When you're checking markets to cultivate don't
miss the boat by overlooking the Fort Industry Co. Stations.

They are the key to success in seven important markets.
Their management combines a knowledge of listener preferences
and a co-operative skill that produces results!

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

WSPD, Toledo, Ohio—WWVA, Wheeling, West Va.—WAGA, Atlanta, Ga.—WFTL, Miami,
Fla.—WMMN, Fairmont, West Va.—WLOK, Lima, Ohio—WHIZ, Zanesville, Ohio
Wherever any major agricultural event is taking place in Midwest America, Art Page is there. Arthur C. Page is farm program director of WLS and conducts the daily "Dinnerbell Time" feature, a noon-hour "must" in most of the farm homes in this area. Art Page is one of radio's pioneer farm broadcasters. As an associate editor of Prairie Farmer, he was on the air over other Chicago stations in 1923—before WLS was founded. And since Prairie Farmer bought WLS in 1928, Art Page has conducted regular daily farm broadcasts.

Listeners depend upon Art for farm news and for cooperation with their own organizations: 4-H Club, Future Farmers, Farm Bureau, and such. He has been broadcasting to them and for them on WLS so long, that listeners think of Art Page as a real friend and neighbor.

Here is another example of long-time association between a WLS personality and the Midwest radio audience. Listeners have confidence in our broadcasters and a loyalty toward the station—the kind of loyalty that makes true our slogan: WLS Gets Results!

Advertisement number 6 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.
Why Portland, Oregon People Prefer KGW

Jack Matlack.......Manager of Portland's Broadway Theater

Says....“I'll say KGW puts showmanship in its public service programs—and in my book that means entertainment plus! The KGW "620 Time" series of war-bond, war-industry shows, presented from the Broadway theater stage, has proved conclusively to Portland audiences that public service programs CAN be tops in interest and entertainment.”

Yes, KGW is proving constantly, and in many ways that public service programs CAN be interesting and entertaining. A case in point is the "620 Time" series, which salutes Portland war industries who have made records in war bond sales.

Below, Nora Martin, Eddie Cantor and KGW orchestra, directed by Abe Bercovitz.

Nora Martin, who got her start in radio at Station KGW, is shown with her new boss, Eddie Cantor, with whom she appeared on a KGW "620 Time" show recently.

Another Portland girl, now a "big name" in radio and motion pictures, is Jane Powell, featured on KGW with Edgar Bergen and Charlie McCarthy. She sang on "620 Time" while in Portland in connection with the world premiere of her new picture, "Song of the Open Road."
Illustrations show part of RCA's complete line of Faradon Condensers, extensively used in stations everywhere

BUY MORE WAR BONDS
If so, it is one of the stations to which we have shipped Faradon Condensers during the past two years. RCA is mighty proud of the record number of these wartime orders which have been handled. It's a record made at a time when condensers of the type used by broadcast stations have been very hard to get for other than direct military use.

How was this record accomplished? By rebuilding units, by substituting condenser sizes and types. By rearranging schedules and by exhausting every possible stock of spare units.

Why did we do this? Because we had a peacetime reputation for helping our broadcast customers—a reputation RCA wanted to keep. We knew we wouldn't be able to fill broadcasters' orders for the shiny new things they would like to buy. But we could "keep them on the air"—and we have!

RCA Faradon Condensers have a reputation for durability, stamina and continuous service. Here is a quality product by prewar standards. Craftsmen, long experienced in the intricacies of condenser manufacture, supervise Faradon Condenser production. Postwar, a complete line of RCA Faradon Condensers will be available for every purpose.

RCA BROADCAST EQUIPMENT SECTION

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY... In Radio... Television... Tubes
Phonographs... Records... Electronics
When You Think of NEW ORLEANS...You Think of well over 1,000,000 TONS of DELTA SHIPS MADE IN NEW ORLEANS

Today—

When You Think of NEW ORLEANS

WWL Advt.
Aug. 1941

WWL—NEW ORLEANS

When you think of NEW ORLEANS

You think of:

TARPON REDUCE...

50,000 WATTS CLEAR CHANNEL

WWW—LAND

When you think of NEW ORLEANS

You think of:

When you think of...

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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BROADCASTING
The Weekly Newsmagazine of RadioBroadcast Advertising

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"Nebraska's Capital City Station"

Takes Pleasure in Announcing the Appointment of

Melvin Drake, Station Manager
Gerald Snider, Sales Manager

and a change of address to Stuart Bldg., Lincoln 8, Nebr.

Blue and Mutual Networks.

KFOR LINCOLN NEBRASKA

"Nebraska's Capital City Station"

BROADCASTING • Broadcast Advertising

Subscription Price: $1.00 per year 15¢ per copy

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KFOR LINCOLN, NEBRASKA

"Nebraska's Capital City Station"
WSIX PULLS AWAY FROM THE FIELD
Leads in Nashville All Day
From 8 A.M. to 6 P.M.
KOOPER LISTENING INDEX OCT.'43-MAY '44

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

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The Blue Network

The Voice of Nashville
Mutual Broadcasting System

Represented by the Katz Agency
In a modern bomber there are some six dozen places where radio and electron tubes find vital use.

Many of these uses were made possible by Sylvania's development of special radio tubes. For example — there are Sylvania tubes small enough yet powerful enough to operate effectively on standard storage batteries without need of extra, weight-adding generators.

With much of our production now going into such all-important service, you can be sure of one thing about its quality.

Every unit produced is designed and built to just one standard—the highest anywhere known.

No-one is yet prepared to say how much the availability of rugged, lightweight radio and electron tubes will hasten the coming of the safe, light family plane.

But, obviously, wartime lessons in the possible uses of such tubes hold great promise for future developments.

Naturally, for such uses, only the highest and most dependable quality will do.

And they will represent a field in which you will have special reason to look for the Sylvania symbol as the mark of a single standard, and that the highest known. Sylvania Electric Products Inc., Executive Offices: 500 Fifth Avenue, New York 18, N. Y.
WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

WNEW, Through The Vast Facilities Of The New York Daily News, Is Prepared To Continue First In War News Coverage

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—closing in for the kill.

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile News Around the Clock, heard every hour on the half-hour, will continue to cover, twenty-four hours a day, all phases of world events—bringing to the American listening audience ALL THE NEWS, without comment, without prejudice, without a commercial message.

It cannot be bought.

Such public service programs are one of many reasons why more people listen to WNEW than to any other non-network station in the country.

WNEW
New York 22, New York

Ten Thousand Watts—1130 on the Dial—On the Air Twenty-Four Hours a Day
Joseph Hexter, President, Columbia Baking Co., Atlanta

Says—"Spot broadcasting enables us to place our radio appropriation where and when it will do us the most good"

- That's getting it down to brass tacks, Mr. Hexter, and we especially appreciate those words from a man who "pays the bills". Thanks!
- Yes, spot broadcasting is the advertiser's medium—but that's not to imply any particular conflict with networks. Today a good many network advertisers also use "spot"—to bolster individual weak markets or exploit strong markets, to test new merchandising ideas, to plug seasonal advantages, etc.
- Yes, spot broadcasting has many uses and functions. How about letting us suggest ways it can help with your advertising problems?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW - BUFFALO
WCHY - CINCINNATI
KDAL - DULUTH
WDAY - FARGO
WISH - INDIANAPOLIS
WEZD - KALAMAZOO
KMBG - KANSAS CITY
WAYE - LOUISVILLE
WTON - MINNEAPOLIS-ST. PAUL
WMMG - MEMPHIS
KSD - ST. LOUIS
WFBQ - STRACUSE
WHO - DES MOINES
WOC - DAVENPORT
KMA - SHENANDOAH

SOUTHEAST...

WSCM - BALTIMORE
WCCG - CHARLESTON
WIS - COLUMBIA
WPIE - RALEIGH
WDBJ - ROANOKE

SOUTHWEST...

KOB - ALBUQUERQUE
KRLS - CORPUS CHRISTI
KXYZ - HOUSTON
KOMA - OKLAHOMA CITY
KTLN - TULSA

PACIFIC COAST...

KECA - LOS ANGELES
KQON - PORTLAND
KROW, KALISAN FRANCISCO
KIRO - SEATTLE
KFAR - FAIRBANKS, ALASKA

and WRIGHT-SONOVEX, Inc.
Radio May Get Slice of WAC Budget

Action Indicated As War Dept. Steps In

ARoused by a storm of protests against exclusion of radio from current WAC advertising and the prospective loss of OWI radio support from the campaign, the War Dept. last week took steps toward allotment to radio of a share of its $5,000,000 budget for WAC recruiting.

Conferences were held last Thursday between John F. Reeder, vice-president of Young & Rubicam; Philip S. Broughton, public relations director for the agency, and high officials of the War Dept. Maj. Gen. Alexander D. Surles, director of the Bureau of Public Relations, is understood to have taken a hand in the situation.

OWI Plans In Balance

Young & Rubicam officials also conferred with the OWI regarding the Domestic Radio Bureau’s action in pulling WAC recruiting from its allocation schedules. It is expected that further conversations will be held soon with OWI, at which time the advertising agency will submit its media plans for the coming months for WAC advertising.

OWI has tentatively cancelled network program allocations and station announcements scheduled for the weeks of Aug. 25 and Sept. 4 but officials indicated they might still rescind that action if radio is included in future WAC advertising promotion. OWI’s overall media plans for recruiting women for various war capacities, it was learned, will be weighed against the $5,000,000 War Dept. budget for WAC advertising.

Prospects for inclusion of radio in coming WAC promotion also were brightened by replies received by the NAB to its survey of station policies respecting Government advertising. Returns tabulated as BROADCASTING went to press showed an overwhelming majority of stations favorable to acceptance of WAC advertising. Out of 312 returns, 277, more than 88%, said they would welcome such advertising, 33 stations would refuse, and two were undecided.

About half of the stations interested in WAC advertising offered quarter-hour periods five times a week, about a fifth had 16-minute periods available three times a week, and the remainder offered half-hour periods once a week, dramatized announcements or station breaks.

Lewis H. Avery, NAB Director of Broadcast Advertising, in charge of the survey, said the stations are submitting “excellent availabilities”, many of them offering the best morning hours, others morning available desirable morning and noon periods which reach large local audiences. When all returns have been received, Mr. Avery will submit his availabilities to Young & Rubicam.

The NAB survey returns are likely to play an important part in consideration of forthcoming WAC advertising. The information obtained on availabilities, it is understood, will go a long way toward the preparation of proposals to use radio effectively in the campaign.

In submitting their availabilities to NAB, more than 50 stations commented favorably on the OWI action in withdrawing allocations and explained their opposition to the exclusion of radio from the current WAC advertising.

Richmond Meeting

A number of stations which have been putting on elaborate programs at their own expense in support of WAC recruiting stated they are hesitating about continuing these programs in view of the War Dept. handling of the WAC advertising.

At a meeting of 10 eastern and southern CBS affiliates in Richmond a resolution was passed unanimously, urging that measures be taken “to correct the situation”. The resolution declared:

“It is the sense of this group of broadcasting stations that unfair reactions may result from the action taken by the WAC recruiting division advertising campaign; that this group feels radio is thereby severely rebuffed and that measures should be taken to correct the situation without delay and that this resolution be immediately communicated to the NAB”.

Large and small stations alike joined in endorsing the NAB stand on WAC advertising and newspaper-owned stations were as willing to sell time as others. Smaller groups of newspaper stations were emphatic in their affirmative response to the NAB question, saying they would gladly take WAC advertising.

NABET Reopens NBC, Blue Contracts

Will Ask Jurisdiction On Platter Turning In New Pacts

NATIONAL Assn. of Broadcast Engineers & Technicians (NABET) last week served notice on NBC and Blue that it is terminating its contracts with both networks in 30 days and asked that negotiations be started immediately for new contracts to cover all network-owned stations.

NABET’s present contract expires Aug. 31.

NABET will ask that its new contracts guarantee jurisdiction over platter turning at all stations served by its technicians, including WENR and WMAQ in Chicago where James C. Petrillo, president of the American Federation of Musicians, now has control over record turners. The technicians have filed proceedings with the National Labor Relations Board charging the networks with violating contracts entered into with NABET in 1943 which allegedly covers jurisdiction over platter turners at Chicago.

NABET will attempt to settle the platter turning issue in Chicago in negotiating its new contracts but should the networks refuse its demands it will push its case through the NLRB where it amended its unfair labor practice charge against the networks last month to include discrimination in favor of AFM and refusal to bargain.

NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at Chicago was later withdrawn but that the networks continued to give this jurisdiction to AFM.

Should the networks accede to the NABET demands, Mr. Petrillo’s hold over platter turning in Chicago, which has been his springboard for penetration in the entire broadcasting industry, will be virtually broken.

The AFM leader’s efforts to force additional musicians to turn records at WJJD, now owned by Marshall Field, were resisted by the station. A decision in this case is expected soon by the Chicago Regional Labor Board.

Victory for NABET on platter turning jurisdiction in Chicago would likely put an end, for some time at least, to the elaborate plans of Mr. Petrillo to take away control of turntable operations from NABET technicians. The union threatened a strike at all NBC and Blue owned stations when Mr. Petrillo attempted to invade their jurisdiction, resulting in a WLB order maintaining the status quo.

NABET is prepared to strike if and when such an effort is repeated.

In addition to platter turning during the present pact, NABET will ask that its new contracts include the maximum increase in wages permitted under the “Little Steel” formula. A straight 8-hour day will also be demanded, with time and a half for overtime.

NABET’s letter to NBC and Blue regarding termination of contract, signed by Allan T. Powley, president, dated July 26, follows:

On behalf of the National Association of Broadcast Engineers and Technicians, I hereby notify you by this letter a thirty (30) day written notice terminating our contract with you as of thirty (30) days after the service of this notice upon you as provided by Section 6, paragraph 6.2.

This thirty (30) day written notice of the termination of our contract dated June 1, 1945, is being sent to you by “Registered Mail—Return Receipt Requested”, and the combined mailing hereof shall be recorded as of (30) days after the receipt of this registered letter by you, and shall terminate on the thirtieth (30) days after the receipt of this letter by you.

Accordingly, we desire to immediately begin negotiations for the signing of a new contract and we await your pleasure in this matter.

A letter dated New York, at which time we can begin bargaining negotiations.

July 31, 1944
Borden Picks Wynn
BORDEN Co., sales division, New York, will sponsor Ed Wynn, comedian, in Happy Island, a half-hour musical variety program, on the full blue network, Friday, 7-7:30 p.m., starting Sept. 7.

MUTUAL last Tuesday announced its intention of eliminating “hit-and-run” and “cow-catcher” commercials at a date not later than Jan. 1, 1945, thus adding momentum to an Industry move which promises to make the so-called “simulated” network announcement soon obsolete.

As far as could be learned last week, there was no pressure behind the move such as that built up by various network affiliate groups, notably CBS, culminating in that network’s ban on the two types of announcements, effective in October of this year [Broadcasting, Sept. 20, 1943].

Stations’ O.K. Expected
Miller McClintock, MBS president, said that the action had been taken by the executive committee [June 20, 21] “after careful consideration of the improvements in listening impression which would result, from keeping commercials messages within the limits of the established commercial programs.” Letters advising agencies and clients of the decision went out in the first week, and, it was still too early, he said, to report any reactions. MBS stations are expected of course to approve the plan.

Mr. McClintock pointed out that no change is contemplated in the time limits for commercials on advertising programs which have heretofore applied. Mutual’s action, he added, is not designed to restrict the number of products which a client may advertise on any particular program within the time limits. The point is simply that all commercials must be within the recognized format of the program itself, it was said.

Just to what extent and how the editors will utilize MBS commercials could not be learned last week, but it would be proper to assume that it will not involve as many programs as at CBS, which in September of last year, when the announcement was made, carried hitchhikes and cowcatchers on 20 programs representing 80 separate time periods.

MBS stations listed according to billings include a substantial representation of religious sponsors, insurance companies and such, and include comparatively few of the multi-product companies, such as General Foods, Lever Bros., and American Home Products which have tended towards the use of such commercials.

Included among the top MBS clients are three related advertisers: B. B. Semler, Barbasol Co. and Zonite Products Corp., who make use of this type of announcement and who will be affected.

Radio to Get Biggest Single Item of GOP Campaign Fund
RADIO will be given the “biggest single expenditure” of the forthcoming Republican national campaign advertising fund, according to Henry R. Turnbull, Radio Director, WGBS (7IB) Church, who shares with Mr. Turnbull the task of setting up radio schedules (see respects sketch page 34).

Coincident with disclosure that the "biggest single expenditure" of the $3,000,000 GOP campaign fund, limited to that figure by the Hatch Clean Politics Act, would go to radio, preliminary work at $2,000,000 the cost to radio of covering the Republican and Democratic Conventions in Chicago. That figure is based on estimates of the four major networks and 60 stations which sent correspondents and commentators to the conclaves.

It includes revenue lost from cancelled commercials, rebates to talent and airing of government and new material from the National Committee will supplement the package each week.

Writers are being recruited from network and station newsrooms and from the advertising industry. Most of them will operate on a paid basis under the supervision of Ford Bond who, himself, is contributing his services. Mr. Church will coordinate the nationwide schedules, while Mr. Turnbull is expected to devote much of his (Continued on page 52)
FCC Dumps Sales Policy in Congress Lap

Separate Hearings Needed, States Durr Dissent

UNLESS specific instructions are forthcoming from Congress, the FCC feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "inordinately high," FCC Chairman James Lawrence Fly last week advised Chairman Wheeler and Lea of the Senate and House committees identified with radio legislation.

The FCC asked the committees whether there was any policy that should be followed in passing on the sale of stations where prices far exceed "going concern" and therefore property values and therefore appear to involve "compensation for the radio property itself," in violation of the law.

Durr's Dissent

After the FCC had approved during the past few months more than a dozen transfers, involving several million dollars, Chairman Fly sent the identical letters to the committee chairman, seeking Congressional guidance, and of which the FCC is not aware, this was the first time the Commission ever had solicited Congressional advice.

Last Wednesday, a day following receipt of the letters, Commissioner C. J. Durr, one of the members who had raised the question about high prices, made public a memorandum setting forth his reasons for dis-senting from certain of the transfers—including sales of WINX Washington to the Washington Post for $500,000, WQXR to the New York Times (of which he raised some question about inflated values at past Commission meetings.

Chairman Fly alluded to the "tremendously high prices" which stations command in the present market, and cited by inference the cases of WINX and WQXR. He pointed out that it was the Commission's policy to disapprove such transfers unless they obviously represent the activities of a promoter or broker who is simply acquiring licenses and trafficking in them. Under the present state of the law, he said it was not clear that the Commission "has either the duty or the power to approve of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency" [see text of FCC statement herewith].

Appended to the Commission's press release was a list of 23 "important transfers" of control approved in recent weeks. Only a portion of the covering letter to Chairman Wheeler and Lea was released.

Letter sent to the two committee chairmen carried the following preliminary paragraph, in addition to the boxgraphs quoted in the press release:

I hand you herewith a statement giving specific data on sales of radio broadcasting stations which have come before the Commission during the calendar year 1944 to date. A number of these, and particularly several which were passed on at the Commission's meeting last week, involved a consideration overwhelmingly in excess of the physical value of the properties transferred, and it seems fair to deduce that the consideration in a number of the cases appears to go beyond any reasonable amount which could be assigned to the value of the physical properties plus good will, going-concern, etc.

Data with respect to sales during earlier periods may be found in part in the hearings before the House Committee on Appropriations on the Independent Office Appropriations Bills (for 1945, following page 1324; for 1948, following page 354; for 1942, following page 607 of Part 1; for 1940, pocket supplement) and in part in the Congressional Record 86 Cong. Rec. 484; 83 Cong. Rec. 118 and 81 Cong. Rec. 796.

The list submitted by the Commission to the committees covered 74 individual transactions approved since Jan. 1, of which 46 were applications for transfer of control and the balance consent to assign licenses. In addition, however, the data submitted to Congress carried information as to the income of the stations involved before Federal taxes, original costs less depreciation, replacement costs, and the net book value of the securities transferred or assigned. Most of this data is not available for public inspection.

Rep. Wigglesworth (R-Mass.), a member of the House Subcommittee on Appropriations for Independent Offices, as well as of the Senate subcommittee, repeatedly has sought information from the Commission on station transfers and assignments. Anticipating such requests, the Commission has kept a continuing record of all data pertinent to transfers, and virtually automatically has supplied it to the Appropriations Committees.

Commissioner Durr, in his July 18 memorandum protesting the transfers, pointed out that the prices involved appeared to him to be "seriously out of line," and that the amount being invested by the transferee, "was way beyond the value of the station in the public interest."

KSO, WHOM SALES APPROVED BY FCC

DISPOSITION of another duopoly transaction, involving sale of KSO Des Moines by the Iowa Broadcasting Co., a division of that company of WHOM Jersey City-New York, was completed last Tuesday. The FCC has approved the sale of the KSO of the FCC's sales involving an aggregate of approximately $675,000.

KSO, sister to WHOM, was bought from Mutual by IBC to Kingsley H. Murphy, Minneapolis newspaper executive, for $400,000, in turn, acquired WHOM from Paul F. Harron, Joseph Lang and their wives for $405,500, including adjustment of accounts receivable. Commissioner C. J. Durr opposed the WHOM purchase but did not vote against the KSO sale by the Cowles interests.

Iowa Broadcasting Co. also has pending before the Commission transactions involving exchange of WMU Waterloo for WOL Washington, and purchase of WCPB Boston from the Arde Bulova radio interests for $225,000.

KFIJ Transfer Granted

CONSENT was granted by the FCC last week to transfer control of the licensee corporation of KFIJ Klamath Falls, Ore., from George Kincaid, executor of the estate of John A. Kincaid, deceased, to Mr. Kincaid as an individual. No money changed hands in the transaction. KFIJ Station operates unlimited time on 1240 kc with 100 w and is a Mutual-Don Lee affiliate.

July 31, 1944 • Page 13
Petrillo Ordered to End KSTP Strike

Station Planning Court Action to Recover Damages

THE NATIONAL War Labor Board late Friday ordered James C. Petrillo, president of the American Federation of Musicians, to terminate the musicians' strike at the Minneapolis studios of KSTP and served notice that the dispute, which is before the Chicago regional WLB, will not be further processed as long as the work stoppage continues.

The Board telegraphed Mr. Petrillo as follows:

The National War Labor Board is informed that you have instructed members of your union employed by station KSTP, Minneapolis, Minn., to strike because of a court action secured by station KSTP as charged as the time of a stoppage of work is in progress. The NWLB is in receipt of a wire from the attorneys representing KSTP stating that the court proceedings, restraining orders and injunctions against the musicians' union have been dismissed.

The NWLB calls upon you as the representative of the musicians' union to instruct these members employed by station KSTP to return to work at once. The Sixth Regional WLB in Chicago was advised long ago of the time of the strike to issue its panel report on case No. 111-7662-D. The Board, of course, will not process this case further while the stoppage of work continues. When the members of your union have returned to work the Sixth Regional WLB will release the panel report. Please advise what action you take.

Suit to Be Filed

Copies of the telegram, which was signed by Phillips L. Garman, Assistant Disputes Director of NWLB, were also sent to Stanley Hubbard, president of KSTP; George Mork, president of Local 73; AFM; Joseph Padway, counsel for AFM; and Sam Eades, Disputes Director, Sixth Regional WLB, Chicago.

Action to recover damages allegedly caused by the strike order issued by Mr. Petrillo, affecting operations at KSTP's Minneapolis studios, will be taken by the station. Mr. Hubbard and Mr. Petrillo will file suit in Federal court under the Smith-Connally Act.

KSTP was forced to cancel a $1,000 program Tuesday night when the musicians failed to appear and in addition the station has suffered losses to prestige "running into six figures," according to Mr. Hubbard.

Earlier, on petition of KSTP, a bench warrant for the arrest of Mr. Petrillo was issued by District Judge W. W. Badwell, charging the union leader with violating a temporary restraining order preventing the musicians from striking.

This order was later dismissed on motion of the station's counsel, Mr. Hubbard explaining that the action was taken to protect the musicians.

"Petrillo's order for a strike," Mr. Hubbard said, "following issuance of the temporary restraining order prohibiting the strike in violation of State law and the orders of the War Labor Board, would have forced our musicians to choose between being labeled as law-breakers or strike-breakers. They would have had to choose between jail or dismissal from the union."

"We have no quarrel with these musicians; they have no quarrel with us. They are members of the KSTP family. They all are married men; most of them have families. Rather than embarrass our own employees by forcing them to choose between jail and Petrillo's vengeance, we have withdrawn the court action on which the strike's restraining order was granted."

Following Mr. Petrillo's order to the musicians, the Chicago regional WLB notified the local that any interruption of services "would be in flagrant violation of labor's no-strike pledge to which your union was a party" and "would further delay the orderly settlement of the dispute now before the WLB."

The panel report in the case is ready for submittal to the parties, the Board said, "but under no circumstances will action be taken until all threat of an interruption in the services of KSTP is removed."

"Mr. Petrillo, upon issuing his strike order, said, "This is my strike now". He declared his action was taken because the station took the case to court and that the strike would continue until KSTP "decides whether it wants the War Labor Board or the courts to handle this dispute."

Appraised of the bench warrant, which can be issued only in Minnesota, Mr. Petrillo said, "I'm in Chicago."

Discs 'In Every State' Are Planned by Sen. O'Daniel to Promote Paper

TIME on a nationwide basis for daily quarter-hour transcriptions is being bought by the W. Lee O'Daniel News, publication of Sen. O'Daniel (D-Tex.), ardent anti-New Dealer, to promote the newspaper. With musical opening and close, the transcription consists of talks by Sen. O'Daniel and solicitations for subscriptions, he said.

The first series of 12 transcriptions already has been placed on some 40 stations, although Sen. O'Daniel asserted: "Several stations have turned us down. They tell us their time is sold out. NBC refused to carry the program. So did the Texas Quality Network."

Campaign is placed direct from the News headquarters in the Washington Hotel, Washington. A branch office is maintained at 501 East Broadway, Ft. Worth, Tex. Discs are being out by Sound Studios of Washington. Sen. O'Daniel said his publication had set aside no specific budget but planned to buy time in "every state of the Union," whatever the cost.

Fly Will Address NAB War Meeting

Won't Resign Before Sept. 1

Acceptance Indicates

CLEAR indication that FCC Chairman James Lawrence Fly does not intend to leave the FCC before September, was seen in his acceptance last Friday of an invitation to address the broadcast conference in Chicago Aug. 30.

Mr. Fly has declined to confirm or deny published reports that he would leave the FCC to enter private law practice or join an established communications concern. He has stated in the past that he would not resign "under fire" and recently reiterated that view. The report nevertheless persisted that he has plans to leave the Government after 15 years of service—probably by Sept. 1.

In a letter to J. Harold Ryan, NAB president, Mr. Fly said he would "happily meet with the members of the industry and make the talk to the convention as suggested by you". Mr. Fly is scheduled to address the Wednesday (Aug. 29) luncheon session. This, he said, "I think", Mr. Fly added, "is a peculiarly appropriate time to discuss some of the problems which we as the Commission and the industry itself will have to face together in the future years".

FCC MEN LINKED IN DIES CIO STUDY

NAMES of Charles R. Denny Jr., FCC general counsel, and Edward Brecker, special analyst in the Commission's Law Dept., were among 70 to 100 Government officials linked in charges by Chairman Dies (D-Tex.) of the House Special Committee on Un-American Activities of Hatch Act violations in connection with the CIO Political Action Committee (now the National Citizens Political Action Committee).

In a report to Committee members, Chairman Dies late last week said "evidence of a most serious character involving Government agencies and Government employees" had been uncovered.

Names of Walter Winchell and Drew Pearson, Blue comments, and Mrs. C. J. Durr, wife of Commissioner Durr, also were linked to the CIO committee in telephone calls and telegrams, records of which had been subpoenaed. The report said the CIO PAC New York office on four occasions in May placed long distance calls to Brecker, whose name figured in hearings before the House Select Committee to Investigate the Commission. Mr. Denny was called on June 7, the Dies report stated.

Also introduced was a telegram allegedly from Miss Cora A. Barns, director of the Women's

FIELD TAKES OVER WJJD Chicago through acquisition of the controlling stock July 24. Formal FCC approval however was granted July 6. Approving approval are (1 to r) Clem Randaue, new vice-president of WJJD; Ralph L. Atlass, former president, also president of WIND Chicago; Marshall Field, new owner; H. Leslie Aitken, vice-president of CBS in charge of central division operations, who had held an interest in WJJD.

(Continued on page 51)
REPORT NO. 4
ON STATION WHO'S HOOPERATINGS

HOW much real coverage can advertisers expect in the cities and towns that lie, say, from 30 to 100 miles from WHO—especially in towns which have their own local stations, and are also within range of other Des Moines stations?

We asked Hooper that question. Hooper surveyed Des Moines and the eight Outside Zone cities shown on the map above. Six of the eight have their own local stations, and at least five are within range of our Des Moines "competi-
tion", according to published reports.

The findings: WHO has even larger preference in those eight Outside Zone cities than in Des Moines itself!

You owe it to yourself to see the complete Report. Meanwhile, here's an example: Of the fourteen hours surveyed, WHO's lowest share of the audience in the eight cities was 47.5%—WHO's highest share for any single hour was 77.8%.

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<th>WHO'S LOWEST PERIOD (Monday thru Friday)</th>
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<td>10 to 11 A.M.</td>
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<td>WHO</td>
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<th>WHO'S HIGHEST PERIOD (Monday thru Friday)</th>
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<td>1 to 2 P.M.</td>
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<td>WHO</td>
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<td>77.8%</td>
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* No listeners found in sample.

Ask us or Free & Peters to deliver a copy of the entire Report. It is an innovation among Hooper studies. It gives a direct comparison between WHO's influence in its home-city zone, and its outside zone. And it proves, so far as the above eight cities are concerned, that WHO's outside listenership is so high as to surprise even the most optimistic of WHO's friends.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

July 31, 1944 • Page 15
D. E. (Plug) KENDRICK, 46, president of the Kentucky Broadcasting Corp., owners of WINN Louisville, died Sunday night, July 30, in his apartment in the Tyler Hotel, Louisville. A native of Nashville, where he maintained a home, "Plug", as he was affectionately known by his associates and friends, had been one of radio’s best-loved figures for 16 years. He managed Stations WFIW Hopkinsville, Ky., and WRBF (now WIRE) Indianapolis, before he established WINN in 1940.

Mr. Kendrick is survived by his wife, Mrs. Nell McTigue Kendrick; a daughter, Mrs. R. C. Mahr, and a sister, Mrs. E. A. Lasseter, all of Nashville. Services were held in Nashville last Thursday afternoon.

Douglas Earthman Kendrick was born in Nashville May 17, 1897. He was a graduate of the U. of Tennessee and a veteran of World War I—a member of the 30th "Old Hickory" Division. He was gassed in France and returned to this country in 1919.

An athlete at school, starring both in football and baseball, "Plug’s" health was impaired during his war service. The lingering ailment which brought his end had affected his throat and probably had some connection with the gas attack.

It was in 1925 that "Plug" first became interested in radio—at WIOD Miami, where he sang with Paul Whiteman's Collegians and did relief announcing. He had been picked as a radio entertainer by Whiteman, who had heard him singing and playing the guitar. In 1928, after performing on Nashville stations, he went to WFIW as an announcer. He also handled practically everything around the station.

As both showman and practical businessman, he built the station from what amounted to a one-man operation to a 1,000-watt outlet. He plugged for fan mail (that’s the way he got his nickname) and originated the midnight barn dance parties from 12 to 3 a.m. In 1933 WFIW was sold to George Norton of Louisville and moved to that city, becoming WAVE. The following year Mr. Kendrick became manager and part owner of WKBK, presently sold to Eugene Fuliam as WIRE.

In 1940, WINN went on the air as a Louisville independent. Under treatment for a throat ailment during the last several years, "Plug" nevertheless managed the station, although in recent months he spent most of his time in bed in a suite adjoining the station headquarters at the Tyler Hotel. The station, a Blue Network outlet, thrived under his direction. Harry McTigue, associated with Mr. Kendrick in WINN, has taken over management of the station.

TRIBUTE TO PLUG KENDRICK

By GLENN SNYDER

Vice-President & General Manager

WLS Chicago

I WANT to write the obituary for Plug Kendrick because I can write diagrams but the customary obit would be too dignified. And Plug was not a dignified man except where a situation required dignity. Then he was in every sense a man and a gentleman—truly the kind of man described as a gentleman of the Old South. His name was Douglas E. Kendrick. Few people used that name. I, at times, called him Douglas Earthworm, because he was so down to earth. But to the people who knew him well and loved him because of knowing him—he was Plug.

I think I can speak of him in the way a man would like best, because I knew him so well; he was my kind of fellow who could—and did—answer a call for help or companionship, without a 3 a.m. call as of old. The kind of a guy who, if you were broke, would smile and say: "Judge—I’ve got a dollar—now we each have 50 cents. The kind of fellow who would say, "I know your trouble—but you’re not alone—we’re both in it now."

If you wanted to rest, he’d rest with you. If you wanted to laugh, he’d laugh with you—even if the laugh was on him. He’d even drink with you ... as gentlemen like him from the Old South have always done. I could write pages about our joyous hours of happiness and our disappointments.

But everyone who has been associated with him will know those stories—and have better ones of their own. I’d only like to repeat that Strickland Gillian once wrote (and he can sue for stealing this—but it fits too well to pass):

I never drew diagrams of Plug.
No map of his soul have I penned.
I know that his record’s vermillion.
He’s far from a sweet seraphim.
I know he has faults by the million.
But his faults are a portion of him.
So I don’t analyze—I just love him.
Because, well, because he’s my friend.

AAA Booklet

AMERICAN Assn. of Advertising Agencies has published a booklet describing its activities in relation to its objectives. Released as an integral part of "Principal Activities and Services" of the AAA, the eight-page pamphlet groups the constitutional aims of the association into four fields, following each statement of purpose with specific projects and plans.

VOYNOW PROMOTED TO LIEUT. COLONEL

PROFOMOTION of Maj. Edward E. Voynow, vice-president of Edward E. Voynow & Co., and lieut.-colonel was announced last week at headquarters of the XX Bomber Command, B-29 Superfortress command in far-off China—Burma-India. Voynow received the "Old Hickory" Division of the Distinguished Service Medal, for his work in the war against Japan. He will return to the United States after the completion of his tour of duty.

GE Profits Down

GENERAL ELECTRIC Co., Schenectady, in a comparative statement of operations for the first six months of this year, and last year, shows a decrease in profit available for common shareholders, from $20,261,620, for 75 cents a share in 1943, to $20,770,700, or 72 cents a share in 1944. The decrease is attributed to the reduced profit available for dividends from the sale of the company’s airline division, as well as to increased costs of production and a greater amount of advertising, which reduced the profit margin. The company expects to increase its earnings in the second half of the year, as a result of increased production and a reduction in costs.

ZENITH RADIO Corp. distribu-

tes have begun dealer surveys preparatory to handling consumer demands when civilian manufacture is resumed, H. C. Bonfig, vice-presi-
dent in charge of household radio division of Zenith, has announced. According to Bonfig, the company expects to increase its earnings in the second half of the year, as a result of increased production and a reduction in costs. The company expects to increase its earnings in the second half of the year, as a result of increased production and a reduction in costs.
OFF the Record with de Valera

During the last twenty years Ian Ross MacFarlane has spent much of his time abroad. His recent tours of the British Isles and Ireland, he considers the most important of his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge he called the turn on de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia, Britain's temporary reverses in Libya.

MacFarlane has been around. A little learned here... a little more learned there... all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.
Shattuck Tells Radio-Navy D-Day Role

Claims Film Recorders Enabled ‘Wonderful Job’ of Coverage

BACK from London where he supervised radio coverage of the invasion for the Navy Dept., Lt. James C. Shattuck, radio officer in the Office of Pub- lic Information, said last week that the documentary recordings of ac- tual military operation, provided the highlight of radio’s running story of D-Day to American lis- 
teners.

Lt. Shattuck credits the film recorders with helping the networks do a “wonderful job” and he is particularly pleased that most, if not all, of the documentary ma- terial broadcast during the first month of the invasion was obtained with Navy film recorders. He point- ed out that more than 300 feet of recorded material was trans- mitted from London and that 37 broadcasts incorporating the ma- terial were sent out, many of them on all four networks.

Correspondents Assembled

In his capacity as liaison be- tween Navy public relations and radio correspondents, Lt. Shat- tuck’s mission was to give all poss- ible assistance in helping radio tell its story of the Navy’s part in the invasion. He related that sev- eral days prior to D-Day he con- tacted each of the correspondents and the technicians assigned to accompany them, and directed them to appear, with their equipment, at the Admiralty offices in London. The first group to go out included six S. S. correspondents.

Four of them carried recording equip- ment: George Wheeler of NBC, Charles Collingwood of CBS, George Hicks of the Blue, and Larry Meier of Mutual. The others were Stanley Richardson of NBC and Willard Shadell of CBS who were chosen by lots to pool their material all networks.

Upon arrival at the Admiralty they were told by Lt. Jay Smith, press liaison officer, USN, with Allied Naval Command of Expe- ditionary Forces, that “this ma- terial is to be used in broadcast. The group was then split and sent to two main bases where they were briefed by Adm. Hall and Adm. Kirk respectively. They were then taken to the ship to which they were assigned for the invasion.

George Hicks made his memor- able recordings from Adm. Hall’s flagship. Lt. Shattuck, Ed Morrow of CBS, and Art Link of the Blue were at SHAEB headquarters at 4 a.m. June 8 (10 p.m. June 7 U. S. time) when the famous sixth recording, which included the Nazi air attack on the flagship, was brought in by a messenger. Ac- companying the film was a note from Hicks to Feldman. It read: “It’s practically impossible to do a good ad lib of such a war-exposed continuous but undeveloped scene. Hereafter I’ll try to be more exact and try to polish the presentation better because it sounds like a lot of junk the way I did this is far from a junk effort.”

Broadcast Within 1 ½ Hours

Hicks’ recording had been trans- ferred from his ship to a dispatch boat and taken to England. Within an hour and a quarter of its re- cept it was edited, approved by censorship, and broadcast over the four major U. S. networks to reach American listeners at 11:15 p.m., June 7, U. S. time.

Some of the other commentators were less fortunate than Hicks. Collingwood had recorded 100 feet of film, the equivalent of about three hours, which he had dispatch- ed to London from his ship. When he returned to England sev- eral days later he had thought the material had already been broad- cast. He had gotten some “beautiful stuff.” But the film was a week late in arriving and by that time most of it was too dated for broadcast.

One of George Wheeler’s record- ings came in soaking wet after a doubling in the English channel. The boys strung up the film like clothesline in SHAEB headquar- ters and applied their collective harderheads to carefully avoid the salt water. The recording was broadcast.

But the unluckiest man of all was Bob Massell, Blue technician, who was to accompany Hicks. He has- tened ill on a weekend trip shortly prior to D-Day notica- 

MORE MONEY should be spent in advertising local public service radio programs to get the largest audience possible, according to Prof. Paul F. Lazarfeld, director, Office of Radio Research, Colum- bia U., speaking at a New York State conference on the use of radio in home and farm safety edu- cation, at the Hotel Roosevelt in New York, July 27.

The public should be induced to listen “to safety programs through local advertising,” he said, and “to encourage joint activ- ity of local groups in discussing the programs after the broadcast.” With the “aid of local effort to pro- mote safety ideas,” he said, “pro- grams will be more effective than in the past.”

Ryan Speaks

Conference, held jointly by the New York State Dept. of Health and the National Safety Council, was attended by between 40 and 50 representatives of radio stations in New York, Connecticut, Massa- chusetts and New Jersey. Principal speaker was J. Harold Ryan, NAB president. Dr. Edward S. Godfrey Jr., state commissioner of health, Albany, presided.

Mr. Ryan told the conference that since April 1942 radio deliv- ered more than 84 billion listener impressions under the OWI allo- cation, and it was along this that this total has been accounted for in the first 29 weeks of this year.

The OWI figure, he said, means that America’s population has been covered completely more than 400 times with the various war mes-

New MPPDA Group Works with Radio

CLOSER cooperation by the film industry with radio was pledged when Public Information Com- mittee of the Motion Picture Industry met with radio contact men of film studio publicity departments July 29. Will H. Hays, president of Motion Picture Producers & Distributors of America, commended the meeting.

Now organized as the Radio Sub- committee of the Public Informa- tion Committee, the radio group will function on all motion picture industry matters relating to broad- casting. Through the committee of publicity directors, radio group will set up standard practices and poli- cies aimed at clearer understand- ing and more frequent cooperation between the two entertainment me- diums. Besides film studio pub- licity directors, luncheon meeting was attended by following radio contact men: Les Peterson, MGM; Charles Smith, RKO; Sam Taylor, Warner Bros.; E. L. Winter, Century-Fox; Tom Alford, Colum- bia; Martin Lewis, Paramount; Gene O’Brien, Universal.

Paid Advertising Urged to Stimulate Interest in Public Service Programs

have opportunities for guest speak- ers.

Dr. Fisher stated that there was little in safety radio programming that couldn’t be made entertaining and interesting. “And if your pro- gram is entertaining,” he continued, “you’re bound to have a good audi- ence.” Dr. Fisher suggested that those interested in doing radio safety programs should contact broadcasters, sponsors and agen- cies to familiarize themselves with radio technique.

Dr. Long said that most of the public safety radio material to date has been as a whole, very dull and usually ineffectual. “Best public service programs are not sustainer but are heard on commercial pro- grams,” he said. “The key is to use an example network and local pro- grams in the recent Bond drive. Radio is willing to cooperate 100% in presenting good public service programs, he asserted.

Helping Start Words at War, replacing Fibber McGee & Molly on NBC, are (1 to r): William S. Conn, advertising manager of S. C. Johnson & Son, Racine, Wis.; John Louis, Vice-president of Needham, Louis & Bracey- cago; Cecili Underwood, Hollywood producer of the MGeS series. Program is sponsored by Johnson’s for its floor wax and polish.

New MPPDA Group Works with Radio
When it comes right down to real appreciation of the service newspapers are rendering to the reading public, KLZ in its Colorado Speaks program each Saturday evening is rendering a service that is not measured in dollars and cents. Their comments are confined entirely to the editorial columns of the press of the state and, not being sponsored by any advertising firm, have no strings attached. For real dissemination of knowledge we consider this program one of the best on the air. For the busy person, who hasn't time or opportunity to read the various newspapers, this affords a chance to hear editorial opinions expressed from different sections of the state.—for Ethel Ray, Windsor Poudre Valley.

Editor's Note: Mrs. Ray expresses our opinion perfectly, in the above mentioned editorial and therefore we nod our whole-hearted approval. Perhaps many are regular listeners of this program—if not—Colorado Speaks is broadcast over KLZ every Saturday evening at 6:30 o'clock.

—Victory in '44—

THE PUEBLO INDICATOR

"COLORADO SPEAKS — is one of the best news items over the radio put on by KLZ. It refers to short talks by editors of the state and is highly interesting.

THESE ARE ONLY TWO recent items from the Colorado papers commending the KLZ program, "Colorado Speaks." Other editors have said: "Colorado Speaks is widely listened to, well worth while," "Colorado Speaks is one of the most popular programs on the air!" "Keep the program coming on this same high plane, it is doing all of us a lot of good."

KLZ

DENVER

CBS Network — 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by the Katz Agency
Check and Double Check!

Here are two WOW coverage maps, one issued by the National Broadcasting Company and based on its 1942 All-County Survey. The other map is based on WOW mail from listeners, according to a formula approved by the membership of the National Association of Broadcasters at its 1943 Convention.

As a time buyer you may favor one coverage formula or the other. Please note that both formulas give WOW a remarkably similar coverage area.

This similarity proves that WOW's coverage claims are sound and conservative. Write for copies of maps, complete circulation and market data.

NOTE: The 1/2-millivolt line shown was made by daytime field strength tests.
New WJR Formula Limits Commercials On Quarter-Hour News to Two Minutes

ENCOURAGED by widespread approval of the WJR ban on middle newscast commercials [BROADCASTING, July 17], effective Sept. 1, WJR Vice-President and General Manager Leo J. Fitzpatrick last week set up a standard format for all WJR day or night quarter-hour newscasts, designating two minutes of advertising as the maximum, with an opening of 45 seconds and a close of 75 seconds.

Two of WJR's local sponsors were reported to have agreed to the middle commercial ban even before receiving notification of it. Blakslee Adv. Agency informed WJR Sales Manager Charles Burke that its client, Auto Owners Insurance Co., Lansing, had taken steps to eliminate middle commercials immediately.

Cunningham Drugs, through Simons-Michelso Co. also told of its willingness to do without the middle commercial.

Mail and telegraph response favoring the banning of the middle commercial was said to be heavy. Nathan Strauss, president of WMCA New York, wrote: "I want to express sincere admiration for your courageous action." Similar sentiment was expressed by C. W. Myers, president of KOIN Portland, Ore. H. V. Kaltenborn, NBC commentator and founder of the Asn. of Radio News Analysts, said: "Our organization (the association) has expressed itself against the middle commercial. But you are the first to make it a definite matter of policy."

By the end of the week, the consensus seemed to be wholeheartedly in favor of abolishing the middle commercial.

Pal to Pan America

PAL BLADE Co., New York, manufacturers of razor blades, is entering the Latin American radio market for the first time starting in August in Cuba and Puerto Rico with possible expansion to other countries at a later date. One-minute live spot announcements on some six stations in the U. S. Latin American advertising is handled by Irwin Vladimir & Co., New York.

Al Paul Lefton Co., New York, handles domestic and Hawaiian advertising.

Harkness on Campaigns

RICHARD HARKNESS, NBC Washington commentator who covered both the Republican and Democratic National Conventions, has been assigned to cover the forthcoming Presidential campaigns, William F. Brooks, the network's director of news and special events, announced last week. He was to report the Missouri primary elections July 31-Aug. 1 from St. Louis, and will cover the Republican governors conference in St. Louis Aug. 2-3.

Gundendorfer Is Named Head of Record Studios

WILTON GUNZENDORFER, former general manager of KSRO Santa Rosa, Cal., has been appointed manager of Associated Recording Studios, newly-formed division of Associated Broadcasters Inc., San Francisco, effective Aug. 1, according to Lincoln Dellar, vice-president and general manager.

Mr. Gundendorfer of ABI, Associated Recording Studios, Mr. Dellar said, will confine its activities "to program production, and a complete recording service".

Prior to his affiliation with KSRO, which he managed for six years, Mr. Gundendorfer was in production and artist management for Don Lee Broadcasting system in San Francisco. While KSRO manager, he was for two years chairman of the Sales managers' division of the NAB.

U. S. Recording Expands

EXPANSION of U. S. Recording Co., Washington, to cover national territory was announced last week by Joseph Tait, manager. Full air check facilities, remote pickups in and around Washington, cutting and dubbing all types of spot announcements and programs and administrative service on all recording problems will be offered stations, agencies and advertisers. U. S. Recording handled full Democratic and Republican National Convention proceedings, offering to small independents. Promotion of expansion is by direct mail with extensive advertising campaign planned for future. Agency is Henry Kaufman, Washington.

Pioneer Appoints

PIONEER ICE CREAM Division of Borden Co., New York, has appointed Doherty, Ford & Shenfield, New York, to handle advertising for Reid's Ice Cream, effective Aug. 26. Account was formerly handled by Pedlar, Ryan & Land, New York. Company sponsors H. V. Kaltenborn Edits the News on WEAF New York, Monday, Wednesday and Friday, 7:45-8 p.m.

RESOLUTELY OR RESOLUTIONS!

BY TAKING ADVANTAGE OF THE ESTABLISHED AND PROVEN SALES INFLUENCE OF . . . . . . . . .

KFYR

THAT "QUESTION MARK" (?) WILL BE REPLACED EASILY ... QUICKLY ... SATISFACTORILY

WITH AN "EXCLAMATION MARK" (!)

LET US PROVE IT TO YOU!

FOR COMPLETE DETAILS ... ASK ANY JOHN BLAIR MAN

Page 22 • July 31, 1944
Beans for the Bean Bag, or Beans for your table—they all grow in the Inland Empire. Apples, wheat, lumber, potatoes, cherries, peas, beans and similar crops produced a farm income of over $300,000,000, playing a part in swelling Spokane's bank transactions to $1,256,391,326 for the first eight months of 1943—a 23.6% gain over the previous year. Your sales grow, too, when your message completely covers this area at one-medium cost—KHQ.
SILLY, AIN'T IT?

Agency men don't think a farmer wears a high silk hat. Advertisers know he doesn't hold his cane and gloves in one hand while he "makes hay" with the other!

But some stations apparently do. Else they wouldn't dare program as they do. At KMA we don't spin jive records and have night-clubbing announcers "pepper" our loyal farm folk. If we did, our listeners wouldn't send us twice as many letters every year as any other station in this area gets. We don't import announcers from the "big city" to read our market reports. Our farm market man must KNOW his livestock and his grain. Our farm editor must KNOW his farming to interpret new requirements, new regulations in the farmer's terms.

Yes, the No. 1 Farm Market is worth all this trouble, for the average Iowa farmer made $7,672 in 1943. He will make 20% more in '44, and will be more prosperous yet in the years ahead. But to reach this No. 1 Farm Market—to sell in it—do it right. Use a FARM STATION. Use the No. 1 Farm Station, KMA.

Check your copy of our "Complete Mail Study." Then check with your nearest Free & Peters office for your availabilities—NOW!

---

OWI PACKET, WEEK AUG. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 21. 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.

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<td>Prepare for Winter</td>
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<td>Join a Car Pool</td>
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See OWI Schedule of War Messages 122 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

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"Companion" Poll Shows
Women Want War News

AMERICAN WOMEN want more war news, "straight from the shoulder, not sugar coated," according to the monthly "Companion Poll" appearing in the August issue of the Woman's Home Companion. Out of a select group of 2000 "Reader Reporters", 83%. did not think they were getting all the war news they should and 89% felt that all bad news should be released if it didn't give information to the enemy, the survey showed.

Poll showed strong disapproval of release of Japanese atrocities just prior to the 4th War Loan Drive, many feeling that it was a propaganda stunt, according to the magazine. Some 77% approved of the prompt release of the high losses of life at Tarawa. Strongly disapproved was the handling of the release of news on the shooting of our own men and plans being Studied and the General Patton face-slapping incident. Most of the women approved of the handling of African campaign news.

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Prize Winners

THROUGH letters sent to the station, KDRA Pittsburgh took 4 of the 20 prizes offered for the best letters on the subject: "What I am Doing in My Home to Strengthen the Resistance of a Han- pier Postwar World," by Parents Magazine, in cooperation with the Assn. of Women Directors. Farnents Magazine awarded the prize money to permit two first prizes and two second prizes. WTJ Cedar Rapids, was second, with three of Libby Vaughn's entries receiving $5.00. Broadcasters with two winners among their entries were: Beatrice Wamson of WCHS Portland, Me., Norma Lane, WSPD Toledo, and Marvel Campbell, WAIR Winston-Salem. Two New York stations, WJZ and WQXR, contributed one prize winner each. Other prize stations were WTCN St. Paul, KCMO Kansas City and WDGY Minneapolis.

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Show Went On

JUST the above the WSM-NBC Grand Ole Opry was to go on the air in Nashville a fortnight ago, Whitey Ford, man who almost does the character "The Duke of Paducah," received a telegram that his father was dying at Texarkana, Texas. Whitey Ford nothing but the show and then told the cast. He caught a night train for Texarkana, arriving at the bedside of his 73-year-old father just before he died.

---

5000 WATTS - DAY AND NIGHT

BROADCASTING • Broadcast Advertising

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KMA

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

152 COUNTIES AROUND

SHENANDOAH, IOWA

---

Using Full Blue

GUM LABS, Clifton Heights, Pa. (Ivoryne chewing gum), sponsor of the quarter-hour Saturday program Hello Sweetheart on 123 Blue network stations, will use the full 184 station Blue network, effective Sept. 16. McJunkein Adv. Co., Chicago, services the Gum Labs. account.
The Historic
battle grounds of Chattanooga

Chattanooga, scenic center of the South, is also the locale of great and hallowed ground in the history of this country's development.

For, in and around Chattanooga were fought some of the most decisive battles of the Civil War . . . the Battle of Lookout Mountain, the Battle of Missionary Ridge, the Battle of Chattanooga, and finally, the Battle of Chickamauga itself. In this battle alone approximately 130,000 men took part.

The Battle of Missionary Ridge resulted in the beginning of Sherman's march to the sea.

And in this war, Fort Oglethorpe, the largest WAC training center in the nation, is carrying on a military tradition which Chattanooga has known since its very beginnings.

THE AUTHENTIC PICTURE OF CHATTANOOGA'S RADIO STATIONS

C. E. HOOPER, INC.
MIDWINTER 1944

STATION LISTENING INDEX, CHATTANOOGA, TENN.

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<thead>
<tr>
<th></th>
<th>WDOD</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Others</th>
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<td>26.6</td>
<td>1.1</td>
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<td>43.2</td>
<td>35.5</td>
<td>19.3</td>
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</tr>
</tbody>
</table>

For Chattanooga
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.
Machugh Is Named Sirica’s Assistant
Veteran Government Counsel Joins House Probe of FCC

APPOINTMENT of Joseph V. Machugh, Washington attorney, World War I veteran and Government counsel-investigator, as attorney-investigator of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel.

Since his graduation in 1924 from Georgetown Law School, Mr. Machugh has been identified with various Government agencies and Congressional investigations, the latest being the Senate Judiciary Committee inquiry into the Montgomery Ward & Co. case. Mr. Machugh organized the facts for that Committee of which Sen. Pat McCarran (D-Nev.) is chairman.

Mr. Machugh joined the Shipping Board, now the Maritime Commission, as junior attorney in 1924 and a year later went to the Dept. of Justice as attorney in the anti-trust division, serving more than six years in that post. For the next year he worked on the now-famous telephone investigation and the succeeding three years was counsel for the Consumers Council of the Coal Commission. In 1940 he became counsel-investigator for the Senate Special Committee to Investigate Campaign Expenditures, headed by Sen. Guy M. Gillette (D-Ia.). Later he served Sen. Burton’s Oil Shortage Committee and then became attorney for the Independent Petroleum Assn. of America.

On Nov. 23, 1942, Mr. Machugh, just a month under 43, was drafted as a private and spent six months at Ft. Belvoir before being discharged as over age. In the First World War Mr. Machugh enlisted and at 18 was commissioned a second lieutenant after graduating from Officers Candidate School.

Following his discharge in May 1943 Mr. Machugh became special counsel for the Small War Plants Corp. and from there went to the Montgomery Ward Senate Probe. He is single and has lived in Washington since 1917, except for his Army service. He entered Catholic U. in 1917 as an engineering student and following his retirement from the Army after the First World War, he completed his engineering studies before entering Georgetown Law School.

Japanese Employes of FCC, OSS, Grilled by House Committee in Surprise Move

IN A SURPRISE move last Tuesday the House Select Committee to Investigate the FCC held a public hearing into the activities of two former Japanese internees, now employed by the Foreign Broadcast Intelligence Service of the Commission and the other by the Eastern Research Institute, a branch of the Office of Strategic Services.

John J. Sirica, Committee general counsel who previously had taken no active part in hearings, conducted the investigation which opened at 3 p.m. shortly after Committee investigators, armed with subpoenas duces tecum, visited the FCC and ERI headquarters and seized papers from the desks of both men. They also visited an apartment shared by the two and took other papers into possession.

Fred Nitta, who testified he was born in Japan in 1905 and came to America in 1918, told the Committee he was interned at the Poston, Ariz., Relocation Center from 1942 until Feb. 29 this year, when he came to Washington to join the ERI. He admitted having digests of Japanese propaganda shortwave broadcasts, as compiled by the FBIS and labeled “restricted, for Government use only.” He told the Committee he borrowed the digests from John Kitasako, FBIS employee and his roommate, because he wanted to study them and because his work was similar to that of Kitasako’s.

Mr. Sirica read from four issues of the Hart Mountain Sentinel, publication for the Hart Mountain, Wyo., Relocation Center, columns written by Kitasako deploring the treatment which he said was accorded Negroes in Washington and the South and urging race equality.

“Do you intend to keep this man on from today in view of the testimony?” demanded Mr. Sirica. Mr. Denny replied that he was in the FCC law department and that Kitasako was employed by the FBIS.

After the meeting Chairman lei (D-Col.), only Committee member attending, pressed for a statement as to whether the investigation would fold should Commission Chairman James Lawrance Flynn resign [BROADCASTING, July 24], said: “The investigation will be completed. We hope to finish it this session.” He adjourned hearings to reconvene “at the call of the chair.”

“Worcester, England calling WTAG, Worcester, Mass.” “London calling WTAG listeners.” These are established features received direct on WTAG’s own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding events.

Here at home WTAG’s Mobile Transmitter Unit covers news and makes news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There’s every evidence that this is a Big Station inside of a Big Market.

**Paul H. Raymer Co., National Sales Representatives** WTAG Worcester

Owned and operated by the Worcester Telegraph-Gazette

WBRO 860 kc
5000 Watts

Broadcast Advertising
YOU MAY BEABLE TO "CAST" 422 FEET*

BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

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

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

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<thead>
<tr>
<th>Station</th>
<th>Audience</th>
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<td>65.4%</td>
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<tr>
<td>STATION B</td>
<td>13.0%</td>
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<tr>
<td>SIX OTHERS</td>
<td>21.1%</td>
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<tr>
<td>MISC.</td>
<td>0.5%</td>
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</table>

WKZO has the AUDIENCE in Western Michigan—

Pardon the pun—but it really isn't possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO can and does.

WKZO is Western Michigan's favorite station. Read the caption at the left—then ask us or Free & Peters for the complete Report.

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO 5000 Watts 590 KC CBS

Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
Memphis is the world's largest cotton market, with the valuation of cotton and cottonseed grown and sold in the Memphis area totaling two-thirds of a billion dollars!

WMC, the station most people listen to most in the Memphis area, is the outstanding selling medium of this 12th largest trade area in America.

M. M. JANSKY JOINS LOUCKS, SCHARFELD

MAURICE M. JANSKY last week left Government service to become associated with the Washington radio law firm of Loucks & Scharfeld. Since 1942 he has been senior attorney of the U. S. Bureau of Reclamation, where he specialized in matters relating to the Bureau's activities in electrical power.

A brother of C. M. Jansky Jr., head of the consulting engineering firm of Jansky & Bailey, Washington, Mr. Jansky will specialize in communications law and power matters. He is a native of Madison, Wis., where he was born in 1913, and holds a B.S. in electrical engineering at the University of Wisconsin, 1935, as well as an L.L.B., from Wisconsin law school in 1937. Mr. Jansky was associated with the Washington radio law firm of Dow & Lohrman from 1937 until 1939. From 1939 until 1942 he was with the Washington law firm of Davis, Richberg, Beebe, Busick & Richardson.

Philip G. Loucks, former NAB managing director, is senior partner of Loucks & Scharfeld. Capt. Arthur W. Scharfeld is on active duty in the European theatre with AMG.

Spots for Teel

TEEL, a liquid dentifrice, product of Procter & Gamble Co., Cincinnati, is now promoted on some 40 stations throughout the country with one-minute transcribed spot and 15-second chain break announcements at varying intervals. Directly transparent April, Agency is Biow Co., New York.

ZENITH RADIO Corp. has received the Army-Navy Production Award for the third time for outstanding achievement in producing materials essential to the war effort. A third white star has been added to the Award Flag.
SUPER-SLEUTH of the canine clan, the Bloodhound is EXCLUSIVE because of his unfailing scent . . . and because of his silent efficiency on the trail, his nobility, good nature and intelligence. Deep tan, strong and muscular of limb, this “hawkshaw hound” stands 28 inches at the shoulder and is soundless on the scent, unlike other hounds that are gifted with deep voices.

K-O-Z-Y . . . FM PIONEER in the Kansas City Area . . . is EXCLUSIVE because of its pre-war leadership in the field of FM promotion, its uninterrupted wartime proving of FM SUPER-SERVICE and its preparedness, thereby, for immediate postwar coverage for your message. Add KOZY’s Rate Card 3 to your current program projections and stay on the trail of a first-class future FM audience.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
GENERAL appeal of a new women's program, Visit With Nancy, heard Monday through Friday 1-1:30 p.m. on WRC Washington, and presented by Nancy Osgood, is promoted through five window displays in the WRC foyer. Art technique used borrows the freedom and color of Disney and adds depth and realism with the use of cutouts. Captions on three of the five windows are: "For All That's New, Visit With Nancy," "Meet Famous People" and "Meet Little People Behind the News."

KFBI Map

DONE in blue and white, the latest KFBI Wichita, Kan. promotion piece gives statistics on the buying habits of the tri-state area (Kansas, Nebraska, and Oklahoma) covered by the station. Mall map of the area is done in blue, grey and black.

Merchandizing & Promotion

Windows—News Schedule—Fact Folder
Bulleseye—Brochure—Poems

News Schedule
TO REACH the scores of vacationists who journey every summer to the Land of Ten Thousand Lakes, WCCO Minneapolis-St. Paul has mailed complete schedules of news broadcasts to more than 1900 summer resorts in Minnesota. Through the cooperation of the Minnesota State Tourist Bureau, the WCCO schedule, printed on simulated birch bark, was made available for posting in all main lodges and guest cabins of Minnesota resorts. Normally, two million vacationists spend $100,000,000 annually at the resorts.

Fact Folder
TWO COLOR 3 x 6 inch "Fact Folio No. 1" is being mailed by WNN Asheville, N. C. to tie in with station's current trade paper advertising. Folder shows totals for network, national and local active contracts.

WOC Data
DATA on listening and figures from the Hooper Station Listening Index are included in a promotion piece being sent by WOC Davenport, Ia. to agencies and advertisers. Piece is titled "Tops and Still Going Up."

Bulleseye

ARCHERY theme is used in the latest promotion piece of KCKN Kansas City, to direct attention to station's use as commercial outlet. Inscription is: "For Bulleseye sales results shoot straight to your market.

PORTRAIT OF AN ENDURING MARKET

* Picture an area rich in resources—one-fifth of the nation's oil, the second largest known supply of natural gas, minerals, timber—plus such major industries as cotton, livestock, and varied manufacturing. This is KW KH—land.

Here production is now stepped-up to meet heavy wartime requirements but in years past, and for years to come, it is looked upon as an enduring market.

Let us give you more information about KW KH—land—that resource-rich area of East Texas-South Arkansas-North Louisiana. A Shreveport Times Station, KW KH is represented nationally by the Branham Company.
A QUESTION EVERY RADIO TIME BUYER MUST ANSWER

"What Station Carries the Sports in Greater St. Louis?"

If you were asked this question, what would your answer be? Keep this answer in mind—then glance over the following facts about current coverage of important sports events in and around St. Louis.

**BASEBALL**—All the night home games of the Cardinals and the Browns are carried exclusively by WTMV in Greater St. Louis.

**FOOTBALL**—The only complete schedule of football game origina- tions in the area was broadcast over WTMV last fall.

**HORSE RACING**—No other station—and no newspaper—in this market gives complete results from all tracks but WTMV.

**BOXING**—The St. Louis Golden Gloves Championship fights were broadcast exclusively from the ringside by WTMV.

**BASKETBALL**—The only complete schedule of games in this area during the past season was originated by WTMV.

**TENNIS**—The National Tennis Matches to be held at Forest Hills, L. I. will be broadcast exclusively over WTMV in Greater St. Louis.

Frankly, on this evidence, don't you think that "the Sports Station of Greater St. Louis" is WTMV? This dominance in sports is one of the many reasons for the husky response that WTMV draws from the aggressive, prosperous, wage-earners in the Greater St. Louis Market.

WTMV
EAST ST. LOUIS, ILL.
1490 kilocycles 250 watts full time

Represented by
SEARS AND AYER
New York • Chicago • Kansas City

Send for interesting booklet "HOME FOLKS"
Baltimore: A Manufacture Of

Whatever the well-dressed man will wear...

There's a good chance that it comes from Baltimore. For Baltimore is an outstanding leader in the various branches of men's apparel manufacturing. L. Greif & Bro., America's largest clothing maker is a Baltimore concern—so are such well known houses as Schoeneman, Schloss Brothers, Lebow and others. Baltimore makes more straw hats than any place in the world; its hat industry is headed by Men's Hats, Inc. Nationally known Marlboro Shirts, B V D underwear and pajamas, and Smoothie ties are only a few of the many famous Baltimore-made products in this field.
The Baltimore men's apparel industries grow greater year by year—making more products, employing more workers, contributing more to the city's spending power. But clothing is just one industry of over 100 different classifications that contribute to Baltimore's great industrial diversification—a healthy diversification that insures steady progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, in wage earners and in payrolls has outstripped other eastern seaboard industrial centers.

Consider your advertising in investment terms—and invest your advertising dollars in this market. Its Number One advertising medium is WBAL.

WBAL means business in Baltimore

Basic NBC Network

Nationally represented by Edward Petry & Co., Inc.
REGARDLESS of what excuses have been given for leaving radio out of the current advertising campaign for WAC recruiting, one conclusion is indisputable: radio was left out. It was no oversight.

Representations had been made both from within and without the War Dept. as to what might be expected if radio were excluded. OWI stated the position of stations in unmistakable terms: That radio preferred to contribute time to the campaign but if paid advertising were to be used radio wanted its share.

Radio is not mourning the loss of whatever revenue it might have received in the initial phase of the WAC campaign. Far from it. It is glad. It is glad because at long last, thanks to the courageous action of the OWI Domestic Radio Bureau in pulling its WAC allocations, radio has let it be known in a way that cannot be misunderstood that its generosity will not be abused.

No other medium—and we can say this without reservation—has given so magnanimously and so effectively in behalf of the war. No other medium has joined with our Government in a plan in which its facilities are regularly allocated every day of the year for war messages. No other medium can be relied upon to reach so many people in so short a time whenever Uncle Sam beckons.

To those who are responsible for leaving radio out of the initial outlay of the $5,000,000 WAC advertising windfall, despite all such talk about summer listening ratings, network and station policies, we make this flat accusation: radio was left out because it was expected to contribute anyway. So why pay for it? That's been the traditional attitude whenever there has been money to spend for war campaigns.

We do not wish to imply that the exclusion of radio was deliberate. But we do contend that the willingness shown by advertisers, networks and stations to contribute their facilities for war campaigns has resulted in failure to appreciate that radio lives on advertising. Can anyone imagine asking the press to contribute free space for Government messages which are being paid for on radio?

For the edification of the War Dept. a quick calculation is timely. In omitting radio from its WAC advertising it brought upon itself one week's loss of OWI allocations to network programs and another week of station announcements worth, in time and talent, approximately $380,000.

Who is going to pay for that?

Radio has never asked for Government money for advertising. It has consistently opposed advertising subsidies for press or radio. But it rebels against discrimination of the kind manifest in the handling of the WAC account.

What Price Prices?

WONDERs never cease. The FCC, after approving some three dozen station transfers in recent weeks involving in excess of 10 million dollars, out of a clear sky asks the Senate and House Committees charged with radio for policy guidance.

Actually, the FCC seeks Congressional direction "after the fact". It already has sanctioned the most controversial of the transactions, inflated prices and all. Moreover, it was the FCC's duopoly regulation, banning multiple ownership of stations in the same or overlapping areas, invoked during wartime, that really provoked the brisk activity in station sales and skyrocketed prices.

Agitation over prices isn't new. Years ago the Commission decided on a "bare bones" policy on the ground that it was without Congressional authority to do anything about it. We think the Commission properly interpreted the law. It has approved transactions, irrespective of price, and will continue to approve them unless there is a specific Congressional order to the contrary.

If the proposed purchaser meets the requirements as to character, integrity and financial responsibility, the Commission is left with no recourse but to grant. Should the new owner fail to meet minimum requirements, the Commission always has recourse to renewal or revocation proceedings.

It is our guess that the request for legislative guidance is designed to head off inquiries from Congress about station transactions. Rep. Wigglesworth (R-Mass.), a member of both the Select Committee to Investigate the FCC and the Independent Offices Appropriations Subcommittee, for years has asked the FCC to supply detailed information on station transfers and has fulminated against purported "trafficking" in station licenses.

It's refreshing to have the FCC, hat in hand, now ask Congress for advice on station transfers when prices appear "ordinarily high". For years, or in any event for the last five, the Commission has gone blithely on its way deciding important questions of policy involving ownership, programs, business and other practices without once seeking Congressional direction. In fact, it has opposed moves toward legislation which would define its authority.

Now that the Commission has broken the ice, we respectfully suggest that it elicit from Congress its judgment and guidance on such matters as newspaper ownership and operation of stations; dual ownership of standard, FM and television stations by the same licensees before heavy investments are made; extent of its authority over business operations of stations and networks; what, if any, control it may exercise over programs; whether it can collect annually statistics on radio business without specific authorization, and a host of other controversial questions on which Congress, as the creator of the FCC, should express itself.

On second thought, since the FCC feels on the matter of station transfers that the law is not clear, and since questions have been raised as to the Congressional intent on other even more fundamental points, we think it behooves the Commission to seek a full-scale set of interpretations of the Communications Act of 1934.

The easier way would be to write a new radio law. But the FCC opposes that.

HENRY RUTHERFORD TURNBULL

In 1942 when Thomas E. Dewey was running for Governor of New York, he made 18 radio campaign addresses. Seventeen of his broadcasts ended on the nose; one ran over by 18 seconds. Gov. Dewey will adhere to the same sort of timing in his radio talks during the 1944 Presidential race, according to Henry Rutherford Turnbull, who directed the Dewey gubernatorial radio campaign and who, at the Governor's request, has taken leave until Nov. 8 from his regular position as chairman of the plan board of Duane Jones Co. to serve as radio director of the Republican National Committee.

"No broadcaster scheduling a Dewey address on his station need fear that the Governor will run over his allotted time," Mr. Turnbull declared, "and the same applies to Gov. Bricker. We appreciate the problems of the broadcaster. We realize that in many cases he is cancelling a regularly scheduled commercial program to carry a campaign broadcast, so the latter means no extra profit to him. We also know that when a popular radio show is replaced with a political broadcast, the change will not meet with 100% audience approval."

"Therefore, we consider it a duty to do all we can to make the broadcaster's job of cooperating with us as painless as possible. We shall not ask networks or stations to clear 30 minutes and then put on a speaker who will talk for 45 minutes. We shall not ask for the same time period two weeks in succession from any sponsor or station. We shall, whenever possible, make use of sustaining time instead of asking for clearance of time already sold to a commercial sponsor."

Mr. Turnbull's statement comes naturally from a key executive of an advertising agency which has majored in radio, so to speak, with about two-thirds of its total billings going into this medium. It is also natural that he intends to apply to his current task of producing votes for Republican candidates at the ballot box the same radio techniques that have successfully produced sales of advertised merchandise over the counter.

Although Mr. Turnbull won't know his campaign advertising budget for a fortnight hence, he asserted that radio expenditures would comprise the "biggest single item" of the appropriation.

Henry Turnbull was just about old enough to cast his own first vote when he entered

(Continued on page 36)
Milwaukeans are enthusiastic about WMFM, and they don't hesitate to say so. The WMFM filing drawer marked "praise" is heaped high with documentary proof that WMFM delivers the perfect combination of better programming plus better reception, through the miracle of FM.

Put this enthusiasm to work for you. Include WMFM in your fall schedule. One of the outstanding WMFM sustaining programs may be exactly what you want. If not, we will gladly place our years of experience as FM pioneers at your disposal to help develop a new, sound program.

Don't wait. Act now. Write, wire or phone.
Our Respects to
(Continued from page 34)
... advertising as a cub copywriter for Joseph Katz Co., in his native Baltimore. Born Aug. 19, 1905, he had been educated at St. Paul's School, Baltimore, Baltimore City College ("really a high school despite its name," said Henry) and Johns Hopkins, which awarded him an AB degree in 1926.

Journalism beckoned and for a brief period Henry chased news with the Baltimore Sun. "A reporter's life looked glamorous to a youngster," he explains his switch in careers, "but advertising seemed to offer the same glamour—maybe more money." And so another advertising man got his start.

Three years with Katz, a couple more with Van Sant, Dugdale & Co. and young Turnbull was ready to tackle advertising on a major market, New York. Starting with Paris & Pearl as account executive on A & P coffee, in 1937 he joined Blackett & Hummert and began his association with Duane Jones, moving with him some three years later to Maxon Inc. and subsequently assisting in the formation of Duane Jones Co.

As account executive on such radio-active accounts as Bab-O, Grocery Store Products, Tetley Teas and the like, Mr. Turnbull became more than moderately familiar with rehearsals, stop watches, control rooms and other studio phenomena. A term ("of hard labor," he says) as time-buyer for Maxon and Jones made him master at rate card mathematics and the knack of obtaining the most listeners per dollar.

These proficiencies are as valuable in political as in commercial radio. Mr. Turnbull proved that in 1945, when he combined stations of two networks into a statewide hookup that insured complete coverage of New York for major speeches by Mr. Dewey. That campaign, and the equally successful 1945 campaign of Joe R. Harriman for lieutenant governor, with Mr. Turnbull again at the radio controls, provided valuable experience for the present nationwide political battle.

Spot radio played an important part in the New York campaigns and also will be extensively used this year, Mr. Turnbull says, adding that much of the spot time will be purchased locally by the state, county and city Republican Committees. The national radio staff is now preparing a radio handbook for the guidance of these committees in buying time and preparing radio material.

Recalling with professional pride a number of "firsts" in the use of premium offers in radio advertising—conceived during the last 7½ years as right-hand man of Duane Jones, Mr. Turnbull said that in a "pioneering" manner behind this method of salesmanship—the intent to "move people to action"—could be carried over into the handling of radio in the Republican campaign.

The Jones-Turnbull team, incidentally, was the first to put on the air premium offers of theatre seats and silk stockings. They were first in the United States, he said, to get Madame Chiang Kai Shek to endorse a commercial product. The chrysanthemeum offered last year by B. T. Babbitt Inc. over NBC bore the name of the leading lady of China.

Mr. Turnbull lives with his wife —the former Ruth White of Baltimore—and two children, Henry Jr., 2, and John, 8, at Dobbin, Md. His friend and advertising agency man's retreat—Brickhouse, in Westminster County, N. Y. His favorite hobbies, he says, are chess and recorded music. Not so well known by name, his external affiliation is the Johns Hopkins Club.
NOW! A WORKING MODEL OF GATES POST-WAR TRANSMITTER DESIGNING

Orders Accepted Now for Post-War Delivery*

Gates

MODEL 1D

ONE KILOWATT

BROADCAST TRANSMITTER

An Example of How Gates Wartime Developments Create Higher Efficiency at Lower Cost . . .

Here is "tomorrow's transmitter—completely engineered today!" Combining these important features:

- Low initial tube cost
- Low operating cost
- High fidelity performance
- Extreme accessibility of all components
- Modern, streamlined design
- Extremely easy to install
- "Easy-view" meter panel

Yes! Gates is ready for your post-war equipment needs. This new, 1000 watt transmitter is completely designed and operating under rigorous conditions . . . ready for post-war delivery. The Model 1D is designed as a commercial broadcast transmitter, but is also available, on special order, for high frequency operation up to 20 megacycles. You can order now with confidence, knowing that Gates has taken advantage of every wartime engineering advancement in designing this efficient and economical transmitter.

*May we send you details regarding the Gates Priority System for prompt postwar delivery?

WRITE TODAY FOR COMPLETE, ILLUSTRATED TECHNICAL BULLETIN

Gates

RADIO and Supply CO.

QUINCY, ILLINOIS, U.S.A.


Broadcasting • Broadcast Advertising

July 31, 1944 • Page 37
We have the right combination!

Many years of experience in opening the doors of radio homes for our advertisers to walk in, have given us that deft touch which does the job where less skillful fingers might fumble.

We really have the combination to one of America's most outstanding direct response markets.

Put WMMN on those Fall schedules coming up — it will pay dividends!

ASK A JOHN BLAIR MAN

Columbia Network

Maj. Roberts Back

Maj. RANKIN ROBERTS, of the public relations staff of Lt. Gen. Joseph Stilwell, commanding general of the China-Burma-India theatre, is back in the States to complete plans for future radio activity in that theatre. He will return to the Orient after a leave. Maj. Roberts formerly was a Texas State Network producer. He was with the War Dept. Radio Branch, Washington, before being sent to Chungking two years ago. He is also conferring on plans for resumption of some of the Blue series, Yanks in the Orient.

New Canada Station

CKSF is the call letter of the new 250 kw station of the Standard Freeholder, Cornwall, Ont., which operates on 1250 kc, according to an announcement of Walter A. Rush, controller of radio, Department of Transport, Ottawa. The station was issued license No. 119.

Emerson PD Quota Earnmarks Delivery

Priority System Will Cushion Huge Postwar Set Demand

EMERSON Radio & Phonograph Corp., New York, has set up a "Preference Delivery Quota" program designed to expedite the delivery of the first post-war radios to consumers. As outlined at a meeting of Emerson Eastern distributors, by Jack Gearnt, advertising director, consumers are asked to sign a register, soon to be available in radio stores, entitling them to a "PDQ" certificate. Effort will be made to deliver radios when they become available to certificate holders.

Pointing up the importance of the newly-installed priority system, Benjamin Abrams, Emerson president, estimated that immediate postwar set demands would absorb 25,000,000 radios as soon as the production is permitted, while the industry's manufacturing potentiality represented between 15,000,000 and 17,000,000 sets. He predicted that the demand for radios and allied products would result in an expansion of the industry into a $3,000,000,000 volume as compared to its pre-war volume of $400,000,000.

Big Postwar Demand

The Emerson "PDQ" plan will be promoted on Green Valley, U.S.A., Emerson's Mutual programs, as soon as adequate distribution can be obtained.

Emerson looks forward to the development of small television sets, said Mr. Israel, vice-president in charge of engineering, visualizing, in place of the 12-inch cathode tube, a small revolutionary tube measuring 1 to 3 inches, coupled with a system of enlargement allowing the projected image to be viewed by many.

William H. Weintraub, head of the agency handling Emerson advertising, emphasized the dominant position held by the U. S. in radio set ownership but added that the industry should not jump to the conclusion that it had reached perfection because 32% of the families own receivers.

Clark, Flaig are Shifted

In WLW Sales Changes

FOLLOWING appointment of William F. Robinson as Chicago manager of WLW Cincinnati [broadcasting, July 24], Robert E. Dunville, vice-president of the Crossley Corp., and general manager of WLW, announced other changes in the station's sales set-up.

Mr. Robinson going to Chicago as Chicago manager, is being transferred to the WLW New York office, filling the vacancy created by the appointment of Eldon Park as assistant general manager of WLW [broadcasting, July 10]. Herbert Flaig, WLW commercial traffic manager, will be moved to Chicago to fill the vacancy created by Mr. Robinson's promotion.

Mr. Park took over as assistant manager of WLW on July 24. Other transfers will be completed by Aug. 1, Mr. Dunville said.

Lane in London

WILLIAM T. LANE, general manager and vice-president of WAGF Syracuse, has arrived in London as the guest of the British Government. According to word received by the station, he flew to England in a British plane with a group of U.S. citizens who are visiting as guests and not correspondents. Mr. Lane will file stories to WAGF and will be guest speaker on several Blue Network broadcasts while he is in London. In his absence, Mr. Lane's assistant, Aaron Beckwith, has taken over the managerial duties.

PROBLEMS of world peace are discussed in Approaches to World Peace, by Lyman Bryson, CBS director of education. Louis Flamsteed of the Jewish Theological Seminary, New York, and Robert M. McEwan of Columbia U. Book will be published Aug. 2 (Harper & Bros., New York, $3.00).

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

Page 38 • July 31, 1944
Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero — a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio telephones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

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

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA
CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Dear Judges:

It goes without saying that we're pleased to have won our third straight BILLBOARD award; but we're especially grateful this year because we realize the quality of competition was higher (much higher), and the judges were the most eminently qualified persons who could be chosen.

So --- thanks again!

Sincerely

Radio Station WGKV

P.S. The statistically-minded around here have figured it out mathematically; we've now been BILLBOARD Award winners for greater than 65% of WGKV's lifetime.

CHARLESTON, W. VA.

Joseph B. Matthews, Manager
Gil Canfield, Promotion Manager

Represented Nationally By
Joseph Hershey McGillvra, Inc.

Affiliated with

KUTA Shifts Personnel In Program Department

IN A complete realignment of the program department of KUTA Salt Lake City, general manager Frank Cerman announced some personnel changes. Frank McIntyre, who came to KUTA from WKY Oklahoma City, will supervise the organization. Mr. McIntyre heads the program department as program-production director. Bill Ague, former Los Angeles announcer, will be night production manager, with Vern Louden, assistant production manager.

Jim Lawrence, former KOVO Provo program director, will fill the newly created post of sports-special events director, and Herman Wilson, formerly of KFEL Denver and KFSD San Diego, afternoon newscast.

ADD PENFIELD, former night news editor at WSB Atlanta, has been inducted into the Army as a private, stationed at Camp Wheeler, Ga.

FRANCES NEWELL, former woman's program director at KGVO Missoula, Mont., has joined the station's announcing staff effective Aug. 1, replacing Ginger Cook, who is leaving to study in New York. Velma House succeeds Miss Newell.

NAOMI MELENICK, formerly with WJJD-WIND Chicago in news and publicity work, has joined the staff of domestic radio bureau of the Office of War Information in New York.

PAUL O. GODT, theatre organist and program director, has been named public relations director at KKOK St. Louis. Mr. Godt was former program director at WTMV East St. Louis, Ill., KARK Little Rock, Ark., and WKZO Kalamazoo, Mich.

BILL MELIA, a member of WWNC Asheville, N. C. and a member of the production staff for the past four years, has been appointed production manager.

ERIC NORMAN, announcer, formerly of WOR New York and the Office of War Information, has joined the announcing staff of WJWY Brooklyn.

DR. DEXTER PERKINS, Watson professor of history at the U. of Rochester and news commentator at WHEC-WHEP Rochester, will be the first to occupy Cambriade University's new chair of American history and institutions.

(Continued on page 43)

Yea! Dis Butch!

Lowbrows, highbrows, inbetweenas!
They're here, with money to burn!

Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company
THE BEST SHOW WINDOW IN THE WORLD

There is going to be a brand-new window in millions of homes... the most exciting window ever known—the television screen! Through it people will see the whole wide world in vivid, vibrant panorama. Most important to you, Mr. Advertiser, is the fact it will be the best show-window in the world.

Your product or your service can be demonstrated with ease and artistry in television's show-window. It will be friendly selling—personal, intimate visits with small family groups in their own living rooms.

Leading advertisers and their agencies have developed new and effective commercial television techniques through experimental programs over DuMont's New York City station during the past 18 months. These programs provide eloquent proof that adding sight to sound has multiplied air-borne salespower... has opened a new highroad of magnificent promise direct to America's best postwar markets.

DuMont was first to give television really clear reception by creating the DuMont Cathode-ray Tube. And DuMont pioneering in television station operation and programming techniques will help you realize the greatest return from every penny of your television time-buying dollar.

You'll want your product featured well down front in the best show-window in the world!

Copyright, 1944, Allen B. DuMont Laboratories, Inc.
WINX Washington
Wm. Wrangler Jr., Co., Chicago, (gem), 24 as weekly, thru Rothruff & Ryan, Chicago.
Squirt Co. Beverley Hills, Cal. (soft drink), as weekly, thru Kodak Inc., Washington.
Riser Co., New York (shampoo), 3 a daily, 52 weeks, thru E. T. Howard Co., N.Y.

KHI Hollywood
Gordon Bread Co., Los Angeles (bread), 14 as weekly, thru The Mayors Co., Los Angeles.
Southwest Food Products, Long Beach, Cal. (jellies, syrup), 5 as weekly, 13 weeks, thru Dave Fouts Co., Long Beach, Cal.

KECA Los Angeles
Southern Pacific Co., San Francisco (em- ploirement), 6 as weekly, 12 weeks, thru Poete, Cone & Belding, San Francisco.
American Express Co., New York (money orders), 5 as weekly, 13 weeks, thru The Mayors Co., N.Y.
Campbell Soup Co., Camden (Beef-Noodle Soup), 7 as weekly, thru Cone & Belding, N.Y.
National Funding Corp. of Calif., Los Angeles (Boardwalk Finance), 3 as weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.

WHED Portsmouth, N. H.
Scott Furriers, Boston, Mass., 76 as, 4 weeks.
Ogunquit Playhouse, Ogunquit, Me., 3 as weekly, direct.
Salisbury, Beach Assoc., Salisbury, Mass., 6 as weekly, 12 weeks, direct.
Plough Inc., Memphis, (St. Joseph Aspirin), 3 as weekly, 11 weeks thru Lake-Sprout- shurn, Memphis.
Plough Inc., Memphis (Mensana), 7 as weekly, 12 weeks, thru Lake-Sprout-shurn, Memphis.
Hotel Roosevelt, New York, 6 as weekly, 13 weeks, thru Kelly-Nason, N.Y.

WJZ New York
Colgate-Palmolive-Fast Co., Jersey City (Colgate's dental cream), 2 as weekly, 13 weeks, thru Ted Bates Inc., N.Y.
Gold Medal Food Products, Philadelphia (Cream Wipst salad dressing), 5 as weekly, 10 weeks, thru J. M. Korn & Co., N.Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 as weekly, 52 weeks, thru Berensis.
Cameron & Pierce, N.Y.
Corinth Inc., New York (Corinthia sp., 2 as weekly, 13 weeks, thru Arthur Rose-enberg Co., N.Y.
General Distributors, New York (institutional), 5 as weekly, 52 weeks, thru BIBU, N.Y.

WMAC Chicago
Marlin Firearms Co., New Haven (varar blader), 2 as weekly, 13 weeks, thru Craven & Hedrick, N.Y.
Civic Theater, Chicago ("Wildflower"), 2 as weekly, 13 weeks, thru Harper Co., Chicago.
Equitable Ins., Chicago (Covivet), 6 as, 6 days thru Schwimmer & Scott, Chicago.
Macfadden Publications, New York (True Story), 2 as weekly, 5 days, thru Raymond Specker Co., N.Y.

WVOY New York
C. Ludwig Bauman, Brooklyn (retail fur- nishings) thru Rothruff & Ryan, N.Y.
Italian Cook Oil Co., New York (Bravo Edible Oil), 32 as, thru Lawrence Ferg- tig & Co., N.Y.
R. Romano & Son, New York (wines), 150 as thru Century Adv., N.Y.
Rossini Macaroni Co., New York (macaroni), 32 as, thru Emil Mogul Co., N.Y.
American Health Aids Co., Newark, N. J. (Kelipdine), 78 as thru A. H. P. Ad- vertising Co., Newark, N.J.
Lever Bros., Cambridge, Mass. (Lifebuoy), 26 as thru Raymond & Rosenthal, N.Y.
Southern Cotton Oil Co., New Orleans (Cotton), 78 as thru Dusane Jones Co., N.Y.
20th Century-Fox Film Corp., New York ("Wilson" films), 184 as, thru M. H. Hackett Co., N.Y.
V. LaRosa & Sons, Passaic, N. J. (La Rosa's spaghetti), 2 as thru Commercial Radio Service Adv., N.Y.
David & Salatich International pictures, 48 as, thru "You're Going Away" thru Footo, Cone & Belding, N.Y.

KJAC Los Angeles

KPSA Pasadena, Cal.
Milli Food Products, Chicago (1890 French dressing), 2 as weekly, 13 weeks, thru Garfield & Guild, Los Angeles.

WINN Louisville
Taylor's Drug Stores, Louisville, 16 as thru National Broadcasting, 12 as thru Wlty's, 12 as thru Mutual, 12 as thru Wlty's, 12 as thru Mutual, 12 as thru Mutual.

Chef Boy-Ar-Dee Shifts

To Blue Food Program

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., beginning Aug. 19 will promote the Chef Boy-Ar-Dee spaghetti dinner on What's Cooking, on the Blue Network. Ethnic economy suggestions and foods new as related to world events will be presented by Beulah Keeney, home economist, supple- mented by Eddie Ballantine's or- chestra and Earl Tanner, singer. Program will be heard Saturday. 10-12-15 on the two daily Blue broadcasts, and on a third quarter-hour condensed version of the two shows, heard on the CBS Pacific Coast Network. Boy-Ar-Dee will continue until he finds someone with a voice as similar to his own as Galen Drake's. Paul Gibson conducts the WBAM version, in Chicago.

Lowell Thomas on Digest
LOWELL THOMAS, NBC news- caster, sponsored by Sun Oil Co., July 30 will speak in Radio Reader's Digest, on CBS as the first of a series of such appearances. He will replace Conrad Nagel while the latter fills a commit- ment for Monogram Pictures in Hollywood. Digest sponsor is Campbell Soup Co.
(Continued from page 40)

DOBOTHY ALLSUP has been appointed education director of WHIO Dayton, O.

PHILIP STALEY, production manager of WOOL Columbus, Ohio, is the father of a girl.

ELWOOD STUTZ, formerly of WEAE Dayville, Va., has joined the announcing staff of WHIBW Philadelphia.

ROBERTA PATRICK, former assistant on the sales promotion and merchandising staff of KVOO Tulsa, has been appointed an assistant to Walt Dennis, director of special events and public relations department. WHN New York. She replaces Ruth Fulling who left last week to enter the advertising agency field in Dallas.

HALL BARKAS, announcee of WCAU Philadelphia, and Ruth Cookerly, of the program department of WFBG Baltimore, are to be married Aug. 8.

AL MASCHELIN, formerly with WGIL Dalasburg, Ill., has joined the announcing staff of WOC Davenport, Iowa. Mike name is Ed Masters.

LILA WARD has joined the news staff of WIGI Galesburg, Ill., as night supervisor of the news department, has joined the Yankee Network as night supervisor of production for the network's key station, WNAC Boston.

MARGO MACKENZIE, former secretary to Wynne Wright, national production manager of NBC, has joined the production staff of WMPS Memphis. Kay Allen, formerly with WIBQ Memphis, has joined WMPS as women's editor.

WALLY KING, formerly of KLX and KLS Oakland, has joined KSFQ San Francisco as announcer.

GENE GARRETT, former newspaper man, is a new addition to the news and continuity staff of WHB Kansas City.

ALMA SIoux SCARBERRY, script writer of CBS Hollywood, has joined Don Lee Broadcasting System, Hollywood, Ed Chappell, formerly of KQW San Francisco, and Burley Smith, formerly of KDFD Los Angeles, have joined the network as announcers.

MARGO HILL ATWOOD, former correspondent in Washington, has joined the news staff of KGO San Francisco.

LUCILLE HASTINGS, former editor of the Brighton (Colo.) Blade, has joined the news staff of KLZ Denver.

TIM LIEMERT, for past year announcer and newscaster of KNX Hollywood, has been assigned assistant to Webley Edwards, CBS war correspondent in Honolulu.

JIM DOYLE, announcer of NBC Hollywood, has resigned to freelance.

BEN PALLEY, Hollywood supervisor of CBS West Coast production operations, is in Chicago for three weeks on network business.

RICHARD E. FISCHER, formerly with WHAS Louisville, has joined KMOX St. Louis as newscaster. Del King, KMOX announcer, has been named assistant chief announcer.

CLARE CHAMBERS, new to radio, has joined CJKL Kirkland Lake, Ont.

PHIL DUNCAN, writer, and Arthur Edes, announcer, are new members of WLLH Lowell, Mass.

OWEN STEINEJEM, rural sociology specialist, has been named assistant to Chuck Worcester, CBS farm editor in charge of CBS Country Journal.

MARIAN REUTER, former assistant traffic manager for WBBM Chicago, has joined Young & Rubicam, Chicago, as assistant to the radio director. Virginia Smith, secretary to Fred Killen. WBBM production manager, will replace Miss Reuter.
Radio Advertisers

SCHOENHOFEN-EDELWEISS Co., Chicago (Beer), has begun sponsorship of horse races from the Arlington-Washington Park track, Saturdays, WMIAQ Chicago. Feature race is presented 3:30-3:35 p.m. CWY. Contract is for 8 weeks, placed by Olcan Adv., Chicago.


GILBERT C. WILSON LABS., Dayton, Md. (Dehydrated sweet potatoes), in a 13-week campaign ending Oct. 5 is sponsoring twice-weekly participation in Norman Young's Happy Homes on WHJ Hollywood. Agency is Little & Co., Los Angeles.

RELIABLE Flour Co., Boston, Mass., has named Harry M. Frost Adv., Boston, as advertising representative. Radio plans are said to be considered.


GEORGIE PORGE Mills, Connellsville, Pa., has placed its account for "Electronics for Kitchen and Laundry" with Bozio & Jacobs, Omaha. Radio plans are said to be included.

GIMBEL BROS., Pittsburgh, has renewed sponsorship of the morning News of the News heard Monday through Saturday on WCAR Pittsburgh, 8:15-9:30. Quarter-hour is conducted by Frances who gives news on fashions, fiction, and the arts.

WILDROOT Co., Buffalo, in a spot campaign for Wildroot hair tonic, has started five-weekly quarter-hour sponsorship on WINN Louisville of Martin Agonzo, Blue Network correspondent offered on a local cooperative basis. Agency is BBDO, New York.


JOHN E. REED Co., Hollywood (Susan's Baby Photo Studios), on Aug. 1 starts using an approximate total of 150 transcribed one-minute announcements per week on five Los Angeles area stations, includes KFVD KRKD KFAC KGJJ KFIV. Contracts are for five weeks. Allied Adv., Los Angeles, has account.

FILM STAR CREATIONS Inc., Los Angeles (handbags, doll's games), has appointed Hugo Schelhaart Inc., Los Angeles, as agency.

C. C. LOCKWOOD, for more than 20 years associated with the advertising department of Chrysler Corp., has been appointed advertising business manager, Chrysler Division, Chrysler Corp., Detroit, Mich.

PEP BOYS of California, Los Angeles (auto accessories), in addition to a daily quarter-hour news program on KEOCA, on July 24 started sponsoring five-weekly Keenan's News Corner on that station using local cut-in on the Blue program. Contract is for 52 weeks. Firs on July 5 for 32 weeks, started a daily quarter-hour news program on KFAC and is also utilizing similar schedules on KF1 KFOX KFPM. Agency is Milton Weinberg Adv., Los Angeles.

MICHIGAN BULB Co., Grand Rapids, Mich. (flower bulbs), has begun sponsorship of a test campaign using spot announcements and participations, depending upon availability. Company is now on approximately 30 stations with more to be added. Contracts are for 13 weeks on a continuation basis. Agency is O'Neil, Larson & McMahan, Chicago.

IRONZED VITAMIN Co., Chicago (iron-zed vitamins), has appointed Metzger-Bradford Co., Chicago, to handle its advertising. No radio is planned at present.

HARTMANN TRUNK Co., Racine, Wis., has appointed Earle Leduc Inc., Chicago, to handle its advertising. No radio is planned at present.

H. E. BROMBERG, account executive, has joined Advertising Counselors of Arizona, Phoenix. Frances MacBee has been appointed to head retail advertising and Dorothy Tuthill has been added as copywriter.

THE WILSON STATION

50,000 WATTS C.B.S.
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO....

WCKY

WCHS
Charleston, W. Va.

BROADCASTING • Broadcast Advertising
What, Why, Where Radio?

The answers will be in

Broadcasting's

NAB War Conference Issue

to be published

AUGUST 28th

AMONG THE FEATURES:

FM After the War
Television Network Plans
Building Television Programs
The Motion Picture Role in Television
The War Advertising Council and Radio
The Agency Appraises Television and FM
Circulation Potentials of FM and Television
Radio's Future as Viewed by an Ex-Commissioner
An Advertiser Evaluates Television's Sales Force
Case Histories on Television Programming Experiments
Costs of FM and Television Installation and Operation
What the Advertiser Wants to Know About FM and Television
And a dozen other features, aside from War Conference Activities
and the week's budget of spot news.

Regular rates prevail.
Wire reservations collect today.
Deadline August 15, 1944

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
"I gotta date with 1000 Jeeps! Call AIR Express - NOW!"

MARIA WHITE, Elisabeth Reading and Toni Mendez have joined the Blowe Co., New York. Miss White, former media director of Grey Adv., New York, has been appointed a time-buyer and Miss Reading, formerly on the program staff of Newell-Emmett Co., New York, has been named traffic supervisor in the program department. Miss Mendez, former freelancer, has joined the production staff.

McCANN-ERICKSON, New York, has taken additional quarters at 730 Fifth Ave., New York, for publicity and account department. Main office is at 50 Rockefeller Plaza.

HOWARD S. ROUND, former eastern sales manager of the Pepsodent Co., Chicago, has joined Ivey & Ellington, New York, to direct merchandising and marketing analysis and promotion, a new post.

ROY S. DURSTINE offices in Cincinnati will be moved from the Enquirer Bldg. to the Carew Tower.

WALLACE H. GOLDSMITH Jr., of the foreign department of McCann-Erickson Inc., New York, left last week for Cuba, where on Aug. 1 he will open a new office for the agency in Havana, as manager. Mr. Goldsmith has been associated in the past with Tidewater Oil Co., and more recently with the National Assn. of Manufacturers. Harrison Atwood, vice-president of McCann-Erickson's foreign operations, accompanied him to Cuba. Agency has branches in Buenos Aires, Rio de Janeiro, Sao Paulo, San Juan and Puerto Rico.

CHARLES H. MAYNE Co., Los Angeles agency, will continue to function as before death of its president, Charles H. Mayne, on July 12. Eugene F. Ramsey is in charge.

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks — with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited" — an informative booklet that will stimulate the thinking of every executive. Dept. PR-8, Railway Express Agency, 230 Park Ave., New York 17, N.Y., or ask for it at any local office.

NO DATED TRACKING

WCAE
Pittsburgh, Pa.
SELL MANY PRODUCTS FOR MANUFACTURERS

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.

SAN ARTHUR & CHURCH PRODUCTION

FUTURE PROMOTION for the thrice-weekly half-hour adventure series Red Ryder gets going over by this executive group prior to its shift from 7 Blue Pacific stations to 6 Don Lee Pacific stations on Aug. 5. New contract is for 62 weeks. Langendorf United Bakers, San Francisco, is sponsor. Planners (1 to 2) are Richard Goebel, president of Pacific Coast Adv. Co., San Francisco, agency servicing account; Dan J. Donnelly, manager of KFRC San Francisco outlet of Don Lee Network; Ray Rhodes, station account executive.

LESTER G. BARROW, former advertising manager of Brooklyn Edison Co., more recently in the advertising department of Consolidated Edison Co., New York, joins Pulier & Smith & Ross, New York, Aug. 1 as an account executive.

JOSEPH K. CLOSE, former public relations manager of Owen-Illinois Glass Co., Toledo, has joined the Overseas Branch of the Office of War Information.

JOHN MITCHELL, former freelance producer and director, has joined Morse International of New York, as assistant program director.

JOSE DI DONATO and Dave Christianson last week joined Compton Adv., New York. Mr. di Donato, formerly with Wright-Sonoxov, New York as head of the sales-contacts staff in New England, joined the radio production staff and, Mr. Christianson, former merchandising manager of the S. M. News Co., New York, is an executive in the merchandising department.

LEE GRAVES, former radio director of Compton Adv., New York, has joined Poole, Cone & Bebuling, New York, as account executive on the Campbell Soup Co. account.

KENNETH LAIRD, for 4½ years manager of the news-features depart- ment, Young & Rubicam, Chicago, and prior to that vice-president in charge of advertising and promotion for 9 years with Weeg Products Co. (Dr. West Tooth Brush), joined Dancer-Fitzgerald-Sample, Chicago, on July 24, to head agency development work on drug products.

"Look Over... NOT OVERLOOK...
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS"

KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company
FREDERIC J. ROBINSON has been named sales manager of Sylvanite Electric Products Inc. for Latin America. He previously had been export sales manager for Latin America for Gillette Safety Razor Co.

WOWO FORT WAYNE, INDIANA
A Westminster Station

To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here...

PUBLICITY
Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

PROMOTION
WOWO won second place among all Clear-Channel Stations, Billboard Promotion Survey.

PROGRAMS
WOWO won First Award 1943-1944 Institute for Education by Radio, Ohio State University, for family-type programs. Abe Andrews.*

SERVICE
Institute for Education by Radio, Ohio State University, 1943-1944 Award — Tom Wheeler.

WAR-EFFORT
"Proudly We Hail" 1944 Honorable Mention, Institute for Education by Radio, Ohio State University.

MERCHANDISING
Quaker Oats, Honorable Mention, All-Station Coverage...
"*From WOWO Cradle Of Stars Audition Transcription Library.

Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers and incidentally, if you’d like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It’s on the Blue, every Saturday night at 11:00 P.M., E.W.T.
NEW BOOK PUTS SALT ON THE TAIL OF ADVERTISING

The Diary of An Ad Man by James Webb Young captures the elusive human qualities which make advertising successful.

When the material in this book first began to appear, week by week, in Advertising Age, the reader response to it was immediate, enthusiastic, and voluminous. Our editorial staff itself could hardly wait for each succeeding installment, and as it arrived it was eagerly passed from hand to hand for advance reading.

For this is a book about advertising—and business—and life—different from any other ever published. In it one of the country’s best known advertising men has put down, day by day, for eighteen months, what he saw, did, felt, thought, and read. And put it down with such a gift for words, such wit and wisdom, as will make you want to read and reread this book throughout your life.

As one prominent agency man* wrote me: “Once in a blue moon there appears over the horizon a book about a business which emits flash after flash of penetrating insight. It shoots these illuminating flashes right through that particular business, piercing through the muck of mumbo-jumbo and the underbrush of the basically unimportant. ‘The Diary of An Ad Man’ does that just for a business which, though dealing in intangibles, will find tangible, day-by-day guidance in these pithy case-history experiences, acute observations, and usable suggestions.”

About the Author
Jim Young (as he is widely known) has had the kind of career many men long for. He was, successively, office boy, stenographer, and mail order book salesman; then copywriter, branch office manager, and Vice President for J. Walter Thompson Co.; then Professor of Advertising at the University of Chicago, Director of the Bureau of Foreign & Domestic Commerce in Washington, rancher in New Mexico, author and advertising consultant. He is a past president of the American Association of Advertising Agencies and a founder and director of the War Advertising Council. He has traveled widely abroad, and for thirty years has been identified with many of the largest and most successful advertisers in this country and Europe.

The Diary of An Ad Man brings you a distillation of this experience, and of the philosophy which grew out of it. It is a human document of our times, and will, I predict, be referred to in the future as historical source material on the creative life of the business side of advertising. It is a book that will inspire you and excite you; that will make you chuckle and make you mad; that will pay you dividends in usable ideas, stimulated thinking, and pure enjoyment.

I want to put a copy of this fruitful book into the hands of every man who has anything to do with advertising—or hopes to—because I know he will relish both its contents and its handsome format. So I make you this offer: Send me your order for a copy of The Diary of An Ad Man today, and if it is not more than satisfied that it is worth all I say, I will refund your money and you can keep the book. The price is $3 per copy, postpaid. Send for it now. G. D. Crain, Jr., Publisher, Advertising Age, 100 East Ohio St., Chicago 11, Ill.

*Vicier O. Schack, of Schack & Beatty

JACKSON TAYLOR, vice-president of Mc Cann-Erickson, New York, and general manager of the research department, heading copy, market and radio research, has been appointed manager of the agency's Minneapolis office. Recently he has been assistant to the vice-president in charge of eastern operations. Robert B. Donnelly, vice-president and manager of the Minneapolis office, has resigned to join the Gardner Adv. Co., St. Louis, where he will handle the Kalamazoo Publicity Account.

JEAN HARSTONE, until recently assistant director of network promotion for NBC, has joined the publicity relations staff of Arthur Rubinfen, Inc. New York.

EMERSON FOOTE, president of Foote, Cone & Belding, has returned to New York after 10 days in Los Angeles for conferences with Don Fielden, chairman and general manager of the agency business.

JACK ROCHE, producer of Young & Rubicam, Hollywood, is in New York assigned to summer shows served by that agency. He returns to Hollywood with reappointment of weekly Monday's 'Movies' on Sept. 22.

CAROL DAVIS, formerly of Tom Findlay Inc., New York publicity service, and now in charge of the agency's Hollywood publicity staff, has been appointed West Coast publicity director of Borden & Bowles.

Luis P. Dillon, account executive in the Buenos Aires office of McCann-Erickson, New York, for 10 years, has gone to New York to assume a special assignment in the agency's foreign department.

HUGO SCHRINBERG Inc., Los Angeles, has started a monthly open forum luncheon meeting for agency clients with guest speakers of note in various fields of allied business interests.

OSCAR H. ROMAGUERA, head of the radio department in the Latin American office of J. Walter Thompson Co., has left New York to survey markets and advertising media in South and Central America.

LATIN AMERICANS RADIO FOLLOWERS

SOAP OPERAS, audience participation programs and musical variety shows are the most popular types of radio programs in Latin America, according to field representatives of the Latin American radio association of the Office of Coordinator of Inter-American Affairs. A survey was made of Latin American radio stations by the Export Advertisers Assn. July 26 in New York, discussion revealed that institutional advertising is making a good beginning in Brazil, Mexico, and Peru.

Enriches on the number of sets in use as given by CIAA representatives for their respective countries, were as follows: Mexico 500,000; five listeners per set; Ecuador 12,000, 15,000; six listeners per set; Peru 50,000; 100,000; five listeners per set in private homes and 15 listeners per set in restaurants and bars; Paraguay 15,000 sets; Cuba 250,000 sets; Colombia and Argentina 300,000 to 500,000; Venezuela 80,000-100,000; Bolivia 15,000-20,000; Brazil, about 2 million sets (unofficial estimate) with most of them in the Rio-Sao Paulo area. Among speakers were 12 field men who have been conferring the last two weeks in New York following a week's conference in Washington, before returning to their respective posts in Latin America. Agents participating included:

John G. Ogilvy, CIAA director in Washington; Wilfred S. Roberts, associate director, New York; John M. Ogilvie, assistant director, Hollywood; Mrs. Francis McElroy Adams, representative for Ecuador; Stewart Ayres, Peru; Maria de Burt, Paraguay; Kenneth Campbell, Colombia; John C. Seabrook, vice chairman and director of information for Colombia; Joseph R. Yaney; Hugo Urutia, Bolivia; John Wiggles, Brazil; Thomas Riley, former television director for Boy & Co., New York, who will leave shortly to serve as CIAA representative in Chile, also attended.

Halifax License
THE Halifax Chronicle is understood to have been issued a license for a new 10 kW station, although no official announcement has been made yet by the Dept. of Transport, Ottawa. The station has bought equipment from ARN Edmon ton. The newspaper had held a construction permit but allowed it to lapse some years ago.
MUST BE ENGINEER TOO, SAYS ROBERTS

CLETE ROBERTS, Blue Network correspondent recently returned from his post at Gen. MacArthur's headquarters, told trade paper and newspaper reporters last week that a radio war correspondent in the South Pacific must be a technician as well as a reporter. Mr. Roberts, who spoke at a luncheon given in his honor by the Blue Network, prior to his departure Aug. 1 for San Francisco, where he will embark on a new and undisclosed assignment in the Southwest Pacific area.

With Arthur Feldman, former assistant manager of the Blue's London office replacing Mr. Roberts at MacArthur's headquarters, the Blue will be "ready for stepped-up operations in the Pacific," reporters were told by G. W. Johnstone, network's director of news and special features, who will accompany the two correspondents to the West Coast (see photo col. 1).

One of the discouraging factors for the radio correspondent abroad is the few minutes of time allotted to overseas pickups, according to Mr. Roberts. He described how, on one occasion, he traveled 4,000 miles and broadcast a story which had to be condensed to three minutes. He said radio has won its spurs as a competitor of the press associations in the South Pacific.

REXALL SALE TO AYER

Prices Far Above Stations’ Value Cause Durr’s Dissent in Three Sales, He Asserts

PRICES which appeared to be many times more than the “net worth” and several times the “net profits” of stations involved caused Commissioner C. J. Durr to dissent in the sales of WLD Bessemer, Ala., WINX Washington and WQXR New York, he stated in a memorandum released last Wednesday by the FCC.

In a view of the speculation and misunderstanding because of his dissent, Commissioner Durr said he wanted to make his position clear. He said a letter by FCC Chairman James Lawrence Fly, addressed July 5 to Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Lea (D-Cal.), chairman of the House of Interstate & Foreign Commerce Committee, on the increasing prices of stations, indicated there was little disagreement between Commissioners with respect to the seriousness of situation (see page 13).

Following is text of his memorandum:

MEMORANDUM: Re: J. Leslie Doss, transferor, George Johnston, transferee, Bessemer, Ala., WLD; and Agnes Meyer, transferee, Eugene Meyer and Agnes Meyer, transferees, New York, N.Y., WINX.

My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to raise serious questions of law and public interest, and I therefore think that each application should have been set for hearing to ascertain:

(a) Whether or not any part of the purchase price represents payment for a radio station in violation of Sections 801 and 804 (b) of the Communications Act of 1934, as amended, and,

(b) Whether the amount being invested in the station by transferees will affect the operation of the station in the public interest.

Station WLD, Bessemer, Ala., is a 500 watt station operating on a local channel. The replacement cost of all its physical properties, real and personal, is only $12,000. The original cost is $12,652. The net worth of all of its assets, tangible and intangible, according to its books, is $14,295. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was $4,996. The purchase price being paid is $16,000, which is more than seven times the net worth of the station and more than twenty-one times its net profits before Federal taxes.

Station WINX, Washington, D.C. is likewise a 500 watt station operating on a local channel. The replacement cost of all of its physical properties, real and personal, is only $12,000, and the original cost is $12,652. The net worth of all of its assets, tangible and intangible, according to its books, is $14,295. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was $4,996. The purchase price being paid is $25,000, which is more than seven times the net worth of the station and more than twenty-four times its net profits before Federal taxes.

Station WQXR, New York, N.Y., was first licensed only 14 years ago. Station WINX, Washington, D.C., less than four-and-one-half years ago, and Station WQXR, New York, N.Y., more than 70 years ago.

The purchase price being paid for WINX represents a profit of approximately one-third of the license and more than thirty times the license fee paid for WINX.

Radio broadcasting is competitive and it is the duty of the Commission to protect the public interest. It is the duty of the Commission to provide clearly that the transferor does not sell his station to the public interest of the public interest.

The prices being paid for WINX, Washington, D.C., are many times more than the replacement cost of all of the station's physical properties, and many times more than the original cost of the station.
THE FCC release issued July 25, announcing that House and Senate committees had been asked for suggestions on station transfers, follows:

The FCC yesterday (July 24) asked Congressional direction as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their licit on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly’s letter which cites several recent transfers of radio facilities, follows in part:

The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency.

The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc. There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency.

Our concern in this regard is heightened by the transfers, high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for half-million dollars and some regional stations are selling for a million or more. It is the Commission’s policy to disapprove of transfers which obviously represent sales price, rather than the interests of the senders or the consumer, who is simply acquiring licenses and transmitting.

Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—though it may well be that a substantial value is placed on the frequency.

In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your Committee and the House Committee on Interstate & Foreign Commerce.

(Continued from page 50)

it anticipated that profits will be increased through more economical and efficient operations or by increasing the price per unit of time sold, or is it contemplated that a substantial amount, if not all, of the increased profits will have to come from selling more time for the same time to be sold, a reasonable amount of the free time still be left for local civic programs, educational programs, the discussion of controversial public issues, and other sustaining programs.

It seems to me that the applications, on their face, point to the need of "securing full information" before the Commission can decide that the transfers are in the public interest.

For the least important feature of our American broadcasting system is that, the cost of establishing and operating radio stations has been within the reach of qualified individuals and groups having only moderate financial means. In many communities, all presently available standard radio channels are occupied and the only way for a newcomer to get into the field is by the purchase of an existing station. The present inflationary trend in the price of radio stations, if continued, will tend not only to increase still further the already tremendous pressure on sustaining programs but also to push radio broadcasting more and more beyond the reach of any but the well-to-do. Certainly the inflationary trend should not be encouraged by permitting the capitalization of licenses.

WELL, New Haven, Conn.; 960 kc, 1 kw, DL 500 w; DA-55, 6/25/44; from Arde Bulova and Harold Larrabee, a partnership; $185,000 for 50% of stock; $600,000 for 100% of stock.

WIBO, Indianapolis; 1070 kc, 6 kw, DL 500 w; 1 kw; DA-5, 6/20/44; from H. Q. Wall et al., transferor; Indianapolis News Publishing Co., transferee; $140,000 for 100% of stock.

WINX, Los Angeles; 1380 kc, 250 w, unlimited; 7/11/44; from Lawrence J. Reutter, transferor, to Eugene Meyer & Co., a partnership; $500,000 for 100% of stock.

WJFD, Chicago; 1190 kc, 25 kw, unlimited; 7/18/44; from Lawrence J. Reutter, transferor, to Eastland Broadcasting Co., transferor; $150,000 for 100% of stock.

WMD, Marion, Ind.; 540 kc, 5 kw, unlimited; DA-4, 4/4/44; from E. R. Currier, transferor, to George F. Kinzie, transferee; $120,000 for 40% of stock.

WPDK, Jacksonville, Fla.; 1270 kc, 5 kw, unlimited; DA-5, 6/27/44; from Ernest D. Black, transferor, to L. D. Hagg, transferee; $180,000 for 40% of stock.

WXII, New York; 1560 kc, 5 kw, unlimited; 7/11/44; from John B. T. Hogan, et al., transferor, to New York Times Co., transferee; $897,000 for 100% of stock.

KECA, Los Angeles; 790 kc, 5 kw, unlimited; DA-5, 6/27/44, from George C. Allison, assignor; to Blue Network Co., assignee; $1,300,000.

KTOK, Oklahoma City; 1600 kc, 250 w, unlimited; 8/18/44; from Oklahoma Broadcasting Co., assignor, to O. L. Taylor, assignee; $450,000.

REPB, Knoxville, Tenn.; 1240 kc, 250 w, unlimited; 12/1/44; from John W. B. Bledsoe, assignor, to American Broadcasting Corp., assignee; $250,000.

WLUI, Knoxville, Tenn.; 1240 kc, 250 w, unlimited; 12/1/44; from John W. Bledsoe, assignor, to American Broadcasting Corp., assignee; $250,000.

WJLD, Bessemer, Ala.; 1400 kc, 250 kw, unlimited; 7/18/44; from J. Legre Doss, assignor, to Fort Industrial Co., assignee; $180,000.

WPTL, Ft. Lauderdale, Fla.; 1110 kc, 2 kw, unlimited; DA-5, 6/25/44, from Ralph A. H/partner of stock.

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Natural: Pan American Broadcasting Company
1984 market ave., N. T. C.

ASK ANY DAYTONIAN

People in the Dayton market are particular, as any Dayto nian will tell you. That's why they tune most to WHIO ... for the fine CBS programs, the interesting local features and complete, reliable news coverage through U.P., L.N. and Reuter.

WHO IS THE DAYTON MARKET

5000 WAYS • BASIC CBS • G. P. HOLLINGBOURNE CO., Representa tives

HARRY F. CUMMINGS, Southwestern Representative
Radio Leads GOP Fund

(Continued from page 18)

time to personally looking after Gov. Thomas E. Dewey’s speaking engagements.

Members of the Democratic National Committee will meet in New York this week with Paul Porter, publicity director, and J. Leonard Reinsch, Radio Director, to formulate plans for the campaign of President Roosevelt and Sen. Harry S. Truman. Mr. Reinsch, on leave as managing director of the Cox stations, WHIO WSB WIOD, will remain with the Democratic Committee until after the November election.

Programs Cancelled

Commercial programs were cancelled for both the Republican and Democratic Conventions by the major networks and some individual stations. The four nets devoted 15½ hours to the two political conclaves, with the GOP broadcasts totaling 60 hours. Because of extended sessions at the Democratic Convention, more time was given. NBC devoted 22 hours, 15½ minutes to the Democratic Convention and 4 hours, 46 minutes to the Republican. Nominations for Vice-President and polling of challenged delegations took 9 hours, 45 minutes.

Mutual carried 22 hours, 30 minutes from the Democratic Convention and 16 hours, 12 minutes from the Republican.

CBS was on the air 22 hours, 34 minutes from the Democratic sessions, as compared to 14 hours, 7 minutes from the GOP meetings.

The Blue gave 26 hours, 30 minutes of broadcast time, including preview programs, to the Democratic Convention and 15 hours, 27 minutes to the Republican.

Cost to the four networks in cancelled commercials, talent rebates and out-of-pocket expenses was estimated at well over a million dollars. Coupled with the cost to the individual stations, some of which arranged for direct pickups at great distances, the overall expense to radio of bringing the two Conventions into American homes was conservatively estimated at $2,000,000.

Each of the networks had several “firsts” or exclusives. Competition was at its peak. Through combined facilities the four major networks carried almost all general sessions, but other broadcasts, such as interviews, statements by leading Democrats and so on strictly were on a competitive basis, with each net getting its share.

More Shangri-La

Details of how CBS handled the pickup of President Roosevelt’s acceptance speech and how the term “Shangri-La” was used to identify the point of origin were disclosed last week. The White House called in Carlisle Smith, general manager of WRC Washington and NBC Washington official, and Clyde Hunt, CBS Washington chief engineer, unfolded the Presidential trip and asked what could be done to feed the acceptance speech to the Convention.

Following conferences between network officials and J. Leonard Reinsch, Radio Director of the Democratic National Committee, it was decided that Hunt and Dick Whitman, CBS Washington technician, would go to the origination point. CBS fed the speech by direct wire to its master control room of WWBMM Chicago, and thence to the network’s master board at Chicago Stadium, where it was distributed to other networks and to the Stadium public address system.

To maintain secrecy as to the President’s destination, engineers referred to the origination point as “Shangri-La” in all communications.

KSD Claims a First

Perhaps the true story of “firsts” by individual stations never will be told, but each station had its inning with exclusives and special features, supplementing network and news wire coverage. Competition was keenest than at any time in radio’s history. Most of the broadcasting representatives had profited by their experience at the GOP convention and accordingly went to Chicago with a view of doing a top job, sewing up exclusives when possible.

KSD St. Louis claims the honor of first broadcasting President Roosevelt’s approval of Sen. Truman as the Vice-Presidential candidate. On the eve of the Convention and a day before the news became general knowledge, the St. Louis Post-Dispatch station interrupted a program at 8:17 p.m. Tuesday (July 18) for a special broadcast from the KSD booth at the Convention.

Raymond P. Brandt, chief of the Post-Dispatch Washington bureau, announced that the newspaper and KSD had learned exclusively that Mr. Roosevelt would be glad to accept Sen. Truman and believed the
Missourian would add "real strength" to the ticket. Combining newspaper methods of reporting with radio showmanship, KSD and the Post-Diplatch had a staff of 12 at the Convention, including the station's own commentator and program director and members of the paper's Washington, state and editorial staffs. Afternoon and evening special broadcasts added to KSD's regular NBC coverage.

WKY Interviews Kerr
WKY Oklahoma City sent Jack Lovell, chief engineer, and Dow Mooney, news editor, to Chicago for daily pickups. Preceding the Convention, Gov. Kerr and Oklahoma delegates were interviewed July 18. Throughout the Convention WKY broadcast special programs day and night.

KWK St. Louis piped in two special broadcasts, 8:45 a.m. and 7:15 p.m., during the sessions, with Ray E. Dady, station manager, handling details. Mr. Dady also served with the Mutual staff.

KOY Phoenix, Ariz., and the Arizona Network, comprising KOY KTUC KSUN, had the services of a delegate in Ray Busey, KOY commentator. Mr. Busey originated daily broadcasts through facilities of WLS Chicago, handling the programs when he wasn't in conferences and attending the convention as a delegate from Arizona.

Two KMOX Studios
KMOX St. Louis, with studios both at the Stadium and Stevens Hotel, did six direct pickups daily, featuring Mississippi Valley political leaders. Among the notables heard over KMOX were Robert Hannegan, Democratic National Chairman; Sen. Truman, Sen. Bennett Champ Clark, Sen. Scott Lucas, Rep. Clarence Cannon, Convention parliamentarian, and Harry W. Flannery of KNX Hollywood, former KMOX news director. KMOX staff included Francis Douglas, news director; W. R. Willis, analyst; Katherine Darst, St. Louis newspaper columnist; Gordon Sherman, engineer, and Arthur Casey, supervisor. The special broadcasts supplemented CBS coverage and duplicated coverage of the Republican Convention, according to Merle S. Jones, general manager.

WING Dayton and WIZE Springfield, O., set up studios in both the Stevens and La Salle Hotels, the latter headquarters of the Ohio delegation, as well as the Stadium, for three broadcasts daily, beginning July 18. Programs also were fed to WKRC Cincinnati, WCOL Columbus, WHK Cleveland, and WBKN Youngstown. In charge of operations was Lin Mason, WING program director. Attending the Convention from WING and WIZE also were Charles Sawyer, owner, and Pat Williams, general manager. When Mr. Mason presented Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, he interviewed her not about politics alone but about her home, her victory garden and how she keeps up her political work and still does a fulltime job as a housewife. For that broadcast WING and WIZE received scores of commendations from interested women listeners.

The Cowles stations, KRNT, KSO and WAX, claim a new record in on-the-spot coverage as a result of direct pickups from the Democratic Convention. The Des Moines stations, KRNT-KSO, broadcast nine newscasts daily during the sessions and one 15-minute interview show. WAX did five newscasts and a quarter-hour a day. KRNT and WAX also carried a half-hour discussion on Convention eve with Jake Moore, Vice-President Wallace's manager, an announcement about J. L. Keifer, Democratic candidate for Governor of Iowa, would nominate Mr. Wallace for re-election. The Cowles stations thus claimed a 24-hour beat over news wires and networks on the Moore announcement.

Stanley Dixon handled interviews with prominent political leaders. Handling newscasts were Glen Law of the Des Moines stations, Arthur Smith and Whitey Laren of WAX and Joe Ryan, editorial director of KRNT-KSO.

Chicago Stations
WBBM Chicago, in addition to CBS coverage, broadcast 12 quarter-hour periods direct from Convention headquarters at the Stevens Hotel and Stadium. Most of the special features were conducted by Robert F. Hurlegh and Alvin J. Steinkopf, WBBM news analysts; John Harrington, newscaster, and Val Sherman, chief announcer.

WIND Chicago did a special broadcast Convention Summary each night during the assembly, interviewing various leading Democrats, all natives of Illinois.

Reporting the Convention was "old stuff" to WGN, according to Manager Frank F. Schreiber, who disclosed that the Chicago Tribune station has covered the major po-

British Ad Expense

BRITISH Government spent a total of $2,178,060 for advertising in newspapers, magazines and trade publications in the first three months of 1944, according to figures received by J. Walter Thompson Co., New York, from its London office. The total is $50,571 less than the amount spent during the period in 1943. National Savings Committee made the largest expenditure, accounting for over 25% of this year's for the first quarter, followed by the Ministry of Food, which represented about 22% of the total advertising outlay. A total of $903,042 was spent in London newspapers alone, with $818,746 going to the provincial and suburban press and the balance to magazines, trade and technical press.

IF YOU SELL
Food (or Furs or Fuses)

Ask your Distributor about KDAL, Duluth

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations in the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how many carloads of soup and salad-oil that means!

Thanks to its favorable 560 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coinciden-

tal daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

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COLUMBUS ADDED TO CROSLEY FMs

CROSLEY Corp., licensee of WLW Cincinnati, last week filed with the FCC for a new FM station in Columbus, O., on 46,500 kc and coverage of 19,400 sq. mi. Estimated cost is $200,000 to $225,000. Crosley already has applied for FM facilities at Cincinnati and Dayton.

WJTN Jamestown, N. Y., requests a new FM station on 46,100 kc with 10,352 sq. mi. coverage and $39,560 estimated cost is given. The Globe-Democrat Publishing Co., St. Louis, publisher of the Globe-Democrat, has filed for a new commercial television station on Channel 1. KGER Long Beach, Cal., also seeks a commercial television outlet on Channel 7 for Los Angeles. Channel 2 is sought by WFBM Indianapolis in its petition for a commercial television station.

New standard local station is sought by Reed D. Smith, who has been in the newspaper field for the past 15 years, to be located in Charleston, W. Va. Facilities asked are 1400 kc with 200 w and unlimited time. Dr. Jose M. Rodriguez Quinones and Jose M. Sepulveda, doing business as Paradise Broadcasting Co. Arecibo, Puerto Rico, have filed for a new standard station. Application was returned for filing on a new form.

Anthony Files for FM

E. ANTHONY & SONS, licensee of WBNH New Bedford and WOCE West Yarmouth, Mass., last week filed for a new FM station to be located at Mt. Aburneak, Paxton, Mass. Facilities asked are 43,400 kc with 19,650 sq. mi. coverage. Estimated cost is set at $141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

OWI reported last week that enlistments in the Women's Army Corps have shown a distinct upward trend in recent months. An active duty strength of 77,000 in the WAC as of July 1 was cited in War Dept. figures which showed an increase of 3,500 over the 73,428 on active duty on June 1. WAC enlistments are currently at the rate of about 4,000 a month, according to the report.

Dies Probe (Continued from page 14)

Division, PAC, and formerly of the National Youth Administration, to J. L. Hood, Pocatello, Idaho, regarding the Idaho primary, which said in part: "Am working on possibility of getting Winchell, Pearson and others to mention primaries." The Dies report charged that the PAC was responsible for the defeat of Sen. D. Worth Clark (D-Ida.) for renomination.

Among telephone calls to Government agencies listed were 13 to David K. Niles, Presidential confidant, and to the OWI, WPR, FCC and 22 other agencies.

WGN-AFRA Fee Dispute Slated for Arbitration

DISPUTE which arose last week between the American Federation of Radio Artists and WGN, Chicago Tribune station, over payment of commercial fees sustaining programs promoting the newspaper, will be arbitrated following denial of a request for hearings, it was learned last week.

Both the Chicago Mutual outlet and AFRA have filed their reasons for desiring arbitration in New York or Chicago. Should the dispute develop into an AFRA-Mutual case, the union would have to negotiate individually with MBS outlets as WGN in its argument for a Chicago hearing claimed that it was not bound by AFRA and Mutual contract as each affiliate is individually operated.

Frank A. Eaton

FRANK A. EATON, 57, account executive of Foote, Cone & Belding, New York, the last six months, died Thursday at his home in New York. A native of Toronto, Mr. Eaton for many years was rotogravure editor of the old New York Tribune and later the Herald-Tribune. In 1925 he became vice-president of Underwood & Underwood. In recent years he had lived on various magazines. Mr. Eaton became advertising and publicity director of RKO Radio Pictures in July 1942, leaving that post to join Foote, Cone & Belding. He leaves his widow, three sons, a brother and a sister.
FM Panel Width Studied by RTPB

Possible Reduction From 200 To 100 kc Is Considered

RADIO Technical Planning Board moved closer to its final recommendations to the FCC on frequency allocations last week as the result of two important panel meetings held in New York. Panel I on Spectrum Utilization meeting last Monday under the chairmanship of Dr. Alfred N. Goldsmith, and Panel II on Frequency Allocation convened all day Thursday with Dr. C. B. Jolliffe, of RCA Victor division of RCA, as chairman.

In the Monday meeting specific proposals on the width of the FM channel were drawn up and then submitted to Panel II at the Thursday meeting. The latter meeting considered frequency needs between 30 and 200 mc. Services within those frequencies include standard broadcasting, FM, television, point-to-point, emergency service (police, fire, etc.) and marine. Representatives of all 13 RTPB panels presented to Panel II last Thursday recommendations of each panel on the needs of the various services. It is the job of Panel II to reconcile conflicts of service needs, and to present to the full board the recommendations. These proposals are expected after the Panel II meeting in New York Sept. 8.

As the RTPB goes into the final phase of its proposals on frequency allocations to the FCC, the panel meetings are being watched with great interest, especially the final recommendations on FM and television allocations. One group feels that the FM band should be widened and television allocated more room in the higher frequencies, while on the other hand there is another contingent that feels the FM band should be reduced along with a channel width reduction from 200 to 100 kc.

The final draft of the RTPB recommendations, along with minority reports, will probably be in the hands of the FCC by Oct. 1, a little more than a year after the RTPB was organized.

NBC Host to FCC

MEMBERS of the FCC last Wednesday night were guests at an informal dinner at the Mayflower Hotel, Washington, given by Niles Trammell, NBC president. Present were Chairman Fly and Commissioners Case, Walker, Jetty, Wakefield and Durr. Mr. Trammell, Frank E. Mullen, NBC vice-president, and general manager, and Frank M. Russell, vice-president in charge of Washington activities, were hosts. NBC's plans on post-war operation, including television and FM service, were recited informally, it is understood. The purpose of the dinner was to permit the NBC executives to talk to all Commissioners at the same time regarding future radio developments. Both FCC members and NBC officials declined comment.

WGCM Transfer Asked

APPLICATION was filed with the FCC last week for voluntary assignment of license of WGCM Gulfport, Miss. from WGCM Inc., licensee corporation owned by Hugh O. Jones and William E. Jones, to a partnership including their father, James O. Jones, for the sum of 90000. In making the application, the latter three also operate the James O. Jones Adv. Co., New Orleans, engaged in newspaper and magazine advertising.

Awarded Citation

NATIONAL Federation of Press Women, at its annual convention in Chicago July 29, voted to award a certificate of merit to Helen J. Sioussat, CBS director of talks, for her work as editor of Talks magazine, a digest of CBS speeches. Federation also announced awards for six network religious programs [Broadcasting, July 17].

P/O Dick Irvine

PILOT OFFICER Dick Irvine, Royal Canadian Air Force, former announcer at CJKL, Kirkland Lake, Ont., was killed in action during the liberation of France.

WTM Joins NBC

WTM Trenton, N. J., on Aug. 1 joins NBC as a basic supplementary outlet. Owned by Trent Broadcasting Corp., WTM operates on 920 kc with 1,000 w.

AD MEN, AGENCIES
HAIL CAB EXPANSION

FAVORABLE reaction by advertisers and agencies to its first 81-city program report of two months ago [Broadcasting, May 8, 1944] was announced last week by the Cooperative Analysis of Broadcasting, Inc., New York. The CAB’s expansion in sample, and sevenfold expansion in amount of audience data available to members required a great increase in budget expenditures, CAB reported. A 100% renewal endorsement was received from the program producers and station representatives who were CAB members.

Greatest approval from members and advertisers has been for the willingness of the CAB to break with the past. Three chief features of this change have been:
1. 100% increase in the interviewing sample (now over 7,000 calls yearly).
2. New list of 81 interviewing centers.
3. Distribution of the new 81-city sample according to population of all cities 60,000 and over.

The CAB is a cooperative membership research organization directed by a Board of Governors nominated by the Assn. of National Advertisers and the AAAA. Members of the Board are: Chairman, D. F. Smelser, Procter & Gamble Co.; John L. Borter, Standard Brands; George H. Gallup, Young & Rubicam, treasurer, Robert B. Ewing, Bristol-Myers Co.; Bernhard C. Duffy, BBDO; L. D. H. Weld, McCann-Erickson, A. W. Lehman, president, and George H. Allen, manager and secretary.

The New England Station with
Mass. Appeal

5000 watts 680 kc.
Lawrence, Mass.

BROADCASTING • Broadcast Advertising

July 31, 1944 • Page 55
Postwar FM Wants Placed at 5,000,000
Crossland of GE Tells Music Group of $60 Price

FIVE MILLION FM receivers, which will sell for about $60, will be on the market within 18 months after the war, predicted H. A. Crossland, manager of sales, receiver division of the General Electric Co., Schenectady, N. Y., in a talk before the National Assn. of Music Merchants Convention held at the Palmer House, Chicago, July 24-26. Commercial color television is five or ten years away, Mr. Crossland stated, and maintained that a good sound and picture receiver would cost approximately $200.

Referring to General Electric's future production plans, Mr. Crossland said, "Our plans call for FM receivers in all but the lower priced brackets. We believe that our first postwar line, produced under restricted conditions will consist of FM models to the extent of approximately 35% by units and 60% by dollar volume. While this may appear to be low, it must be remembered that in normal times, judged by prewar standards, the small five-and-six tube set comprised between 60 and 70% of all sets produced. Omitting these small inexpensive sets from the picture, we expect our postwar line to consist of FM sets to the extent of 80 to 90% of all remaining types.

Cheap Sets Too

"This does not necessarily mean that FM will be confined to the higher priced sets. We believe that it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at $60 based on prewar prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think, however, that it can and will be done."

Video Labor Snarl

WITH Hollywood Local 40 IBEW officials lodging complaint on use of IATSE technicians by RKO Radio Pictures Inc., in conjunction with experimental television operations on WUXO, film studio has cancelled its scheduled tests. Team with Don Lee Broadcasting System's television station had provided for weekly telecasts utilizing WUXO engineers, technicians, talent, directors and writers. Union officials pointed out that while television station comes under IBEW jurisdiction, film studio had planned to supplement technical staff with studio IATSE technicians. RKO has abandoned further experimental telecasting, it was said, until union jurisdiction has been settled.

FEDERAL TRADE Commission has issued subpoenas to firms, Lewis & Cooper, and C. W. Products, both in New York, in a complaint charging them with misrepresentation in the sale of "Pillowcase Pillows" which the companies advertise as affording soldiers more comfort than any article they may carry into combat. Twenty days are granted the respondents to answer the complaint.

15 AND 20-YEAR members of the station, celebrating WGN Chicago 25th anniversary this month, are (seat 1 to r): Katherine Roche, day traffic manager; Edward Carstens, studio engineer; Clyde White, assistant chief engineer; Lily Mauer, chief of continuity typists. Standing: G. William Lang, acting chief engineer; Reed Myers, sales executive; Robert Sibold, studio engineer. Other 15 to 20 year vets, not in the picture, are: Rose Mason, secretary; James Turner, transmitter engineer; Lt. Comdr. Carl Meyers, chief engineer on leave.

Table Products Show

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 started sponsoring a weekly half-hour variety-musical-type program, Star Dust, on 39 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (P.WT). Contract is for 52 weeks. Hoagy Carmichael, song writer-musical director, will be featured with a 17-man specialty band. Harry Evans, fan magazine writer, will share m.c. duties. Talent will include the Thrasher Sisters, vocal trio. Walter Snow is producer of Foote, Cone & Belding, Hollywood, agency servicing account.

Board Selects Script

WRITERS' WAR BOARD has selected as script-of-the-month for August a radio adaptation by Richard McLaughlin, NBC script manager, of George Creel's book War Criminals and Punishment. Script was presented on Words at War, sponsored on NBC by S. C. Johnson & Son, Racine, Wis.

Lockheed Change

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (institutional), with completion of its eight-week contract, on Sept 9 shifts the weekly half-hour mystery-comedy, The Man Called X, on 70 CBS stations, Saturday, 9:30-10 p.m. (EW1) to Blue stations, Saturday, 10:30-11 p.m. (ET). Firm on July 10 took over second half of Lux Radio Theatre hour on CBS stations for eight weeks during summer period while that program is off the air. Herbert Marshall, film and stage star, is featured. Gordon Jenkins is musical director, with William N. Robson assigned producer of Foote, Cone & Belding, agency servicing account.

Keystone Adds 3

KEYSTONE Broadcasting System, while this, transmission network, has added to its affiliates three more stations, WJAM Clarcksville, Tenn.; KROS Clinton, Ia., and KWFC Hot Springs, Ark., all 250 w outlets.

Do you know Ultra low-drift crystals are now available for prompt shipment to Broadcasters

Hollister Crystal Co.

Boulder, Colorado

Broadcasting • Broadcast Advertising
TWO SEEK AM CPs;
KRBC, KENO FILE
JOE L. SMITH Jr., operator of WJBK Beckley and WKBW Wheeling, W. Va., last week applied to the FCC for a new standard local station to be located in Charleston, W. Va. and to operate unlimited time on 1400 kc with 250 w.
A new local outlet is also sought for Sacred Heart, Dellar, general manager of KSFO San Francisco and part-owner of Muzak Co., Los Angeles, which services restaurants, hotels, etc., with recorded music. Facilities are asked 250 w on 1400 kc, unlimited time.

New FM stations are requested by KRBC Abilene, Tex. and KENO Las Vegas, Nev. Facilities asked for Abilene are 45,700 kc, 6,936 sq. mi. coverage. Estimated cost is $25,000. Frequency of 49,500 kc is asked for Las Vegas. Coverage is 560 sq. mi. and estimated cost is $8,500.

School District of Clayton, Mo. has applied for a new non-commercial educational station.

Ayer Names Sanford
HERBERT SANFORD, assistant to H. L. McClinton, vice-president in charge of radio of N. W. Ayer & Son, New York, has been named manager of the Hollywood office. Mr. Sanford and Mr. McClinton leave for the West Coast Aug. 4, Mr. McClinton returning east after several weeks.

Trout for Rem
M A R Y L A N D Pharmaceutical Co., Baltimore, has extended its program to its advertising schedule for Rem Sept. 23 with sponsorship of Bob Trout news on 19 CBS stations, Saturday 6:55-7 p.m. Agency is Joseph Katz Co., Baltimore.

Smith Bros. Expands
SMITH BROS., Poughkeepsie, N. Y., in an expanding campaign for cough drops and cough medicine to start Oct. 4 and to continue for about 20 weeks, will use 15-second chain break announcements on some 100 stations throughout the country. Stations will have a minimum of five a week.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
202,000 Spanish Speaking Persons

Plane Hits Tower
K H U B Waterville, Cal. stayed on the air despite having the top 25 feet of its transmitter tower bent double when a Navy plane crashed into it a fortnight ago, killing the pilot. Harvey Degener, chief engineer, was witness to the accident.

Egolf Deposition Okayed
AN ORDER to take depositions of Willard Egolf, NAB public relations director, with reference to the NAB Code, was granted last Wed. by Commissioner Norman S. Case, sitting as motions chairman, in the petition of the CIO, alleging that WHKC Columbus, O., was not operating in the public interest. The CIO was denied a request for issuance of a subpoena duces tecum for Mr. Egolf to appear Aug. 15 at a hearing before the FCC on its petition, which asks the Commission to reconsider the WHKC license grant. Depositions will be taken Aug. 9. The CIO charged that WHKC, in deleting portions of a speech for broadcast, did not operate in the public interest.

Bolton Joins KTBC
PAUL BOLTON, well-known Texas newspaperman, has been appointed news editor of KTBC Austin, Tex. It was announced last week by Pat Adelman, general manager of the station. For the past several years Mr. Bolton has been chief of the Austin INS Bureau and has served as Time and Life correspondent for Texas politics.

Wills Sponsored
DAVID WILLS, author and political analyst, will be sponsored on WMAL Washington by Thomson's Dairy, 7:45-8 a.m. Claude Mahoney, who succeeded Earl Godwin on the Thompson period, on Aug. 3 joins the commentator staff of WTOP Washington. He will be heard 7:40-7:50 a.m. and possibly in the evening. Thompson agency is Lewis Edwin Ryan, Washington.

TUHY AFFILIATES WITH LAW FIRM
STPHEN TUHY Jr., FCC broadcast attorney, resigned effective Aug. 4 to become associated with the Washington law firm of Hayes & Hayes. He will join the firm, which headquartered in the Munshey Bldg., in September.
A member of the FCC's legal department since June 1936, Mr. Tuhy began his work with the Commission in January 1935 as a senior clerk in the accounting department. He is a graduate of George Washington University law school and is married and has four children.
Mr. Tuhy's duties have been in connection with assignment of all types of broadcast applications, assignment of licenses, transfers of control, applications for construction permits to erect new stations, and changes in existing station facilities. He also has served as counsel for the FCC in broadcast hearings.
Mr. Tuhy was admitted to practice before the U. S. District Court and Court of Appeals in the District of Columbia in 1935 and was admitted to the U. S. Supreme Court in 1940.

WTCN MINNEAPOLIS -- ST. PAUL
Covers 66
MINNESOTA-WISCONSIN COUNTIES
(DAYTIME)
WTCN * WTCN

With a total of 2,352,742
AVAILABLE LISTENERS
WTCN * WTCN

WRITE WIRE PHONE
FOR AVAILABILITIES
WTCN * WTCN

"But we have six better ways to get Atlanta folks to tune to WAGA!"

CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

July 31, 1944 * Page 37
Cramer Estimates Television Station Outlay at $258,500

TOTAL COST of equipping a first-class television station providing complete program service, operating with a power of 25 kw video and 12.5 kw audio, will require an initial capital investment of approximately a quarter-million dollars, according to Leonard F. Cramer, vice-president and advertising manager of the Allen B. Du Mont Labs., Passaic, N. J., who addressed the television seminar at the New York Radio Executives Club last Thursday. M. A. Trainer of the RCA engineering staff also spoke on building and maintenance of video operations.

Annual Cost $177,500

Breaking down investment as well as maintenance cost, Mr. Cramer characterized a television station as "no penny-ante game," explaining that it would probably be about five years after a station goes on the air before any capital returns could be expected. Total initial investment of $258,500 was broken down as follows:

Two Iconoscope cameras, with push dollies and studio control desk, $25,000; Electrically controlled camera dolly, $2,500; two special film projectors, $12,000; two film pickup cameras, $6,000; master control board, $35,000; studio lighting and audio equipment, $10,000; field pickup equipment, including two cameras, $24,000; field audio pickup equipment, $1,500; field relay transmitter, $5,000; relay receiver, $2,000; truck with generators and antennae, $5,000; 25 kw peak video and 12.5 kw peak audio transmitter with control console, $65,000; installation cost, $15,000; suitable antenna for above transmitter, located on same building, $25,000; radio equipment, $1,500; field equipment, $1,500; spares and test equipment, $13,000.

He told the group that the yearly operating expenses would be about $177,500. This would include administrative personnel, programming, amortization, and other expenditures. Costs assume that television station would be a network affiliate and do a minimum program operation of approximately six hours daytime and four hours nighttime. Figures were based on a prewar estimate depending, to a certain extent, on local conditions and other variable factors. Costs include a live talent studio, a film studio and field events department.

Mr. Trainer said that one of the major problems in erecting a station would be to find a spacious and suitable site. Although a country studio offers some disadvantages, he said, a city station presents problems of high rent, local fire laws, soundproof studios, and installing equipment that is not too bulky for the studio. Mr. Trainer said that those planning to own stations should not invest too much in a station site immediately, adding, "it is better to wait and see what develops before investing large capital in a permanent location."

Laport Given Important RCA International Post

EDMUND A. LAPORT, chief engineer for engineering products of RCA Victor Ltd., Montreal, Canadian subsidiary of RCA, has been appointed staff engineer for international communications systems and special apparatus at Camden, N. J., Dr. C. B. Jolliffe, chief engineer of RCA Victor Division, RCA, announced last week. James B. Knox, senior engineer under Mr. Laport, takes over the Canadian post.

Widely-known for his installations of broadcasting transmitters both here and abroad, Mr. Laport, in his new position, will be responsible for the company's engineering in connection with international communications systems and engineering products for sale in the international field. Mr. Knox formerly was with China Airway's, Shanghai; the British General Elec. Co., and Standard Tele. & Cables Co., London. In 1937 he returned to Canada as an official of the Radio Division, Dept. of Transport, Canadian Government. He joined RCA Victor in 1941.

Standard Formula In War Advertising Adopted by WAC

New Plan Is Developed by Media Representatives

PLAN to compile standardized information on the volume of war theme advertising carried by major media and coordinating such data under the auspices of the War Advertising Council, was announced last week by the WAC. Plan has been developed by a special committee of representatives from the four major media trade associations, with J. Harold Ryan, NAB president, representing radio. Formula was approved unanimously by council directors.

While the $352,660,000 estimated by the council as the volume of the 1948 war theme advertising should be regarded as an estimate based on the best available information at the time, hereafter, the committee felt, such figures should be based on more carefully compiled information. Any recommendations, it was stated, should "insure war advertising data that will stand up under scrutiny at any time in the future."

General recommendations offered by the committee, approved unanimously by the council's directors, include: that figures submitted by media and compiled by the council be issued only in terms of home front information campaigns, and not broken down according to media; that in compilations furnished by media "the value of editorial contributions in support of war themes be specifically eliminated.

Pointing out that "no single rigid pro-educate can be formulated which would be applicable to all media," the committee has laid down specific procedures to be followed by each measuring war theme advertising. The NAB, the report continues, will furnish war theme advertising figures on the basis of special requests specific programs, network and national spot allocation reports prepared by the Office of War Information. Average gross rates will apply in computing radio support of war themes on announcements and programs of local origin. In computing war theme support on network and national spot programs, the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs (established by the NAB) is to be applied to the overall cost. Latter procedure has been discussed with the OWI Radio Bureau and approved in principle, and the details are to be worked out between the Government agency and the NAB, the report states.

Included in the report are the committee's conclusions as to whether similarities existed between sustaining time contributed by the stations, and the editorial content of newspapers and magazines.

WOL-24 Hours a Day! Washington's Only 24 Hour Station 1000 WATTS 1260 KC

WDRC CONNECTICUT'S PIONEER BROADCASTER

USE WOL TO CONNECT IN NEW YORK

IT DOESN'T TAKE MAGIC TO GET RESULTS FROM THE MAGIC VALLEY

TWIN FALLS IDAHO

KXO 650 KC

5000 Watts Full Time

Represented by John BLAIR & Co.
Nets Name Bond Committees
As Sixth Loan Plans Develop

Close WFD Cooperation With Industry Is Shown
In Acceptance by Nets of New Challenge

INDEPENDENT network committees for the planning and promoting of War Bond activities during the Sixth War Loan Drive in latter November were outlined early last week by Robert J. Smith, chief of the Treasury War Finance Division radio section, in conjunction with the OWI and previous announcements by Thomas H. Low, WFD director of press, radio and advertising, for closer all-around working relationships between Treasury, OWI and radio in the mutual problem of Bond sales.

Networks immediately took up the challenge and began working on their respective plans, with NBC, Blue, and CBS announcing their committee rosters.

Lineups
Chairman of the NBC War Bond committee is William S. Hedges, vice-president in charge of station relations. Other 15 members of the group are Clarence L. Menser, vice-president in charge of programs; John B. Royce, vice-president in charge of foreign relations and new developments; Arch Robb, assistant to the vice-president in charge of programs; Edward R. Hitz, assistant to the vice-president in charge of sales; Wynn Wright, production manager; Garbett Garrison, Bruce Kamin and Wade Arnold, sales staff; John McKay, manager of the press department; Sydney Eigens, assistant to the manager of press department; Sheldon Hickox, manager of station relations; J. B. Hauser, assistant manager of station relations; Dwight Herring, assistant to public service manager; Charles P. Hammond, assistant advertising, advertising and promotion; Jay Greiny, advertising and promotion.

Phillips Carlin, Blue vice-president, programs, is chairman of that network's War Bond committee. Other members are: Charles C. Barry, eastern program manager; B. J. Hauser, sales promotion manager; C. P. Jaeger, national sales manager; John H. Norton, Jr., station relations manager; G. W. Johnstone, director of news and special features; Earl Mullin, publicity manager.

CBS War Bond committee is under the chairmanship of Douglas Coulter, vice-president in charge of programs. Supporting him will be William Fineshirber, acting assistant director of broadcasts, and John L. Langh, coordinator of broadcasts.

Chairman of the committees will serve on a joint network committee which will consult with OWI on policy matters. Although this committee will continue to function with OWI and determine policy in regards to network promo-
**SITUATION WANTED**

Production Man Available — Seeks permanent position in station or agency with exciting standards of production. College degree ... 10 years successful, progressive experience as musicman, announcer, writer, and director ... currently program director-production manager ... desired ... New York, which classification 4-F. Will make only advantageous, well considered change. Box 508, Broadcasting.

**GEN. FOODS PLANS CHILD NET SERIES**

**GENERAL FOODS CORP., New York**

which has directed its network radio advertising largely to the adult audience through concentration on daytime serials and sophisticated nighttime fare, is branching out into the child listener field with sponsorship of Hop Harrigan on the full Blue network, Monday through Friday, 4:45-5 p.m.

Program will start Oct. 2 in both of one of the General Foods cereal products, still to be determined. Agency in Young & Rubicam, New York, which handles Postum Cereal, Grape-Nuts, Grape-Nuts Wheat-Meal. Program was formerly sponsored on the Blue network, West Coast, by General Mills for Cheristao.

**Jacques on 66**

JAQUES MFG. Co. (KC baking powder), on Aug. 5 begins its KC Jamboree on 68 NBC stations instead of six, as erroneously reported in the July 24 Broadcasting. Agency is Leo Burnett Co.

**SITUATION WANTED**

**Station Equipment Wanted**

Complete station equipment, 10-15 kw, crystal control, plate modulation; vertical aerial. Also, short-wave equipment, 5-10 kw; frequency, 6,250 kcs; crystal control; plate modulation; vertical aerial. Give full particulars and price for spot cash. Box 498, Broadcasting.
Majority of New York Stations Reject Dewey Soldier Vote Disc

NEW YORK radio stations in general failed to respond to a request that they carry a recorded message from Gov. Thomas E. Dewey, and Republican Presidential candidate, urging the public to protest against the soldier-ballot process to be emphasized to servicemen in letters from family and friends. The majority of the stations officially attributed their actions to technical reasons or a desire to avoid duplication of material, rather than to the objection that the announcement was partisan and as such forwarded the cause of the Republican campaign.

Disc was distributed as a public service to New York State's 83 radio stations by Duane Jones Co., New York agency which paid for the pressings and the announcer, according to Henry Turnbull, who several weeks ago obtained leave of absence as chairman of WABC's planning board to serve as radio director of the Republican National Committee. Mr. Turnbull, as a member of the agency, prepared the text himself and it was edited by the Governor, he said.

By last Friday some 20 stations had indicated they would use the material, he said, and estimated that in all about 40 will use it. The Governor was anxious to publicize as widely as possible the ease with which servicemen can vote in New York, he said, and the idea was to be carried out through announcements distributed to newspapers, and through the discs. However several who were planning to use the material in the disc as a basis for their own announcements were eliminating reference to the Republican Governor.

Many Reactions

Reactions and plans of New York stations in regard to the discs were as follows:

WEAF, NBC outlet, was not carrying the disc "because it was convinced that covering the subject through its regular news periods and commentaries was sufficient without special recording."

WOR was not using the transcription itself because of a policy against carrying recorded public service messages, but the text was being used in full, crediting Gov. Dewey as the source of the message, because the station regards Mrs. Dewey as the Governor of the State, and as such entitled to issue a message to its citizens.

WABC stated simply that it had not scheduled the discs, pointing out that for the past six weeks through regular announcements it has been telling servicemen and their families how to go about getting the ballots.

WNEW said that it was carrying live announcements on the subject prepared by the League of Women Voters, and saw no need to duplicate their material.

WMCA said that it would carry live announcements on the subject, and would use the same material broadcasted live version of the text, deleting partisan material.

WQXR did not consider the discs partisan in character and had scheduled them for thrice-daily airings.

WINS stated Thursday that it did not consider the material partisan, and would carry the discs on that day, but had no plans for presenting them on subsequent days.

WLIF Brooklyn stated emphatically, through Elia Godofsky, president, that the discs should be carried on "paid political time" and that the station would not carry them under other conditions.

WHN felt the discs were partisan in character and declined to carry them, pointing out that for the past two or three weeks the station has broadcast public service announcements of the nature on its own. Live edited version of the material minus Dewey's name was being used however.

WJZ will run an announcement once a day through August, but the Dewey disc will not be used. Station will broadcast live announcement or a specially prepared disc using its own announcer, eliminating all reference to the Governor.

British Accent

BRITISH air combat crews are unable to use American throat mikes, the Army Signal Corps has reported. The tiny microphones can clearly relay the words of flyers of all other nationalities except the British, it was learned, since Englishmen form their tones in the roofs of their mouths, making their words unintelligible over the newly developed throat mike.

Control of WILM To Chester Times

WEEU Sold for $210,000; Both Duopoly Transfers

COMPLETION of two additional duopoly transactions, under which WEEU Reading would be sold for $210,000 to three individuals, and control of WILM Wilmington, would be sold to the Chester (Pa.) Times for $126,000, was announced last week, coincident with the filing of applications for FCC approval.

WEEU, NBC outlet operating with 1,000 w daytime on 850 kc, would be sold by the Berks Broadcasting Co. to George J. Feinberg, textile manufacturer; Joseph M. Nassau, veteran Philadelphia broadcaster, and Milton J. Hinkle, owner of KDRD Sedalia, Mo., but a native of Philadelphia. Mr. Feinberg would acquire a 75% interest in the station, with Nassau and Hinkle procuring 12% each for which they would pay out of subsequent earnings. Mr. Nassau would become general manager.

Textile Manufacturer

Sellers are Clifford M. Chafey, president and general manager of WEEU and the sister station WRAW; H. S. Cranmer, attorney; Raymond G. Gaul, commercial manager of WRAW; and Harold O. Landis, chief engineer of both stations. Each owns 25% of WEEU and Messrs. Chafey, Gaul and Landis own WRAW.

Mr. Feinberg now is in the textile manufacturing business in the Philadelphia area, and owns the Hercules Parachute-Cord Co. of New York. Mr. Nassau, a veteran of 20 years in radio, formerly held an interest in what was later Philadelphia's NBC outlet, was not using the Chester Times. His wife, Mrs. Julia G. Hill, editor, a publisher and lessor of the Chester Times; his wife, Mrs. Julia G. Hill, editor, publisher and lessor of the Chester Times, was in her affairs, was in the Times July in Philadelphia until 1929, when he entered the real estate field. In March 1943 he became sales manager of KDRO and acquired the station last June.

Two-thirds interest in WILM was acquired by J. Walter Thompson Co., G. Hill, editor, publisher and lessor of the Chester Times, was in her affairs, was in the Times July in Philadelphia until 1929, when he entered the real estate field. In March 1943 he became sales manager of KDRO and acquired the station last June.

The application sets forth that the station will be moved to Chester, some 16 miles distant. It is presumed application for the removal will be filed as soon as approval is procured and when equipment is available. The Steimans also own WDCL.

Mr. Hill, under the contract, will acquire 304 shares of 606 outstanding shares of common stock for $85,100, giving him 51% of the common. His wife will acquire 60 shares of common and 61 shares of a 102 shares of preferred for a total of $27,476. The Chester Times will acquire 40 shares of common and seven of preferred for $12,456, which the times group 404 shares of common and 68 shares of preferred, or two-thirds of each.
with pride...

following are excerpts from
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with eclat, thoroughness and dispatch."

...it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved... rather must we accept the honor as an inspiration, and a challenge.
How much does an ARC-BACK* cost you?

IT ALL DEPENDS.

If it happens during a sustaining program, your listeners will tune in another station.

If it happens during a sponsored program, the immediate cost may run high.

But whatever the real cost is, RCA engineers know it is important. They constantly guard against the danger of outage-producing arc-backs when developing rectifiers.

RCA research pays dividends...to you. Take, for example, the new RCA 872A/872. This heavy-duty rectifier, which supersedes the earlier 872 and 872A, will do the job of either of the former tubes...for a longer period of time.

Why? Because of important improvements in design.

These new design features mean freedom from arc-backs. They also mean longer, more dependable performance...a fact that has already been well attested in reports from broadcasters using the new rectifier.

The RCA 872A/872...an improved tube, offering freedom from arc-backs and longer service...is just one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

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

*An "arc-back" is a reversal of the current flow in a rectifier tube. In transmitting equipment, it may interrupt broadcasting.

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