs Sept. 4.

Abraham Lincoln School, Chicago, has adopted a six-week course in radio writing.

Ice Mint Resumes


Wlok Lima and wpfn Findlay, Ohio, have recently completed a series of two stations when the entire program was given over to inspecting the tank depot for the first time since Pearl Harbor. A complete inspection by radio and newspaper representatives was made.

Ihi Chain, which resigned as head of radio productions for William H. Weintraub & Co., New York, to open a production agency under his own name, has established offices at 30 Rockefeller Plaza, New York. Phone is Columbus 5-5288. Mr. Chai has just completed a series of 13 quarter-hour transcribed dramatic programs dealing with health education for the Tuberculosis Assn., Inc., New York.

Wdro Hartford, Conn., has contracted for the AP radio wire.

WBBM Chicago has redecorated its news booth fronting the Wrigley Bldg., Chicago, employing full-color reproductions of service campaign bars. Inside the booth, serviced by a constant attendant who removes latest releases from the teletype machine pasting them on the plate glass windows for passers-by to read, the back wall is adorned with an invasion map and a blowup of the invasion area.

KMbc Kansas City feature, The Classic Hour, has been aired weekly on that station for the past 18 years by Mrs. Aubrey Walter, Cook, who presented for her 862nd broadcast the classic opera in 1926 including her original announcer, Arthur B. Church, now president of the station's licensee corporation.

Summer Listening Drop Shown in Hooper List

C. E. HOOPER in the July 15 evening network Hooper ratings reports an average evening program rating of 5.6, down 1.2 from last report, and down 1.1 from a year ago. Average set-in-use of 19.2, is own 2.8 from the last report and down 1.3 from a year ago. Average available audience is 70.2, down 3.4 from last report, and down 3.1 from a year ago.

Walter Winchell leads the list of "first fifteen", with Radio Theatre taking second place and Mr. District Attorney third. These are followed by Take It or Leave It, Bing Crosby, The Aldrich Family, Screen Guild Players, Your Hit Parade, Phil Harris (1st half-hour), Album of Familiar Music, Grecia Fields, Edward Everett Horton, Mr. & Mrs. North, Phil Harris (2nd half-hour), includes computed measurement for Eastern area portion of this network Hooper rating), and Jimmy Fidler.

GE Renews Breaks

Ge General Electric Co., New York, on a 22 weeks basis, will renew a three of five live station breaks weekly on some 20 stations for the GE Lamp division. Contracts are for 52 weeks. Agency is BBDO New York.

Portrait of an Enduring Market

The industrial and business activity of the postwar world of tomorrow may well be built around our natural resources and basic raw materials. East Texas, South Arkansas and North Louisiana produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Also rich in other resources and industrial advantages such as minerals, timber and a mild climate this region is destined to be an enduring market for years to come. We invite your investigation of KWKH-head. Let us show you the advantages of concentrating your sales efforts in this area to sell now and build sales for the future.

KWKH 50,000 Watts CBS Represented by the Branham Co.

The Selling Power in the Buying Market

Broadcasting • Broadcast Advertising
Ida Bailey Allen's World Homemakers program makes its debut in Chicago on July 24, 1944 over WGN from 2:30 to 3:00 P.M.

Ida Bailey Allen is America's leading authority on homemaking and is the author of 39 books on this subject which have had a combined sale of over 14,000,000 copies. She has been the home economics editor of leading women's magazines and daily newspapers. Formerly Ida Bailey Allen conducted one of the outstanding network women's programs and was five times voted the premiere broadcaster to women in the National Radio Editors Poll.

WGN is proud to bring her to Chicago and feels confident that The World Homemakers program will be the finest in the country.

Participating sponsorships are available on a five-a-week basis. We will be glad to furnish further particulars.

A Clear Channel Station

CHICAGO, ILLINOIS
50,000 Watts • 720 Kilocycles

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

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM
Tops
In Power
In Prestige
Fifty Grand in Watts
POWER PROGRAMS

L. F. Wilson

WCKY

COLUMBIA Programs
Making It Easier

AMONG successful users of radio, financial institutions are developing an imposing record. Their buying has generally been astute, due mainly to the interest shown by stations and the activities of the Financial Advertisers Assn. Many stories of successful financial campaigns on the air have been recounted in the monthly Bulletin of the association.

At FAA conventions the subject of broadcasting is a favorite topic. There the men who direct bank contacts with the public exchange views and experiences. These exchanges of views are helpful, FAA members concede, but they leave many radio questions unanswered.

The financial institutions' problem is raised by Preston E. Reed, FAA executive vice-president, in a letter to Howard Loeb, manager of WFDF, Flint, Mich. Mr. Reed asks why broadcasting stations don't put out a manual of radio advertising in the financial field.

Manuals of this type are provided by newspapers and outdoor and street car interests are considering one, according to Mr. Reed. Naturally the FAA has some material available for its members.

Mr. Reed cites an obvious need that should be met. After all, specialized manuals have been provided in quantity for industries by competing media. A rich fund of experience is available and a helpful compendium can be prepared to guide financial advertisers.

Labor Facts On-File

MANY broadcasters have become weary of being called a "young" art, whose errors can be ascribed to youth and adolescence. Industry-wise there are many newer fields—air-conditioning, plastics and new electronics units. But those are industries in a truer, heavier sense, whereas radio is an art and a profession.

It's true, nevertheless, that radio hasn't learned all of its lessons as a business. Take labor relations. Radio pays higher, per capita, than any other pursuit. For that reason labor organizers have stepped in. That's the tempo of the times.

There's nothing as convincing as fact and figure. Stations sign contracts with unions for various phases of their operation. Some of them, because they became palsy with heads of their locals, feel they have struck beautiful bargains. They know it because they were told so. These were admonished not to say anything about it; the union head would get himself in a jam.

Poppycorn? Thats the shell game at its best. Does the broadcaster for a moment think that the international union headquarters doesn't know about the kind of contract signed? Doesn't he realize that the deal he has made serves as the basis for higher demands through some other local?

The 250-watt local at Blow Torch, Ark., is negotiating with his local on his platterginers. He writes the NAB to find out how many 250-watt stations in similar markets, without network affiliation, are paying the wizards of the turntables. Alas, NAB doesn't have the information, because those similarly situated broadcasters were told they had made special "deals", and shouldn't divulge them.

Now, let's see how it works if the broadcasters in their turn submit the information to NAB headquarters.

NAB promptly would advise the Blow Torch broadcaster that so many stations in similar markets had contracts with their locals, and that the composite picture disclosed the scale was pegged at so many dollars for so many hours per week with so much time for vacation and so much for overtime. He would have the complete answer. And the identity of stations (or locals) wouldn't be disclosed.

Every NAB member station which hasn't done so should promptly send to the NAB copies of all labor contracts.

Esquire Shackled

THEY LAUGHED when radio cried out for help because its freedom was threatened in those early days of the whistling away process. Other media looked with disdain upon the "licensed" radio, which wasn't regarded as in the same professional league.

The Esquire case now places a different complexion on it. The Postmaster General has been upheld in the lower courts in ruling that the publication isn't entitled to second-class mail privileges. He threw the ground that it isn't a public educational, scientific, artistic or business journal. Postmaster General Walker, the court held, simply exercised his discretion in classification of publications. But obviously, he had to judge the editorial content of Esquire. In so doing, he either censored or restricted the freedom of its editorial judgment.

The precedent is dangerous. But the first harbinger came in radio as early as 1927, when the yardstick, "public interest, convenience and necessity", was given the radio licensing authority. There, too, was a classification denominator, even less explicit than that upon which the Postmaster General relied. This was the expensive (a half-million a year) fourth-class.

Barring a publication from second-class or barring it from the mails entirely is only a matter of degree, dependent upon regulatory trends of the times. "Obscene, profane or indecent" language in print, as well as on the air, constitutes grounds for summary action. A publication can be denied the mails; a radio station can be silenced. Since the second-class privilege became law in 1879, its terms rarely have been invoked.

The First Amendment provides that Congress shall make no law abridging freedom of the press, speech or the pulpit. To violate one threatens the others. Of the three, radio is the only one licensed—because of the limitation in the number of frequencies available. But that licensing process has extended beyond the pure physical regulation of radio to avoid interference. When that happened there came the first impingement upon free speech.

There was the Associated Press case, which caused the press to take pause. Now the Esquire case. Yet there have been scores of radio cases—a pin-prick at a time—that should have caused concern.

Radio must gain full freedom if the press and the church are to retain theirs.

(Continued on page 40)

Page 38 • July 24, 1944
Since 1932 WTMJ has conducted systematic, coincidental telephone surveys in the name of an independent survey organization. Each year the survey shows that WTMJ dominates the Milwaukee market. This year, for example, 24,902 telephone calls were attempted, of which 18,423 were completed.

If you are in the Milwaukee market, or contemplate ever being in the Milwaukee market and have not received this study, then by all means fill in the coupon below and get your copy of "The Same Sweet Story in the Same Old Way." You will find it packed with facts and figures on total listening audiences, and individual station audiences. It is concise, meaty and packed with information you don't get in your regular ratings, for it presents facts on local programs.

Read "The Same Sweet Story" and you'll know that your radio coverage in Milwaukee is weak without WTMJ.

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<th>Average percentage of listening audience 7:00 A. M.-8:30 A. M., 5 days a week.</th>
<th>WTMJ</th>
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<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<td>WTMJ</td>
<td>56.1%</td>
<td>23%</td>
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<td>5.8%</td>
<td>3.0%</td>
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WTMJ
Radio City,
Milwaukee 1, Wis.

Gentlemen: Rush me a complimentary copy of your interesting, informative brochure, "The Same Sweet Story in the Same Old Way."

Name ..............................................
Organization ......................................
Title ................................................
Address ...........................................
City .............................................. State ...

WTMJ
The Milwaukee Journal Station
Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

Broadcasting - Broadcast Advertising

July 24, 1944 - Page 39
tries and, in addition, to determine the audience response to OWI's output to those countries.

Because it was sometimes inconvenient to arrange Hooper or CAB radio audience studies of listening habits in Berlin and Tokyo, he relates, the bureau's findings occasionally lacked the detail to which advertisers are accustomed when they buy time from The Katz Agency and its competitors, but these and other problems were tackled by the Bureau and solutions developed.

Gene resigned from OWI in September 1943 to serve as Public Opinion Consultant in the Office of Price Administration, where he planned and executed the now routine studies of consumer reactions to OPA price and rationing regulations.

Early this year he rejoined OWI for a London assignment. Again there was an intelligence operation to be organized, this time for the preparation of material to be broadcast over ABSC—the American Broadcasting Station in Europe which broadcasts daily in French, German, Dutch, Norwegian and Danish—and for the use in OWI leaflets and publications. Gene says that by this time his position—Chief of Operations Intelligence in London, had no detectable connection with the station representative business; it was just the culmination of one of those unaccountable job sequences which characterize the Government in wartime.

When he returned from this assignment in early June, Gene found that the radio business had remained anything but static and that there are lots of new problems. He hopes that at least some of them will be more manageable than some he was confronted with in Washington and London.

He also hopes to make up for lost time at his other major occupation, that of reclaiming from the wildness the grounds of his home at Ridgefield, Conn., where he lives with his wife, Florine, and their three children, Barbara, aged 7, and the six-year-old twins, John and Daniel. But he is beginning to believe that this is a life-time job.

CAPT. HUGHLETT HOLLIDAY Jr., formerly of the Army Air Corps and for many years national advertising manager of the Dayton (O.) News, has joined the Los Angeles office of Simpson-Reilly publishers representatives.

LEE MIKESELL, formerly with KOW San Francisco, has joined KXK Oakland as sales manager.

JOHN E. PEARSON, owner of John E. Pearson Co., Chicago radio representative, is the father of a boy.

LT. HOWARD HOLSHOUSER, formerly in the advertising department of KOIL-KFAB Omaha-Lincoln, Neb., has been promoted to a captain in the Army Air Corps.

JOHN LINDSAY has joined the commercial department of KOVO Mission, Mont., replacing Stephen Gaylord, resigned.

JACOB NICOL, K. C., owner of CHILN Three Rivers, Que., and CHLT Sherbrooke, Que., has been named to the Canadian Senate, it was announced by Prime Minister Mackenzie King at Ottawa on July 14. The new Senator is also publisher of Quebec La Soledad and Quebec L'Evenement-Journal. Sherbrooke La Tribune and Three Rivers La Tribune have been reduced to a 100 watt unlicensed operation.

GEORGE PROVOL, sales director of KDYL Salt Lake City, is the father of a boy.

RAY WATTON, formerly with Sears Roebuck & Co., has been added to the sales staff of KBDZ Ottumwa, Ia.

JIMMY SIMPSON, commercial manager of WHKY Hickory, N. C., is the father of a boy.

JOHN ALLEN, new to radio, has joined the sales force of KSFO San Francisco.

Personal Notes

Martin Leaves WIZE

REGGIE MARTIN, vice-president and general manager of WIZE Dayton, took leave last week to undertake a personal project in radio. This is the second Dayton radio executive to leave within a fortnight, Ronald B. McWard, general manager of WING, having resigned last week [BROADCASTING, July 17]. Mr. Martin had been manager of WIZE for three years, going to Springfield from Washington. Ad Karns, program director of WIZE, has been named assistant manager.
BEST KNOWN of the “gnawing mammals”, the Rabbit is EXCLUSIVE because of its long teeth, hind legs and ears... and because of its feats in the realm of magic. Credited with phenomenal leaps, keen hearing and amazing disappearances, this vegetarian pet of the prestidigitator lives in brushy cover, is mostly nocturnal and plenty prolific.

K-O-Z-Y is EXCLUSIVE because it PIONEERED FM in the Kansas City Area... believing in the powerful potential of this Basic Market as an FM Focus. Now, this proved potential can become YOUR MOST PRACTICAL EXPANDED ASSET... and, YOURS EXCLUSIVELY! Have you asked for Rate Card 3?

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
PORTER BUILDING • KANSAS CITY, MISSOURI
James Robert Ball

JAMES ROBERT BALL, 25, news editor and announcer of WWDC Washington for 20 months, plunged to his death early on the morning of July 17 from the top, 13th floor of the National Press Bldg. in Washington. Although reportedly in excellent spirits and doing well in work, the act was declared a suicide by the coroner. WWDC did not learn of the tragedy until Mr. Ball failed to report for his 6 a.m. newscast. A native of Salt Lake City and a former Harvard law student, his legal training had been interrupted several years ago by a nervous breakdown, it was learned. He is survived by his parents, a sister and a brother-in-law.

LARRY SHIELDS, now chief announcer of KFXM San Bernardino, Cal., is the father of a girl.

CHARLES C. CRAIG, formerly of WACO Waco and KMAC San Antonio, Tex., is now program director of KFXM San Bernardino, Cal. New additions to the KFXM announcing staff are Bernard Sebastian and George Glyksten. Murrie Carlson has been named continuity director. Jack Stoddell, former junior announcer, has been inducted into the Marines.

DOLORETTA FITZGERALD, former announcer of WWNC Asheville, N. C., has been named program director of WMSE Milwaukee.

JOHN BARTON, formerly of WSSW Pittsburgh, is a new addition to the announcing staff of WTBQ Greensboro, N. C.

SALT LAKE MARKET

They topped the $90,000,000 figure . . . the people in 17 counties -- the entire Western North Carolina market -- in 12 months of buying in retail stores . . . buying many of the things they heard advertised on KDKY and WBBM Chicago.

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.
“Grass roots” has come to connote that which is solidly, basically, wholesomely American. Specifically, mid-western American. Its implications have ceased to be exclusively rural.

“Grass roots,” then, is an apt description of the 64-county domain of WOWO, Fort Wayne... a mingling of equal parts of progressive rural and urban Americanism. WOWO helps guide the influence, and shape the destinies, of 2,500,000 thrifty, self-reliant citizens, in an area that is largely its own. To most of these folks, radio is the chief source of entertainment and information. And to them, radio is WOWO.

Few stations are able to deliver such a substantial package of typical cross-section Response Ability. You need only tell to sell this multiple mart of farm families and urban dwellers. WOWO's home county has 132,000 people and there are 20 other cities with populations exceeding 10,000, to complete the WOWO primary area. Consult NBC Spot Sales for the availabilities.
New on Old Gold Show
P. LORILLARD Co., New York, on July 25 replaces Frankie Carle's Orchestra with Woody Herman's Orchestra on the CBS Old Gold program with Allan Jones, continuing as featured singer. Mr. Carle was to take his orchestra on a 12-week tour following July 19 broadcast. His return to the network for Old Gold after the tour is uncertain, according to a spokesman at J. Walter Thompson Co., New York agency handling the Old Gold account.

MID-SOUTH HOOKUP
FOR MISSISSIPPI
FORMATION of the Mid-South Network linking WCBI Columbus, Miss., and WELO Tupelo, with plans already underway for expansion to include other stations in Northeast Mississippi, was announced last week by Robert R. McRaney, general manager.

First commercial account and first program of the network was the broadcast of Mississippi primary election returns, sponsored by the Pepsi-Cola Bottling companies of both Columbus and Tupelo. The same firms have contracted to sponsor Presidential election returns in November.

Mr. McRaney said the network plans to broadcast Mississippi State and U. of Mississippi football games this fall, as well as county fairs and other public events. Headquarters of the Mid-South Network will be maintained at WCBI. Both stations are owned by Capt. Birney Imes Jr., now on active duty with the Army Air Forces. In his absence, Mr. McRaney directs activities of both stations. Gene Tillet is station manager of WELO.

'McCall' Survey Reveals Television Prospects
ONE-SIXTH (16.5%) of the 11,000 women indicating their desires for television sets in a "Home of Tomorrow" contest conducted by McCall's Magazine placed sight-and-sound receivers in the "must" category for their postwar homes, a breakdown of the response reveals. Another 67.0% placed video receivers in the "I like and may get" class; 13.9% checked the "I don't like" column, and 2.6% reported that they plan to own none.

Postwar demand for radio receivers is shown individually for console models—9.2% must have and 16.8% like and may get; table models—5.8% must have and 9.2% like and may get; radio-phonographs--30.0% must have and 35.7% like and may get. Present ownership for all three types of receivers exceeds 100%.

Mennen Planning
MENNEN Co., Newark, has appointed Duane Jones Co., New York, to handle advertising for Mennen shave cream, effective in September. Future media plans were being formulated last week. Firm has used network radio for the product for a number of years, the last program Ed Sullivan on CBS being discontinued last month. Mennen continues to place advertising for Quinsana, antiseptic powder and baby oil through H. M. Kiesewetter Advt., New York.

NOT TO BE OUTDONE by the two rival major political parties, executives of KQW San Francisco held an election rally of their own at a surprise party observing Manager C. L. McCarthy's tenth year with the station at which the announcement of McCarthy's advancement to vice-president and director was made by Ralph Brunton, owner of KQW. Heralding the election are Ralph Brunton (right center), congratulating McCarthy, while John Brunton (left) supports the election banner with Ed Franklin, manager and new co-owner of KJB, sold by the Bruntons.

OWI PACKET, Week Aug. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 14. All station announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

**WAR MESSAGE**

| NET- | STATION ANNOUNCEMENTS GROUP | NAT-SPOT PLAN |
|-------|-----|--------|-----|-----|-----|------|-------|
| Cadet Nurses | X | | | | | | |
| War Bond | X | | | | | | |
| Crop Corps | X | X | | | | | |
| Save Paper | X | X | | | | | |
| Careless Talk | | | | | | | |
| Merchant Marine Recruiting | | | | | | | |
| Prepare for Winter | | | | | | | |

See OWI Schedule of War Messages 10 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Bakery Series
RICE SCHMIDT Baking Co., Washington, will explain advertising for baking products this fall, using a series of one-minute transcribed spots and chain break announcements on some 28 stations in the East and Southeast. No further details are available as yet. One-minute transcribed spot and chain break announcements, at varying intervals, are now used on WFBF WBAL WCAO WITH Baltimore. Agency is William A. Schauts Inc., New York.

**WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.**

D. E. "Plug" Kendrick President and General Manager

G. F. "Red" Bauer Sales Manager

Page 44 • July 24, 1944
22 Years is a Long Time in Radio*

We're Baltimore's oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on... the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans... you reach the audience that has always known and recognized WFBR as Maryland's pioneer broadcasting station!

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

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
BASIL W. MATTHEWS, for the past two years advertising manager of Centaur Co., New York, a division of Sterling Drug Inc., has joined Ren- toroat Bausch, New York, to assist on the Procter & Gamble account. Mr. Matthews was previously with Ped- lar, Ryan & Lusk, New York. Wels W. Spence, assistant to the president of Centaur, is acting as advertising manager until a permanent replacement is found.

CLIFFORD SUTTER, former pro- gram manager of the domestic branch of OWI, has joined BBDO New York as account executive. Prior to his as- sociation with OWI, Mr. Sutter was account executive with Geyer, Cornell & Newell, and N. W. Ayer & Son, New York.

NEAL WILDER, former account executive with Ketchum, MacLeod & Grove, Pitts- burg, has been named account executive of McCann-Ericksen, New York.


WILLIAM H. EYNON, radio director, new to W. B. Humphrey Jr., New York office manager, of H. B. Hum- phrey Co., advertising agency, has been named vice president.

CLARICE HARRISON, formerly on the copy staff of WKK St. Louis, has joined Gardner Adv., St. Louis.

DAVID ORTWEIN, formerly with Andras Adv., St. Louis, has joined Compton Adv., New York, as account executive.

ALMA F. MARKS, a talent buyer for N. W. Ayer & Son, New York, has resigned to join the general branch of the OWI effective July 31.


VIRGINIA SPIKER, former fashion writer for Royal Magazine, and Annette Anderson, Ballot, for the past three and a half years with J. Walter Thompson, has joined the copy department of Benton & Bowles, New York.

Two Join P R & L

ERNST P. ZOBIAN, former manager of the New York office of H. W. Kastor & Sons, last week joined Pedlar, Ryan & Lusk, New York, as account executive of the Sterling Drug account. Mr. Zo- bian's duties at H. W. Kastor & Sons have temporarily been taken over by Hal James, radio director of the agency. Russell F. Manney, associated with Campbell-Ewald Co., Detroit, for 17 years, also joined Pedlar, Ryan & Lusk, as account executive.

New Radio Department

DAYTON AGENCY of Kircher, Lylet, Helton & Collett has opened a radio department with Herman W. Land as director. Radio ac- counts handled by the agency are: Dayton Spice Mills, Gem Furniture Building & Loan Assn., Ohmer Register Co., Victor Furniture Co., all of Dayton, and Edward Furniture Co., Royal Oak, Mich.
The Birth Place of Aviation

WING

Dayton's Blue Network station has kept pace with Dayton's performance as a war production center. The overwhelming preference of WING by local merchants and national firms using radio indicates the trend in radio listening. Let these merchants who measure results by the sound of the cash register guide you in selecting the right medium.

Write or wire today for availabilities.

* * *

All statistics used compiled by the Dayton Chamber of Commerce.

Today - IS DOING A BIG JOB IN WAR PRODUCTION!

That big is spelled with a capital B for Dayton is 10th in the nation in war production. This achievement has been accomplished with practically no wartime industrial plant expansion.

Tomorrow - DAYTON WILL DO A BIGGER JOB IN PEACE!

Expansion plans for peacetime operations will exceed $50,000,000 according to a recent industrial survey of Dayton manufacturers. An indication of the tremendous market offered by Dayton today—and tomorrow.
CHARLES M. STORM Co., New York, has taken additional office space at 50 East 42nd St. Agency's principal executive has been moved to the new quarters, occupying the entire 10th floor, while the 15th floor now houses radio and television departments. Firm has increased office space 300 percent since the start of the year.

W. ROBERT MITCHELL, account executive, formerly with Snyder & Blake, New York, has joined McCann-Erickson, New York.

ROBERT H. KING, for the past year a member of the Blue Network's publicity staff, has been named director of publicity of Doherty, Clift & Co., 717 Third Ave., New York, Mr. King was formerly in the publicity department of J. M. Mathes, Inc., New York, and served for eight years with the Philadelphia Evening Bulletin.

DRAPER DANIELS, copy writer, formerly of Young & Rubicam, New York, has joined McCann-Erickson, New York, as a copy group head.

GILBERT NUNNS, formerly with J. Walter Thompson Co., Toronto, has joined Locke, Johnson & Co., Toronto, as account representative.

HARRY O'CONNOR has been named director of the radio department of Mar-Laren Advc., Toronto. He has been for many years in the field of publicity for Famous Players Canadian Corp., Toronto.

COL. KENNETH COLLINS, vice-president of Arthur Kudner Inc., New York, on military leave as chief publicist of the Eighth Air Force in Europe, has been awarded the Legion of Merit.

TED LONG, television director of BBDO New York, has been elected an associate member of the International Radio Engineers.

DANIEL J. DANKER, Jr., past president of Colton Coast Broadcasting Co., Hollywood, who died in a plane crash on July 5 following a heart attack, left an estate estimated at more than $200,000 to his widow, named executor.

Coate to Agency

H. R. COATE, formerly in the export division of General Motors Corp., Detroit, has resigned to join Foote Cone & Belding, New York, as director of postwar foreign activities, with headquarters in New York. He has been associated in public relations, advertising and sales promotion for General Motors, having been with the company 20 years.

GESREGAN NAMED

HERBERT GESREGAN, formerly on the media staff of BBDO New York, has joined Marschalk & Parson, New York, as media director. Mr. Gesregan replaces George L. Trimble, who joins Fox & Smith & Ross, New York, Aug. 1 as media director.

Book by Young

A NEW BOOK by James Webb Young, senior consultant and director of J. Walter Thompson Co., is titled Diary of an Ad Man. It is written in the form of a diary covering the war years, June 1, 1942 to Dec. 31, 1943 (Advertising Publications Inc., Chicago).

BING CROSBY, following broadcast of July 27 will vacation for 13 weeks from NBC Kraft Music Hall. He will entertain recuperating servicemen in West Coast hospitals.

SHELL OIL Co. of New England has revised its ten minute news and sports program Shell Digest, Thursday, Friday and Saturday nights on WNAC and other Yankee Network stations. Program features Nelson Churchill, Agency is J. Walter Thompson.

ARTHUR E. WEBB, for more than 20 years associated with Carter & Co., 200 Teas Creek, Detroit, in a sales capacity, has joined the Morton Salt Co., Chicago, as assistant manager in the company's Detroit office.

PETER PAUL, Inc., Naugatuck, Conn., on Aug. 7 has added three weekly spot sponsorship of Prescott Robinson's 8 a.m. news period on WOR New York to its schedule of one-minute live spot announcements and news programs on a number of stations throughout the country. Agency is Platt-Forbes, Inc., Chicago.

SHOA Radio & Television Corp., Chicago (Sonora radios), began sponsorship July 17 of Dick (Two Ton) Baker's quarter-hour program of songs and specials, Mondays through Fridays on WGN Chicago. Show replaces sponsorship of quarter-hour Good Morning Program by Sonora daily on WGN. Contract is for six weeks, placed by Weiss & Geller, Chicago.

BERNARD M. KLIMAN, former ad of Collins & Weitzman & Co., New York, has joined Arthur M. Schwartz & Sons, New York. Position at Sonora was formerly held by John Young, who entered the Service and was replaced by Donald S. Hall, from the office's sales branch.

NARRAJOY BROADCASTING Co., Cranston, R.I., has renewed its series of minute participation in the 6:00-12:00 p.m. edition of the Yankee Network News Service on WNAC Boston. Agency is Arthur Brittain Co., Providence, R.I.

BROADWAY Dept. Store, Los Angeles, on July 3 started five weekly quarter-hour programs, sponsored by Home Affair, featuring Miriam Lane, on KMBC Hollywood, Contract is for 52 weeks with placement through Lee Ringer Adv., Los Angeles.

GROSSER PACKING Co., Los Angeles (Budget telephone package foods), on July 17 started sponsoring five weekly, quarter-hour Take a Look With Frances Scully on KITV Phoenix. Contract is for 32 weeks. Live broadcast is sponsored five weekly on KECO Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

Griffin Maintains

GRiffin MFG Co., Brooklyn, through 52-week renewals is maintaining its schedule in behalf of shoe polishers on about 60 stations, using a recorded music series Griffin Time to Shine, live talent shows, participations, and news. Announcements are all live. Agency is Bingham, Castelman & Pierce, New York.

GENERAL MOTORS Corp., Detroit, will renew its quarter-hour program, Victory Is Our Business, Sundays, WGN Chicago, effective Aug. 9. Contract is for 35 weeks was placed by Campbell-Ewald Co., Detroit.

CHARLES E. SORENSEN, former executive vice-president of Ford Motor Co., has been elected president of Willys-Overland Motors Inc., Toledo, O. Ward M. Canady will continue as chairman of the board.

BROWN-THOMPSON'S Dept. Store, Hartford, beginning Aug. 15 for 52 weeks sponsors six-weekly 8 p.m. AP newscast on WNAC Hartford. Contract was placed through Julian Gross Adv., Hartford.

CAMPBELL SOUP Co., Ltd., New York, Del. (soup), has started twice daily spot announcement campaign on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

SALADA TEA Co. of Canada, Toronto, has started quarter-hour Sunday newscasts on CJKI Kilkirk Lake, CKGB Timmins and CFCN North Bay, Ont. Account was placed by Thorton Purkins Ltd., Toronto.

BOSTON MUTUAL LIFE Insurance Co., Boston, has appointed Wendell M. Potter, New York, as agency. Initial campaign calls for newspaper advertising only in the New England area. No radio is contemplated at present.

FATHERLY Order of Eagles, Hapel, Ont., is launching a national campaign is sponsoring weekly quarter-hour broadcast dramatizations of The Eagles Speaks on 75 stations. Placement is through Continental Radio & Television Prog., Hollywood.


AMERICAN SCHOOL, Chicago (correspondence school), renews sponsorship of a quarter-hour, 15-minute, music program, Sundays, on WOR New York, starting Sept. 10. Contract for 13 weeks was placed by Doremus & Co., Chicago.

1480 Kilocycles

FOR BETTER THAN AVERAGE RESULTS


New York Studies: 19 West 57th Street, New York City
The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years' experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You'll find that putting WTIC's 50,000 WATTS to work for you is a most profitable habit to develop.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
TO ADVERTISERS WHO ARE LOOKING

N EW PUBLIC service feature program on WKY Oklahoma, which will not be sponsored, is titled Farm Reporter and will have the Hon. Claude Wickard, Secretary of Agriculture, as guest speaker at a dedication dinner and preview broadcast Aug. 8 to initiate the new WKY farm news show. To be broadcast Mondays through Fridays 12:30-12:45 p.m. starting Aug. 9, program will be directed by Ede Lemons, southwestern agricultural leader and former executive secretary of the FFA. In addition to Sec. Wickard, other speakers at the dinner to be held in the Skirvin Tower Hotel, will be Governor Kerr of Oklahoma and Dr. H. G. Bennett, president of Oklahoma A. & M. College. Invitations have been sent to over 1,000 persons.

Stock Show IN COOPERATION with the Rocky Mountain Radio Council, KOA Denver is presenting a weekly feature Stock Show as a service to farmers and ranchmen throughout the Rocky Mountain and Plains States region. Theme of the program is to trace the development of agriculture in the area, tying in historic phases with the current situation. Farmers and ranchmen appear on the program, which also features songs of the plains and the Old West, as played by a 12-piece orchestra.

Veteran Aid ASSISTANCE to returned war veterans is offered Mondays, 8:05-8:15 p.m., by WINX Washington, in a program conducted under auspices of the Disabled American Veterans. Purpose is to acquaint both disabled and able-bodied service men returning to civilian life with their rights, rehabilitation plans, employment, vocational training and other information valuable to the men who seek to find their places as civilians.

New WMCA Feature THEATRICAL boarding house is the locale for The Callahans, weekly half-hour program started on WMCA New York in line with its policy to present more live shows. Each program is an episode in itself. Series is designed to carry over a more sustained interest than the established type of variety show. Fritz Block, New York, is writer and director.

ft. Benning on WDAK PAYING tribute to the work of the WAC, Army Nurses and Red Cross workers, the Ft. Benning (Ga.) public relations office has now broadcasting a new weekly program Women at War over the facilities of WDAK Columbus, Ga. Pvt. Louise Wilse, former reporter on the Nashville Tennessean, conducts the interviews with the women at the post.

Purely PROGRAMS

Youth Centers ACTIVITIES of youth summer centers supported by the local Community Chest provide the setting for a series of special events programs being broadcast by WTAG Worcester, Mass. Initial program originated at a Boy Scout camp and included interviews with boys and counselors. Later broadcasts will describe the work of the YMCA, YWCA, Camp Fire Girls and Girls Club. Bob Dixon, WTAG special events chief, handles the broadcasts.

Soldier Request Show WEEKLY Sunday afternoon program on WASK Lafayette, Ind., is dedicated to men in the armed forces and titled Service Men's Request Program, consisting of music requested by service men from that area who are located in various quarters of the globe. Program, which is now sponsored by the Unit Parts Co., auto parts and paint farm, has been a feature of WASK for over two years.

Money Quiz SELECTING NAMES at random from telephone directories, the telephone money award quiz program Quiz Time, is now conducted by Walt Lochman on WIND Chicago. Quarter hour program is aired three times daily, once on Sundays.

Religious Talks STARTED July 3, the Blue Network now presents a series of five weekly quarter-hour religious talks, Your Love, Father, under the auspices of the Federal Council of Churches of Christ of America.

WORL Feature PROMINENT personalities in civil and military life are featured in American Ideals, now heard Sunday evenings on WORL Boston.

(Continued on page 58)
KMPC's staff of top sportscasters make KMPC the leading sports station in Southern California with daily broadcasts of Pacific Coast League baseball games...re-creations daily of National League games...fights...sport commentaries and football, basketball and golf...sport fans automatically turn their dials to KMPC.

ON-RADIO-ROW
HOLLYWOOD

KMPC CARRIES MORE SPORT FEATURES THAN ALL OTHER SOUTHERN CALIFORNIA STATIONS COMBINED

10,000 WATTS
KMPC
LOS ANGELES
710 on the dial
Youth Follies

NEW daily 45-minute program heard on WMAC Macon, Ga. is The Juke Box Parade, with eight boys and girls designated for attendance each afternoon by the director of Macon's Teen Age Club. Those invited compete in announcing and jitterbug contests, with music furnished by a juke box. Soft drinks, supplied by the station, are sipped on the sidelines by other teen-agers who are not featured on the program. Prizes are awarded for best announcing and jitter-bugging.

**WNEW Crime Quiz**

WNEW New York now presents a weekly quarter-hour Crime Quiz, with a panel of "experts" composed of the editors of crime and mystery magazines published by the Hillman enterprises. Listeners are invited to submit questions dealing with real and fictional crime stories, receiving Hillman mystery books for those questions used on the program.

* * *

Public Reaction Sought

PUBLIC reaction to various new ideas for radio entertainment will be sought by WWL New Orleans in a series of "listening sessions," scheduled to begin July 29. A new type of program will be introduced on each broadcast and through mail response the most popular idea will be chosen.

**Universal Stroboscope**

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis. It can be loaned through your local dealer. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owner of phonograph and recording equipment. After victory is won—dealer shelves will again stock the many new Universal recording components you have been waiting for.

**Universal Microphone Co.**

INGLEWOOD, CALIFORNIA

**A Market All of Its Own**

Distinguished as a "happy medium" among contemporary daytime programming, WLJB consistently fills the musical gap long left open by the other stations in New York City. WLJB attracts the daytime listener who likes a variety of good music* just for the endless pleasure it gives; WLJB holds the listener with the powerful appeal of familiar music and famous artists, plus, brief, yet complete AP and UP news reports every hour. WLJB's programs are distinctly different from the daytime soap-operas, women's programs, "jazz, jive and swing," sports results, talks, and the deep-serious music heard on contemporary stations. We broadcast the "popular classics with a bend of the modern"—familiar light classic and classic melody, opera, operetta, musical comedy and motion picture tunes, soft-sweet ballads of today and yesterday, Gypsy music, choral groups, Gilbert and Sullivan and Latin-American rhythms.

By catering consistently to this preference, WLJB has created a market all of its own...a market not served consistently by any of its contemporaries and thus not duplicated.

*Program Booklet Available

**WLIB**

"The Voice of Liberty"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

**Teleoperas**

OPERETIC EXCERPTS in English soon will be produced on WNBT New York, NBC television station, by Dr. Herbert Graf, newly appointed NBC director of operatic productions. Rising stars of the music world will feature in them. Special stage sets for the telecasts have been built.

* * *

**WGN Feature**

DERIVING its title from the hall connecting WGN Chicago studio building with the Tribune Tower, Harmony Hall, half hour program, is now heard Wednesdays on the station. Conducted by Robert Trendler and Wayne Van Dyke, tenor, program features the WGN Symphonic Dance Orchestra.

* * *

Old-timers

WINS New York is reviving old-time musical comedy and operetta hits with the presentation of Show's The Thing, weekly half-hour program of recorded music. Listeners are invited Dr. and in quest of favorite tunes, to be played as they were originally heard, minus swing, with appropriate narration.

* * *

**WOR Religious Music**

WOR New York on July 17 started a weekly half-hour Monday night program of religious music with orchestra and chorus under the direction of Alfred Wallenstein, WOR musical director, and guest soloists. Program is titled Music of Worship.

**General Electric Survey and Booklet Attempts to Find Postwar Set Demand**

GENERAL ELECTRIC Co., Schenectady, through its six times weekly ten-minute new radio program, The World Today on CBS and through all GE radio set space advertising is offering a booklet containing forecast regarding the postwar home radio and television equipment from the standpoint of performance and appearance.

"Your Coming Radio...as forecast by General Electric" is the title of the booklet, which contains 28 pages of colored illustrations, line drawing and photography with explanatory text, on PM sets, the radio-phonograph, self-charging portable, radio parts, telecasting and television equipment.

Included in a self-addressed mailing card on which one is asked to check ownership and postwar buying plans for various types of sets. Name and address are requested so that the local GE dealer may mail an invitation to a preview of the coming GE radios as soon as they are available.

In depicting various cabinet designs, the booklet refers to a recent survey by GE of 240,000 families on what America wants in a new radio and a new radio-phonograph. Results of the survey, it is said, is helping General Electric to build the quality instrument you want to own.

Booklet was prepared by Maxon Inc., New York, agency in charge of GE electronics advertising.

Response to the radio offer, which has been running for the past month and will continue indefinitely, compares favorably with results obtained from offers in the other media, it was learned. First printing of 150,000 is running out, and another is in preparation.

**Four Top Markets!**

- Kentucky's Central WLAP Lexington, Ky.
- Amarillo KFDA Amarillo, Tex.
- The Tri-State WCGM Huntington, W. Va.
- Knoxville WBIR Knoxville, Tenn.

* * *

**SKIPPY IS NO MORE!**

Skippy was a radio star, and loved radio. Until his death the other day, this friendly pit bull, owned by Rev. Father James A. Wagner, managing director of WTAG Green Bay, Wis., had opened the daily farm and home hour on WTAG for 12 years by barking a welcome with the opening theme. Skippy, almost 13, had thousands of friends, not only because of his broadcasting but because he was a familiar sight around this section as an almost inseparable companion of Father Wagner now in Coast Guard.

* * *

Editorials on Air

BEST editorials from Idaho weekly newspapers are sent to KIDO Boise each week from the Idaho Editors Assn. for random selection and reading over the air on a new weekly program heard over that station.

Page 52 • July 24, 1944

BROADCASTING • Broadcast Advertising
NO OXIDATION
NO CONTAMINATION
NO MOISTURE...

FEDERAL MAKES
BETTER TUBES

FEDERAL HAS DEVELOPED
THE FIRST NITROGEN PURIFIER

No oxidation, no contamination, no moisture!
Another Federal First adds extra performance guarantees to FTR vacuum tubes.
In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and technical understanding which have earned the reputation that "Federal always has made better tubes."

Now is the time to know Federal.

Federal Telephone and Radio Corporation

INVEST IN THE FUTURE—BUY WAR BONDS

INVEST IN THE FUTURE—BUY WAR BONDS

INVEST IN THE FUTURE—BUY WAR BONDS
The BUSINESS OF BROADCASTING

STATION ACCOUNTS
- studio programs
- news programs
- transmissions
- spot announcements
- transcription announcements

KYW Philadelphia
Los Angeles Wittmayer Watch Co., New York
- 1 week
- Arthur Rosenberg, N. Y.
- Minnow Co., New York (liquid floor wax)
- W. T. Connell, N. Y.
- American Oil Co., Baltimore, 62 weeks
- Campbell Soup Co., Camden, N. J. (beef noodle soup), 5 weeks
- Cone & Belding, N. Y.
- Barr's, Philadelphia, 4 weeks
- 26 weeks
- Edward Prager, Baltimore. Borden
- Nestlé, Philadelphia, N. Y. (cheese snack), 2 weeks
- Tel Bell Telephone Co. of Pa., Philadelphia.
- 1 week
- 13 weeks, thru Dan Rivkin, Philadelphia.
- Foster-Milburn Co., Buffalo (Boon's). 1 week
- 52 weeks
- Steetman, N. Y.
- KNX Hollywood
- Los Angeles Food Products Co., Los Angeles
- 120 weeks
- Garfield & Guild Adv., Los Angeles.
- Coors Products Inc., Los Angeles (Jams. & syrups), 6 weeks
- 52 weeks
- Hillman-Shaheen-MacBryer, Los Angeles.
- 20th-Century-Fox Film Corp., Los Angeles (films), 52 weeks
- Menholm Co., Wilmington, Del., 3 weeks
- 20 weeks
- thru J. Walter Thompson Co., N. Y.
- Bosman Canning Co., Mt. Vernon, Wash. (Picklewee鳕), 5 weeks
- thru Ruthrauff & Ryan, Seattle.
- WPQD Jacksonville, Fla.
- William Wrigley Jr. Co., Chicago, 10 to 15 weeks
- thru Alber 
- Duff & Sons, Pittsburgh (cokes), 5 weeks
- Belz's Pictures, New York, 2 series thru Doscady & Coe, N. Y.
- National Dairy Co., Cedar Rapids, la., 5 to 8 weeks

WPTF Raleigh, N. C.
- Strietman Biscuit Co., Cincinnati (crack-
- 12 weeks
- thru Kathleen & Co., Chicago.
- Allied Mills, Ft. Wayne (seeds), 2 weeks
- thru Los B. Wadsworth & Ft. Wayne,
- Pillsbury Flour Mills Co., Minneapolis (self-rising four), 10 weeks
- thru McCall-Erickson, N. Y.
- Grove Labs, St. Louis, (chili tonic), 2 weeks
- thru Rausch & Men Co., Chicago.

WEAF New York
- Burroughs & Marrill Co., Portland, Me. (baked beans), 26 weeks
- thru Charles W. Hoyt Co., N. Y.
- Griffin Mfg. Co., Brooklyn, (soap bowl), thru Berningham, Castellan & Pierce, N. Y.
- Raytheon Mfg. Co. (radio tubes), 2 weeks
- thru Step, 11 weeks
- thru Mansion & Mains, N. Y.
- Beech-Nut Park Co., Canobie, N. Y. (cheese snack), 2 weeks
- thru Newell-Romig, N. Y.
- Bell Telephone Co. of Pa., Philadelphia.
- 1 week
- thru 13 weeks, thru Barbell & Rogers, Philadelphia.
- Foster-Milburn Co., Buffalo (Boon's). 1 week
- thru 52 weeks
- thru Street & Finney, N. Y.

KXN Hollywood
- Los Angeles Food Products Co., Los Angeles (1939 Frozen Foods, April), 12 weeks
- thru Garfield & Guild Adv., Los Angeles.

KFI Los Angeles
- Bullock's, Los Angeles (cosmetics), 6 weeks
- thru Jones & Co., Los Angeles.
- Made in Texas Products Co., Los Angeles (1896 French dressing), 3 weeks
- thru Garfield & Guild Adv., Los Angeles.

WINN Los Angeles, Ky.
- Foster-Milburn Co., Buffalo (Ice Mint), thru Spot Broadcast, N. Y. Los Angeles.
- 6 weeks
- thru 52 weeks
- thru Walter Otternhahn, N. Y.

WKN New York
- Electronics Corp. of America, New York (institutional), 1 week
- thru Shapell-Wilkes Inc., N. Y.

KECA Los Angeles
- Per Boys of Cal. Los Angeles (auto supplies), Chris.
- thru 1 week
- thru Los B. Wadsworth & Ft. Wayne,

KXK Hollywood
- William Wrigley Jr. Co., Chicago (gum), 20 to 24 weeks
- thru Ruthrauff & Ryan, Chicago.
- C. W. Wrigley Coffee Refining Co., Morris Plains, N. J. 70 weeks
- thru Ruthrauff & Ryan, Chicago.
- Lemon Brand, Chicago, (lemonaide, Mansion & Mains, Lifebouy soap), 20 weeks
- thru Ruthrauff & Ryan, Chicago.
- Willard Tablet Co., Chicago (proprietary), 8 weeks
- thru First United Broadcasters, Chicago.
- Kemmer Publishing Co., New York (books), 6 weeks
- thru Wege & Geller, N. Y.
- Endura Cosmetics, Los Angeles (cosmetics), thru Harry J. Wembly Adv., Los Angeles.
- Century-Fox Film Corp., New York, thru J. Walter Thompson Co., N. Y.
- Foster-Milburn Co., Buffalo (Boon's). thru First United Broadcasters, Chicago.

WEA New York
- Burroughs & Marrill Co., Portland, Me. (baked beans), 26 weeks
- thru Charles W. Hoyt Co., N. Y.
- Griffin Mfg. Co., Brooklyn, (soap bowl), thru Berningham, Castellan & Pierce, N. Y.
- Raytheon Mfg. Co. (radio tubes), 2 weeks
- thru Step, 11 weeks
- thru Mansion & Mains, N. Y.
- Beech-Nut Park Co., Canobie, N. Y. (cheese snack), 2 weeks
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- Per Boys of Cal. Los Angeles (auto supplies), Chris.
- thru 1 week
- thru Los B. Wadsworth & Ft. Wayne,

Ruthrauff & Ryan Does Rinso Television Film
A TELEVISION film based on the radio commercials approach has been prepared by Ruthrauff & Ryan, New York, for Rinso, a Lever Bros. product. Lee Cooley, television director of the agency, last week returned from the West Coast where he had made a television and radio series which also assisted in the completion of the film which was produced by Telecom Co., a Hollywood TV studio. The film consists of a short time device and commercials for Rinso.

RCA network will call for continuation of experiments with both live and film telecasts. At present, the video production created by Lever Bros., WABD, DuMont station in New York, Mr. Cooley will shortly make a trip to Chicago and Scherlib, production manager, will present a plan under consideration for several stations.

Hoosiers Pickup WCBW
INDIANA TELEVISION Labs. Indianapolis, has notified the CBS video station, 26 weeks, thru trial, a WCBW station feature, was being received clearly by the Indianapolis firm which a few weeks earlier announced reception of programs from WNBTV, NBC television station in New York, thru the July 24 issue. Hasten Robert Serrill, CBS television engineer, explained that "the propagation of television waves between 30 and 80 megacycles is affected by sunspots, because these sunspots influence the height of the horizon at which the television wave may be reflected back to earth. We are now in a period where anopts activity is increasing. We may therefore expect more frequent occurrence of long-distance video reception."

Groucho Released
WITH GROUCHO MARX released from contract as host of CBS network shows, the old-fashioned picture, which used to bring Groucho's orchestra will continue through to Jan. 6. Then Danny Kaye, film and stage comedian will take over as host, at star under new format. Marx' contract giving him supervision over production of series stories still stands. It is being carried out by his brother Gummo in absence of Groucho, now on a military assignment. Groucho has several radio deals pending for fall, and it is expected that Phil Rapp, writer-producer, will go with him rather than to the new Danny Kaye program as originally announced.

Burlington Radio
CHICAGO, BURLINGTON & QUINCY Railroad, started an experimental run from Chicago to a point 132 miles south of Lake Michigan, a 20 to 125 freight train equipped with locomotive cab-to-cab radio-telephone communications and measure possible savings in running time on a 1,000-mile haul. Preliminary experiments in the use of radio communication makes possible savings of 15 to 30 minutes in running time over an operating division of 100 miles, the company announced. The present test will indicate whether similar savings are possible on a 1,000 mile haul.
Serge Koussevitzky is conducting this year’s Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since December, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.

The Blue Network
WJR to Continue AP-PA Wire Services Despite Run-In With Detroit Paper

INDICATIONS that WJR Detroit would not carry out its intention of canceling its AP radio wire, as announced last Monday by Leo J. Fitzpatrick, vice-president and general manager of the station, was given by Mr. Fitzpatrick later in the week in a follow-up statement which said as soon as Press Assn. completes its plan to enlarge its local bureau to gather special news “WJR will undoubtedly continue with PA.”

Cancellation had been promised on the refusal of the Detroit Free Press to allow the news gathered by its staff and supplied by it to Associated Press to be put on the radio wire for use by Detroit stations. As an AP member paper, the Free Press makes its news available to AP, but it reportedly balked at hearing the news on the air in its own city hours before its papers with this same news were on the street.

Station reported that it discovered this state of affairs only when a telegraph technician began installing cut-out switches in the WJR newsroom which, the station said it was informed, would allow PA to send Free Press news to stations outside the Detroit area while cutting out WJR.

Oliver Gramling, assistant general manager of PA, issued the following statement:

While we were in the midst of enlarging our Detroit bureau, WJR questioned the installation of a mechanical arrangement on a wire owned by the newspapers. We planned the enlargement because one of PA’s potential sources of news had balked. It was a source on which we had never depended to any extent, but we were going ahead with plans for enlargement anyway because our business is to deliver to radio the best possible reporting.

In questioning this minor change that had nothing to do with the special AP radio wire, WJR thoughtfully feared that the move would mean loss of some copy. As soon as we explained our plans to WJR, there no longer was any question as to what was involved, there was nothing else to it and now that what we were doing is understood, everybody is happy. Our enlarged Detroit bureau will assure better coverage than ever.

Mr. Gramling added that the men who are being added to the Detroit PA staff are in addition to the AP Detroit organization, which also covers local news. Since most local news happens in the daytime and since the Free Press is a morning paper, AP Detroit was not dependent on it for local news coverage as much as on the Detroit News, also an AP member paper, which has not restricted the use of its news by AP.

The News owns and operates WWJ Detroit. WJKB and WJLB, which with WJR are the Detroit clients of PA, did not follow WJR’s action in canceling this service, Mr. Gramling said.

Yes, Sir! For the first three months of 1944, North Dakota people had the largest percentage of business increase in the entire nation—an increase of 32.5% over 1943, as against the national average of 22.4%!

But even North Dakota is not uniformly good, from border to border. The Red River Valley, of which Fargo is the center, is by far the best and richest part of North Dakota. WDAY at Fargo gives you vastly more coverage of the Red River Valley than any other station. If you’re not already thoroughly posted, we’d like to send you some eye-opening figures. Or just ask F&P!

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

FIRST SLICES of WISN Milwaukee’s 22d Birthday Party cake go to Mrs. Gaston W. Grignon, (left), wife of the general manager of WISN, and Mrs. Woods Dreyfus, wife of the station’s production manager. Their respective households serve the ladies at the party held at the Schiltz Brown Bottle in Milwaukee. Mr. Grignon has been with WISN since its start in 1922.

NOTABLES TO SPEAK AT SAFETY MEETING

LISTED among the speakers to address the New York State conference July 27 on Radio in Safety Education at the Hotel Roosevelt in New York (Broadcasting, July 27), are Dr. Sterling Fisher, assistant public service counselor, NBC; Dr. Forrest Long, director, National Safety Council, Chicago; M. Glenn S. Reeves, Security and Intelligence Division, Service Command; G. Emerson Markham, WJY Schenectady; Dr. Paul F. LaRusso, director, office of radio research, Columbia E.

Also Donald Thompson, chief of radio section, public information division, National Safety Council, William A. Fay, Stromberg-Carlson, vice-president in charge of broadcasting; John McNeil, manager, WJZ New York; Walt Dennis, public relations and special events director, WHN New York; Harold E. Smith, general manager, WJZ, Albany; George Slade, WBZ-WBZA Boston and Springfield, Mass.; Elsie Odenes, WIBX Utica.

Other speakers will include M. S. Novok, director, WNYC, New York’s municipal station; Ralph N. Weil, general manager, WVO New York; E. O’Donnell, WXTN, Jamestown, and Dorothy Lewis, NAB director of listener activities.

J. Harold Ryan, WABX president, will be the principal speaker at the dinner, with Dr. Edward S. Godfrey Jr., State Commissioner of Health, Albany, presiding.

Conference is being called by the New York State Department of Health in cooperation with the National Safety Council.

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South’s Greatest City

CBS Affiliate

Not'll Rep. The Katz Agency Inc.
Every move our fighters make on land, at sea or in the air is based on communications. Men depend not only for their orders but for their very lives on radio and telephone and many other communications devices. In every battle, on every front including the home front, you’ll find apparatus made by Western Electric—the nation’s largest producer of electronic and communications equipment for war.

*Buy all the War Bonds you can—and keep all the War Bonds you buy!*
Conference Called On Communication

Meeting of Industry Set for Aug. 11-12 in Washington
POSTWAR radio allocations as well as other phases of international radio regulations, will be discussed at a meeting of representatives of all telecommunications' industries and interested government agencies to be held in Washington, Aug. 11-12 at the Inter-Departmental Auditorium, according to Francis C. deWolf, chief of the State Department's telecommunications division.

Meeting, to which more than 500 persons in industry are being invited, will attempt to obtain views from the industry in regard to postwar communications problems in preparation for an Inter-American conference on telecommunications called by the Government of Brazil for sometime after the first of the year.

Brazil Calls Meeting
Brazil was scheduled to have held the Third American Radio Conference in 1943, but war-time conditions interfered. While the Washington conference early in August will consider all telecommunications problems as they affect the Western Hemisphere, those present will be mindful of the world conference to be held at some suitable time after the war. The gov-

P&G Vallee Spot Named PROCTOR & GAMBLE CO., Cincinnati, has decided on the Saturday 8-8:30 p.m. period on NBC for Rudy Vallee's program, which starts Sept. 9. Spot will be within the preceding week by Abe's Irish Rose, which is being discontinued by P&G for Drene. Announcement of the program for the Vallee program is expected this week. Drene, which will be promoted on the Vallee show, as yet untitled and with format and supporting talent still to be named, is handled by H. W. Kastor & Sons, Chicago.

You Won't Get Rich On Relief (Ky.)!

Don't count on Relief (Ky.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the big money is. Forty-seven percent of Kentucky's population...fifty-seven percent of its buying power...there's your daily bread! Come and get it...the servings are big at WAVE!

LOUISVILLE'S WAVE

5000 WATTS - 970 KC

FREE & PETERS, INC.,

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Radio Sets First On List of Repairs
OCR Survey Shows 83% Now Are in Working Order
RADIOS stand out as the item most in need of repair, according to a review of the repair status, age and quantity in domestic use of 23 household appliances made by the Office of Civilian Requirements of WPA at the end of last week. The data were compiled from findings of the third survey of consumer requirements made during April for the OCR by enumerators of the Census." [BROADCASTING June 5]. Results are based on replies from about 4,500 households, geographically and economically representative of the nation as a whole.

Among radio households, 8% have none in working order. The extent of need for service and repairs again shows a range of from 1% for electric water heaters to 28% for radios.

In estimated number in households, radios lead the list with more than one radio in homes of the country. Owners report that 85% of these radios are in working order, but 28% of the households state that they have needed some repair since Jan. 1. More than half reported they had no difficulty in obtaining repairs. Only 5% of households owning one or more radios say they have none in working order; over 50% of the domestic radios in current use are five or more years old.

Estimated number of radios in households (excluding auto) was 46,575,528. Of these 1% are less than one year old, 3.6% are one year old; 11.8% two years old; 18.5% three years; 15.2% four years and 52% five years old or more.

WHLN Shift
WHLN Harlan, Ky., has been granted a construction permit to shift frequency from 1450 kc to 1290 kc, is now operating with a new 340 ft. half-wave vertical radiator antenna.

Patent Award to Freeland
A THIRD patent for television broadcasting improvements has been given by Westinghouse Electric & Mfg. Co. to Fred Freeland, production manager of WOWO-WGL Ft. Wayne, Indiana, whose ways of improving television broadcasting has won two previous awards. Mr. Freeland has been active in radio for 14 years as announcer, sound expert and program director.

Lt. Col. Boyd Bullock, having left the Army, has rejoined General Electric Co. as advertising manager of the appliance and merchandise department, Bridgeport, Conn. a post he held before entering the service as a major in February, 1942.

Magazine Plans
TRIANGLE PUBLICATIONS Inc., New York, publisher of Guide magazines, last week announced it would promote circulation of a new magazine "Seventeen" through spot announcements in leading cities as well as in Sunday rotogravure sections, magazines and high school publications. Details of the radio schedule are expected to be set in a week or ten days. Agency is Al Paul Leighton Co., New York, and Philadelphia.

BROADCASTING • Broadcast Advertising
FCC POWER CITED IN WMCA INCIDENT

EMPHASIZING that the FCC’s authority over programs is limited to “an overall review” based on long-range operations, FCC Chairman James Lawrence Fly Thursday suggested to executives of the Catholic War Veterans that they file a petition with the FCC for review of program policies of WMCA, New York.

Chairman Fly’s letter was in reply to a telegram on July 15 from the Catholic Veterans in which the request was made that the Commission hold public hearings concerning the alleged censoring by the New York station of part of the text of a speech which State Senator Frederick Coudert of New York was made to deliver July 7 [BROADCASTING, July 17].

Chairman Fly’s letter to Mr. McCaffrey and three past Commanders of the Catholic War Veterans (an identical letter was sent to Frank J. Maley, New York State Commander of the Catholic War Veterans) follows:

This will acknowledge your telegram of July 15, 1944, in which you charge the Commission to hold public hearings concerning the copyrighting of a part of the text of a speech which Senator Frederick Coudert of New York was proposed to deliver on Friday, July 7, 1944.

The Commission has no rule or policy which would require the broadcaster to accept or to resist the type of material mentioned by you in any particular program. The authorization of the Commission in this general regard is limited to an overall review of the conduct of the station in terms of its general operation in the public interest, and it is possible that you may feel the station has been operated generally in a contrary to the public interest. If this be true, the Commission would be glad that you file a petition asking for this type of review.

It is assumed that in that petition you will review the station’s conduct and in that petition you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and that no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station objects with time to reply or to give an opposite point of view.

General Foods Shifts

GENERAL FOODS Corp., New York, as part of its fall program realignment, on Oct. 8 shifts Those We Love on NBC from Thursday, 8-8:30 p.m., to Monday, 2-2:30 p.m., on the same network, continuing for Grapeanut flakes. Program in the new time after a six-week hiatus, which begins Aug. 24. Agent is Young & Rubicam.

Tintex to Double

TINTEX Co., New York, shortly after Labor Day will expand its spot campaign for dyes and tints to virtually the entire East Coast station list. Firm plans to use several hundred stations in all, provided availabilities can be found, buying nearly every one of one-minute spots to quarter-hour programs, with emphasis on established shows, falling in line. Agent is Charles M. Storm.

ADVERTISING Federation of America has released an award book containing regional and national winners in the 1944 contest by entry of the Public Utilities Advertising Assn. Radio advertising is included among the entries. Nominations may be called for by Nat. Contest Chairman Chas. J. Allen, Conn. Light & Power Co., 200 Freight St., Waterbury 91, Conn.

New Business


GENERAL FOODS Ltd., Toronto, on Aug. 11 starts Frank Morgan on 275 CBS station network, Thurs. 8-9:30 p.m. Agency: Baker Adv., Toronto.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), on July 4, for 26 weeks started, Think Him Now, on 7 Don Lee Southern California stations, Tuesday 1-1:15 p.m. (PWT). Agency: The McCarty Co., Los Angeles.

HUNT BROS. PACKING CO., Los Angeles (canned food products), on July 8 for 5 weeks starts Booke Carter on 58 Don Lee Pacific stations, Mon., Tues., Wed., Thurs., 7-7:30 p.m. (PWT). Agency: Garfield & Guild, Los Angeles.

Renewal Accounts

P. LORILLARD Co., New York (Old Gold cigarettes) on July 15 for 22 weeks around Old Gold Variety Show on 127 NBC stations, Sun., 12-12:30 p.m. Agency: J. Walter Thompson Co., N. Y.


STERLING DRUG, New York ( Bayer Aspirin), on July 15 returns America Melody Hour on 135 CBS stations, Tues., 7:30-8 p.m. Agency: Dancer-Flyger-Christmas, N. Y.


Network Changes

BIBLE INSTITUTE of the Air, Los Angeles (religious), on July 15 expanded Dr. Dick’s Religion Hour on 135 ABC Pacific stations to 15 ABC Pacific stations, Mon., Wed., Fri., 7-7:30 p.m. Agency: Smith & Bull, Los Angeles.

HUBBARD WATCH Co., New York, on July 15 replaced Pick & Pat Time with Jack Webb’s Dragnet on CBS at 9:30-10 p.m. to be expanded to 115 MBS stations. Sept. 10. Agent: William H. Weitnraub & Co., N. Y.


SCHEINLEY Distillers Corp., New York (Pennebaker, institutional), on July 15 continues The Doctor Fights on 33 GBA time, 9:30-11 a.m. and on Sept. 8 the Cresta Blanca Wine Co. (Schenley Subsidiary) (Cresta Blanca Wine) starts Thee My Best on 33 GBA stations, Tues., 9:30-10 p.m. Agencies: BBDO New York (Cresta Blanca Wine); low Co., New York (Pennebaker).

GOODYEAR TIRE & RUBBER Co., Akron (institutional) on July 25 discontinues The Star and the Story on 121 CBS stations, Sun., 8-8:30 p.m. Agent: Young & Rubicam.

PROCTOR & GAMBLE Co., Cincinnati (Drum), on Sept. 2 discontinues Albie’s Irish Rose on 44 NBC stations, Sat., 8-8:30 p.m. (repeat 11:00-11:30 p.m., 15 NBC stations). Agent: H. W. Kastor & Sons, Chicago.

Gen. Mills Buys Series

GENERAL MILLS, Minneapolis, sponsor of Light of the World for Kitchen Tested Flour on CBS Monday through Friday, 10:15-10:30 a.m., has purchased the program from Transamerican Broadcasting & Television Corp., New York. Program will now be produced by Dancer-Flyger-Churchill, Chicago, agency handling the account.

Have radio’s new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts... About surveys?

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

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

Can you answer these Radio Management QUESTIONS?

For several weeks Printers’ Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk that you have always been waiting to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.
FCC SHOWS 600 MEN ON AVAILABLE LIST

In the third report on its manpower survey issued last week, the FCC listed the names of 600 holders of first-and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. Survey, started by the FCC last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The list shows the draft status of each man, present employment and class of license held. Names of license holders are grouped according to state of residence. The NAB has cooperated by furnishing clerical assistance in addressing the postal questionnaires. All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received.

In addition to making the list of engineers available, the FCC authorized a postcard survey by the War Shipping Administration's request of first and second-class radiotelegraph operators to learn how many of the 21,000 licensed operators are available for service in the Merchant Marine. At the same time the Commission, complying with a request of the NAB, approved continuation of its manpower canvass of first and second-class operators.

IN COMMEMORATION OF D-Day, the staff of KMO Tacoma, Wash., went "all out" in their 100% participation in the purchase of War Bonds. Seated (1 to r) are: J. D. Kolesar, chief engineer; Williams, traffic; WALTER STONER, control room chief; and E. W. Graybar Electric Co.'s Savannah House.

ELAINE LYON is a new member of the control room staff of WBIG Greensboro, N. C.

WALTER STONER, control room chief of WBFL Syracuse, N. Y., is the father of a girl.

DAVID ABBOTT, engineer of WBIG Greensboro, N. C., is the father of a girl.

CARL G. DIETSCHE, NBC engineer who supervised and construction of the net's shortwave facilities at Bound Brook, N. J., is in San Francisco to supervise the construction of the shortwave plant at Dixon, Calif., which NBC is building for and in collaboration with OWL.

JAMES DOWNS, formerly with WLOX Lima, O., has joined the Blue Network central division as studio field engineer.

FREDERICK SHIDELIBC, NBC engineer on leave with the Army and attached to supreme headquarters of the Allied Expeditionary Force in Great Britain, has been promoted to lieutenant-colonel.

JACK MACKAY, engineer of WCFL Chicago, is the father of a girl.

JOHN W. HORN has been named manager of Graybar Electric Co.'s Savannah House.

GENE LYONS, member of the WKY Oklahoma City engineering staff, is the father of a boy.

FRANCES (Tommy) BOWMAN has joined the control room staff of WINX Washington, bringing the total of feminine operators there to four.

M. C. BRACHHAUSEN, a member of the NBC sound effects staff for seven years, joined the Blue network July 17 to put in motion plans to organize a separate sound effects department for the Blue, which now rents NBC sound effects equipment and service.

STANLEY OLSON and Dick Hanson are new additions to the engineering staff of WOWO Fort Wayne, Ind.

GEORGE J. COSSMAN has been elected a director of Graybar Electric Co. and E. W. Shepard has been made a member of the executive committee.

ROLAND GRAY, engineer at WCAE Pittsburgh, is the father of a boy.

CHARLES ANDREWS, new to radio, has joined the engineering staff of WPEN Philadelphia.

YOU'RE NEVER STYMIED IN ROANOKE!

Whenever one or two or three good competitive radio programs get between you and a big percentage of your total potential audience—what does it profit you, then, to use a big-city station, if a smaller regional station somewhere else can give you a larger actual audience?

That's our story. WDBJ can offer you a larger actual audience than many a 50,000-watter, because here in Southwest Virginia, there is no other station that even reaches the whole market! And the cost is based on what we actually deliver—118,921 listening homes, daytime, according to CBS—not 25% or 50% of a much larger figure!

Let us send you the facts—or ask Free & Peters!
United Advertising Plans Drug Spots
Agency Describes ‘Kelpidine’
In Prospectus to Stations

IN PREPARATION for a fall spot campaign for Kelpidine, a reducing agent manufactured by American Health Aids Co., Newark, a prospectus will be mailed out to a selected list of radio stations by United Advertising Agency, Newark, describing the product and the general lines of the advertising copy. Prospectus is designed to aid stations, some of which are hesitant to accept advertising for drug products of this type, to understand the nature of the product and the claims which can be made for it.

In view of the fact that some stations do not accept reducing drug advertising, the station schedule is not yet known, but might include from 25 to 50 stations, it was learned. Present plans call for participations, such as five minute segments on hillbilly and other music programs, using a 1½ minute transcribed version of a 125-word commercial, outlining “Dr. Phillips’ Kelpidine Reducing Plan.”

Sold Nationally

Firm is establishing national distribution on the basis of mail order appeals, concentrating in those areas producing the most results, and radio advertising will be placed accordingly. Advertising in newspapers and national magazines, now in operation, will be extended as distribution increases.

Current schedule of stations broadcasting the Kelpidine commercials includes KWTO WAAT WDSU and promotion will start on Dr. Eddy’s Food and Home Forum on WOR New York, in August, according to United Advertising.

In addition, through American Health Product Advertising Co., Newark, the firm is using participants on WOV New York.

Mark N. Smith
MARK N. SMITH, 64, merchandising and research director of KMBC Kansas City, died July 15 at his home there. One of radio’s early pioneers in the field of research, Mr. Smith was widely recognized for his contribution in developing many of the standard research methods in use today throughout the broadcasting industry. Mr. Smith who had been associated with Arthur B. Church, owner and president of KMBC, for 13 years, is survived by his widow, Mrs. Helen Smith and a 20-year-old son, Rex, an apprentice seaman, USNR, in V-12 training.

Music Helps Workers

MURIEL CUNNINGHAM, consultant of the RCA Industrial Music Service, speaking before a group of industry representatives and music students in the New York U. School of Music on July 17, declared that music played over a plant broadcasting system has proven a boon to America’s war workers. Miss Cunningham spoke in the second of a series of lectures on industrial music sponsored by New York U. in cooperation with the RCA Victor Division.

The news comes to Chicago’s millions...

...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago’s millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it’s WMAQ.

They all tune to the

National Broadcasting Company

It’s a National Habit

BROADCASTING • Broadcast Advertising

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Radio in Front as News Medium

(Continued from page 11)

were tuned in, for as he spoke Mr. Daly opened the little black bag, pulled out a small portable microphone and held it in front of the Senator.

The entire news conference, questions and all, was broadcast by CBS. It was the first event of its kind ever to take the air. It was the first time the American people had "attended" by radio an official news conference of importance.

Protests were raised by other networks and the newspapers. When the story was told that permission was obtained from Sen. Jackson himself, other net officials grinned, concluded they had been outsmarted by a bit of old-fashioned reporting modernized by radio.

Preceding thecoop piece which went on the air at 9:02 p.m., Bill Henry, in his 8:55 p.m. newscast, disclosed the substance of President Roosevelt's letter, again due to what Paul White, CBS director of news broadcasts, termed "old-fashioned reporting."

That was just one of the many instances in which radio took the lead in the news and came up with outstanding coverage. All four major networks, as in the Republican Convention three weeks before, carried the general sessions simultaneously. Even as well as the 50 odd stations, did many special events and exclusive broadcasts.

NBC claimed a beat in reporting the decision of the "regime" of Democrats to walk out if both groups of delegates were seated, with each man entitled to half a vote. Morgan Beatty of the network's Washington staff was in the stadium basement where the delegates met and was on the air within a few seconds after the agreement was made. The Convention approved a resolution to seat both delegations.

When Vice-President Wallace arrived Wednesday morning the networks were on hand, along with press correspondents, at Grand Central station to greet him. But the Vice-President, apparently anticipating such a reception, got off the train at a suburban station and was whisked to his hotel. He held a news conference that afternoon, declaring his intention to fight for renomination.

All four networks had the Vice-President on the air—but not simultaneously. First was the Blue whose brief interview with Mr. Wallace went on the air soon after his arrival in Chicago. The Vice-President next was heard over CBS and NBC from his news conference at 3:50 p.m. Then came his broadcast on Mutual at the close of the evening session.

WLS Chicago wanted to broadcast a news conference Tuesday morning held by Mrs. Charles Tillet, head of the Women's Division of the National Committee. Convention officials turned it down, contending that radio hadn't done such a thing before and therefore no precedent was set. Permission was granted, however, to record the conference on a wire recorder. It went on the air at 3 p.m. (CWT) Tuesday.

As a result of new heights attained by radio on-the-spot coverage, officials of networks and independent stations alike were of the same opinion: That radio, already having reached its majority as a news dissemination medium, has laid a firm foundation for building a nationwide news-gather-

PLAYING EARSIE—Earsie with a handie-talkie is D. Harold McGrath, superintendent of the Democratic National Convention radio news gallery, while CBS comedienne Grace Allen orates on her foundation for "free radio"—a handie-talkie for all listeners so they can play earsie-wearsie and listen while I make speeches."

Favored Byrnes


HOTEL ROOSEVELT

MADISON AVE. At 45th ST., NEW YORK

A HILTON HOTEL

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:


THEY GO TOGETHER

OKLAHOMA CITY

A MUTUAL Station

Ask the Walker Co.

 righteous organization to supplement the wire services.

G. W. (Johnny) Johnston, director of news and special features of the Blue Network; Tom Slater, director of special features and sports of Mutual; William F. Brooks, news chief of NBC, and Paul White, director of news broadcasts of CBS, were unanimous in praise for staff members who worked together for the general sessions and went out to dig up exclusives for their respective networks.

Bulletins Offered

Prior to the Convention all four networks had sought permission, as a public service, to feed any important news bulletins to the assembly. That offer was rejected by the Democratic National Committee as well as by the Republican National Committee, to whom it also was submitted. They felt that the interruption of proceedings would detract from the business at hand.

Wednesday night, however, when Tojo and his cabinet resigned, the networks offered the bulletin to be announced over the Convention public address system. First reaction was rejection. The networks, meantime, had broadcast the bulletin. In the stadium were some 25,000 delegates and observers.

When Gov. Robert S. Kerr of Oklahoma concluded his keynote address, the bulletin was read. Delegates cheered. The band played. The networks had performed another public service. Outside Mutual's offices, to the rear of the

"Hereafter, lady, you better keep tuned to WDFD Flint."
mezzanine and radio gallery, bulletins on Japanese developments were posted periodically throughout the evening.

Ian Ross MacFarlane, commentator of WTH Baltimore, who scored two bets at the Republican Convention, came through with another on Tuesday. At 7:12 p.m. the Maryland delegation, caucusing, agreed to support Gov. Herbert R. O'Connor for the Vice-Presidency. At 7:30 p.m., in a special pickup, MacFarlane was telling Baltimore listeners the story.

As a followup to the complete coverage of the Republican Convention, WING Dayton and WIZE Springfield, O., again fed special broadcasts to a six-station all Ohio network including WREJ Cincinnati, WCOL Columbus, WHK Cleveland and WKBW Youngstown, in addition to the two Charles Sawyer stations.

Mrs. Dorothy Vredenburg, secretary of the Democratic National Committee, was one of the dignitaries interviewed for the six stations. WING and WIZE had studios in the LaSalle Hotel, headquarters of the Ohio delegation; the Stevens and the Stadium. Operations were directed by Lin Mason, program director of WING.

U. S. Recording Co., Washington, through arrangements with the National Committee, set up studios in the Stadium and Stevens for stations which made transmissions. Several stations took advantage of that facility to make recordings for later use.

Seats were assigned in the radio news gallery, of which D. Harold McGrath, superintendent of the Senate Radio Gallery, was in charge, to the following: Blue, Mutual, NBC, CBS, West Virginia Network, BBC, Yankee News Bureau, the Cowles stations (KSO KRNW WTMJ WJDL), KDEA KGER KGFW KHJ KMA KMOX KMPC KNX KPAS KPRO KSQ KWST KFTP KUOA KXOK WAAF WBMM WNBS WCBI WETO WCFL WJRI WMBF WICA WIND WING WIZE WIP with WJWD WJR WLAV WLW WSAI WOL WOR WOW WRBI WRBC WSPN WTMJ-WFMF WTAD WTCN WSYO, the Mason-Dixon group, Ask Washington, Press Assn., Transradio, Washington News Bureau, Time on the Air.

Brickhouse Break

HONOR of being the first radio announcer ever to address a national political convention goes to Jack Brickhouse, WGN-Mutual announcer, who read a Press Association bulletin about the attempted assassination of Hitler, to the conventioners July 20 at the Chicago Stadium.

Mrs. Kuhn to GOP

MRS. IRENE KUHN has taken leave of absence as assistant director of information at NBC to become associate director of publicity for the Republican Presidential campaign, according to Herbert Brownell Jr., chairman of the Republican National Committee.

Tenth Anniversary

WOMEN'S National Radio Committee will confer its annual radio awards Oct. 27 at a dinner at the Waldorf-Astoria Hotel, New York, marking the committee's 10th anniversary. In addition to honoring the best programs of the past year, Committee will salute the networks for their war coverage, and will make special awards for those programs which have consistently scored as winners, or received honorable mention from the Committee during the past decade, Mme. Yolanda Mero-Iron, founder and chairman of the committee.

Ratner Aids Democrats

As advisor to Porter

VICTOR M. RATNER, former sales promotion manager of CBS, is working with the Democratic National Committee as special consultant to Paul A. Porter, publicity director. Both were with CBS at the same time—Mr. Porter as Washington counsel and Mr. Ratner in New York headquarters.

Mr. Ratner, in Chicago during the Convention, joined the National Committee staff July 14 but continues to direct his company in New York engaged in promotional and public relations work. He left CBS in 1941 to join Lord & Thomas, predecessors of Foote, Cone & Belding. Shortly thereafter, however, he went to Washington with OPA and afterward with the War Dept. He resigned last September, after two years in the war effort, to establish his own business.

Do You REALLY NEED TWO HEADS?

Maybe, if you have to debate with yourself. But there's no debate about picking California's third market. It's easy to see that this rich Beeline area composed of 41 counties with a population of 1,561,254 and with retail sales of $219 million offers the best road to Central California and Western Nevada.

WHAT IS The Beeline

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

See McClatchy Beeline rate list-
ing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

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texts of OWI Statements and Letter Sent by NAB...

radio stations last week received a memorandum from John D. Hymes, Deputy Chief of the OWI Domestic Radio Bureau, regarding the placing of paid advertisements for WAC recruiting in newspapers by the War Dept. (see story on page 12). Following the receipt of the memorandum, a statement of Policy was issued by George F. Ludlam, chief of the Bureau, to clarify OWI policy with respect to future WAC radio allocations.

Ludlam, Avery, and Press of Broadcast Advertising, also addressed letters to all stations asking for specific data to form the basis for a presentation by the brokers to the OWI Domestic Radio Bureau, regarding WAC recruiting advertising for radio.

The memorandum received from stations from Mr. Hymes follows:

Since the War Dept. has decided to spend their advertising appropriation for newspaper advertising only, all OWI radio recruiting for WAC is now taking place in New York, Chicago, Detroit, and adjoining states.

"Most of the best news without unnecessary advertising or commercials, will be carried on other facilities of the radio bureau. The WAC campaign, as is the OWI domestic radio campaign, will be handled by the OWI Domestic Radio Bureau..."

Also addressed letters to all stations asking for specific data to form the basis for a presentation by the brokers to the OWI Domestic Radio Bureau, regarding WAC recruiting advertising for radio.

Local members may wish to consider the following:

1. Approximately $600,000 was spent for WAC recruiting advertising during the current fiscal year, 1942-1943. This figure, reflecting the War Dept. appropriation, does not include funds spent for advertising by any NAB stations. Only $10,000 is spent on advertising in the OWI Domestic Radio Bureau's advertising appropriation.

2. The NAB Board of Directors, at its meeting on June 1, 1943, reaffirmed its opposition to the use of government funds for advertising.
OWI Halts Radio Aid to WACs

(Continued from page 12)

tion to the use of paid advertising in any media for war campaigns, OWI being of the opinion that no additional coverage can be obtained through voluntary cooperation. It has reason to believe that no network would accept Government advertising and that more than 100 of the larger stations would not take Government money.

OWI's policy regarding Government paid advertising was firmly stated by its director, Elmer Dally. The Board to Bankhead Bill to appropriate $15,000,000 for War Bond advertising in small newspapers came before Congress last fall. Mr. Davis objected to the principle of Government subsidies of advertising in one media as both unfair and impracticable and saw a danger to independence of call to control of advertising which might result from such legislation.

The Bankhead Bill, passed by the Senate but subsequently shelved by the House, was also opposed by the Secretary of Treasury, Mr. Morgenthau, the War Advertising Council and the NAB. Testifying last October before the Senate Banking and Currency Committee, C. E. Armstrong Jr., NAB secretary-treasurer, submitted the NAB Board action of June 3, 1943 opposing advertising subsidies but calling for control of advertising against radio should legislation be adopted.

OWI's action on WAC recruiting is consistent with policies laid down previously in connection with both Government and commercial advertising for recruiting war workers. Last spring the Radio Bureau advised its regional station relations offices that it should not request stations to give time for recruiting workers for food processing plants as long as processors in their localities use paid advertising for such recruitment in other media only [Broadcasting, April 10].

Earlier, the OWI Radio Bureau registered strenuous objection with the Railroad Retirement Board for buying newspaper advertising and at the same time requesting free time for recruiting rail-road workers. As a result of this representation, RRB made changes in its advertising budget permitting it to buy radio time and agreed to use radio promotion exclusively or in proportion with other media [Broadcasting, March 6].

Record Income Is Noted

In Year by Farnsworth

F ARNSWORTH TELEVISION & Radio Corp., for the fiscal year ended April 30, had the largest gross income in the company's history, according to the annual report. Gross income, sales, royalties and license fees totaled $39,806,797, as compared with $28,383,301 for the preceding 12 months, when net sales amounted to $33,893,420 as against $16,563,387 for the previous year, the report states.

E. A. Nicholas, president, stated that the company, which acquired WGL Fort Wayne recently, would add both television and FM stations later, subject to FCC approval. Noting the large number of applications received from responsible distributors and dealers, Mr. Nicholas attributes this to the fact that "the company has continued to advertise its products effectively during the war."

Aluminum Eased

UNDER THE WFB order issued July 15, use of aluminum, as far as the radio industry is concerned, was specifically permitted for manufacture of commercial radio equipment and all wire communication equipment, but only where aluminum, copper or copper base alloy was used in commercial production in the United States during 1939, 1940 or 1941.

The above partial restriction on the use of aluminum does not apply to electronic equipment, as defined in Order L-266. [Broadcasting, April 26, 1943]. As far as manufacture of electronic equipment is concerned, the definition in limitation order 265 still holds.

MRS. RAYMOND CLAPPER, WGN and Mutual commentator, has just completed a film to be released for distribution shortly titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Norway and daughter of William Jennings Bryan.

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Democratic Platform Ignores Radio

(Continued from page 11)

CIO News that his wife has been named a member of the National Political Action Committee of the CIO. Mr. Durr is vice-chairman of the National Committee to abolish the Poll Tax.

The Committee recently issued a handbook to CIO unions, to guide them in obtaining radio time and in the best methods of presenting the Union's case.

In a recent statement, the vice-presidential nominee said: "Radio has made the United States one great auditorium. In no other way can one instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be made a medium of truth for the people. Then the ancient demagogues of the Old World will find no place in our way of life."

As a radio orator, Sen. Truman is practically an unknown. He will be pitted against Gov. Bricker, the Republican Vice-Presidential nominee in the radio campaign ahead. Gov. Bricker while not a personal Presidential candidate is a forceful and vigorous speaker, with great stamina.

WAJR Seeks FM Net, Others File

APPLICATIONS were received by the FCC last week for two new standard local stations, two commercial television outlets, four FM stations, and two non-commercial educational stations.

Licensee of WAJR Morgantown, W. Va., West Virginia Radio Corp., is applicant for a new FM outlet in Morgantown, to be supplemented by one satellite station—one in Pittsburgh and one in Wheeling. Cost for the project is set at $218,000.


New standard local stations are sought by Central Valleys Broadcasting Co., Sacramento, Cal., and Loys Maraden Hawley of Conway, S. C. Mr. Hawley, manager of a local theatre chain, is remote engineer and maintenance man for WOLS Florence, S. C.

An experimental FM outlet is sought by William Winston-Salem, N. C. Application was returned as incomplete. Educational noncommercial stations are requested by the Western Illinois St. Teachers College, Macomb, Ill.; U. of Kansas, Lawrence, Kan.; and County of Ventura, Super-

The Democratic platform carried a 3% word plank dealing with communications. It reads:

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopolies and that right should be protected by treaty."

This plank was regarded as ambiguous and not near as far-reaching as the forthright expression in the Republican platform.

While members of the Demo-

G"nical Resolution Committee importuned to adopt a free radio plank, no radio spokesmen appeared in person at the opening hearings and it failed to receive any consideration. Kent Cooper, general manager of the Associated Press, testified in favor of a free communications plank. He was asked whether his remarks also applied to radio and he responded affirmatively.

While domestic radio was ignored, many Democrats contended that the one short sentence asserting that "mankind believes in the four freedoms" was recognition of a "free radio".

Co-Op Disc Series

KERMIT-RAYMOND Radio Productions, New York, is producing a new series of dramatized condensations of the first sponsor-written programs titled This Is Hollywood, featuring John Reed King as announcer. Enr. Madriguera and 20-piece orchestra, Hollywood stars as guest artists, a movie gossip spot and dramatized commercials of old time movies. Quality Bakers of America, cooperative bakery organization, is the first sponsor of the program, which will be available to other advertisers in areas where it is not sponsored by KBA members. Prepared with the cooperation of Motion Picture Maga-

zine, series is directed by Ray Green.

Walker Heads WFCI

WALLACE A. WALKER, former general manager of WJHP Jacks- onville, Fla., has been appointed general manager of WFCI Pawtucket-Providence. He has been with C. E. Hooper Inc. and MBS in New York. Also joining WFCI is Harry Moreland as program director. Mr. Moreland had previously been program director at WJHP and had been at WROL Knoxville and WDDO Chattanooga.

IHAROLD HADDEN, supervisor of master control studio operations of WOR New York, will sort technical assignments and coordinate all operations between the station and WABD, the DuMont television station, in connection with the WOR video varieties program. Mr. Hadden replaces Barney Boyd, who has been transferred from the engineering department to the program department.

intendent of County Schools, Ven-

tura, Cal.

Facilities applied for and estimated costs of FM outlets, where given, may be found in Actions of the FCC on page 68.

News to Newscast

LESS than 30 minutes after announcing at a news confer-

ence in Hartford July 14 that he had changed his mind and would run for another term, Connecticut's Governor Ray-

mond E. Baldwin was at a W T I C microphone taking part in the station's 1 p.m. news broadcast. Gov. Baldwin was rushed to the radio station in a police car right after his 12:30 news conference, giv-

ing W T I C a scoop.

A REUTERs news dispatch presented by Henry Gladstone on WOR New York July 14 indicates that Lt. Jerry Donzick, USN, former publicity di-

rector of the station, may have been the first U.S. Naval officer to land in France on D-Day.

Any town is a spot
CONVENTION UPSETS PROGRAMS
Committee Deadlocks Bring Changes in Network
Plans During Chicago Excitement

Radio program schedules were discommoded at last Thursday's Democratic National Convention, because of deadlocks in two committees—Credential and Resolutions & Platform. The day's schedule was tossed about until even Chairman Sam Jackson of Indiana new not what was coming.
At 1 p.m. J. Leonard Reinsch, Democratic Committee Director, advised the networks there would be nothing important until 2 p.m. The networks remained on the air, however, until 1:30 p.m. At 2 p.m., when there was no news from the deadlocked committees, some of the networks used fill-in interviews and commentaries. Others carried regular programs.

At 2:45 the networks returned to the air with proceedings. By unanimous vote the convention had frozen its schedule which called for reports of the committees ahead of nominations. When it appeared that the committees would not report for some time, the convention by unanimous consent agreed to suspend the order of business and call the roll for nominations. President Roosevelt and Sen. Byrd of Virginia, anti-new dealer, were nominated.
As the voting ended, the committee reports arrived. There were amendments to both, but the reports were defeated. It was nearly 7 p.m. before the convention finally adopted the five-page platform, couched in general language throughout. At 7 p.m., the convention adjourned until 8:30 p.m.

Networks returned plugged in on proceedings until 7, then returned to the air at 9 and remained on with summaries of the day's events following adjournments at 11 p.m.

Rules in effect in the convention's schedule cost the networks and radio substantially in lost revenue.

Religious Meeting
A Religious radio workshop will be held July 24-31 at Tower Hill, Sawyer, Mich., as part of the Middle West Annual Leadership Training Conference of the Protestant Church. Rev. Everett C. Parker, assistant to the manager of NBC's public service department, will act as chairman of the radio conferences. Speakers will include: Judith Waller, manager, NBC public service department, central division; Rev. James Flint, chairman, Congregational-Churches Radio Committee; J. H. Hazel Kenyon Markel, USNE, Radio Section, Office of Public Relations, Davis Kees, professor, and speaker, Chicago University; Elinor Inman, CBS director of religious programs.

WGN Design Contest
RULES for a $10,000 cash prize contest for the design of a hit theatre were announced last week by WGN Chicago, Mutual outlet. Details about the contest will be mailed to all who apply. Prospective contestants are reminded that all types of radio broadcasting presentations, including AM and FM programs as well as television, will be produced in the new theatre, which will be housed in a building of 12 stories. Deadline for acceptance of applications for the contest is Dec. 1, 1944. Contest is open to all but employees of WGN and the Tribune, and their families.

WGN, Journalism Assn.
Survey Manpower Needs
Calculation of the personal needs of radio newsmen for students trained in radio journalism was undertaken last week by the American Assn. of Schools and Departments of Journalism in cooperation with the NAB which mailed from its Washington headquarters a manpower survey questionnaire prepared by the AASDJ. Replies will be returned to Professor E. W. Kuepper, journalism instructor, Iowa State College, Ames, Iowa, who will compile the results with the assistance of the Radio News committee of the NAB whose chairman is Karl Koenig, vice-president of KMBC Kansas City.

Questionnaire, which is in streamlined form, contains a return postcard for answering the six questions and a number of full-time personnel, whether women would be used for news broadcasting, how many employees could be used if qualified, and how many persons actually broadcast news.

No. 1 Station in a No. 1 Market
KON
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS National Representatives

FOR THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
-Acceptance of Signals is Not Required in Certain Cases

WASHINGTON, D.C.

MAGNIFY YOUR RESULTS
WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS
Sylvania Electric Products,
New York, has appointed Newell-Emmett Co., New York, to handle advertising for all products including both the lamp and radio division, effective September 15. Advertising will continue as it is for the present, according to Paul S. Ellson, advertising and sales promotion manager.

July 24, 1944
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 15 TO JULY 21 INCLUSIVE

NEW FM station, Consolidated Broadcasting Corp., Los Angeles. California. 9400 kc; 1,000 watt.

KONE Inc., Monroe, La.--CP 1440 kc, 1000 watt.

KXLU, Los Angeles, Calif.--To change type of station.

KXO Inc., Mozilla, La.--CP 200 watt.

KXBL, Dallas, Texas. To change type of station.

KTHG, Houston, Texas. To increase power.

North Carolina Broadcasting Co., Greensboro, N. C.--Same.

Knights Newspapers Inc., Poughkeepsie, N. Y. --Same.

A. A. Scherber, Providence, R. I.--Same.

Thames Broadcasting Corp., New London, Conn.--Same.

Leonard A. Verduzco, Grand Rapids, Mich.--Same.

Tentative Calendar...

KMBL Monroes, La.--CP 1440 kc, 1,000 watt, unlimited.

KNOE Inc., Monroe, La.--CP and WP to change type of station.

KXLO, Kansas City, Mo.--To change studio location and for approval of antenna for standard station.

KVOE Santa Ana, Cal.--CP 1480 kc, 500 watt.

James F. Hopkins Inc., Ann Arbor, Mich.--Granted license to change type of station to withe with Wissantown Broadcasting Co. (see July 11).

WJCHW Broadcasting Co., Ann Arbor, Mich.--CP 1050 kc, 1 kw and 250 watt.

Voice of Alabama Inc., Birmingham, Ala.--Grant of CP to WFWB Indianapolis--Same.

Board of Education of City of Atlanta, Ga.--Placed in pending file application for new non-commercial educational station.

Board of Education of School District of Alpena, Mich.--Same.

WABI Bangor, Me.--Granted motion to continue hearing for scheduled on July 18 to Aug. 25 in re-application for new unlimited station.

WGOV New York--Granted motion of M. Mayer and Mr. Singer for order to take deposits in hearing on transfer.

WILD West Point, Ga.--Granted mod. CP to change location and for approval of antenna.

Hearst Corp., Chicago, Ill.--CP new FM station.

KTRH Houston, Tex.--Same.

Hearst Corp., Chicago, Ill.--CP new FM station.

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An Organization of Qualified Radio Engineers
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NEW FM station, Consolidated Broadcasting Corp., Los Angeles. California. 9400 kc; 1,000 watt.

KXLU, Los Angeles, Calif.--To change type of station.

KXLO, Kansas City, Mo.--To change type of station.

KXO Inc., Mozilla, La.--CP 200 watt.

KXBL, Dallas, Texas. To change type of station.

KTHG, Houston, Texas. To increase power.

North Carolina Broadcasting Co., Greensboro, N. C.--Same.

Knights Newspapers Inc., Poughkeepsie, N. Y. --Same.

A. A. Scherber, Providence, R. I.--Same.

Thames Broadcasting Corp., New London, Conn.--Same.

Leonard A. Verduzco, Grand Rapids, Mich.--Same.

Tentative Calendar...

KMBL Monroes, La.--CP 1440 kc, 1,000 watt, unlimited.

KNOE Inc., Monroe, La.--CP and WP to change type of station.

KXLO, Kansas City, Mo.--To change type of station.

KXO Inc., Mozilla, La.--CP 200 watt.

KXBL, Dallas, Texas. To change type of station.

KTHG, Houston, Texas. To increase power.

North Carolina Broadcasting Co., Greensboro, N. C.--Same.

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A. A. Scherber, Providence, R. I.--Same.

Thames Broadcasting Corp., New London, Conn.--Same.

Leonard A. Verduzco, Grand Rapids, Mich.--Same.
Situation Wanted (Cont'd)

Here's your MAN—Successful background of sixteen years in radio in programming, producing. Personally well known in news and sports, trained, capable and background to fill any position in radio station outside of engineering. Married and exempt from draft. Applicant has fifteen years of news broadcasting and has been sponsored continuously during this period. At present broadcasting daily over 50,000 watt station. Will furnish complete details. Present connection lucrative but not satisfactory. Address Box 494, BROADCASTING.

WOMAN College Graduate—Third class operator's license. Background: English, acting, announcing. No location preference. Box 495, BROADCASTING.

Situation Wanted

Here's your MAN—Successful background of sixteen years in radio in programming, producing. Personally well known in news and sports, trained, capable and background to fill any position in radio station outside of engineering. Married and exempt from draft. Applicant has fifteen years of news broadcasting and has been sponsored continuously during this period. At present broadcasting daily over 50,000 watt station. Will furnish complete details. Present connection lucrative but not satisfactory. Address Box 494, BROADCASTING.

WOMAN College Graduate—Third class operator's license. Background: English, acting, announcing. No location preference. Box 495, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 6 kw broadcast installation. Transmitter, 3 towers, tower, transmission and phasing equipment and crystals. Box 492 BROADCASTING.

Wanted to buy either 200-, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to buy—Two water-jackets complete with mounting insulators for 220 C tubes. Box 484, BROADCASTING.

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 484, BROADCASTING.


For Sale


For sale. Controlling interest in Midwest, daylight 5000 watt station. Box 466, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, Oscillator FOR General, Radio Type 731B and any FCC approved modulation monitor or frequency monitor. Box 440, BROADCASTING.

New Canada Call

EMPLOYEES OF privately-owned Canadian broadcasting stations in the larger cities, as well as members of the Canadian Federal Government groups, who have been deferred or whose medical categories have not been finally determined as to whether or not they will be permitted to go into military service by National Selective Service, it was announced at Ottawa July 17.

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(America's Oldest School Dedicated exclusively to Radio Broadcasting) SPECIAL SUMMER 6 Weeks' Day Course AUGUST 2 8 Week's Evening Courses JULY 25 TO AUGUST 21 Taught by National Profes- sionals, for Beginner & Advanced students, includes: Announcing Station Routine Newscasting Acting Commentating Voice Control Notes, Card or Write for Booklet B.

R.K.O. BUILDING RADIO CITY, N.Y. Circ 7-0192

HIGHEST CASH PRIZE

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

NBC Prayers

NBC through its owned and operated stations is opening and closing each broadcast day locally with a one-minute prayer, surrounded by appropriate organ music. Already participating in the plan since July 4 are WEAF New York, WTAM Cleveland and KOA Denver. Other O&O stations and NBC affiliates may take up the idea. Prayers are composed and delivered by clergymen of the three major faiths—Protestant, Catholic and Jewish, and recorded for distribution.

United Manufacturing Corp.
Division of U. S. Plywood Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash., 6, D. C.
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WEBRIT BLOCK PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., New York City

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Everett L. Dillard, Gen. Mgr.
Kinston, N. C.
Washington, D. C.
Hollywood, Calif.

KXO BUILDING RADIO CITY, N.Y.
Circ 7-0192

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WPB Plans Leave Radio Unaffected

Reconversion Problem Expected to Cause Little Delay

AVERIFICATION by the War Production Board permitting immediate preparations for limited reconversion of industry will have little effect on prospects for early civilian production of radio sets or broadcast equipment, it developed last week. Following the issuance of the WPB of a schedule of orders partially relaxing present restrictions.

Heavy demands upon the military for radio and electronics equipment will prevent any diversion of manpower or materials for civilian production for some time to come or at least until the European phase of the war is ended, according to John Creutz, chief of the Domestic and Foreign Branch of the Radio and Radar Division. He pointed out that on any order lines are running considerably behind schedule.

No Delay Seen

With the conclusion of the war in Europe a partial resumption of civilian production can be expected and the radio manufacturing industry will be in the fortunate position of being prepared to proceed with a minimum of delay, declared Mr. Creutz.

Chief reason for this, he pointed out, is that there will be able to accomplish a speedy conversion of a part of the industry. The WPB order to be issued July 29 permitting purchase of machine tools for civilian production, while being of great importance to the automobile and other heavy industries, will be less needed by radio manufacturers than unusual. Similar is the production of some military equipment to civilian sets that in many cases it will be simply a matter of changing cabinets or consoles or using one type of tube in place of another.

As far as broadcasting equipment is concerned the industry will be in a position to convert quite readily.

But there are other problems which face the industry and which need to be dealt with soon if post-war or post-European war production is to avoid confusion and possible chaos. Principal among these are (1) determination of frequency allocations governing FM receiver and transmitter production, (2) disposal of surplus war equipment, (3) industry stockpiles of component parts.

One can hardly talk about post-war radio production today without involving FM. Many of the largest manufacturers expect to devote a substantial part of their facilities to making FM sets. Some of them have already acquired considerable experience in turning out such sets for the military, especially the latest type of walkie-talkie. They are prepared on a moment's notice to go into production.

The FCC has now more than 200 applications for construction permits for FM stations which will be considered as soon as equipment is available. Manufacturers will be able to begin production on this equipment in short order when WPB gives the word and technical problems regarding allocations of frequencies are worked out.

But before manufacturers can proceed with FM sets they must know what band in the radio spectrum is to be assigned to broadcasting in this realm. This is one of the problems the Radio Technical Planning Board is now considering. It is a problem involving a variety of opinions and is said to call for more knowledge than is now available.

The surplus war equipment problem is one of the most serious confronting the radio manufacturing industry and, unless proper safeguards are invoked, might cause endless confusion. The possible effects of dumping hundreds of thousands of walkie-talkie and other receiving and transmitting sets on the market, it is felt, should be weighed carefully.

All that has been done officially thus far regarding surplus disposal is the preparation of a memorandum by a subcommittee of the FCC which calls the Commission's attention to various aspects of the problem. It is expected that the Commission will soon meet to consider the matter and decide on a course of action.

Danger of Interference

Principal danger resulting from uncontrolled disposal of surplus communications equipment would be the interference which use of portable transmitters would cause. It is likely that steps will be taken either to prohibit sale of such equipment to individuals or to issue a warning to the public that licenses must be obtained from the FCC to operate the transmitters.

The Defense Supplies Corp., a subsidiary of the Reconstruction Finance Corp., which will handle military surplus disposals in the radio-electronics field, is believed to favor turning back surplus items to manufacturers rather than to jobbers or other outlets. It is expected that this subject will be discussed when the Industry Advisory Committee meets Aug. 15 with the WPB.

FCC is not represented on the advisory board of the Surplus Property Administrator although its regulation over radio is analogous to that of the Civil Aeronautics Authority, which is represented, over aviation. An amendment to the executive order creating the SPA would be required to give FCC representation.

Equally, if not more, serious is the problem of industrial stockpiles of radio components which will confront the industry as reconversion time comes. The size of these stockpiles is believed to be so great that some quarters question whether there will be need for civilian production of new parts (as many as 50 million) by many of these parts, including tubes, condensers and resistors, can be readily used for civilian sets, engineers say.

Outlets for Surplus

Civilian production can absorb only a portion of the surplus equipment, however, and there will still remain enormous quantities on the market. It is hoped that new FM and television stations will utilize some of the remainder. Another outlet for this material is the development of electronic appliances in industry.

In the meantime, the industry is looking to a huge postwar demand for radio sets which would expand production far beyond pre-war volume. Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., estimated that post-war FM sets would require 250,000,000 sets and predicted that the manufacturing industry would expand into a $3,000,000,000-a-year volume of sets as compared to the pre-war production of a sum of $300,000,000 to $400,000,000.

At a meeting in New York last week with its eastern distributors the company outlined a plan where by consumers could be put on a "preference list" entitled them to postwar sets, with "preference of delivery quota" certificates incurring no obligation to purchase.

Sterling Names Wilkins

BERNE W. WILKINS, former head of his own advertising agency, has been appointed radio and television director of Sterling Adv agency, New York. He is now planning radio and television programs for Gotham Silk Hosiery Co. and Morris W. Haft & Bros., Inc., New York, women's clothing manufacturer.

JACK BENNY, NBC comedian, has arrived in New Guinea with a group of entertainers to begin his service camps, according to an AF dispatch from Port Moresby.

KRM6 Granted Change

CONSENT has been granted by the FCC to KRM6 Shreveport, La., for assignment of license from the licensee corporation to the company's stockholders, doing business as a partnership under the same name. There was no shift of interest holdings or monetary consideration involved.

KPHO to Blue

EFFECTIVE Aug. 15 KPHO Phoenix becomes affiliated with the Blue network as a member of the group, bringing the total number of Blue stations to 195. KPHO, owned by the Phoenix Broadcasting Inc., operates fulltime with 260 w. or 1230 kc.

Lavin Leaves WDAY

For Marine Commission

BARNEY LAVIN, general manager of WDAY Fargo, N. D., has been granted a leave of absence to accept a commission as 2nd Lieutenant in the Marine Corps. He reported to Quantico, Va., for training July 23. Mr. Lavin was appointed manager of the station in 1935.
You are looking at one dozen reasons why you should be putting The Texas Rangers to work for you.

Taken from a list of over fifty current subscribers to The Texas Rangers transcribed library, these one dozen radio stations—large and small, and from all parts of the country—each have realized the commercial benefits of the Rangers for one year or more.

What better success story could a transcribed service such as The Texas Rangers have than long-life sponsorship? It can mean only one thing—unusual listener acceptance of this music with mass appeal, and thereby satisfied commercial following.

As just a thought—we are again entering into negotiations with national and regional advertisers for the season ahead to sponsor The Texas Rangers in markets throughout the country. With the library sold in each market on an exclusive basis, it is to be recommended that you tie up the franchise for your territory by writing or wiring immediately.

An Arthur B. Church Production

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MO.
WEST COAST—BOB BRAUN, 202 N. Canon Drive, BEVERLY HILLS, CALIF.
LOOK DADDY! IT AIN'T EITHER MADE OUT OF GREEN CHEESE!

- Perched atop WKY's 915-foot antenna, Baby Snooks would still, of course, be unable to examine the composition of the moon to verify the customary explanation, but she would be a long way from the ground, nevertheless. WKY's new tower is one of the two highest in the Western Hemisphere and the sixth highest structure ever built by man in this half of the world.

This new tower, engineers say, will enlarge WKY's daytime service area considerably. As a unit of a new and unique antenna array for nighttime use with five times the present power, it will nearly double WKY's nighttime service area.

The great height of the tower will be put to use one day for the location of FM and Television antennas.

WKY's new transmission facilities, involving the investment of nearly a quarter-million dollars, is scheduled to go on the air in the near future. Meantime, WKY is covering more square miles of Oklahoma and being listened to by a far greater audience every morning, afternoon, and night than is any other Oklahoma City station. That makes WKY the best radio buy today; an even better buy tomorrow.