WHENEVER there is anything big going on in Arizona, the Arizona Network is in on it. Sometimes it's a special event pick-up, sometimes a civic enterprise originated and sponsored by one of the stations, like the events pictured here. These are the things that make listeners know a station... and like it. Because Arizona Network stations (KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell) cater to local interests, they have a loyal and responsive audience. Such listener loyalty predicates advertising results.
LAST week, on August 9, WKY's new "Farm Reporter" program made its bow on the air. This six-week midday program dedicated to the advancement of farming and stock raising in Oklahoma is being directed by one of the Southwest's best known farm leaders, Edd Lemons.

WKY has always been conscious of its large farm audience in its programming. So much so, in fact, that WKY is and has been the predominant favorite with the majority of Oklahoma farm listeners.

Full-Time Farm Service Director

WKY's farm service programs in the past would add up to an impressive number of hours. For years, WKY's daily farm market reports have been indispensable. Many programs, early morning as well as at other times of the day, both sustaining and sponsored, have been especially slanted at farm folk. WKY has for years cooperated with the State Department of Agriculture in presenting a weekly farm program.

With the organization of its new farm service department under the full-time direction of Edd Lemons, WKY's farm service will be coordinated and increased to provide maximum benefits to Oklahoma farmers and stockmen.

Elaborate Plans Set

WKY's new farm service department is being geared to render a service without peer or parallel both in scope and practical usefulness. The daily quarter-hour broadcasts will be supplemented with a midday half-hour each Saturday at which time the program will originate, via mobile unit, from a farm, field demonstration, school or other meeting place.

WKY has the largest farm audience in Oklahoma today. It will hold an even stronger position tomorrow.

Director Is Recognized Agricultural Leader

EDD LEMONS, director of WKY's new farm service department, was executive secretary of the Future Farmers of America organization in Oklahoma and is one of the best-known men in agricultural circles in the state. He has taught agriculture, edited farm news for a state newspaper, and directed a farm radio council program over an Oklahoma radio station for four years.

Just Arrived ..

A NEW WKY Baby

Announcing
A NEW SERVICE . . . BORN TO HELP OKLAHOMA FARMERS AND CATTLEMEN

WKY Farm Reporter
Directed by Edd Lemons

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times
The Farmer-Stockman * KVOR, Colorado Springs * KLZ, Denver Affiliated Management

Represented by
The Katz Agency
ANNOUNCEMENT

KECA
LOS ANGELES

—newest member of the Blue’s family of owned and operated stations, is now represented nationally by

Blue Spot Sales

In making this announcement, we wish to extend a word of sincere appreciation to Free & Peters, Inc., for their full and friendly cooperation in transferring representation of KECA to Blue Spot Sales.

Blue Spot Sales is happy indeed to include KECA, serving the largest and richest market of the Pacific Coast, in its list of represented stations.

Blue Spot Sales

NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH • SAN FRANCISCO

REPRESENTING:

WJZ New York, WENR Chicago, KGO San Francisco,
KECA Los Angeles, WMAL Washington,
and the Pacific Blue Network.
RCA produces the finest and most complete line of de luxe recording equipment. Included are units or assemblies for every need...complete "packaged" equipment for field use, a high-quality recording attachment for mounting on standard RCA turntables, and a de luxe recording "lathe" for professional-type installations.

All three are outstanding in several respects: first, they are built to provide quality and durability rather than to meet a price; second, they are designed specifically for the unique requirements of broadcast use; and, third, they are the result of many years of experience in designing and building earlier models.

And remember...as the units shown here were better than preceding models, so will new designs be even better! Reserve your postwar recorders now. For information, write to Broadcast Equipment Section, RCA, Camden, N. J. regarding the Broadcast Equipment Priority Plan.

Portable recording equipment. Model OR-1, economical in price, for good recordings in the studio or field. A complete recording channel consisting of a rim-drive turntable with standard recording and reproducing arms, an amplifier chain and a loudspeaker unit. 
Pictured here is the recording lathe bank at OWI Headquarters, New York City. These RCA recorders are used in making transcriptions of OWI news and entertainment programs for overseas broadcasting.

Close-up view of the RCA recording model employed at OWI Headquarters. A professional-type unit, the 73-AX Recorder provides highest-quality, instantaneous recordings for broadcasting purposes. 30 to 10,000 cycle frequency response. Records at 33⅓ or 78 r.p.m., outside-in or inside-out at 96, 112, 120, 136 or 154 lines per inch. Speed and groove adjustments at the turn of a knob.

Recording attachment for turntable mounting. The Model 72-C Recording Unit for control room use with standard RCA 70-C turntable equipment. Cutting head provides for a uniform response from 60 to 6000 cycles.
When You Think of NEW ORLEANS... You Think of PAN AMERICAN CLIPPER FLYING IN FROM LATIN AMERICA

When You Think of NEW ORLEANS... WWL Advt. Feb. 1, 1941

Today -

WWL NEW ORLEANS

The Greatest Selling Power In The South’s Greatest City

50,000 WATTS CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
In cities, villages and hamlets, hearts throb as avid listeners dial to hear the voices of their service men from West Virginia. Parents, eager for the sound of the voices of their sons . . . wives, anxiously awaiting news of young husbands . . . one and all, West Virginians are united in their burning desire to hear what their men in the European Theatre of War have to say.

The West Virginia Network is proud to present such a public service . . . proud that our managing director, Howard L. Chernoff, is on the spot, in England and in France, to send back to homefronters words of cheer and comfort about their loved ones.

As Foreign War Correspondent for the West Virginia Network, Chernoff's only assignment is to send folks back home intimate firsthand news of West Virginia boys. He covers the personal stories . . . news so dear to the hearts of anxious relatives and friends.

By trans-Atlantic broadcasts, by recorded interviews, and by cablegrams, Chernoff bridges the distance of war between service men and their folks at home. Small wonder it is, that such public service is on the lips of thousands of listeners throughout West Virginia.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg
Mahoney and Washington
WASHINGTON- wise Claude Mahoney—with 16 years of newspaper experience—is a master at interpreting the Washington labyrinth to Washingtonians. They know him, too—almost as well as he knows their city. For two years his informal, authoritative newscasts were heard over another local station. His popularity grew. Now, as a logical step in his expanding career, he’s moved to Washington’s only 50,000-watt station—WTOP. Now, more people than ever before can hear him (Monday-through-Saturday, 7:40-7:50 A.M.).

Presenting personalities and programs that have “Washington appeal” is one of the things WTOP does best. In news Claude Mahoney is just what WTOP’s Janice Grey is in the field of radio serial drama...what WTOP’s government-endorsed Battle of the Bureaus is among quiz programs. They’re top localized versions of proven program ideas: the best in radio with brilliant local color for Washington audiences.

Claude Mahoney has just started his new series on WTOP. The sponsor who teams up with him now has a chance to ride the same skyrocket to success with this popular newsman. More information? You can get it for the asking from us or Radio Sales.
Anybody with the necessary dough can buy top-notch radio talent and can set about to entertain the great American public. But unless the same showmanship is put into the commercials—well, you know the answer!

Sonovox is a proven means of making commercials as memorable—often as entertaining—as the highest-priced stars and gag-writers can make your program itself. Sonovox boosts Sponsor Identification as much as eleven to seventeen points—as much as 111.8%, in one famous network show—and at a cost so low as to be almost negligible in the average radio budget!

Those figures above, by the way, are not "blue sky". They're from regular Hooper Sponsor Identification Ratings. We'd enjoy an opportunity to show them to any large radio advertiser who is in the mood to do something about making his radio more effective.

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

**WRIGHT-SONOVOX, INC.**

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Planners Omit International Shortwave

Broader Spectrum For FM, Video Suggested

A POSTWAR broadcast allocations plan which would provide substantially increased spectrum space for both FM and television, with flexibility for the guidepost, but which makes no provision whatever for international shortwave broadcasting, was presented by some government-industry conference last Friday, held under State Dept. auspices, to prepare for international communications reallocation conferences to begin as soon as war conditions permit.

At the opening session, attended by some 300 Government officials and representatives of all branches of radio and communications, draft proposals for the impending war conferences were submitted. Attention centered, however, upon the proposal of the Interdepartment Radio Advisory Committee, made up of Government radio officials, outlining a proposed allocation covering all communications services and utilizing the ultra-high frequency ranges which prior to the war were largely in the experimental category.

Committees Begin Studies

Spokesmen for television and FM services did not openly protest the suggested allocations at the initial session Friday. But the absence of provision for direct international broadcast service following the war drew vehement criticism of executives of World Wide Broadcasting Foundation, Boston.

Following the morning session the conference was divided into three committees, to analyze the proposed revisions of the international conferences, headed by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. (2) on frequency allocations (technical), headed by Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, and chairman of the Technical Postwar Communications Subcommittee of the State Dept. and (3) operational matters, headed by Capt. E. M. Webster, chief of Coast Guard communications. Committee members were voluntary, with industry and Government participants in the general session authorized to select their own.

Criticism Asked

At the opening session Friday, only a half-dozen of the participants spoke on the proposals. Francis Colt deWolf, chief of the State Dept.'s Telecommunications Division, opened the meeting and turned the gavel over to Dr. Dellinger, as committee chairman. It was emphasized that the proposals submitted were not definitive and that the Department not only welcomed but urged comments and criticisms. Dr. Dellinger also pointed out the desirability of speed, setting Dec. 1 as a deadline for a "fully considered setup of proposals for the State Department", but pointed out that there are some misgivings that even that date may be too late because of war developments.

Commenting on the IRAC allocations proposals were William B. Lodge, acting engineering director of CBS, who generally favored them; Walter S. Lemmon, president of the World Wide Broadcasting Foundation, and E. K. Coham, engineering director, both of whom vigorously condemned the absence of provisions for international broadcasting; Capt. Donald S. Leonard, representing the International Alliance of Police Chiefs, who lamented inadequate provision for facilities for police departments; Maj. Gen. J. O. Mauborgne, retired, former Chief Signal Officer, who admonished the participants to agree on a viewpoint as quickly as possible, drawing on his experience in past international sessions; Maj. E. H. Armstrong, FM inventor, who urged that the proposed allocations be left sufficiently flexible to accommodate new developments because it is impossible to predict five years ahead; and C. B. Aggers, of the Westinghouse International Co., who urged consideration of spurious interferences with communications from industrial devices such as diathermy instruments.

The IRAC report suggested an allocation for broadcasting which would assign about 61% of the radio spectrum between 42 and 1000 mc exclusively to broadcast services including FM and television as well as relays for the services.

Standards Left Open

The proposed television allocation would provide nine 6 mc channels between 54 and 108 mc and three 12 mc or six 6 mc channels between 158 and 218 mc. The space between 158 and 170 mc would be shared between urban television relay operations and rural Government mobile services. The plan also suggests thirty 16 mc channels between 460 and 556 mc with one additional 16 mc channel between 508 and 524 mc to be allocated for television when no longer required for navigational aid.

In summary, the IRAC plan proposes a total of fifteen 6 mc channels below 300 mc as against the present allocation of 18 such channels. Then it provides for ultimate use of thirty-one 16 mc channels

WLB Scores AFM Defiance of Order

Petrillo Is Summoned To Show-Cause Hearing

CRACKING down on James C. Petrillo, president of the American Federation of Musicians, for defiance of two War Labor Board directives, the Board last week denounced the strike of musicians at the Minneapolis studios of KSTP and called the AFM leader to appear next Thursday at a show-cause hearing to explain his refusal to return to work for the Victor and Columbia recording companies.

The Board took the union to task at a brief show-cause hearing Wednesday at which William H. Davis, chairman, told Joseph A. Padway, AFM counsel, that the action of the musicians in renewing their strike after they had previously called off the strike in compliance with a WLB order was "incredible" to him and was in violation of the orderly procedures set up by the Government for handling labor disputes.

Petrillo Called

Mr. Padway was given until 4 p.m. last Thursday to notify the Board whether Mr. Petrillo would call off the strike. After communicating with the AFM leader he reported that he had been instructed to say that the responsibility for the situation rested with Stanley Hubbard, KSTP president, and that Mr. Petrillo could not order the musicians back to work until Mr. Hubbard agreed to the Minneapolis rates of pay.

It was learned the Board is preparing action to enforce compliance.

Indication that the Board would continue no further defiance of its order to terminate the recording strike was seen in the parallel action in calling Mr. Petrillo to a show-cause hearing this week. It is understood that this proceeding is being instituted to give the union leader his last opportunity to comply voluntarily, efforts to negotiate compliance since the Board issued its directive on June 15 having failed.

May Go to White House

It was expected that a further refusal by Mr. Petrillo to resume recording operations will result in the Board referring the case to the White House. Mr. Petrillo has asserted on several occasions that he would not order the musicians back to work unless he is requested to do so by the President.

The Board's telegram on the show-cause hearing summoned the (Continued on page 68)
Blue Net Places Tentative Order for Three; Critical Parts Are Needed to Convert

AVAILABILITY of 168 low-power transmitters, built to Government specifications by the Signal Corps, and which can be adapted for 250-watt operation, was disclosed last week by John Cruetz, chief of the WPB's Radio & Radar Division.

Mr. Cruetz said that planned production of the transmitter Equipment Mfg. Co., of New York, to sell, without priority, 168 of the several hundred low-output transmitters it has on hand. Mr. Cruetz said the New York company would sell the transmitters to any buyer, under the existing grant to WPB. He pointed out, however, that the buyer should be mindful of the fact that critical parts are essential to convert the Signal Corps transmitters to meet FCC specifications for standard broadcast stations.

Sales Arranged

Engineers of the Blue Network said they had placed a "tentative order" with TEMCO for three transmitters for which they are not intended for use by any existing or proposed Blue station, a Blue engineering department spokesman said, explaining that there will be left in its present status as a communications transmitter to be used for communications work. Regarding the other two, he said that Mr. Kaufman's engineering staff is often called on to do consulting work and that the other two transmitters have been ordered in connection with that activity. In addition, Robert Kaufman, WPB antenna consultant and former station executive, has negotiated with the New York company for acquisition of a number of the units. It is understood that the equipment will be converted to a standard type necessary to convert about a score of the transmitters. Mr. Kaufman, who formerly was with the Radio & Radar Division, said a price of $1,500 each has been placed on the transmitters in their present form. Mr. Kaufman gets another $800 for supplying a kit of material needed for conversion and about $350 worth of engineering labor will be needed, bringing total cost of each transmitter up to about $2,500 after conversion.

Morton Kahn, head of Transmitter Co., said prices needed for conversion include transformers to increase the audio range, No. 805 tubes and crystal oven, which are on the critical material lists. Other parts are readily procurable, he declared.

Of the total number of transmitters, some 280 were built to Signal Corps specifications and were declared surplus as a result of a Signal Corps cancellation order. They are multi-frequency shortwave models and are either phone or continuous wave types. Mr. Kahn said they can be converted to 250-watt transmitters, as against present 200-watt use.

The conversion must meet the "Standards of Good Engineering Practice" of the FCC. Mr. Kahn said he planned to convert a unit and make measurements necessary to secure data that users will need in filing applications with the FCC, but each user will file his own application. TEMCO will not convert for purchasers as its manpower is too busy with war work. Mr. Kahn said he would dispose of the others of the transmitters, as critical council in chasers could do their own conversion. He thought the bulk of the transmitters would be sold to broadcasters.

Brown Shoes on NBC

BROWN SHOE CO., St. Louis, will sponsor Smilin Ed McConnell and his Buster Brown Gang, for Buster Brown shoes on NBC Saturday mornings beginning Sept. 2. Agency is Leo Burnett Co., Chicago.

John Morgan Davis Appointed by NAB

John Morgan Davis has been appointed by NAB as General Counsel in Charge of Labor

APPOINTMENT of John Morgan Davis, Philadelphia attorney and vice-president and general counsel of WJRH, as general counsel in charge of labor relations of the NAB was announced last Wednesday by J. Harold Ryan, NAB president. Mr. Davis, who will divide his time between his law practice in Philadelphia and his NAB duties, succeeds Lt. (j.g.) Joseph L. Miller as labor relations director. Mr. Davis, who resigned last December to accept a Naval commission.

Well-known in Philadelphia radio, Mr. Davis' name has been mentioned in connection with the vacancy on the FCC created by the retirement of Comdr. T. A. M. Forten, now vice-president of the Iowa Broadcasting Co. The FCC post remains unfilled. It is understood Mr. Davis had the endorsement of the Democratic leadership in Pennsylvania, including Sen. Joe Guffey.

To Attend Convention

NAB announced that Mr. Davis will retain his legal connection in Philadelphia and give general direction and supervision to the NAB labor relations activity. It is expected a fulltime assistant will be named at Washington headquarters. The new labor counsel will be introduced to the NAB membership at the Executive War Conference in Chicago Aug. 28-31 and will outline the general scope of NAB labor policies as he sees them.

A graduate of the U. of Pennsylvania, Wharton School of Finance & Commerce, as well as the law school, Mr. Davis has been in Broadcasting since 1925, announcing over WLIT Philadelphia while attending law school. He has been active in broadcasting since his days of professional tennis while employed at WCAU Philadelphia and returned to WLIT in 1932 as assistant to the general manager. In 1935, when WFIL was formed through merger of WLIT and WFI, he remained with the combined operation. Later that year he acquired a minority interest in WIBG, serving as vice-president and general counsel. Subsequently, he sold that interest but retained the legal representation.

Mr. Davis was the first secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency, serving for a year-and-a-half. He has specialized in corporations, labor relations and labor law, and is admitted to practice in the Pennsylvania courts and the U. S. Supreme Court.

Mr. Davis is a member of the Pennsylvania Bar Assn., the American Bar Assn. and the FCC Bar Assn. He is past chairman of the ABA Radio Committee and is present national director of Public Relations Program of the American Bar Assn. He is married and the father of two children.

Aluminum Co. Resumes

ALUMINUM CO. of America, Pittsburgh, on Sept. 17 resumes "Looked Windows" on the full Blue network, Sunday 1:00-1:30. Mr. Reinsch said a half-hour dramatic program which will feature Ethel Barrymore, will be directly the air for the summer on May 27. Format of the program will be the same as before. Arrangements for the account are Fuller & Smith & Ross, New York.

Gillette to Air '44 World Series

GILLETTE SAFETY RAZOR CO., Boston, will sponsor the 1944 World Series, to be broadcast exclusively on MBS for the sixth consecutive year. Contract was signed last Thursday by J. P. Spang Jr., Gillette president; Miller McGintock, president of Mutual Broadcasting System; and N. C. Landis, Commissioner of Baseball.

Dates and times of the games will be decided next month, after the pennant winners have been determined. Games will be broadcast on more than 250 stations in the United States and Canada, and will also be broadcast in Spanish on stations in Cuba and Latin America under Gillette sponsorship. Plans are underway for shortwaveing to American troops abroad.

Sum paid by Gillette for the broadcast rights to the series was not disclosed, but it is exactly the same as last year, $100,000. Gillette account is handled by Maxon Inc., New York.

New Hallmark Agency

HALLMARK GREETING CARD Co., Chicago, effective Oct. 6 has appointed Foote, Cone & Belding, Chicago, to handle its advertising. Company's advertising formerly was handled by Henri, Hurst & McDonald, Chicago.

Democrats Ready Midwest Campaign

Radio to Get Major Share Of Advertising Budget

PLANS to obtain special farm coverage in the Midwest for broadcast candidates and labor union reports were discussed last week in several meetings between Paul A. Porter, publicity director, Democratic National Committee; J. Leonard Reinsch, DNC Radio Director, and John Hamm, account executive of Biow Co., recently appointed to place all advertising for the committee [BROADCASTING, Aug. 7].

Mr. Reinsch said that details of the party's radio coverage should be fairly well settled within the near future and he confirmed earlier unofficial reports that the major share of the party budget will be devoted to radio. Republican National committee had already announced that radio would also be its largest item of expense.

Both parties are expected to spend up to the $3,000,000 limit prescribed by the Hatch Act for the campaign and it is probable that this total will be surpassed for each, with broadcasts and other advertising sponsored by local voter's groups and other organizations outside the party committees.

Luft Co. on MBS

GEORGE W. LUFT CO., Long Island City, N. Y., on Aug. 24 will sponsor a half-hour musical variety program on MBS featuring Sammy Kaye. Program title and complete format of the show have not yet been decided. Tanglewood concerts will be promoted on 171 MBS stations, Sundays, 1:30-1:55 p.m. Agency handling the account is Warwick & Legler, New York.
Keeping FM Free From Interference

Sky Wave Interference Shown in Tests In July

By WILLIAM B. LODGE
Acting Director of the Columbia Broadcasting System

DURING JULY OF this year there was a period of long-distance transmission on the present FM channels which, if it were to re-occur during an appreciable portion of the time after wide-scale commercialization of FM, would be very distressing to both broadcasters and listeners.

From the data available, it appears that during the first two weeks of the month FM stations gave very useable signals (up to more than 1 million per meter from 50-kw stations) at distances of 500 to 1,500 miles. The distance of such signals were strongest about 7 p.m. (EWT) and on some nights lasted for three or four hours.

Numerous eastern observers reported high grade of distant western FM stations during early July (also, in the New York area serious interference was experienced from a Chicago station). During a period like this, in a highly developed FM broadcasting system, many FM stations would receive interference extending inward to their 1 or 2-millivolt contour instead of to the more distant 50-microvolt contour as is generally assumed.

Spectrum Problem

These recent experiences emphasize the fact that the best interests of the listening public require that the greatest care be exercised in choosing the location of the station. It is well known that a West Coast and an Eastern station, for example, of the same frequency, would suffer interference at the present time, there is no way of knowing how serious the various types of interference will prove to be, how high frequencies it would be necessary to move the FM band in order to avoid its effects— if, indeed, it is possible to avoid all of them in any useful part of the radio-frequency spectrum.

Undoubtedly, the complete story as to how serious distant interference may yet prove to be in the FM band is not as yet known but there has been extensive operation throughout one entire sunspot cycle.

SUNSPOT ACTIVITY

The correlation between sunspot activity and the maximum frequency transmitted to a distance is fairly well established in the case of the "F-layer" type of transmission noted above. These data indicate that at the next sunspot maximum (1947, 1948, 1949) interfering signals from distant stations would cause fairly consistent interference at frequencies as high as 40 or 50 mc for several hours in the early afternoon. In connection with the current long-distance interference experiences, it is to be noted that there has not been any observed increase in sunspot activity and, consequently, the phenomena are generally attributed to the "E-layer" type of transmission mentioned above.

At the present time, there is no way of knowing how serious the various types of interference will prove to be, how high frequencies it would be necessary to move the FM band in order to avoid its effects—if, indeed, it is possible to avoid all of them in any useful part of the radio-frequency spectrum.

Undoubtedly, the complete story as to how serious distant interference may yet prove to be in the FM band is not as yet known but there has been extensive operation throughout one entire sunspot cycle.

Meanwhile, those who are responsible for recommendations for the postwar allocation of frequencies for FM broadcasting should give exceedingly careful consideration to all of the data available concerning the possibilities of long-distance transmission on the frequencies being considered.

Mr. Lodge cannot produce interference beyond the horizon. These include:

1. Refraction in the lower atmosphere. (This is usually called tropospheric transmission, and in general does not appear to extend more than 200 to 400 miles. Temperature and humidity conditions within a mile or two of the earth's surface affect this type of transmission.)

2. Bursts. (The cause of these fraction-of-a-second bursts of distant transmission has not been definitely established.)

3. Sporadic E-layer transmissions. (This is a type of long-distance transmission made possible by reflection from one of the lower layers of ionosphere under abnormal conditions.)

4. F-layer transmission. (This is the familiar long-distance sky-wave transmission of short-wave stations, which is effected by reflection from one of the upper layers of the ionosphere.)

Clear Channels

The relative importance of each of these types of potential interference from an FM broadcaster's standpoint is not yet known since, at the present time, many of the FM stations are operating on what amounts to a clear channel. Furthermore, wartime conditions have made it impossible to carry on the extensive program of measurement and analysis that must be completed before the extent and the duration of such interference can be estimated with accuracy. As a result, sufficient experience has not been gained in actual practice to indicate how much interference to expect when there is extensive duplication on each FM channel.

FM as a higher quality mode of radio transmission is readily acknowledged by the engineering profession. Occasionally there are reports about interferences which have occurred in the UHF range which may have a bearing on the scope and extent of service. The latest deals with long-distance sky wave transmission. The writer, Acting Director of Engineering of CBS, reports on his findings in this field. He is a graduate of the Massachusetts Institute of Technology and joined CBS in 1931. In February 1942 he assumed a special wartime assignment as associate director of the Airborne Instruments Laboratory of Columbia U., Division of War Research. He returned to CBS in October last year.

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Pearl Harbor War Conference Revealed by WRC Manager

CARLETON D. SMITH, manager of WRC, Washington NBC station, and for many years the network's Presidential announcer, accompanied President Roosevelt to Pearl Harbor for war conferences as the special representative of the four major networks, it was disclosed last Thursday morning when Mr. Smith broadcast over the combined nets a report of the President's trip.

At the same time, announcement of the President's trip to Honolulu, where he conferred with Gen. MacArthur and Adm. Nimitz, was released by the White House, told of the proposed trip and asked to make arrangements. Mr. Smith supervised technical details for the President's acceptance speech and Mr. Smith introduced the Chief Executive. Mr. Hunt did not accompany the Presidential party to Hawaii, but remained on the West Coast, awaiting its return.

McCormick's Cable

Following the combined network broadcast, Ken Banghart, WRC-NBC announcer, read over NBC a special cabled report from Robert McCormick, the network's correspondent in Honolulu. Last Thursday's broadcast, with which press releases were timed, was the first time the President's activities have been reported by one representative over the combined networks. Mr. Roosevelt plans to personally report to the people on his trip, presumably by radio, according to UP.

On 40 Stations

M. LOUIS PRODUCTS Co., New York, in September will start a series of five-minute and quarter-hour weekly music programs over some 40 stations in New England, East, South, and Midwest. Magazine and newspaper advertising will also be used. Agency handling account is Hirshon-Garfield, New York.
Part of WAC Budget Slated for Radio

Approval of New Plan To Get Recruits

Is Awaited

PLANS have been virtually completed to allot radio a sizable share of WAC advertising, with details as to the amount to be expended and the volume of time to be purchased now awaiting final approval. BROADCASTING learned last week that discussions with them and the NBC officials and the War Dept. in various presentations calling for use of radio were submitted for consideration. Present from the agency were Sigurd Larmann, president; John F. Reeder, vice-president; A. V. B. Geoghegan, director of network and program promotion; Carlos Franco, chief time-buyer; and Philip S. Broughton, director of public relations.

It was learned that a set of alternate proposals has been submitted by Young & Rubicam to the War Dept. for approval and that recommendations for time purchase range from $500,000 to $1,000,000. It is anticipated that the vast majority of stations will share in the business.

Decisions Awaited

Formal decision to use radio is expected early this week when Y&R will issue a statement on coverage to be sought. The agency announced last week that it was prepared to immediately purchase time whenever "sufficient coverage can be bought.

Sponsored Programs on NBC Entirely Free of Hitch Hikers

Witmer Announces Complete Elimination of All Secondary Announcements From Programs

COMPLETE elimination of hitch-hike or secondary announcements from NBC's sponsored broadcasts of college football programs was announced last Thursday by Roy C. Witmer, vice-president in charge of sales. He stated that, effective that day, all announcements at the beginning and end of broadcast periods had been brought within the framework of the program itself, or set off by music or entertainment.

This objective, sought by NBC since the matter was first discussed nearly a year ago with the networks' Stations Planning and Advisory Board, was achieved, Mr. Witmer said, with the cooperation of NBC advertisers, through discussions with them and their agencies "along constructive lines.

Conversion Completed

"In practically every case," he said, "advertisers were cooperative and readily agreed to study the possibilities of such a change and to experiment with revised forms of announcements. After these consultations it was felt generally that within a reasonable time all concerned would be prepared to incorporate the hitch-hike as an integral part of the program structure. We are pleased to announce that this conversion has now been completed."

CBS last September revealed that such announcements, "which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off," would be unacceptable on CBS programs, effective Oct. 1, 1944, and invited owners and affiliated stations to cooperate to remove this "triple threat" against successful radio advertising by that date or earlier.

NBC announcement does not mention CBS, perhaps because of a quoted statement made by Mr. Witmer last winter in a closed circuit talk to NBC stations: "We view with the utmost process in favor of just frankly asking all of our hitch-hiking customers to recognize the growth of a bad radio practice and cooperate with us in changing our schedule to attract more activity."

He said that if a hitch-hike, as it has been generally done, is bad on Sept. 30, it is even worse from Oct. 1. By changing it into an acceptable announcement that is good radio and probably more effective advertising does not require its notice.

There is no ban on advertising more than one product on an NBC program as long as the total commercial time does not exceed the time allocated to it. However, but all of these secondary announcements are now surrounded with some sort of entertainment such as theme music which brings them within the framework of the program.

ASSURANCE that broadcasters will be given a share of the WAC advertising allocation for the first week of conferences between Y&R officials and the War Dept., in which various presentations calling for use of radio were submitted for consideration. Present from the agency were Sigurd Larmann, president; John F. Reeder, vice-president; A. V. B. Geoghegan, director of network and program promotion; Carlos Franco, chief time-buyer; and Philip S. Broughton, director of public relations.

It was learned that a set of alternate proposals has been submitted by Young & Rubicam to the War Dept. for approval and that recommendations for time purchase range from $500,000 to $1,000,000. It is anticipated that the vast majority of stations will share in the business.

Decisions Awaited

Formal decision to use radio is expected early this week when Y&R will issue a statement on coverage to be sought. The agency announced last week that it was prepared to immediately purchase time whenever "sufficient coverage can be bought.

Sponsored Programs on NBC Entirely Free of Hitch Hikers

Witmer Announces Complete Elimination of All Secondary Announcements From Programs

COMPLETE elimination of hitch-hike or secondary announcements from NBC's sponsored broadcasts of college football programs was announced last Thursday by Roy C. Witmer, vice-president in charge of sales. He stated that, effective that day, all announcements at the beginning and end of broadcast periods had been brought within the framework of the program itself, or set off by music or entertainment.

This objective, sought by NBC since the matter was first discussed nearly a year ago with the networks' Stations Planning and Advisory Board, was achieved, Mr. Witmer said, with the cooperation of NBC advertisers, through discussions with them and their agencies "along constructive lines.

Conversion Completed

"In practically every case," he said, "advertisers were cooperative and readily agreed to study the possibilities of such a change and to experiment with revised forms of announcements. After these consultations it was felt generally that within a reasonable time all concerned would be prepared to incorporate the hitch-hike as an integral part of the program structure. We are pleased to announce that this conversion has now been completed."

CBS last September revealed that such announcements, "which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off," would be unacceptable on CBS programs, effective Oct. 1, 1944, and invited owners and affiliated stations to cooperate to remove this "triple threat" against successful radio advertising by that date or earlier.

NBC announcement does not mention CBS, perhaps because of a quoted statement made by Mr. Witmer last winter in a closed circuit talk to NBC stations: "We view with the utmost process in favor of just frankly asking all of our hitch-hiking customers to recognize the growth of a bad radio practice and cooperate with us in changing our schedule to attract more activity."

He said that if a hitch-hike, as it has been generally done, is bad on Sept. 30, it is even worse from Oct. 1. By changing it into an acceptable announcement that is good radio and probably more effective advertising does not require its notice.

There is no ban on advertising more than one product on an NBC program as long as the total commercial time does not exceed the time allocated to it. However, but all of these secondary announcements are now surrounded with some sort of entertainment such as theme music which brings them within the framework of the program.

Atlantic Signs Up Football Schedule

Naval Academy Games Placed First Time By Oil Firm

ATLANTIC REFINING Co., Philadelphia, which for eight years has sponsored broadcasts of Eastern Seaboard college football games in its White Russian gasoline and motor oil, is lining up for its ninth season a schedule comprising 75 college games, 11 professional games and 67 high school games, to be broadcast by over 70 stations in the East.

List of colleges already signed by Atlantic for broadcasts includes Navy, Brown, Dartmouth, Georgia Tech, Franklin and Marshall, Virginia, Colgate, Duke, Pennsylvania, Temple, Holy Cross, Cornell, Syracuse, Ohio State and Yale, with negotiations not yet completed with Pittsburgh, Penn State, Richmond and Rochester.

Navy sponsorship adds another first to Atlantic's list, as this year for the first time the games of the Navy football team will be broadcast commercially. Six home and two out-of-town games are included in the schedule, which covers the Navy games and a series with North Carolina Pre-Flight, Penn State, Duke, Georgia Tech, Pennsylvania, Notre Dame, Cornell and Purdue.

Play-by-play will be described by Bill Cross, Atlantic's sports analyst, and play will go over special hooks varying from three stations for the opener with North Carolina Pre-Flight to 25 stations for the Penn State game.

Arrangements were handled by N. W. Ayer & Son, Philadelphia agency for Atlantic.

In 1946, Atlantic signed Yale and five years later, in 1941, Princeton also signed, with Harvard signing in 1942. Harvard, however, dropped football last year as Princeton has done this year.

Hearings Planned on NLRB On Disc Turning Jurisdiction

FOLLOWING conferences with officials of NBC and Blue, the National Assn. of Broadcast Eng'ners & Technicians last week agreed continuing their operations on a day-to-day basis after expiration of its contract Aug. 25, pending determination of its jurisdiction over platter turners by the National Labor Relations Board. NBC had given 30 days notice to the networks last month for reopening of contracts [BROADCASTING, July 31]

NABET has been advised that the NLRB will likely begin hearings within the next two weeks to determine whether the union is the proper collective bargaining unit for platter turnable operations at all NBC and Blue owned stations including Chicago, where platter turning functions are being handled by the American Federation of Musicians.

It is expected that NLRB will call to these hearings officials of the networks, the AFM and the International Brotherhood of Electrical Workers, which has jurisdiction over platter turners at CBS owned stations, and that NLRB will decide whether turnable operations properly falls under the work of technicians or musicians.

NLRB determination of this question is also being awaited by the National War Labor Board which will probably decide this jurisdictional question in status quo when NABET threatened a strike at all NBC and Blue owned stations last May. NABET will be attempted to take over turnable operations at all network-owned stations as the spearhead of a plan by James C. Pettrillo, AFM president, to instill musicians in every station in the country to handle records and transcriptions.
REPORT NO. 5
ON STATION WHO'S HOOPERATINGS

A FEW days after issuance of the new Hooper Report on radio listenership in WHO's "Outside Zone", we received an interesting comment from Free & Peters. It read:

"The newcomers are impressed, to say the least. The old-timers say 'I knew it all the time, but here is some real proof.'"

The facts speak for themselves:

(1) WHO has an expectedly high percentage of the total audience in Des Moines, at most times—but the Des Moines listenership must be multiplied, at most hours, to equal WHO's rating in the eight "Outside Zone" cities surveyed (6 of which have their own local radio outlets!).

(2) To secure adequate coverage in the "Outside Zone" of Des Moines, it is necessary to use WHO regardless of what other stations or networks may be selected.

Here is an excerpt which establishes both points:

### DES MOINES CITY ZONE—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

<table>
<thead>
<tr>
<th>Noon to 6 P.M.</th>
<th>WHO</th>
<th>STATION B</th>
<th>STATION C</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44.7%</td>
<td>26.4%</td>
<td>22.9%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

### "OUTSIDE ZONE"—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

<table>
<thead>
<tr>
<th>Noon to 6 P.M.</th>
<th>WHO</th>
<th>ALL OTHER NBC STATIONS</th>
<th>ALL CBS STATIONS</th>
<th>ALL MBS BLUE STATIONS</th>
<th>ALL OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>64.7%</td>
<td>0.1%</td>
<td>14.6%</td>
<td>11.2%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Whether you "knew it all the time", and simply want some proof—or have never yet fully investigated the radio situation in Iowa—ask us or Free & Peters to show you the full Report. It may save you severe disappointments—will certainly point the way to effective, economical radio usage in Iowa.
Radio's 11 Million Campaign Cited for Aid in Bond Drive

Broadcasting Contribution Exceeds All Other Media for Fifth Loan, Treasury Says

The broadcasting contribution to the Fifth War Loan exceeded its participation in the Fourth War Loan, and maintained its dollar value leadership over all other media according to the NAB, even though the $11,000,000 estimate for the Fifth Loan was lower—lower than the figure given in the previous drive, the Treasury announced Aug. 14. War Bond advertising in the Fifth Loan reached a volume never before approached, according to figures made available by Ted R. Gamble, national director of the War Finance Division, Treasury, and Thomas H. Lane, director of advertising, press and radio, for the Treasury.

The dollar value of this terrific promotion campaign which enabled the WFD to "meet the challenge" of $24,981,670.55, the Treasury revealed. By dollar value, the Fifth Loan advertising, broken down by media was: Radio, $11,000,000; daily and weekly papers, $10,150,709.66; daily papers displayed, $6,565,256.66 classified, $972,324; weekly papers, $2,632,160; general magazines, $1,578,625.50; home editions, $176,839.59; business publications, $789,990; and farm magazines, $375,450.

Gave Best Efforts

In commenting on the success of the Drive, which raised over $20,000,000,000, Mr. Gamble said: "The overwhelming success of the Fifth War Loan could not have been achieved without the truly amazing support of America's advertising industry and advertisers."

"Our national goal of 16 billion dollars in the Fifth War Loan," Mr. Gamble added, "was oversubscribed by a billion dollars. All forces of advertising—agencies, advertisers in every media, newspapers, radio stations, magazines and plan operators—harnessed their best efforts to the Fifth War Loan, according to Mr. Lane.

While the $11,000,000 estimate of radio's contribution to the drive which the NAB furnished the Treasury was considerably less than the $12,800,000 figure representing broadcasting's part in the Fourth War Loan (Broadcasting, April 17), actually the present figure would have been higher, the Treasury Dept. indicated, since a new basis of calculation was decided upon for the Fifth Loan. Had the old basis of calculation been maintained, the War Finance Division pointed out, radio's Fifth Loan contribution might have measured slightly above the $12,800,000 mark set for the earlier loan according to the NAB estimate.

"Never before in history," commented Mr. Gamble, "has so much of a product been sold in so short a time. Americans oversubscribed their objective by over 25%. Our record quota for individuals—$6,000,000,000—was also exceeded by total individual sales of $6,351,300,000. Mrs. Gamble said: "The 'E' Bond quota" he pointed out, "was $3,000,000,000 and $3,036,000,000 was realized. The effectiveness of the job done by advertising is reflected in these figures.

In a letter praising radio for its participation in the success of the Fifth War Loan, Secretary of the Treasury Morgenthau wrote J. Harold Ryan, NAB president, as follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Dept. and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country. "Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sums necessary to pursue the war."

RCA Veteran Policy

WITH approximately 6,000 former employees serving in the armed forces, RCA Victor Division, Radio Corp. of America, last week set up a re-employment of men and women war veterans. Policy, outlines specific provisions to protect service-men's re-employment status, extensive re-training and upgrading programs, recognition of seniority rights, insurance provisions, re-habilitation programs and vacation allowances. Veterans who intend to return to RCA may take a leave of absence up to one year in order to take special training prior to reemployment. Special consideration will also be given to handicapped servicemen.

Likes His Job

"I WOULDN'T trade my present job for three radio stations without NBC outlay included," was the recent comment of Lt. Col. Samuel H. Rosenbaum, former president of WFLI, Philadelphia, now in the European Theatre with Allied Military Government. The report came to Edgar H. Twamley, director of WBNF Buffalo, from Lt. Fred Keller, former WBNF announcer, who met Col. Rosenbaum at the Red Cross Officers' Club in London.

P.M. LISTENING DOWN, HOOPER SAYS

PACIFIC NETWORK Hooper ratings for the June-July period reports the average evening program rating of 7.1 down 0.8 from last report, and down 0.2 from a year ago. Average evening sets-in-use of 28.7, is down 1.0 from last quarter and up 1.6 from a year ago. Average evening available audience is 73.1, down 1.3 from last report and down 0.7 from a year ago.

The average daytime program rating of 3.7, not changed from last report, is down 0.3 from a year ago. Average daytime sets-in-use of 16.9, is down 0.2 from last report and up 0.2 from a year ago. Average daytime available audience of 65.9 is up 0.5 from last report and down 1.1 from a year ago.

Screen Guild Players leads the list of top ten programs on the Pacific Coast, with Elmer Queen second and Can You Top This third. They are followed by Take It Or Leave It, Mr. District Attorney, Quiz Kids, Walter Winchell, Mr. and Mrs. North, Suspense and One Man's Family.

New England Net Meets

WESTINGHOUSE station WBZ Boston, was host to the New England Regional Network's governing board meeting at the Hotel Statler last Tuesday. Those attending included P. W. Morehead, general manager, and Walter Johnson, associate manager, of WTIC Hartford, NBC network affiliate; and managing director of WCHS Portland, Me.; John J. Boyle, station manager and manager of WJAR Providence, C. S. Young, WBZ-WBZA general manager, represented his stations.

Credits for Films Curtailed by NBC

Other Networks Fail to Take Up New Guest Star Policy

LIMITATION of picture credits for movie stars appearing on NBC broadcasts to pictures in which they actually participated will not be duplicated by other nationwide networks, in the immediate future, at least. CBS and MBS denied flatly that any such move was being considered and Blue said there were no plans for similar action now and that none would be originated until the report of the Erle Shamblin continuity acceptance editor, from her vacation this week.

NBC action, which was announced by official written order, had been taken to clients and agencies by network salesmen, was said to have been under consideration for "a considerable period", although the network's official policy code had not forbidden the practice of credits for pictures not permitted on programs including film stars as guest artists.

"Wilson" Incident

Practice of using credits for latest picture of the company to which the star is under contract, whether or not he actually appears in that picture, has been growing for some time, an NBC spokesman said, citing the numerous plugs given to the 20th Century-Fox picture "Wilson" by George Jessel as the latest and one of the most extreme examples.

NBC will continue to allow guest stars credits for pictures in which they actually appear, whether the picture has been released or is in the making, it was said, but the two-step plug from star to studio to studio's new picture is definitely out on NBC programs.

No Audience for Bing

WITH format changed to include more music and less chatter, NBC Kraft Music Hall, the home of Bing Crosby Nov. 2 following his 13-week overseas entertainment tour will also eliminate studio audiences from future broadcasts. Feeling that the broadcast is pointed to home listening circle rather than studio spectators, he has long opposed a laugh and studio audience program. Kraft Cheese, it is reportedly is none too happy with Crosby's no-audience edict. Kraft dealers that was pointed out, have always been eager to have the audience.

Shell Football

SHELL OIL Co., New York, starting Sept. 23, will sponsor 11 play-by-play broadcasts of the nationwide play-by-play broadcasts of the Chicago Bears by WBBM Chicago. 2 p.m. (CWT). Saturdays. Gordon Owen, WBBM's New York representative, placed the 13-weeks through the New York office of J. Walter Thompson, with WBBM Account Executive Ernest Shomo handling the Chicago details. John Harrington, sportscaster, will be at the mike.

VETERANS of foreign duty as Mutual overseas correspondents were guests of honor at a press luncheon here by Mutual. Edmund Franke was the first technician to return from the Normandy invasion, and Leslie Nichols was MBS correspondent in the Middle East. Among those attending the luncheon were (1 to r): John Shepard III, head of Yankee Network, and member of the Mutual board of directors; Mr. Franke; Mr. Nichols; Theodore C. Streibert, WOR vice-president and executive vice-president of the Mutual Broadcasting System.
...by any other name

Shakespeare's line still stands up. And applied to radio it means an audience is an audience... no matter the call letters it listens to.

Let's look at Baltimore. What does a listener cost you in this 6th largest market? It's very easy to find out.

First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the successful, independent radio station W-I-T-H...

Tom Tinsley, President :: Represented Nationally by Headley-Reed

BROADCASTING • Broadcast Advertising

August 14, 1944 • Page 17
Santa Claus just sneaked into town
... with something advertisers want for Christmas

The OLD BOY got so excited when he heard about two NBC Recorded Christmas Shows... two of the finest ever offered in the history of radio... that, heat or no heat, he headed for town to spread the good news... to give you a quickie preview of two shows that will do any advertiser proud.

"Happy the Humbug"... the wondrous story of that strange, appearing beastie of the Animal Kingdom named "Happy" and his adventures with his most unusual collection of animal pals... adventures that traveled through children's familiar activities. Love of Parent! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!

Happy and his pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Bud Hulick (of Stoopnagel and Bud fame) heading the impressive cast.

15—quarter-hour broadcasts ready to go on the air for you... exclusive in your city... on any pre-Christmas schedule you elect, carry through to New Year's Day. AND— a new post-Christmas series of 39 programs of Happy's adventures to carry on.

The Christmas Window... Another brand new NBC-Recorded Christmas show with a smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination. Children's stories... both old and new. A Visit from St. Nicholas and The First Christmas! Favorite fairy tales with a Christmas setting! The Fir-Tree (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics... with original scripts written especially for The Christmas Window... are all NBC Recorded with a meticulously selected cast for each play... all ready to go on the air for you exclusive in your city. 12 quarter-hours, recommended for a 3-week broadcast four weeks preceding Christmas.

** ** *

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business... any product sold to, for, or through children... to build good will and contribute a more joyful Christmas season for children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition records, rates, availability and complete details.

NAB Schedules Important Session On Postwar Problems for Aug. 31

One of the most important sessions of the NAB Executive War Conference in Chicago Aug 28-31 will be a panel discussion on the postwar radio picture, scheduled for Thursday afternoon, Aug. 31. J. Harold Ryan, NAB president, disclosed last week.

AM, FM, television and facsimile will be the topics and "a great deal of light will be thrown on them," said Mr. Ryan in urging every member to plan to attend the closing session. The NAB last week informed its members that those planning to leave prior to 6 p.m. Thursday would "miss one of the most revealing sessions of the entire conference." Notice was given that train reservations for early departure might be changed.

Agenda Ready Boon

Promising a full agenda within the next 10 days, the NAB said the program for its War Conference is rapidly crystallizing. Great care has been exercised in the selection of speakers and every topic has been chosen with a view to complement constructively to better understanding on the part of broadcasters.

Goodyear Agency Shift

Goodyear TIRE & Rubber Co., Akron, has shifted its NBC program Melody Roundup from N. W. Ayer & Son to Young & Rubicam, New York. Although sales and handling will continue to be carried out on the program, change does not affect Goodyear advertising handled by the two agencies. N. W. Ayer & Son handles shoe products and dealer advertising and Y&R handles institutional. On July 30, Goodyear dropped its Walter Pidgeon CBS program, The Star And The Story, handled by Young & Rubicam. Melody Roundup is heard on NBC, Saturdays, 11:30-12 noon.

KGW Spots on WQXR

SERIES of announcements advertising KGW Portland and the Pacific northwest market started Aug. 14 on WQXR New York, reportedly the first time a western station has parsed time on the East Coast and one of the rare instances of one station buying time on another, Campbell, placed through Showalter Lord Adv. Agency, Portland, comprises a one-minute live announcement daily, Monday through Friday, for 13 weeks.

Emerson Changes

EMERSON RADIO & Phonograph Corp., New York, is changing its Sunday afternoon program on WBS from Green Valley to a radio adaptation of You Can't Take It With You. News series, to be produced under the supervision of Moss Hart, co-author of the stage play, will start Aug. 27, 12-1 CDT. KUTA KGIR KPFA KRBM KTAR KYUM KVOA KGLU. Contracts are for 12 weeks. Dave Fouza Adv., Long Beach, Cal., has account.

CAB Offers Service On Major Sales Areas

COOPERATIVE analysis of broadcasting is offering advertisers, particularly those with national distribution based on well-organized sales territories, periodic CAB ratings on their network programs in each of their major sales areas.

Service, available at pro-rata costs, is the first example of a national program rating service patterned its service to meet di- vidual and/or limited network advertiser, the CAB states. The expanded schedule of interviewing, which since April has included 69 cities, makes this new service possible. This service is not the same as the CAB's FCA ratings for regional or limited network programs, included for the first time in the organization's July report, CAB said.

Hynes on OWI Tour

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bu- reau, left Washington last week for a three-week tour of OWI branch and regional station relations offices which will take him to the West Coast. He will visit offices in San Francisco, Los Angeles, Dallas, and Chicago where he will also attend the NAB Executives War Conference.

Western Campaign

SOUTHWEST FOOD Products, Long Beach, Cal. (jemmes, jams, waffle syrup), in a regional campaign on July 31 started using daily transcribed announcements on 13 stations. List includes KFRC KFAN KRCV KZTV KUPW KHKM KTAG KGPH KGWA KDFK KDKA KYUW KVOA KGUN. Contracts are for 15 weeks. Dave Fouza Adv., Long Beach, Cal., has account.
June Shielman

A FAVORITE OF TODAY,
A STAR OF TOMORROW

Heard Exclusively on WMFM

When Maurice Kipen, musical director of The Milwaukee Journal radio stations, first heard the voice of youthful, lovely June Shielman, he knew he had found a star of tomorrow.

That was a year ago. Since then, June has become a favorite of WMFM's family of listeners, through her regular appearances on the Radio City Concert Hour. A few short months ago June entered the "Hour of Charm" contest and was selected as one of the finalists, from the original list of over 10,000 entrants.

Today June Shielman makes just one radio appearance a week, on the Radio City Concert Hour. The rest of her time is spent in Chicago, studying under a full scholarship awarded by The Milwaukee Journal and The Milwaukee Journal radio stations.

Outstanding personalities, such as June Shielman, are but one of the reasons for planning on including WMFM in your fall schedule. Get the full story by writing, wiring or phoning . . .
WPB Rule Allows Model Fabrication
Ceiling of $5,000 Is Placed On Experimental Sets

UNDER WPB Priorities Regulation 23, issued July 32, radio manufacturers have the right to produce experimental or development models of electronic products such as radios, phonographs and their component parts with the view toward getting it into production for the post-war era, Frank S. Horning, chief of the field service branch of WPB's Radio and Radar Division announced last week. This was set out in Interpretation 2 of the Electronic Equipment Order L-265 last spring, calling attention to the fact that such experimental models made under L-265 can only be transferred under priority assistance to manufacturers under P-43, as amended, must be made in conformance with the conditions and restrictions of the order, and might be transferred only within the restrictions of Orders L-265 and P-43 [BROADCASTING, June 19].

Order P-43, Mr. Horning pointed out, assigns an allotment symbol of a specified control number (specified forms and shapes of steel, copper and aluminum) to make experimental models, but does not apply to such models made from parts or materials available without priority assistance. Necessary tool equipment for making the experimental models themselves may be obtained by use of the same priorities, but it was emphasized that no production line could be set up nor could the models be distributed or displayed to promote sales or to create consumer demand.

$5,000 Limit

Though a P-45 rating may be used to secure parts and materials to construct such experimental models as can be built within the $5,000 limit established by the WPB, such ratings may not be used to purchase an assembled radio receiver or transmitter to serve as a part of an experimental model of any type, it was explained.

It was revealed also that the making of parts for an experimental model such as a speaker or transformer may be farmed out and then transferred to the original experiment without infringing the sales promotion or customer demand restrictions. In such case, the original experimenter may order the piece or part with the AA-3 rating under P-43 and another person may in turn use similarly the priorities assistance of P-43 to get his parts and materials for the order.

Full details of the experimental model ruling as it affects radio may be obtained from the radio and radar specialist located in any of the WPB field service branch offices in each of the 13 regions, Mr. Horning said.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

HUGH E. ROSSON... GENERAL CHAIRMAN PORTLAND DISTRICT
SAVINGS & LOAN ASSOCIATION WAR BOND DRIVE
SAYS... "We are proud and happy that the 'Truth or Consequences' broadcast from Portland was responsible for the sale of $109,000,000 in U.S. War Bonds. This sum far exceeded that of any other city in the entire, nation-wide tour of the show. The staff of KGW gave our Savings & Loan committee splendid co-operation. Their policy of putting interest and entertainment into all public service programs pay big dividends in audience interest. It was an enjoyable experience to work with KGW in furthering the War Bond effort."

Hugh E. Rosson

Ralph Edwards' "Truth or Consequences" HITS A NEW HIGH IN PORTLAND!

"It's a pleasure to play in Portland" say all the big network stars. Invariably new records are established in interest and attendance.

The "Truth or Consequences" Portland performance was a huge success from every point of view.

Without detracting in the least from the popularity of Ralph Edwards and his company, KGW modestly takes a bow for having paved the way. Portland people know that KGW public service programs always offer plenty of interest and entertainment.

The Station with Ear Appeal
KGW PORTLAND OREGON
Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners...and the listeners have the money to spend for the things they want.

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

Texas Revocations Sought by Morris
WFAA WBAP KGKO Targets Of Intervention Petition

CHARGING monopolistic practices, violation of the U.S. Constitution, the Texas Bill of Rights, and FCC regulations and failure to operate in the public interest, the Rev. Sam Morris, Baptist minister and associate editor of the National Voice, published a petition, has filed petition with the FCC to intervene in a renewal of the license of WFAA Dallas, licensed to the A. H. Belo Corp. He seeks revocation of the licenses of WFAA WBAP and KGKO.

Renewal of the WFAA license has been designated for hearing under petition of the Belo Corp., Carter Publications, Ft. Worth, licensee of WBAP, and KGKO Broadcasting Co., Dallas. Ft. Worth, claiming the FCC multiple ownership rule (Sec. 335) is not applicable to the three stations.

Claims Time Refused

Rev. Morris, ardent prohibitionist, charges that the three stations and KRLD Dallas, owned by the Dallas Times-Herald, accept for sponsorship advertising of "alcoholic beverages" but refuse to sell time to him to espouse the cause of prohibition. He contends that the licensee corporations own the most important newspapers in Ft. Worth and Dallas and the leading stations, thereby constituting "almost the equivalent of a practical monopoly of the intercourse of news and information in Dallas and Ft. Worth and its environs.

Petitioner alleges he has made application to buy time on WBAP and KRLD "comparable to the time sold for alcoholic beverages" to "answer" the makers of such beverages, but such time has been refused. His petition recites that 82 counties in the listening area of WBAP and WFAA are dry and 27 counties wet, under local option; that the KGKO territory is about the same and that in the KRLD region there are 83 dry counties and 11 wet.

The minister further charges that refusal of the Texas outlets to accept his speeches against liquor is in violation of the 14th Amendment to the U.S. Constitution and in violation of several sections of the Texas Bill of Rights.

Petition makes reference to a regulation promulgated by the old Federal Radio Commission, dealing with the 19th and 21st Amendments to the Constitution, and charges the stations with violation.

Petitioner also alleges that despite the fact that WFAA sets aside a period at 11:15 a.m. Saturdays for a discussion of the Sunday School lesson by leading ministers of the various churches in Dallas, Ft. Worth and vicinity, the three stations refused to permit the Rev. Wallace Bassett, Dallas Baptist minister, to discuss "abstaining from the drinking of alcoholic beverages" as "recently as June 25" (Sunday).

Rev. Morris was indicted in 1933 on charges of operating an illegal station at Stamford. His trial resulted in a hung jury. He later filed a stipulation promising not to broadcast without a license.

INTERNATIONAL flavor characterized this Hollywood luncheon when Emilio Azcarraga (right), owner of XEW Mexico City, discussed station operations with Sidney N. Strotz, NBC western division vice-president. XEW is an NBC Mexican affiliate.

Seminar Finale

WEEKLY television seminar conducted by the Radio Executives Club of New York will hold its final session Aug. 17 and as a recap of previous meetings will feature a discussion on "The Effect of Television on Advertising." Jack Miller, advertising and sales promotion manager of Standard Oil Co. of N. J., and Carlos Franco, manager of the station relations department of Young & Rubicam, New York, will discuss the medium from the standpoint of the sponsor and the advertising agency. Mr. Miller will demonstrate his talk with live models and will relate the experiences of the telecasts of Esso, one of the pioneers in television. Mr. Franco will attempt to answer such questions as "should an advertiser feel a sense of responsibility in developing the medium he is ultimately going to use?"

WPB Advisory Meeting

A MEETING of the WPB's Radio Industry Advisory Committee has been set for Aug. 15, according to Ray C. Ellis, director of the Radio & Radar Division. The agenda includes equalization of plant loads, components recovery plans, regional activities, manpower, civilian re-convonversion, and general industry problems. It was emphasized at the WPB that there is no prospect of any civilian output of radio-electronic equipment authorized until 1945 at the earliest.

New Canada Station

A NEW 250 w broadcasting station on 1340 kc is being built at Fort Francis, Ont., by John M. Reid of Fort Francis, according to word from the Dept. of Transport, Ottawa.
Yes, NBC looks for needles in haystacks—and, what's more, finds them. Not easily, not often—but the search is never ended.

Week after week, NBC audition men, with ears trained to spot the gifted, listen to those who believe they have talents which qualify them for radio.

Thousands are heard yearly...bank clerks, charwomen, soldiers, debutantes and professionals..."Pop-Singers," baritones and coloraturas. Regardless of who they are or where they come from, NBC gives every applicant a try-out.

And not only does NBC give a hearing to all who apply; its talent scouts go out and deliberately hear many more—in theatres and opera, in cabarets and cathedrals...and any other place where talent, style and individuality might be discovered. The more promising are sometimes recommended to instructors or coaches, re-checked from time to time for signs of development, and given air-opportunities to display their talent. The result: more than one NBC star has "arrived" in just this way.

Scouting talent and maintaining an open-door policy toward the hopeful are important side lights in the operation of this network...demonstrating how NBC does a thorough job in every phase of radio. And it is the grand total of these things which helps NBC maintain its leadership, helps make NBC "The Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit
WPB Asks Broadcasters to Join Drive
To Temper Textile, Furniture Claims

ASKING broadcasters to join publishers in toning down their advertising, the War Production Board is sending a letter, over the signature of W. Y. Elliott, vice-chairman, Office of Civilian Requirements, to all stations in the United States. The letter asks radio's support in the WPB "Declaration of Policy and the Retailers' Voluntary Program...designed to conserve textiles, textile products, and furniture."

The original declaration, issued over a year ago [Broadcasting, Aug. 2, 1943], is being sent along with Mr. Elliott's letter. Last February it was felt by the WPB that radio, as well as the press, could help in the campaign to conserve textiles by keeping a somewhat closer check on radio commercials for such products, but no formal order was issued at that time [Broadcasting, Feb. 14].

Enlist NAB Support

In his letter to the industry, Mr. Elliott stated that "present indications are that textiles, textile products and furniture...will remain in short supply during 1944." It was further indicated by a WPB spokesman that even though the European phase of the war may end this year, we shall not return to normal production very soon, and that a definite shortage in these textile items will exist for some time to come.

The WPB enlisted the support of the NAB to urge broadcasters to heed the Governmental "request", which is described in Mr. Elliott's letter as a "voluntary program". The NAB, according to Lewis H. Avery, Director of Broadcast Advertising, will send a letter to member stations supplementing the WPB appeal.

The text of Mr. Elliott's letter follows:

Radio is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support of the War Production Board Declaration of Policy and the Retailers' Voluntary Program which were designed to conserve textiles, textile products and furniture.

The policy was announced only after WPB officials and representative retailers, cognizant of war needs and the reasonable requirements of the consumer, met and recommended this voluntary program. Both groups wanted to avoid the complexity of textile sales under a rating program.

Present indications are that textiles, textile products and furniture covered by the policy will remain in short supply during 1944. If you have not already done so, may we suggest that you do what other radio stations and advertising media are doing to extend the coverage of the policy, by telling your advertising accounts about the program, and by instructing your employees to follow the policy when writing commercial announcements for the use of those accounts which do not prepare their own material.

To help you do this, we are enclosing a copy of the policy which explains why the program is necessary. Several interments of the policy, approved by the WPB, will help you to introduce the program in your station's activities. Ready to advise you, too, is a local Better Business Bureau, Chambers of Commerce, other retail associations, and the representatives of the Office of Civilian Requirements in the regional office of WPB nearest you.

This is a voluntary program. Our letter is not to be construed as a request or authorization to compel compliance with the principles of the policy or to use any measure of pressure. Responsibility for the enforcement of the program rests with the WPB.

If you wish to know more information, please feel free to write us.

Tourney on NBC

GEORGE S. MAY Co., Chicago, will sponsor two on-the-scene broadcasts of the All-American Golf Tournaments at Chicago's Tam O'Shanter Country Club Aug. 24 and 27. First of the two pick-ups will be over WMAQ 4:30-5 p.m. (CWT) Aug. 26; second will be on WMAQ and 83 NBC stations Aug. 27, 5:30-6 p.m. (CWT) Bill Stern, NBC sports director, will be m.c. Agency is Jim Duffy Co., Chicago. Local Loan Co., Chicago, also will sponsor two periods broadcast on the golf tournament by Don Elder on Aug. 24 and 25, on WMAQ, 5:40-5:45 p.m. (CWT). Agency is Van Hecker Inc., Chicago.

Breck in New England

JOHN H. BRECK INC., Springfield, Mass., on Aug. 2 started Beautiful Music, featuring the American Girls Philharmonic Orchestra on 11 New England stations of the Blue network in behalf of hair preparations. Program is heard Wednesdays, 3:30-4 p.m. with a recorded re-play at 10:30 p.m. on WHDH Boston, the major market in the area covered by the New England stations. Program was tested for 13 weeks on WSPR Springfield. Agency is Charles H. Shelden Adv. Co., Springfield.

Washburn Crosby Study

WASHBURN CROSBY Co., eastern division of General Mills, New York, has appointed Grant Adv., New York, to handle advertising of General Mills products in the Western Hemisphere export markets. Agency is making a study of Latin American markets. Radio is being considered but no plans are available as yet.

Most Likely Candidate in 1944, and 1948!

Hartford already has more than its share of votes as this year's choice market for advertising investments. And the advertising placed here today will continue to bear dividends in the post-war years to come.

With or without war industry, in good times or bad, Hartford is always a leading market!

Invest your advertising dollars in Hartford. And invest them to best advantage in radio, on WDRC. Get effective and complete coverage of this entire trading area—at one low cost!

Connect in Connecticut by using WDRC!
Tank-Piercing Bombs to Battle Fronts!

- A three-inch armor-piercing projectile, capable of penetrating the hardest tank armor plate yet perfected by Germany, is now being manufactured in a Denver plant which once made cotton fabric. Another Denver plant has just gotten into production on a newly perfected fragmentation bomb which experts consider the most efficient death-dealing instrument of its kind in the world.

These are just two of Denver's newer war industries. Three score or more other items of war are being manufactured including landing craft, submarine parts, chemicals and rubber products. Henry Kaiser is now tooling up a plant to begin turning out heavy artillery shells about January 1.

Throughout the Denver area today more people are at work in factories, fields and mines making and spending more money than ever before. Tell them now what you have to sell, used to have, or will have over KLZ.
The parade that never ends...

The great cavalcade of entertainment marches on unceasingly. And because the world needs the diversion it offers, it must never stop, never grow stale.

To help broadcasting companies keep this procession streaming from their own stations, is a service of World Broadcasting System. The World Library provides broadcasters with electrical transcriptions of more than four thousand selections, from which every kind of program can be built.
World also helps program managers to present this material in a professional manner. As a World subscriber you receive 78 expertly planned scripts each week, suitable for sustaining or sponsor use.

World transcriptions are recorded by famous artists and orchestras—entertainers whom radio audiences know and want to hear. Capably directed in World's completely-equipped studios, these artists give their best on World transcriptions.

As new numbers—and new talent—become popular, World quickly gives them to its subscribers. At least fifty new selections are added every month.

In technical quality, World transcriptions are the finest that radio research has produced. The World Vertical-Cut Wide-Range transcription is recognized everywhere for clarity and for faithful reproduction.

*     *     *

Full details on the services that World is rendering to broadcasting stations will be sent upon request. Write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
NEW YORK  •  CHICAGO  •  HOLLYWOOD  •  WASHINGTON
EDUCATORS PLAN OCTOBER SESSION
AGENDA for the Eighth Annual Meeting of the School Broadcasting Conference to be held at the Morris- tison Hotel, Chicago, Oct. 23-24 calls for "a working conference, with all delegates attending all ses- sions," according to George Jen- nings, director of the conference. Broadcasting and educators will have an opportunity to present and discuss their problems so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, he said.

Dr. Lyman Bryson, CBS direc- tor of education, will be permanent chairman.

Fifth SBC annual award of merit will be presented to the outstanding contributor in radio at the an- nual SBC dinner, along with cita- tions and special recognitions.

Members of the Executive Com- mittee in charge of arrangements for the conference are: Judith Waller, NBC Chicago; Florence Warner, CBS Chicago; Myrtle Stahl, WGN-Mutual Chi- cago; David Heffeman, Assistant Super- intendent of Schools, Cook County, Chicago; William Newton, BBC Chicago; Jerry Walker, WLS Chi- cago; Robert Hanson, WIND Chi- cago; Dean Douglass, RCA, Chi- cago; Elizabeth E. Marshall, Radio Council, Chicago public schools; George Jennings, Director of Radio Council; Lt. Col. Harold W. Kent, former director of the Radio Coun- cil and honorary chairman of the executive committee.

Stromberg-Carlson Head Issues Call to Engineers
A CALL to men in the armed forces or at school to take their places in radio engineering "with the least possible delay" has been made by Wesley M. Angle, presi- dent of Stromberg-Carlson Co., in the current issue of the official publication of the Institute of Radio Engineers. Mr. Angle especially pointed out the oppor- tunities in communications engin- eering and sketched the history of that branch as he has known it as head of the Stromberg-Carlson Co.

Mr. Angle, also chairman of the subcommittee on post-war employ- ment problems of the veterans' em- ployment committee, Na- tional Assn. of Manufacturers, said that with the experience and advan- tages of the Army Signal Corps, special training, men of this branch will be the 'new blood and the potential discoverer of some new application of communications' principles.'

WNYC's 20 Years
WNYC New York commemorated its 20th anniversary with a se- ries of four special broadcasts last week. On Aug. 11, Arthur Di Bonaventura, 14-year old pianist, was heard as soloist with the New York Philharmonic Orchestra. The following evening the Gold- man Band concert in Prospect Park was dedicated to "IrtEVu." On Aug. 13, the station broadcast a half-hour dramatization of its 20 years of broadcasting service, with the municipal sta- tion, and on Monday evening a special concert from Central Park Mall was to be dedicated to WNYC.

LATEST WAR BULLETINS, an- nouncements, music — sweet and swing—are sent out from this control room over a public address system to the men of the 15th Armored Division of Camp Chaffee, Ark. In charge are two former ra- dio men, Technician 4th Grade Ed Carder, former script writer for WLO Cincinnati, waiting his cue for the readers, and Technician 5th Grade John Cannon, who was an announcer for WBBM Chicago.

WSYR COMMENTATORS
Syracuse Hears Pair Who Covered War Areas
WSYR Syracuse, which maintains a correspondent in each major theatre of American operations, put one of them, H. R. Ekins, on a special broadcast under the spon- sorship of the First Trust & De- posit Co. of Syracuse. Mr. Ekins recently returned from the Euro- pean Theatre as an accredited cor- respondent attached to Gen. Eisen- hower's headquarters. The Corre- spondent spoke before a crowd of war workers in Syracuse's largest auditorium, telling of action on front lines in the Normandy battle- ground, the robot and rocket bomb- ed city of London, and action with the Navy in the mined waters of the English Channel.

At the end of Mr. Ekins's report, Vadeboncœur, WSYR commenta- tor, took over a question period and asked Ekins a series of ques- tions. Vadeboncœur returned not long ago from the Pacific [BROAD- CASTING, July 17]. The two com- mentators covered 37,000 miles, each flying 2,400 miles on combat missions.

Blue Withdraws Plea To Feed Juarez Outlet
WITHDRAWAL without prejudice of the Blue Network's application to transmit programs to XELO Juarez, Mex., 160,000 w outlet across the border from El Paso, has been granted by the FCC. Pending since it was filed last May, the application set out that agreements had been made with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt, had been identified, whereby the Blue programs would be fed to XELO through KPJZ, Ft. Worth, headed by Mr. R. W. E. Edson [BROADCASTING, July 17].

Although the petition had been designed for the Texas state date was set by the Commission. Speculation was that protests would have been filed in lieu of FCC, objections on super power in the U.S.

Perfume Plans
NISSY PERFUMES, New York, has appointed Lester Harrison Advertising, New York, to handle advertising for Casbah and Mei Ling perfume and toilet waters. Radio is being considered.

WHAT 1,253,600
HOUSEWIVES CAN DO
... In a Fighting Mood
They can hasten the day of VICT- ORY by protecting their own health and the health of their working family... by preparing well balanced, vitamin rich meals every day... by saving FATS, salv- aging tins and buying more BONDS. They can remember or forget your brand name... depend- ing on whether or not you keep them reminded of your product by suggesting new war time uses for it. On WTAM the COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES
Millions stay tuned to the
National Broadcasting Company
It's a National Habit

Page 28 • August 14, 1944
AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U.S. as a whole: $3242

Advantage of WOWLAND FARMER Over Average U.S. Farmer

$2371

[Average Cash Income for 1943]

WOWLAND FARMERS’ Cash Income for 1943 is Better than the U.S. Average by 35% to 250% (AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri.

Ask Your Blair Man for Availabilities
JETT IS SUCCESSOR TO CRAVEN ON IRAC

COMMISSIONER E. K. Jett has been designated as the FCC representative on the Interdepartment Radio Advisory Committee, succeeding T. A. M. Craven, who resigned July 1 to become vice-president of the Cowles group. As his last official act on IRAC, Commissioner Craven completed an allocations study, which has been submitted to the FCC, the Board of War Communications and IRAC.

Commissioner Jett was the FCC representative on IRAC for several years, during his tenure as chief engineer of the Commission. He served in the advisory group as chairman from April 1939 to April 1941. Shortly after his term as chairman expired he relinquished the IRAC post to devote more time to the Defense Communications Board, now the Board for Air Communications, and was succeeded as FCC representative by Commissioner Craven.

Philip F. Siling, FCC assistant chief engineer in charge of broadcasting, has been secretary of IRAC for several years and Commission alternate. He has resigned effective Sept. 1 [Broadcasting, Aug. 7] to take a post with RCA. His successor as alternate on IRAC has not been named.

New CIIA Programs

LATIN-AMERICAN influence in Hollywood film studios will be emphasized in future schedule of the Radio Division of Office of the Coordinator of Inter-American Affairs, according to Mr. Jett. Repeating the trend with emphasis on Brazil, three programs currently are being readied for shortwaveing and release via transcription on Brazilian stations. Besides Hollywood Takes the Americas, a musical show featuring interviews with film stars, and Hollywood Speaks, with Louis Oliver as narrator, new format and title is being arranged for the former Hollywood at War series. Broadened radio campaign also includes recorded versions of Hollywood Bowl Symphonies Under the Stars as well as individual half-hour recordings to be contributed by the film studios.

Burns & Allen Back

LEVER BROS., Cambridge, Mass. (Swarm soap), following an eight-week summer hiatus, on Aug. 15 resumes Burns & Allen Show on 130 CBS stations, Tuesday, 9-9:30 p.m. (EWT). George Burns and Gracie Allen continue as stars under a recently revised contract which includes substantial salary increase. Jimmy Cash is featured vocalist. Felix Mills continues as musical director with Bill Goodwin, announcer. Ned Tollerine is producer of Young & Rubber Inc., agency serving the soap account.

Lee Hats Renewal

FRANK W. LEE Co., Danbury, Conn. (Lee hats), has renewed, effective Sept. 7, Little Known Facts About Well-Known People, featuring Dale Carnegie, Thursdays, 9:15-9:30 p.m. (CWT), on 30 Mutual stations every Thursday. The 52-week contract is placed by Birmingham, Castleman & Pierce, New York.

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WBAL promotion is building more and more listeners for your advertising.
Armed Forces Stations Are Operating On Territory Once Part of Jap Empire

MOVING still closer to Tokyo, the first stations of the Armed Forces Radio Service to be established on former Japanese soil are now in operation in the Gilberts, Marshalls and Marianas. The American Expeditionary Station on Saipan went on the air Aug. 10.

Maj. True Boardman, one of the Morale Service radio officers in charge of setting up and coordinating operations of the AFRS stations overseas, returned to temporary duty in Washington last week and is currently at Los Angeles AFRS headquarters. A former freelance writer, Maj. Boardman wrote the Silver Theatre before entering the service. He was also with KHJ Los Angeles. Supervising installations for the latest Central Pacific stations is the fourth such assignment for Maj. Boardman. He has previously expedited AFRS radio operations in the Caribbean, Alaska and the Northwest Service Command.

Maj. Gould in Charge

The theatre radio officer in charge of the Pacific Ocean "Network" of stations at Kwajalein, Tarawa, Eniwetok, Makin and Saipan is Maj. Purnell Gould, former commercial manager of WBAL Baltimore. The first station of this group to go on the air was Kwajalein, with a big opening program July 4. Crews of the stations, broadcasting for men of all services within the coverage area, are servicemen selected for their civilian radio experience and trained as units at AFRS school, Los Angeles. They go into newly-taken bases as soon as possible and operate as a "radio task force". Equipment is portable and can be set up in a few hours. It is believed Radio Kwajalein set some sort of record for speedy installation. From packing crates to-on-the-air operation took the crew exactly two hours and ten minutes. All stations are installed at the request of the commanding general of the theatre.

Both receivers and PA systems are used to bring programs to the boys. Where there is a temporary scarcity of receivers, as in a newly occupied area, broadcasts are often picked up from the local station and rebroadcast over the PA of the movie auditorium an hour before the picture is scheduled, so that a large group can hear the program.

PRESS ASSN. last week announced that KALE Portland, Ore., and WHAI Greenfield, Mass., have contracted for the special AP radio wire.

Fighting on Guam Caught on Records

Tank Talk Is Heard on Ship And Recorded; Used by Nets

IN A TRANSPORT lying off Guam on the day of that island's invasion by the Third Marine Division was a Presto recorder that picked up the frequency of the shortwave tank radios and recorded for the first time in the war, action from a tank in actual combat. Bursts of 76 mm. cannon fire punctuated by the bark of a shortwave tank radio, pointing out Jap mortars and snipers as the Mariner advanced.

High point of the recordings was the command, "Fire a burst of machine gun," and after the loud splatter of gunfire resounded within the steel tank, a voice said, "That's it, you got him . . . He's still kickin' . . . Fire again."

The tank action is a portion of the Marine Corps recordings just returned to the States. Sgt. Alvin M. Josephy, USMC combat correspondent, formerly with WOR New York, Transradio Press and, prior to entering the service, chief of special events for OWI's Radio Branch, handled most of the action recordings.

Describes Fighting

Using a film recorder, Sgt. Josephy gave a complete description of the landings, beginning in a Navy transport, and on through the thick of the fighting, describing the battle as he walked up the coral reef, waist-deep in water, the mortar fire bursting around him.

Doing the tank action pick-up from the transport was USMC Combat Correspondent Sgt. Edward C. Stodel, who formerly operated an advertising agency on the Coast. Sgt. Josephy's technician was Seabee Electrician's Mate 2nd Class John Wheaton.

The 2½ hours of recordings were processed and released simultaneously to all four networks Aug. 4. Mutual broadcast a half-hour of the material to Hearst 11:30-12 midnight, and NBC put them on a 15-minute program Sunday, 1:15-1:30 p.m. An NBC spokesman called them the "most graphic combat recordings of the Pacific War."

Blue built a complete half-hour program around selected portions of the recordings, produced with linking commentary and music background. It was broadcast 3:30-4 p.m. Sunday. Lincoln Diamond was producer.

Chicle Spots

AMERICAN CHICLE Co., Long Island City, N. Y., a campaign for chewing gum has started four transcribed 30-second chain break announcements weekly on WJZ New York. Company is now using 30-second and one-minute live and transcribed spot announcements weekly at varying intervals on 160-200 stations throughout the country. Agency is Badger & Browning, N. Y.
Bacon Outranks Bullets
In The WMT Corn Country!

War production is big business out here in the WMT Corn Country. But it is overshadowed in importance by the wealth that springs from our rich, black earth. Overshadowed still further by our normal industrial production.

When the day for reconversion comes, the pigs won’t stop growing. Nor will contract cancellations hamper the endless harvests of golden yellow corn. Food processors, farm machinery makers and hundreds of other similar plants now in war work will be freed from their responsibilities to the armed forces. Then they’ll turn with renewed vigor to supplying the needs of their long neglected civilian customers.

Stability, sound steady growth. These are the keys to why alert advertisers are paying increasing attention to the rich WMT Corn Country market. To reach buying power plus for now, and post-war too, include WMT in your plans.
McCall, Chaplin Home
FRANCIS C. MCCALL, manager of NBC's news and special events department, and W. W. Chaplin, news commentator, have returned to New York from their European assignments. Mr. McCall went to London several weeks before the invasion to organize the special staff of reporters sent to that war area. Mr. Chaplin joined the staff of observers and commentators and covered the Normandy front. Mr. McCall will leave shortly for the West Coast to supervise the expansion of the NBC newsrooms in Hollywood and San Francisco in preparation for increased activity from the Pacific war theatre.

KSO Names Rep
KSO Des Moines, recently acquired from the Cowles interests by Kingsley H. Murphy, has appointed Headley-Read Reed Co. as its national representative, effective immediately. George Higgins, formerly of WTCN Minneapolis, is manager of the 5 kw Blue network station and will assume operation Aug. 20.

SOUTHWESTERN Electrical Appliance Co., Amarillo, Tex., has been appointed distributor for the Crosley Corp. in northwest Texas, it was announced by T. T. Roe, Crosley Corp. manager of distribution.

THE NEW LIGHTHOUSE TUBE
New Disc-Seal Tube Puts Allies Ahead of Axis
—In Military Radio Field

REVOLUTIONARY disc-seal electronic tube, putting the Allies far ahead of the Axis in the military radio field, has been developed by engineers in the General Electric Electronics Laboratory, and can now be discussed in more detail than previously.

Bare existence of the tube—called the “lighthouse” tube—by military radio men—was announced in April, but it is just now that the Army and Navy have allowed release of further information.

Its invention makes possible a large new group of high-frequency electronic tubes, circuits and apparatus which now operate in parts of the spectrum impractical of use before the war. For example, the megatron, as it is called by technicians, allows production of quick and high-quality FM radio and television relay systems, and makes possible for the first time the production of medium and high power television transmitters capable of operating in the very high frequency bands.

The compact new tube is constructed in simple, parallel lines or layers, with glass and metal fused together in rigid, inseparable units highly resistant to shock. Parallel plane construction makes possible the production of higher frequencies at sufficient power, and also makes available many high and ultra-high frequencies from which one may be selected for service and used without interference from others.

GE's invention has been made available to Allied private and government scientific groups.

LIGHTHOUSE tubes get a thorough inspection by engineers (1 to r): E. J. Beggs and R. J. Bondley, of the General Electric Electronics Laboratories.

MBS Bond Group
MBS has named its War Bond Committee to work with the Treasury's Section B and OWI in Sixth War Loan promotion. The committee is composed of Miller McCall, chairman; Adolph J. Opfinger, director of programming; Robert Schrand, director of sales promotion and research; Edward W. Wood Jr., sales manager; James (Denny) Bement, publicity chief; Tom Slater, director of special features. The Network Bond Committee (Broadcasting, July 31) were created at the suggestion of Robert J. Smith, chief of the War Department's Division of Radio, so that each network would be able to plan, publicize, and carry out programs of War Bond drives with a minimum of outside interference, but with the maximum of assistance from the WFD.

Network Accounts
All line Eastern Wartime unless indicated

New Business
ALUMINUM Co. of America, Pittsburgh, Pa. (Institutional), on Sept. 17 resumes Lighted Windows with Ethel Barrymore on the full blue network, Sundays, 8:30-9:30 p.m. ET.


LEHN & FINK (Canada), Toronto (Hind's Honey & Almond Cream) on Sept. 11 starts Hind's Date for 59 weeks on 21 CBC Dominion network stations. Mon.-Sat., 8:30-9:00 p.m. Agency: Spitter & Mills, Toronto.

Renewal Accounts

MOORE Coke, Ltd., Toronto (mill products) on Sept. 7 replaces Canadian Cana-
no on 37 CBC Dominion network stations. Thurs., 8:15-8:45 p.m. Agency: Young & Robison, Toronto.

HARRIS CO., Chicago (Dari-Rich Products), on Sept. 2 replaces Stars Over Hollywood on 19 CBS stations, Sat., 12:30-1:00 p.m. Agency: Soerenes & Co., Chicago.

Network Changes
WM. WRIGHT JR. Co., Toronto (gum), on Aug. 15 changes Freewax Trad from the CBC Trans-Canada network Prairie division, to 19 CBC Dominion network Prairie division, both on CBC, originating at CKCR Winnipeg, Tues. 10-11:30 p.m. Agency: Jack Murray Ltd., Toronto.

PACIFIC COAST Borax Co., New York (Borax & Soap division), on Aug. 19 replaced Death Valley Days with Death Valley Sheriff, on 69 MBS stations, Sun., 8:30-9:15 p.m. (reborn—11:30 p.m.). Agency: McMinn-Erickson, N. Y.

EMERSON RADIO & Phonograph Corp., New York, (Institutional), on Aug. 29 discontinues Green Valley 7-2-4 on 46 MBS stations, Sun., 5-5:30 p.m. Agency: H. Weintraub & Co., N. Y.

EMPLOYERS GROUP, Boston, on Sept. 17 shifts Credite Factor from Sun. 10-10:15 p.m. to 5-6:30 p.m. Sun., 9-9:45 p.m. Agency: H. B. Hummery Co., Boston.

CLARK Bros., Chewing Gum Co., Pitts-
hurgh, on Sept. 17 shifts Good Will Hour from Sun., 10-10:15 p.m. to 9-9:45 p.m. on 121 MBS stations. Agency: Walker & Downey, Pittsburgh.

PROOF
OF RESULTS
from RICHMOND'S
W R N L

Here's a result story that speaks for itself.
Advertisers don't renew contracts unless the medium they use "pays off" in results.

In Richmond It's WRL

5000 WATTS
NIGHT AND DAY 910 KC

Edward Petry & Co., Inc. National Representative

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Network Changes
WM. WRIGHT JR. Co., Toronto (gum), on Aug. 15 changes Freewax Trad from the CBC Trans-Canada network Prairie division, to 19 CBC Dominion network Prairie division, both on CBC, originating at CKCR Winnipeg, Tues. 10-11:30 p.m. Agency: Jack Murray Ltd., Toronto.

PACIFIC COAST Borax Co., New York (Borax & Soap division), on Aug. 19 replaced Death Valley Days with Death Valley Sheriff, on 69 MBS stations, Sun., 8:30-9:15 p.m. (reborn—11:30 p.m.). Agency: McMinn-Erickson, N. Y.

EMERSON RADIO & Phonograph Corp., New York, (Institutional), on Aug. 29 discontinues Green Valley 7-2-4 on 46 MBS stations, Sun., 5-5:30 p.m. Agency: H. Weintraub & Co., N. Y.

EMPLOYERS GROUP, Boston, on Sept. 17 shifts Credite Factor from Sun. 10-10:15 p.m. to 5-6:30 p.m. Sun., 9-9:45 p.m. Agency: H. B. Hummery Co., Boston.

CLARK Bros., Chewing Gum Co., Pitts-
hurgh, on Sept. 17 shifts Good Will Hour from Sun., 10-10:15 p.m. to 9-9:45 p.m. on 121 MBS stations. Agency: Walker & Downey, Pittsburgh.
THE ONLY SINGLE MEDIUM
Completely
COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
Radio Central Bldg., Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.

Crossroads to an Empire, in the very heart of Spokane. Five transcontinental railroads link the nation to this empire rich in hydroelectric, agricultural, mining and lumbering resources, where retail sales for the first four months of 1944 (Spokane only) increased 4% over the previous year. KHQ, too, is "Crossroads to an Empire," covering the entire area at the cost of only one medium.
*To conserve paper, the print order on "The Mirage of Money Programs" will be restricted to the number of requests received.*
HERE ARE THE FACTS
ABOUT “MONEY PROGRAMS”:

We believe that sound programming is the only basis upon which a TRUE AUDIENCE can be built ... an audience that listens and makes your radio dollar profitable.

To prove our point, WSAI deliberately inaugurated a money-for-listening campaign, and retained Dr. Herman S. Hettinger, former dean of the Wharton School of Finance, University of Pennsylvania, to make a thorough study of the FACTS, as gathered by C. E. Hooper, Inc. in Cincinnati, as well as in other cities where this type of programming was being used.

That report is now ready. It is factual ... it is revealing. It tells radio executives, advertisers and agencies the TRUTH about listening indices based on dialing for dollars. It shows, through sound, incontrovertible research,

1. The effect of money-give-away program on station ratings;

2. The effect of money-give-away programs on audience listening habits;

3. The inherent dangers in inflated radio audience figures.

Dr. Hettinger’s report is compiled in the brochure “The Mirage of Money Programs” ... available to any radio station, advertiser, or advertising agency interested in this important, eye-opening study.

Copies are available on request.*

WSAI

Division of The Crosley Corporation
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO
Our Respect To  

FRANK MARION FOLSOM

"GIVE the customers what they want," is Frank Folsom's Golden Rule of merchandising. It has brought him up through the ranks from a behind-the-counter department store salesman to the vice-presidency of Goldblatt Bros., in charge of the RCA Victor Division.

When he joined RCA the first of this year he brought with him an invaluable knowledge of "the buying public" and an appreciation of what they want, and of how they want it. He feels it is as important to provide pleasant human relationships as to produce a top product, reaching these conclusions after long years of merchandising.

He entered the selling field in Portland, Ore., working in department stores after school. For a while he was with Lipman Wolfe & Co., in Portland, next Hale Bros., San Francisco. An interesting note on his connection with Hale Bros., is that he was vice-president and general manager of that company on the Pacific Coast when it owned KPO and currently is a top executive of the company affiliated with NBC, which now owns the station.

Shortly after he joined Weinstock Lubin & Co., Sacramento department store, the first World War interrupted his career. He entered the Army Air Corps. But after the war he returned to merchandising.

In 1932 Frank Folsom joined Montgomery, Ward & Co. as manager of the Pacific Coast operations for both mail order and retail stores. One year later he was named vice-president in charge of merchandise and a director of Montgomery, Ward with headquarters in Chicago.

He transferred to Goldblatt Bros., Chicago, in 1940 as executive vice-president and general manager. When he had served only a few months Donald Nelson, then Coordinator of Purchases in the National Defense Advisory Council, called him to Washington to become purchase consultant for the Council.

When his work was done in Washington, Mr. Folsom returned to Goldblatt Bros. But only for a short time. The day after Pearl Harbor, Donald Nelson requested his return to Washington as Deputy Director of Purchases for the Office of Production Management.

In February of the following year Frank was honored by a letter from the late Secretary of the Navy, Frank Knox, appointing him Assistant Chief in charge of the Procurement Branch of the Navy.

He served in Navy Procurement until January 1944 when the position of vice-president and director of the Radio Corp. of America, in  

(Continued on page 40)
22,565 Hours of Continuous Service Since Pearl Harbor

To KOIN wartime means service 24 hours a day. The technical staff, the men behind radio's front line, make this record possible. They have served wartime radio without fanfare—this page acknowledges their service.

Louis Sumner Bookwalter
KOIN's Technical Director and Chief Engineer

As one of the nation's top-ranking engineers, Louis Bookwalter planned and directed all technical operation, designing and construction of all equipment used. He came to KOIN 13 years ago from a position as Division Engineer, New York Division, Columbia Broadcasting System. His construction and engineering innovations have established national patterns.

Robert Hartzog
Control Room Supervisor
Is responsible for the efficiency of both remote and studio operation. With KOIN since 1932.

Wm. E. Richardson
Transmitter Supervisor
One of the best known engineers on the Coast. With KOIN since 1939.

Earl Denham
Construction and Maintenance Supervisor
His supervision insures mechanical perfection. With KOIN since 1930.

The work of the technical staff has implemented the wartime public service voice of KOIN. From the roar of 30,000 war bond buyers in Multnomah Stadium to the falling of a towering Douglas Fir in the heart of Oregon's forests, their skill and equipment have been unfailing.

KOIN
PORTLAND, OREGON
FREE & PETERS, INC., National Representatives

Over 700 men were trained for radio technicians, U.S. Navy, by these eight KOIN instructors. This was additional war effort, swelling their individual work week to an average of over 70 hours. Reading left to right, top row: Henry Sturdevant, C. J. McCredie, Lloyd Street, Arthur White. Seated: Howard Endicott, Wm. Richardson, L. S. Bookwalter. Seated on desk: Earl Denham.
Our Respects to
(Continued on page 38)
charge of the RCA Victor Division
was offered him, and he accepted.
When he went to RCA, he re-
ceived over 50,000 letters of con-
gratulation from men and women
throughout the country. The then
Undersecretary Forrestal, the late
Secretary Knox, and Donald Nei-
son were among the first of the
high Government officials, indus-
trial leaders, and associates who
expressed appreciation for the solid
contributions Frank Folsom had
made to wartime America.
In his present position Mr.
Folsom has an opportunity to con-
tribute to the radio industry his
merchandising background, his
Washington experience, his ex-
clusive friendship with big and little
people everywhere, and above all
his down-to-earth, human approach
to every problem.
Born May 14, 1894 in Sprague,
Wash., Frank Folsom is American
to the roots. The son of Edward
P. and Anna Folsom, he is a direct
descendant of John Folsom who
settled in Hingham, Mass., in 1638.
He attended public schools in
Sprague and in Ashland and Mc-
Minnville, Ore. He received an
LL.D. from the U. of San Fran-
cisco.
He is interested in education and
cultural projects and has helped him to be-
come a trustee of Rosenmont
College, a member of the Northwest-
er University Associates, Evans-
ton, Ill., and the University of San
Francisco Associates.
An even wider interest in peo-
ple is shown in his club mem-
bership. He belongs to the Chicago
Club; Glenview Club; Common-
wealth Club of Chicago; Board of
Governors of the Extension So-
ciety, Chicago; Penn Athletic Club,
Philadelphia; Rockefeller Center
Club, New York; American Legion.
On Aug. 5, 1917, Mr. Folsom
married Gladys Mabel Jordan.
They have three married daughters,
and two sons, both in the service.
One son Lt. (j.g.), Harry F. Fol-
som has chalked up a score of three
ặp planes in the Pacific and has
won the Navy Air Medal. Speaking
to employees at RCA a few months
ago, Mr. Folsom said, "I like to
think that my son flying a B-24
bomber somewhere in the Pacific
is enabled to do a more effective
job . . . because of the RCA equip-
ment on the bomber he is flying
and in the ground stations with
which he is kept in contact."
That remark is something of a
key to a man who has learned to
translate his personal into some-
thing warmly human—whether it
is a mail-order spool of thread or
a radio control tower.

ARTURO TOSCANINI will conduct
the NBC Symphony Orchestra at
General Motors Symphony of the
Air for eight weeks starting Sunday, Oct.
20. He will conduct all Beethoven con-
certs during the period.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

<table>
<thead>
<tr>
<th>MORNING INDEX</th>
<th>MON. THRU FRI.</th>
<th>A</th>
<th>WGRC</th>
<th>B</th>
<th>C</th>
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<td>6:00-12:00 A.M.</td>
<td>14.2</td>
<td>28.1</td>
<td>33.7</td>
<td>24.0</td>
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<th>MON. THRU FRI.</th>
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<th>WGRC</th>
<th>B</th>
<th>C</th>
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<td>27.6</td>
<td>25.1</td>
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<th>6:00-10:00 P.M.</th>
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<th>WGRC</th>
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<td>40.6</td>
<td>12.6</td>
<td>36.7</td>
<td>9.7</td>
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FIRST IN DENVER KOA
50,000 WATTS

LAWRENS TRADING AREA: 47% OF KENTUCKY'S POPULATION
57% OF ITS BUYING POWER

BURN-SMITH - National Representatives

LOUISVILLE'S TRADING AREA: 47% OF KENTUCKY'S POPULATION
57% OF ITS BUYING POWER

MABEE, MRS. AURELIA

HERMAN, GEORGE H.

SMITH, MARIE

ELLIS, BUTTERFIELD

YOUNG, C. S.

BUTTERFIELD, MARIE

SMITH, GEORGE A.

PORTER, HENRY R.

STUBBS, T. FRANK

MRS. AURELIA S. BECKER

Nelson, Poynter, editor of the
St. Petersburg Times, which operates
WTSP, has been named a member of the
National Citizens Political Action
Committee, sponsored by the CFO.

Herman S. Hettinger, of the
executive staff of Crowell-Collier
and former campaign manager of OWI,
has been elected to membership on the
War Advertising Council and is its
campaign manager for economic
stabilization.

MRS. AURELIA S. BECKER, presi-
dent and general manager of WTBO
Cumberland, Md., has been elected
a director of the Cumberland Chamber
of Commerce—the first woman to
serve on the board.

C. S. YOUNG, general manager of
WFBZ-Boston, supervised the annual
rendezvous of the Boston Power
Squadron to Provincetown. He was
recently made commodore of the
Squadron. WFBZ sales manager C.
Herbert Masse, another member of the
Squadron, was on the trip.

H. ELLIS SAXTON, former district
traffic manager Pennsylvania Central
Airlines, Milwaukee, has been
named promotion director of WISN-
Milwaukee.

GEORGE H. SMITH, formerly gen-
eral sales manager of Edison Gena-
electric Appliance Co., Chicago, has
joined the Magnavox Co., Fort
Wayne, Ind., as sales manager of the
radio photographic division.

MABEL BUTTERFIELD, blue
western division assistant sales pro-
motion manager, has resigned fol-
lowing her marriage Aug. 6 to Jerome
E. Badgley, sales promotion manager
of Southern California Telephone Co.
in Beverly Hills.

GEORGE A. WHITNEY, account
executive of KFTS Los Angeles, has
been named station sales manager. He
replaces Clyde Scott who has resigned
to become general manager of KBCA
Los Angeles.

HENRY R. PORTER, statistician in
the MBS research department, has
been promoted to assistant manager.
Additions to the department include
Fred Schnier, formerly in the net-
work's executive department; Harriet
Woolsey and Margaret Norris, for-
merly with the U. S. War Dept.

T. FRANK STUBBS, general man-
ger of KFPM Shemondish, La., is
recommencing from an operation.
Meet the Old Dirt Dobber

(AND FRIENDS)

"Meet the Old Dirt Dobber" is the title of an imposing spread on WLAC's Tom Williams, scheduled to appear in the September issue of Better Homes & Gardens. Beautiful full-color pictures of the Williams' gardens, near Nashville, as well as photos of his radio cast, are featured. The Old Dirt Dobber is heard daily, Monday through Friday, over this 50,000-watt station and his Saturday network program, carried by more than seventy CBS stations, originates in our studios.

DINAH SHORE, who started her meteoric career here at Nashville, was honored this spring by the Old Dirt Dobber when he named a new bronze-gold Iris for her. Dinah graciously acknowledged the honor on her CBS network program.

IRENE BEASLEY, singing lady of the CBS program, "Neighbors," was given the "Green Thumb Award" by the Old Dirt Dobber. She devoted half of one of her day's programs to telling the country about the famed plant expert.

HELEN JEPSON, lovely Metropolitan Opera star, was recently the recipient of a "Green Thumb Award," a recognition given people who have a knack for growing things. Miss Jepson is only one of a long list of celebrities nominated for the coveted award.

The name? Tom Williams was given his radio name quite by accident. In reality it belongs to an industrious member of the wasp family which spends its daylight hours digging in the soil and improving the appearance of its house. One day, an announcer at WLAC started Williams' program by saying, "Well, here's that Old Dirt Dobber, again." The name stuck. (Photo shows Williams holding a specimen of his Dinah Shore Iris, which was flown to California to blossom for the noted star.)

WLAC

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented by Paul H. Raymer Co.
It could Only Happen Here --and Now!

There are 270,042 Federal employees in Washington. 5.05 per cent more than in 1942.

They and their families come from every city and state.

They eat, smoke, use cosmetics, buy clothes just the same as they did back home.

Where else can you get this National coverage but here--and now?

The Best Test Market at MINIMUM COST

WINX
Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY
New York · Philadelphia · Chicago

Dillon Back at KRNT

ROBERT DILLON has just received his medical discharge from the Army and is returning to KRNT Des Moines as commercial manager. Before joining the service, 20 months ago, Mr. Dillon was sales manager for KRNT.-KSO. KSO has since been sold to the Kingsley Murphy interests of Minneapolis. Mr. Dillon entered the Army as a private and rose to a second lieutenant at the time of his discharge, serving in the public relations department for the Flying Training Command at Hondo, Texas.

KECA Names Barron

DRAWING his staff primarily from returned veterans of the current war, Clyde Scott, general manager of KECA Los Angeles, newly-purchased Blue network station, has appointed Amos Barron as sales manager. Mr. Barron was an account executive of KPIKECA before going into the Army. Other KECA appointees include Bill Davidson as production manager, Jimmie McKibben and Bill Holmes writer-producers. Matt Barr, formerly publicity director of KPIKECA who recently shifted to sales division, has been made an account executive of the latter station. With the exception of Mr. Barr, all are returned war veterans.

Hogue's Second Post

HENRY HOGUE, former general manager of KWRC Pendleton, Ore., has been appointed general manager at KTOK Ketchikan, Alaska, according to Edwin A. Kraft, owner of KTOK and KINY Juneau. Under arrangements completed with USO, both Alaskan stations now present programs by actual combat forces of Army, Navy and Coast Guard, as well as rebroadcasts from Army shortwave stations. John Felt-house has replaced Robert Nichols, now in the armed forces, as resident engineer of KINY. Completion of a new 5,000 watt station transmitter, now under construction, is scheduled for Sept. 1.

A Quality Audience

While WLIB's musical programs appeal to all classes because the whole repertory of music, with the exception of "jazz, jive and swing," is skilfully programmed, yet adults in the upper middle-income group make up the largest portion of our audience. Why? Since higher income adults are generally exposed to the fine things in life and since WLIB's programs of familiar good music are fine and down to earth, these people naturally gravitate to the station. WLIB's civilized programs are definitely in good taste and thus become more appealing to these people who are not highbrow but are sensitive to quality.

Is it any wonder then that advertisers benefit from the quality and enthusiasm of an audience that has the desire and the means to buy products and services advertised in good taste and in pleasant surroundings over WLIB?

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In Utah

—where nearly three-quarters of a million people live and work and spend money...

—where 93% of the homes have radios...

its

K DYL
Utah's NBC Station

John Blair & Co. — National Representatives
NO NEWS LOST

Problem of running out of teletype paper has been solved for WPOY St. August

tine, by Don Richardson, a staff engineer. Seven hours before the roll's end gets to the

roll's end a go on above the station's UP ma-

chine, a ring on the paper shows red stripe. The

ingenious "Mercury Switch" light attracts the attention of the

staff before they leave at midnight, so that no copy is

missed for lack of paper be-

 tween midnight to 6:30 a.m.

ELMER McELLAN and Shirley Collins, CBRS Vancouver, have an-

ounced the following.

BOB WILLETT of the public relations department of CJVY Victoria, has joined the Canadian Broadcasting Corp., Vancouver.

VINCENT POTTE, formerly associate night manager of WHN New York, has returned to WMCA New York as an assistant in the program department.

THOMAS B. ELLSWORTH, former sales promotion manager of WJZ New York, has joined MBS sales promotion department as a presentation writer.

EDWARD H. WOLFE, released from Marine Corps, has rejoined the sales staff of WLW St. Louis.

DON SHELDON, formerly with stations in Michigan, West Virginia and

New York, has joined the announc- ing staff of WATL New York.

JACK GOULD of the radio news staff of the New York Times has been appointed radio editor. He suc-

ceeds John Hutchens, transferred to the paper's Sunday literary supple-

ment.

LESLEY NICHOLS, for seven years MBS correspondent in Cairo, has re-

turned to the U. S.

FREDERICK HOFFMAN, former military editor of the Hartford Times, has been added to the staff of the English section of NBO International as a writer-announcer.

JOE KING, former CBS announcer, has been commissioned a second lieu-

tenant in the Marine Corps.

JACK MATTHEWS, war veteran, new to radio, has joined UKG Re-

gister. Other newcomers to the CKCK staff are Glen Hjalmarson and Bruce Goldie, both new to radio.

MAURICE BOCKTING, announc-

er at CFBR Toronto, has resigned to freelance.

FLYING OFFICER Jack Radford, son of R. J. Radford, supervisor of station relations, Canadian Broad-

casting Corp., Toronto, who was re-

ported missing from Royal Canadian Air Force operations, is now a prisoner of

war.

JOE DRUKER of Montreal, has joined the announcing staff of CFCH North Bay, Ont.

JACK DUNLOP, commercial rep-

resentative of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Navy, and is now taking an officer's training course.

MILO KUTSON, former UP cor-

respondent in Rochester, Minn., and with the ROCO in that city, has joined KFBI Wichita, Kan., as news editor. He was formerly with WMTC Cedar Rapids, Ia., and WEAU Eau Claire, Wis.

GEORGE HEIMRICK, former KXL Portland, Ore., announcer, has joined KPRO Riverside, Cal.

No News Lost

PROBLEM of running out of teletype paper has been solved for WPOY St. Augus-
tine, by Don Richardson, a staff engineer. Seven hours before the roll's end gets to the roll's end a go on above the station's UP ma-

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GEORGE HEIMRICK, former KXL Portland, Ore., announcer, has joined KPRO Riverside, Cal.

William Barsby Named RCA Traffic Manager

WILLIAM H. BARSBY, for 90 years associated with the radio indus-

try, has been appointed traffic manager of RCA Communications. He di-

died June 12. Mr. Barsby, who has been assistant traffic manager with

RCA since 1926, was with the Marconi Wireless & Telegraph Co. of

America in 1914 and dispatched and received commercial radiograms between the U. S. and Japan.

He served in the U.S. Navy dur-

ing World War I, assisting in or-

ganizing the Navy's first central-

ized communications office in Wash-

ington. While with the Navy, he

picked up from the German station at Nauen the first request for an emergency. He was ordered to de-

liver the message personally to the White House. Mr. Barsby was sup-

posed to have been killed in the crash of a bomber in 1918.

CPL. FRED BARR, program direc-

tor of WWRL New York, now in the

Army stationed at Ft. Bliss, Texas, is doubling by announcing on KROD El Paso.

BILL RATCLIFFE, WSZ Huntington, W. Va., salesman, has married the former Jeanette Owens, also of Huntington.

RICHARD STOCKWELL will com-

bine his duties as assistant news ed-

itor of WOCO Minneapolis-St. Paul with a position on the editorial staff of the Minneapolis Star Journal.

EDWARD VIEHMANN, released by the Navy, has joined the announcing staff of WCCO Minneapolis-St. Paul. He was formerly with KFYR North Platte, Neb., and was news editor of KARR Aberdeen, S. D.

BOB DREXLER, chief announcer at WSAZ Huntington, W. Va., has been commissioned a ensig-

nate, USNR, and is undergoing indo-

triation training at Ft. Schuyler, New York.

E. NORMAN BAILEY is new to the announcing staff of WTAG Worces-

ter.

WES JONES, formerly with WOW of KOLI Omaha and WHO Des Moines, has joined KKLW Dallas as an announcer.

MRS. VIRGINIA MAY, with KXL Oakland 15 years, has been named program director.

BOB KENNEDY, RM 2/2 USNR, and Sgt. Paul LaRiversa, ROTC in-

structor at the Mission School in San Francisco, are helping relieve the manpower shortage at KKLX Oakland filling in for vacationing an-

ouncers.

LT. JOE McCAFFREY, released by the Army last May, succeeds Robert Lewis in the WTOP Washington news-

room. Mr. Lewis leaves this month to accept an ensign's commission in the Navy. Lt. McCaffrey prior to his Army service was with WGNY New-

burgh, N. Y.

ALEXANDER E. MARSHACK, for-

mer national press director of the CIBS, has joined the public relations depart-

ment of MGrace Communications, has joined the production staff of WTOP Washington.

GIL HICKS, part-time member of the CBS Chicago news department, now fulltime on the news staff. Harold Heath, formerly with WBBM LaFay-

ette, Ind., will take over early morn-

ing duties.

OZZIE WESTLEY, formerly musical arranger, has taken over music libera-

tian duties at WLS Chicago of Phil Kilar, who plans to renown his vocal career.

SOUTH BEND IS AS FAR FROM CHICAGO

SOUTH BEND is an independent market just as the cities listed above are independent markets. You can't adequately cover South Bend with a Chicago station. Indeed, this area can be dominated only by using WSBT, an affiliate of the Columbia network. This station reaches—in addition to South Bend's population of 112,000—27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes. War workers in this rich market are making big money and saving a lot of it for Post-War use. In every war bond campaign since Pearl Harbor, including the Fifth War Loan, South Bend has more than reached its quota. WSBT—1000 watts at 960—is 22 years old, truly a pioneer station.
Another STAR in the Blue

From the BLUE to YOU to AMERICA!

This is the split-second, triple-play planning back of the BLUE'S constant effort to improve the network...to assure you greater service.

It is for you that the BLUE strives for more listening, better ratings, more sales, more value for every dollar invested in the BLUE.

The purchase of powerful, well-liked, Radio Station KECA, Los Angeles, is another vital step in BLUE progress...another reason the BLUE is a better buy for you.

Represented Nationally by Blue Spot Sales
New York Chicago Detroit Pittsburgh San Francisco Hollywood

Is THE Blue NETWORK
JOHN STEBBINS, former announcer on WGN Chicago, WIR Detroit, has joined the announcing staff of WLS Chicago.

BOB ANTHONY, former announcer of WGN Chicago, has joined the announcing staff of WGN Chicago.

CLARA WALKS III, former copy editor of WMWD, succeeding Bill Wright, has joined the announcing staff of WGN Chicago.

GENE MILNER, formerly of WHBF Rock Island, III., has joined the announcing staff and production department of WGN Chicago.

ROBERT WILLIAMS, announcer of KPO San Francisco, has shifted to NBC Hollywood.

FRED BRIGGS, former program editor of KGU Honolulu and KYA San Francisco, has been appointed program director of WGBR West Palm Beach, Conn.

CLAUDE E. FREY, formerly with WHRC Greenville, S. C., and WORB Spartanburg, S. C., has joined the announcing staff of WWRN Asheville, N. C.

EMILY B. FELLOWS, formerly of WISH Ind., has joined WAIT Chicago as continuity head.

ROBERT B. MACDOUGALL, director of radio at St. Luke's University College, Trenton, N. J., and chairman of the radio department of the New Jersey Education Assn., has joined WAAT Newark as director of education activities.

BENNETT ORFIELD, announcer, formerly with WWJ Detroit, has joined the announcing staff of WENR Chicago.

CHARLIE HANCE, formerly of KOLT St. Louis, has joined KIRO Seattle as announcer.

ROY GRANDE, formerly of KTKN Ketchikan, Alaska, has joined KGO San Francisco as assistant to program manager Bob Wesson.

HOWARD RHINES has been named chief announcer at KMPC Hollywood, with Jack Skerick becoming station production manager.

BUD SPENCER, night program manager of NBC Hollywood, has resigned to join Foote, Cone & Belding, and Lucy Woodall has produced the Blue Hollywood Star Time. He replaces Harry Sax who takes over as associate producer of NBC College of Musical Knowledge.

ROBERT CUMMINS, freelance writer for the Blue Lee Broadcasting System, Hollywood, has joined the announcing staff of WOR New York.

DOUGLAS PLEDGER, former announcer at KATV Phoenix, has joined Blue Hollywood staff, succeeding Ralph Rogers who joined the Navy as lieutenant (j.g.). Harry Waldrum, former summer relief announcer, has replaced Terry O'Sullivan who re-singed from the Blue to freelance.

MAJ. HAL BERGER, withdrawn from active duty with Armed Forces Radio Service, Hollywood, has joined Don Lee Broadcasting System, Hollywood, as production manager.

CARL BOXWORTHY, Jr., has joined the announcing department of KMTR Hollywood.

CHARLES R. WERNER, former announcer at San Diego, has joined KFI Los Angeles.

CHARLES B. HAUSER, announcer at WDRC Hartford, Conn., is the father of the girls.

WILL SMITH, announcer at CKKX Regina, and formerly of CKRI Prince Albert, has joined the U. S. Army Air Force.

CURLEY BRADLEY, m.c. on KG Los Angeles, has married Ola Bevon, formerly with the Blue.

JACK PETERSON, formerly of WIS Columbia, S. C., has joined the announcing staff of WIND Chicago.

John Whiting, Chicago, has joined the staff of NBC Hollywood.

The San Francisco
Radio Picture
Has changed!

Look up
Blue's
KGO
in your latest
Hooper!

It's THE Bay Area Buy!
There's a "hot spot" in every market.

Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of any length... on any station... in any market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.
WHO Des Moines
Vis Bin Corp., Monticello, Ill. (Tex Oil), 3 a week, thru Rogers & Smith, Chicago.
Good Foods Inc., Minneapolis, (Skippy Peanut Butter), 1 a week, thru Garfield & Guild, San Francisco.
Crow's Hybrid Corn Co., Milford, Ill. (hybrid corn), 4 a week, thru Jones & Moore, Chicago.
Giffin Mfg. Co., Brooklyn (shoe polish), 4 a week, thru Bernstein, Castelman & Pierce, N. Y.
Univ Super Breakfast Foods, Omaha, 4 a week, thru Magnuson, St. Louis.
Dr. Hem & Clark, Ashland, O. (poultry remedies), 3 a week, thru W. Aver & Son, N. Y.

KNX Hollywood
Robert Distributing Co., Los Angeles (H. A. needs & hair shampoo), 2 a week, direct.
Colgate-Palmolive-Co., N. Y., 3 a week, thru agency.
Carlen-Morse Co., New Haven, Conn. (azar blades), 2 a week, thru Leventhal Adv., Los Angeles.
25th Century-Fox Film Corp., Los Angeles (film), 4 a week, thru Western Adv., Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Benemid), 3 a week, thru agency.
Berkshire Bottling Mills, Reading, Pa. (Berkshire bitters), 14 a week, thru agency.
Grove Labs, St. Louis (Bromo quinine), 3 a week, thru agency.

KFI Los Angeles
Nohl Corp., Columbia, G. (Pat-T-Pak), 2 a week, 26 weeks, thru BBDO, Los Angeles.

WNEW New York
James F. Waters Inc., Long Island City, N. Y. (automobile repair), 6 a week, thru agency.
Hennafan Co., New York (shampoo), 3 a week, thru Arthur Rosenfeld Co., N. Y.
Slater Electric & Mte. Co., Brooklyn, N. Y., 2 a week, direct.
Progen Oil Co., Brooklyn, 6 a week, thru Diener & Donald, N. Y.
County Perfumery Co., Bloomfield, N. J., 5 a week, thru Atherton & Currier, N. Y.

WWBM Chicago
Crowell Publishing Co., New York (Collector), 3 a week, thru agency.
Paramount Pictures, Chicago, 4 a week, thru M. M. Fisher Assoc. Chicago.
General Electric Co., Cleveland, 5 a week, thru BBDO, N. Y.

CJBC Toronto
Quaker Co. Peterborough, Ont. (Spzaxite), 1 a week, thru agency.
Borden Co., Toronto (milk products), 3 a week, thru agency.
Lehn & Fink (Canada), Toronto (boney & almond cream), 1 a week, thru agency.

WINN Louisville
Lever Bros., Cambridge, Mass. (Lifeguard), 3 a week, thru agency.
Crowell Publishing Co., New York (Collector), 3 a week, thru Arthur Kudner Inc., N. Y.
Columbia Pictures, New York, 26 a week, thru agency.

WOR New York
Canfield, N. Y., 2 a week, thru agency.
General Motors Corp., Detroit, 40 a week, thru agency.

KJH Hollywood
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 a week, thru MacFarland-Avery, Chicago.

KFWY Kansas City
Roth Products. Los Angeles (coffee), 15 a week, thru agency.

KROW Oakland, Cal
Ben Hur Products, Los Angeles (coffee), 15 a week, thru agency.

KGY Philadelphia
Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 1 a week, thru agency.
General Electric Co., Cleveland (GE Mason Products), 5 a week, thru BBDO, N. Y.

KKF Pueblo, Colo.
Stone-Hall Co., Denver (Britte Ice), as week, thru agency.

KYW Philadelphia
Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 12 a week, thru agency.
General Electric Co., Cleveland (GE Mason Products), 5 a week, thru BBDO, N. Y.

KTS A San Antonio
Crowell Publishing Co., New York (Collector), 3 a week, thru agency.

KJH Hollywood
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 a week, thru agency.

DON LEE TO BAN HITCH-HIKE SPOTS

DON LEE TO BAN HITCH-HIKE SPOTS on "cow-catcher" and "hitch-hike" announcements on Don Lee Pacific Coast stations will be enforced starting Sept. 1. Action was taken after careful consideration of the improvements in listening impression which would result from commercial passages within the limits of established commercial programs," Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, stated. Similar ruling is scheduled for all Mutual stations effective January, 1945.

WTNT Begins Increase Of Exclusive FM Shows

EXCLUSIVE FM programming started Aug. 7 on WTNT, FM affiliate of WWSW Pittsburgh, as a third-birthday feature. New FM expansion arrangements call for retention of the present 12-30:1:30 p.m. FM program plus four hours of FM programming, 6 a week.

Scheduled are New Friends of Music Concerts, Pittsburgh's top musical affairs; special programs from Pittsburgh public schools. Definitely set for FM broadcast is String Ensemble, scheduled to begin the next year with Smith Jr., general manager of both WWSW and WTNT, feels that the experiment on FM lasting by presentation of exclusives, rather than left-over AM programs and spot FM scheduling.

Football on WJR

WJR DETROIT will carry a schedule of 10 broadcasts of inter-collegiate football games this fall, commencing Sept. 30 under the sponsorship of MacGregor-Goldsmith Inc., Dayton, O., sporting goods firm. Announcer of the season will be Duane Jones, WJR's chief sports commentator. In fact, the schedule is being announced by Thomas A. Kenny, WJR district representative, in charge of the WMPS call of the game. The team members are known to fans in Detroit had been that all Detroit stations carry the game same day and same time. In not revealing the schedule of broadcasts, Leo J. Fitzpatrick, WJR vice-president and general manager, said that one of the complaints from fans in Detroit had been that all Detroit stations carry the same game. WJR hopes to avoid this by scheduling the least one station featuring an outstanding contest. In selecting what we think is the most outstanding game of the week from our listeners' viewpoint, Mr. Richards said, "we are accomplishing what we have looked forward to for several years."

Philo Promotes Four PROMOTION of four Philco Corp. sales executives, division managers in the company's postwar distribution organization has been announced by Thomas A. Kenny, WJR vice-president in charge of sales. The four are: Joseph R. McCoy, former district manager, named manager of Philco's Atlantic division with headquarters in Philadelphia; Joseph A. Bilheimer, last year's Loyal Tuna agent, named representative, manager of the central division, Chicago; John F. Leary, former district representative in Boston becomes manager of Philco's Yankee division, remaining in Boston; John E. Ramsey, former Kansas City district representative, named manager of the southwest division, Kansas City.
KRANKS SHAVE CREAM, Chicago, has named Campbell-Ewald Co., Chicago to handle its advertising, as of Sept. 1. Company will maintain present radio schedule in Chicago and New York markets.


NATIONAL INDUSTRIAL, Information Committee, promotional affiliate of the National Assn. of Manufacturers, has appointed Kenyon & Richardson, New York, to handle its account which was formerly handled by Arthur Kodner Inc., New York.

BURRUS FEED Mills, Dallas, begins sponsorship of three-weekly five-minute hillbilly program on WVTW College Station, Tex. Firm is sponsoring six-weekly quarter-hour program, featuring the Callahan Brothers on KWTU Corpus Christi, Tex. 13-week contracts were placed by Simmonds & Simmonds, Chicago.

PETRI WINE Co., San Francisco, on July 24 renewed sponsorship for 13 weeks of The New Adventures of Sherlock Holmes on KGFN 8 and other stations, Monday, 7:30 p.m. (CWT). Agency is Young & Rubicam, San Francisco.

DR. L. D. Le GEAR, (medicine) St. Louis, begins sponsorship Oct. 15 for 26 weeks of a series of spot announcements on approximately 225 stations. Agency is Simmons & Simmons, Chicago.

THRIFTY DRUG Co., Los Angeles (chain), currently is sponsoring a weekly quarter-hour program, Hollywood Nightlight and Hollywood Spotlight, on KECA Hollywood. Contract is for 2 weeks, through Hillman-Shane-Breyer, Los Angeles.

C. F. MUELLER & Co., Jersey City, has begun co-sponsorship of the noon news period conducted by Jack Scanlon on KTVI Philadelphia, for its medicare products. Starting Aug. 15, company will sponsor the quarter-hour news period on Tuesdays, Thursdays and Saturdays, alternating with the Manhattan Soap Co. Contract is for 5 weeks placed through Duane Jones Co., New York.


SPORODYNE Co., Dayton, (skin remedy), now sponsors a weekly quarter-hour program titled Field and Stream with Lytle, featuring stories on the out-of-doors as told by J. Horace Lytle, hunter, author and gun dog editor of Field & Stream magazine. Contract is for 13 weeks. Agency is Kicher, Lytle, Belton & Collet, Dayton.

C. C. LOCKWOOD, associated with the manufacturing division of the Chrysler Corp., Detroit, has been appointed advertising business manager of the Chrysler sales division, Detroit.

WESTON'S Biscuit Co. is sponsoring newscasts on WFAE Paterson, N. J., at 1 and 5 p.m. daily, soon on Sundays to promote products baked in their Passaic, N. J., plant.

NORTHERN WARREN Corp., Stamford, Conn. (Cutex, Odorono) is sponsoring six-quarter-hour weekly on WSNR Stamford, Conn. Fred Briggs is in charge of production.

The chart below tells a convincing story of WOAI's standing in nine urban markets - San Antonio, Corpus Christi, Austin, Del Rio, Kingsville, Laredo, Seguin, Taylor and Victoria. Percentages are from the C. E. Hooper survey - Spring, 1944.

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<th>Time of Day</th>
<th>WOAI</th>
<th>Other NBC</th>
<th>All Others</th>
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<td>WOAI</td>
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<td>Other NBC</td>
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<td>All Others</td>
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<td><strong>AFTERNOON</strong></td>
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<td>All Others</td>
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For WOAI's dominance of the rural market (78 counties in the station's primary area) be sure to see next week's issue of Broadcasting. This coming chart helps explain why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!
CROWELL, COLLIER PUB. Co., New York (Collier's), has signed for 114 time signal announcements and 53 one-minute transcribed announcements scheduled to run 13 weeks starting Aug. 4 on WMAQ Chicago. Agency is Arthur Kudner, New York.


MAX COOK SPORTING GOODS Co., Denver, has renewed sponsorship of the 8 a.m. newscast on KFEL Denver. Contract, which was for the seventh consecutive year, was placed through the Ted Levy Agency, Denver.

DENVER LENS Co., Denver, has renewed sponsorship of the 7:15 a.m. newscast on KFEL Denver. Contract is for 32 weeks and was placed by Ted Levy Agency, Denver.

H. E. MacDONALD, former vice-president and retail sales manager of Montgomery Ward & Co., has been elected vice-president of Schnell Distillers Corp. He will make his headquarters in New York.

JOEL S. MITCHELL, former vice-president and director of the Kellogg Co., Battle Creek, Mich., has been appointed a vice-president and director of Standard Brands. New York. It was also announced that Phillip S. Levine will take over in charge of sales, has been elected a director and Arthur W. Davis, former controller of the American Steel & Wire Co., Cleveland, has been named controller of Standard Brands.

QUAKER CO., Peterborough, Ont. (Sparkies) on Sept. 4 started "Terrry and the Pirates" in serialized series Mon. thru Fri. 5:30 p.m. on a number of Canadian stations. Account was handled by Spitzer & Mills Ltd., Toronto.

LUMBERMAN'S MUTUAL Casualty Co., Chicago, on Aug. 27 renewes Up- ton Chase's news commentary for 25 weeks, Sundays 5:30-5:45 p.m. (CWT). Mutual Agency is Leo Burnett, Chicago.

MANHATTAN Soap Co., New York (Sweetheart Soap), on Aug. 7 started their fifth year as sponsors of a thrice-weekly quarter-hour newscast on WDBZ-WNBA Boston-Springfield. Nelson Bragg is the newscaster.


RADIO TRAINING Assn. of America, Beverly Hills, Cal. (correspond- course courses) has started using daily quarter-hour musical programs on KRKD KIY and will expand to include other Pacific Coast stations in metropolitan areas. Agency is Pacific Adv. Service, Los Angeles. Vernon Davis is account executive.

JOSEPH HORN Co., Pittsburgh, is sponsoring a later edition of the 8:45 a.m. newscast on WCAE Pittsburgh. Second broadcast, with Bill Beall, is heard 12:12-12:35 p.m. Monday through Friday at 10:30 a.m. on WCAE Pittsburgh.

LOEW'S INC., New York (films) on Aug. 7 started Inside M & M on CFRD Toronto. 5 times weekly for 62 weeks. Account was placed by Donnau & Co., Inc. New York.

BENNERT FOODS Co., Baltimore (chamber spread, mayonnaise) has named Leon S. Golich & Assoc., Baltimore, as advertising representatives. Radio plans are said to be under consideration.

Robert C. Koessel, Hollywood manager of W. A. Yer & Son, has received another assignment in the radio-advertising field. Herbert Sanford, assistant to H. L. McClinton, vice-president in charge of radio for the agency in New York, has been shifted to Hollywood.

MORGAN MANN, radio director of Shermann & Marquette, following Hollywood conferences on fall plans for CBS Jack Carson Show, has returned to his New York headquarters.

BEAT PRAGER, for past two years with Focus, U.C. & Building in various production capacities and most recently agency contact on CBS Jack Carson Show, has resigned to freelance, effective in late August. Larry Berns recently resigned as producer of the Jack Carson Show.

ANTHONY STANFORD, Hollywood producer of J. Walter Thomson Co., currently is in New York for two-week conferences with home office executives on writing and production plans for fall resumption of Hollywood-outlining shows serviced by that agency.

ARTHUR LINGE, formerly head of the talent department of Wendell P. Colton Co., New York, has joined the agency department of Benton & Bowles, New York.

JACKSON TAYLOR, former head of the research department of McGann Erickson, N. Y., became resident manager of the McGann Erickson Minneapolis office the latter part of July.

Lt. Howard Esary, for approximately two years Southern California public relations director of U. S. Maritime Service, has been re-enlisted as active duty and has returned to Allied Adv. Agencies, Los Angeles staff as account executive.

Mrs. Sally Larkin, former editor of American Country magazine, has joined the H. B. Humphrey Co., Boston, as assistant to the director of radio and as advisory home economist. Mrs. Larkin is a member of the American Home Economics Assn. and the New England Women's Press Assn.

Robert B. Donnelly, former vice-president and manager of the Minneapolis office of McGann-Erickson Inc. has joined the College Adv. Co., St. Louis, in charge of advertising and merchandising. Mr. Donnelly for seven years was assistant advertising manager of General Foods Corp.

No, "Suh"! Guess it sounds that way to the advertisers when we talk of the husky, brawling Savannah Seaboard Market that's making money hand-over-fist. These people have more green-back dollars than ever before, and are just itching to spend them.

Not surprising when you consider big permanent industries such as the Southern Cotton Oil Company, the Savannah Sugar Refining Company and the Union Bag and Paper Corporation. These, and other giant industries contribute millions of dollars to the monthly payrolls of Savannah workers, month after month, year after year, wartime or peacetime.

Right now, however, we must not overlook the three shipyards, six military centers and 25,000 new war workers that have swelled the Savannah Seaboard Market. Dynamite for a smart advertiser in search of sure dividends on his advertising dollars.
BUFFALO'S
Greatest Regional
Coverage

DOROTHY DUNLOP, formerly with the radio department of Cockfield, Brown & Co. Ltd., Toronto, has joined Young & Rubicam Ltd., Toronto, as radio traffic director.

STANLEY PULBER, former sales service manager of CBS, has joined the Blau Co., New York, as business director of radio. John E. Stewart, formerly with National Distillers Products Corp., New York, has joined the agency as account executive of the Schenley Distillers penicillin account.

RAYMOND KNIGHT, production manager of the Blue network since March 1943, joins Young & Rubicam, New York, Aug. 14 as a staff producer to handle the Borden Co. Happy Island series starring Ed Wynn, which will start on the Blue Sept. 8 as a Friday evening half-hour series.

ROBERT FORSHAW, formerly in the copy department of Ruthrauff & Ryan, New York, has joined the copy staff of Tel Bates Inc., New York.

R. T. KLAGSTAD on Aug. 1 assumed duties as director of media operations for the Minneapolis office of McCann-Erickson.

HARRY RAUSCH, formerly magazine and special features editor of the Blue network, on Aug. 7 joined the publicity department of Young & Rubicam, New York. Mr. Rausch will specialize in magazine promotion.

JOEL F. JACOBS, former account executive at Peddie, Ryan & Lord, New York, has joined Deherey, Cliff- ford & Shenefeld, New York, as account executive on the Bristol-Meyers account. Chester MacGregor, former radio producer at PRBL, has also joined DCBS as director of radio.

BEAUMONT MEANS BUSINESS!

OIL FIELD TOOLS

POST-WAR AND POST-NOW

- The manufacture and distribution of oil field tools is only one of many industries which have helped make Beaumont and the Sabine area a prosperous and growing market of over 250,000 people. This is an essential industry in time of peace, as well as in time of war, and with shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries, assures Beaumont and the Sabine district continued growth and prosperity.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. Put KFDM in your present and postwar plans. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

COVERING THE SABINE AREA

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

Smith & Bull Enter New
Quarters on Radio Row

PREPARING for postwar expansion, Smith & Bull Adv., Los Angeles agency, moved Aug. 12 into its own building on Hollywood's "radio row" at 6425 Sunset Blvd. In addition to complete production and merchandising facilities, new building is equipped with modern broadcasting and recording studios, according to Mr. R. J. Tyler, general manager.

Agency studios are connected by direct wire with Radio Central in downtown Los Angeles. Announcers of the agency thus do their daily broadcasts direct from the new Hollywood building.

Of modern design, with glass brick front and pastel shade decorations throughout, new 1½ story building represents an investment of more than $500,000. Agency is headed by V. R. (Dick) Smith and Frank Bull, veteran West Coast advertising and radio executives.

CAB Agency List

FORTY-FOUR advertising agencies throughout Canada, including six U. S. Agencies, have been enfranchised by the Canadian Assn. of Broadcasters. Agencies with head offices at Halifax, Montreal, Toronto, Winnipeg and Vancouver are included in the list. Canadian branches of United States advertising agencies enfranchised by the CAB are: Aherton & Currier, Toronto; D'Arcy Adv. Agency, Toronto; Ellis Adv. Co., Toronto; Ruthrauff & Ryan, Toronto; J. Walter Thompson Co., Montreal and Toronto; Young & Rubicam, Montreal and Toronto.

Mrs. Danker Succeeds

LORENA DANKER, widow of Daniel J. Danker, former Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, has joined that agency office in an executive capacity. Familiar with Mr. Danker's work in handling radio tie-ups with film studios and other outlets in connection with CBS Lux Radio Theatre, she has assumed those duties.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

ABC Mutual
DON SHAW RETURNS TO AGENCY FIELD

DONALD S. SHAW, since last November program sales manager of the Blue Network, last week resigned to re-enter the agency field as radio director of Geyer, Cornell & Newell, New York. Eleonor Larson, who has held that title, will continue with the agency as an associate of Mr. Shaw.

Active in the agency field since 1920, Mr. Shaw left it in the early 30s to spend three years as eastern sales manager of NEC, returning to agency work in 1936 as assistant to the president and radio director of McCann-Erickson, New York. Before joining the Blue, he had also served as vice-president and general manager of WMCA New York and as manager of the radio division of the Office of the Coordinator of Inter-American Affairs.

No successor had last week been named by the Blue, whose advertising is handled by Geyer, Cornell & Newell.

Hastings Joins Agency

DON HASTINGS, founder of the first Radio Announcers School of America, in 1929, has joined the Roger Beane Advertising Agency, Indianapolis. His first radio job was with WBFM Indianapolis in 1926. He then became an announcer with WENR Chicago, where he originated the blackface skit The Pair of Spades. After a short time as program director of WBFM Chicago, he returned to Indianapolis to open an early morning program. Up until then, that city's stations opened at noon. Three years later, Mr. Hastings bought KUMA Yuma, Ariz., and after two years became director of special events for KFWB Hollywood. He is a director of the American Radio Academy, Indianapolis.

Mrs. Erna Perham Proetz
MRS. ERNA PERHAM PROETZ, 53, executive vice-president of Gardner Adv. Co., St. Louis and New York, died Aug. 7 in St. Louis after a long illness. Called by Fortune Magazine in 1937, one of "16 of America's most representative business women," Mrs. Proetz won the Harvard Advertising Award of 1924-25-27 for the Pet Milk Co. advertising. Among other affiliations she was a member of the War Advertising Council and former director of the AFA.

MARY D. CHASE, freelance producer and director, has opened radio-television production and sales offices under her own name at 234 W. 44th St., New York. She also maintains offices at N50 Fifth Ave., same city.

WJW’s MR. FIEDBACH

Our Mr. Fiedbach lives in a deserted transcription crate back in the control room. Never leaves the place. He’s the guy who counts the cue tracks on our commercial transcriptions, times our copy to the nth second, tests our announcers’ reflexes and complexes (they’re full of them) and generally keeps things in the groove.

It seems like a silly job, but Mr. Fiedbach doesn’t think so. He thinks a fluffed transcription or a mispronounced word are crimes only mildly less reprehensible than eating one’s young. We’re inclined to agree with him. In fact, we’re getting him a new transcription crate to live in.

AP

WLBC, Muncie, Indiana

have subscribed to several other news services, but your AP radio wire is "tops."

W. F. Craig
Commercial Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.
A BROCHURE composed of a letter from Walter Schwimmer to managers with an enclosed proof of an ad to be run in trade papers, and two presentation booklets, has been prepared by Schwimmer & Scott for Tello-Test, now sponsored by Hirsch Clothing Co. in the Chicago market over WGN Chicago, 6:15-6:30 p.m. (CWT) six nights a week. Brochure describes the money giveaway show, as one that eliminates the lottery element because radio audiences do not have to listen to qualify for a prize, since it is merely a contest of skill. Presentation has instigated approximately 200 station inquiries, according to Mr. Schwimmer. Tello-Test show is owned by Schwimmer & Scott, Chicago.

Video Booklet
A BRIEF history of television from its official debut at the New York World's Fair in 1939 to the present, with a look ahead at its probable future, is given in "Television, Progress and Promise." 24-page booklet published by RCA.

Nuna Brochure
THE NUNN stations-KFDA Amarillo, Tex., WBTI Knoxville, Tenn., WLAP Lexington, Ky., and WCMJ Indianapolis, Ind.—are issuing a market data brochure in loose-leaf form in the near future, complete with data on each station.

Baker Plan
EXTENSIVE promotion benefiting local bakers, station and advertiser stems from the New Jersey Flour Mills Co.'s sponsorship of "Music a la Moord," hour-long Sunday program on WHTV Paterson, N. J. Commercials on each program are courtesy announcements for various local customer bakers, with buildup on the basis of the quality flour they use. In turn bakers promote the program through posters and other display material provided by the company. To 3,500 customers in New England, New York, New Jersey and Delaware the sponsor has mailed small folders announcing the new program and urging bakers to find out from company representatives how they can participate in the program.

Gas Co. Promotion
OKLAHOMA Natural Gas Co. has released a double fold promotion piece titled "... And Now Here's the Story of Women Commandos," designed to stimulate listening to the company's program conducted on WKY Oklahoma City by Julie Benel.

WOW Drug Folder
"WOW At War" NEWEST promotion piece of WOW Omaha is a 40-page booklet, done in four colors, titled "WOW At War," designed to show the role WOW and NBC have been playing in wartime activities. An "Honor Role" section suggests the service records of members of the WOW family. Distributed to sponsors and advertising agencies, first edition copies of "WOW At War" will be given with the station's compliments to all new and renewal subscriptions to the "WOW News Tower," monthly magazine.

KCKN Folder
KCKN Kansas City has issued a folder on the mass market buying power of greater Kansas City "without the rate penalty of out-state coverage." The cover pictures are contrasting scenes of a sleepy corner of a small town and a crowded city street, with banner caption "Which would you rather sell to?" Inside copy, against a montage of a dense crowd, tells story of how KCKN aims its coverage at the Greater Kansas City market for best selling results.

Cousin Emmy
STORY of Cousin Emmy, KMOX St. Louis hill-billy songstress, has been prepared by the station in the form of a booklet entitled "It Don't Take Book Larnin' to Git Rich." Booklet gives brief synopsis of the radio career of Cousin Emmy (Joy May Creasy) and states that during 1943, for one sponsor she drew 36,888 pieces of mail (of which 28,365 were direct product inquiries and 5,523 personal fan letters).

Drug Folder
TO 2,500 druggists in metropolitan New York, WNEW New York is distributing a folder informing them of four products of E. Fougera & Co. New York, now promoted on the station, and urging retailers to "take advantage of this vast advertising campaign by following your own store" with proper displays and adequate stock.

CORNER DRUG STORES...
...in the valuable $44,542,000 drug market of eastern and central New York and western New England, an area made up of 97 cities* with over 5000 population, which, brought together as they are by WGY, provide an essential single market. And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—the WGY Community.

WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 500.

BROADCASTING • Broadcast Advertising

Page 54 • August 14, 1944
Sen. Thomas Scoffs
At Censor Charge

Has No Quarrel With CBS on Minor Changes in Speech

MUCH ADQ about nothing was the manner in which Sen. Elbert D. Thomas (D-Utah) described a New York Post story of Aug. 9 that "three pertinent statements" of a speech he delivered on CBS from Washington, Aug. 8 had been censored by the network.

Although Sen. Thomas said he didn't think the portions he deleted were of controversial nature, he asserted: "I've never delivered a radio speech that I didn't change after the advance copies went out."

He explained that advance copies of his speech were given the press for release after his broadcast, which originated at the CBS Washington station, WTOP.

CBS Offers Time

In a statement last Wednesday, following the Post story, Paul W. Kesten, executive vice-president of CBS, said: "We wish to point out that the New York Post story on Sen. Thomas' broadcast is in error in stating that CBS officials censored any part of the Senator's talk. A thorough check of the entire organization indicates that no CBS official had any knowledge of any changes which Sen. Thomas made in his speech.

"We have learned that one of our employees suggested certain changes, for reasons that are not clear. CBS profoundly regrets that any such suggestions were made, since our policy of presenting controversial public issues, in time provided at our own expense, prohibits censorship of any kind other than to delete slander, libel, obscenity or inciting to violence. We welcome the freest possible airing of all responsible points of view.

"CBS officially offers time to Sen. Thomas to repeat his broadcast and include any items he may have deleted at the suggestion of a CBS employe."

Sen. Thomas said he had no criticism of CBS or its employees and declared the deletion of the portion in question did not change the speech. "The big idea," he explained, "was setting up shelters and we got that across.

"All the stations and networks have been nice to me the last 20 years," he added. "I've grown up with them. Sometimes I've had 15 minutes to fill and find my speech takes 12 or 13 minutes. I've had to rewrite it to make it fit. Or maybe I've had too much and had to cut it some. I don't know who protested about my talk on Columbia. I didn't. I was a guest of the CBS, using free time. Some suggestion was made that a part of my remarks might be considered controversial. I made some changes. It was all very friendly and I am perfectly satisfied. No point would be served in repeating the original text. That would not be timely."

Sounds like slightly screwy mathematics, so we'll explain. The voice of station WENR reaches well into four states— Illinois, Michigan, Wisconsin and Indiana. Four states—one twelfth of the 48 that make up America.

But because of the happy circumstance of these states being thickly populated it adds up to 13,000,000 Americans—and that's One-Tenth of the Nation.

This may be news to you but it's practically legend to the host of new advertisers who have come into the WENR fold. And as far as we can make out, as happy and content a list of advertisers who ever spoke on the airways.

Why not? Besides spreading its voice to One-Tenth of the Nation WENR does so at the lowest rate per 1000 families.

Worth looking into, wouldn't you say?

Owned and Operated by The Blue Network Company  Represented Nationally by Blue Spot Sales New York  Chicago  Hollywood  Detroit  Pittsburgh

August 14, 1944  Page 55
Radio Wins Praise For Role in Strike

Phila. Stations All Laundered for Part in Getting City Rolling

WITH transportation operating at normal under Army supervision, Philadelphia stations last week turned to regular schedules after a week of public service broadcasts in which radio was credited with bringing about a return to work at midnight Aug. 6 of the city’s striking transportation workers. Maj. Gen. Philip Hayes, placed in command when President Roosevelt ordered the Army to take over the Philadelphia Transportation Co., issued an ultimatum to the striking CIO workers to return to their jobs by midnight Aug. 6. The ultimatum was ‘transcribed and broadcast by all of Philadelphia’s nine stations.

Radio Wins Praise

From the moment that WIP, a 24-hour station, broadcast the first strike bulletin at 5:30 a.m. Aug. 1, when the workers went out in protest to the upgrading of Negro employees, until after normal schedules were resumed by the city’s trolley, bus and subway systems, Philadelphia’s stations broke into programs with bulletins on developments, did special newscasts and carried interviews covering the commendation of Mayor Bernard Samuel, Gen. Hayes, CIO leaders, Government officials and the President.

The report was widely press commendation for its roundtable broadcast Aug. 2 by representatives of the conflicting parties. Participating in the program, which was broadcast by Katherine Clark, WCAU commentator; Frank L. McNamee, War manpower Commission regional director; James Fitzsimon, international president of the Transportation Workers Union (CIO); Mayor Samuel, Joseph Sharpfisn, general counsel of the FEPC; the Rev. E. A. E. Palmquist, director of Community Service of the Philadelphia Anti-Defamation League; and James Fitzsimon, national director of the FEPC.

Radio Wins Praise

The reports were broadcast by the city’s nine stations.

Worcester’s largest buyers of radio time, among them department stores, wholesale bakeries with distribution over the entire market area, a chain of super markets, five Savings Banks—all select WTAG—using 52 week programs—one of them in its fourteenth consecutive year. They know from repeated experience which station reaches the greater audience, because they can measure the volume and effectiveness of the advertising.

Worcester merchants set an example easy to follow: when you buy time, buy audience—the WTAG audience.

Paul H. Raymer Co., National Sales Representatives

WTAG—Worcester, Massachusetts

Owned and Operated by the Worcester Telegram-Gazette

2,590,000 RADIos LISTED IN BRAZIL

AN ILLUSTRATED Brochure on Brazil, third in a series of studies on Latin American broadcasting prepared by the Readers Digest Assn., Pleasantville, N. Y., with the assistance of Irwin and Co., N. Y., reveals that radio sets in Brazil have increased from 300,000 in 1928 to 2,500,000 in 1940. According to the report, Brazil has 76 stations, but no networks.

Daily Government Hour broadcast, 8-9 p.m., which must be transmitted by all stations, is telephoned from Rio de Janeiro to Sao Paulo and thence is passed on by Radiobras, national broadcasting company. In many small towns the receiving sets can pick up only local broadcasts. Most important stations in Brazil are Sao Paulos PRE-8, PRA-9, PRG-3, PRE-9, PRF- 3 and PRF-2.

Although the total listening audience in Brazil has never been exactly measured, the report continued, it is known that it includes all classes, and that variance in living habits must be borne in mind when judging which broadcasting periods are most valuable to the advertiser. In Sao Paulo, the best broadcasting time is between 11 a.m. and 2 p.m., when workers are leaving work at night, preferred broadcasting hours are from 9 p.m. to midnight.

Admiral to South America

PREPARING for an expected large export postwar trade in radios and other appliances, Admiral, Corp., has been negotiating in the person of Dick Bohn, manager of the export division, on an extended trip throughout South America to sign new distributors there, according to Ross D. Siragusa, firm head. Mr. Bohn will take with him pictures and specifications of the export models designed to meet climatic conditions in South America. Admiral is starting a large advertising drive in Latin America and other foreign markets.

‘Canteen’ Earns $350,000

STARTING ITS third year on CBS, Stage Door Canteen has earned a total of $350,000 for the American Theatre Wing, under whose auspices the program is presented. The money, contributed by the program’s sponsor, Corn Products Refining Co., New York, goes towards feeding and entertaining servicemen in America operated by the Theatre Wing in seven cities throughout the country. The half-hour program is heard Sundays at 10:30 p.m. Agency is C. L. Miller Co., New York.
Accuracy is our business in war...

...in peace

Production for War demands PRECISION PERFORMANCE . . . our PEACETIME HERITAGE as well as our WARTIME COMMISSION . . . and Victory, to be sure, must come first. But, like charity, Preparedness for Peace begins at home and, when you are ready . . . we are ready . . . to prepare, for the time being, a limited number of Television, FM and Standard Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Evening Star Bldg.
WASHINGTON, D. C.

PORTER BLDG.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Television Ready for Public Moment War Ends, Declares Philco Executive

UNLIKE radio, which required an entirely new structure of engineering, manufacturing, programming and networking, television is ready for public use. The moment war is over and peacetime manufacturing can begin, James H. Carmine, vice-president in charge of merchandising for Philco Corp., told last Thursday's session of the television seminar of the Radio Executives Club of New York. "Probably never before has the product of a great new industry been so completely planned and highly developed before it was offered to the public as has television," he declared, citing the $25,000,000 that has already been invested in television research and development.

20,000 Trained Experts

Stating that mass production facilities are available to bring television receivers to the public at low cost, he said that transmitters and receivers are already designed and advertisers, agencies and television broadcasters are experimenting with programming, in which the public has evinced a great interest; television networking by radio relays has been proved prac-

ical and inexpensive and coaxial cables for networking are being extended. The war's end will see 20,000 men with Army and Navy radio and he is prepared to handle the installation and service of television sets, he said.

Theodore Smith, sales manager of communications and scientific equipment of RCA's engineering products department, stated as an expert, answered questions about equipment for video stations. Asked what a television station should cost, he replied by asking how much a house should cost, explaining that an exact answer is possible only when all conditions are known.

He pointed out that a station in New York might cost twice as much to construct and operate as a station in the smaller city. He also explained that its revenue might be twice as much, so that the extra investment would be justified, stating that the kind of service required to serve the community and the potential revenue for such service are often the most important factors in determining the type and cost of station construction.

OFFICE ROMANCE culminates in marriage. Mrs. & Mrs. Paul White are pictured shortly after their marriage in Washington, Sunday, August 5 [Broadcasting, Aug. 7] at the home of Mrs. Franklin Roudybash. Mrs. White, the former Margaret Miller, daughter of Mr. & Mrs. William B. Miller of San Diego, writes documentary news programs for CBS. Mr. White is director of CBS news broadcasts.

Transfers of WMRN, WRNL Granted by FCC

CONSENT to transfer control of WRNL Richmond, Va., and its relays, WEGH and WAHM, and of WMRN Marion, O., was granted last Tuesday by the FCC en banc. All authorized, issued and outstanding common voting stock (500 sh.) of the Richmond Radio Corp., licensees of WMRN, is transferred by John Stewart Bryan (60%) and Douglas S. Freeman and D. Tennant Bryan (20% each) to the Richmond Newspapers Inc., publishers of the Times-Dispatch and News Leader, for cancellation of notes of the transferees aggregating $25,000, due to and held by the transferee. John S. Bryan is president-publisher of the newspapers and Mr. Freeman is editor. D. Bryan also is affiliated with them. Through sale of 101 shares or 50.5% of the issued and outstanding capital stock of the Marion Broadcasting Co., licensee of WMRN, for $19,887, sole ownership of the station is transferred to Robert T. Mason, president and general manager, by Howard E. Guthery and Florence Guthery. The transaction gives Mr. Mason all of the 200 shares of outstanding stock, 100 of which are to be retired, according to the petition.

Garment Video Show

INDUSTRIAL Undergarment Corp., Poughkeepsie, N. Y., maker of the Stardust Fashion Prots, has arranged for a video program on WABD, DuMont Studio in New York, on Aug. 28. The telecast, based on astrology, will be directed and produced by Norman D. Waters & Assoc., New York agency for Industrial, and the Television Workshop, New York.

Willard Co. Sponsors

WILLARD TABLET Co., Chicago (stomatological tablets), begins sponsorship October 2 of a series of five shows, three times weekly, on WVSN WMNR WROL KMA WABA KTUL WGBF WSBN. 26 week contracts placed through First United Broadcasters, Chicago.

GARDEN VIDEO SHOW, sponsored by TV Guide, Monday 7:30 and 8:30 P.M. WABD.

Expects WOV Action

ALLEGED refusal of the New York Local (602) of the AFM to permit WOV New York to broadcast a Broadway show program on cultural grounds was dismissed as "poppycock" by William Feinberg, secretary of AFM, in a statement to BROADCASTING last Friday. "Hillbillies or symphony men, they're all musicians and they're all right," Mr. Feinberg said, and we welcome employment for all of them. Our union policy is that the WOV broadcasts is a basic union policy against broadcasts from mixed programs, such as dances, from outside of the station studios."

Paint Co. on WLS

AMERICAN CHEMICAL PAINT Co., Chicago, plans sponsorship of a quarter-hour home information program, Aug. 5, on WLS Chicago. 7:45-8:00 p.m., every Saturday. The 52-week contract was placed by Brennan-Margulis Adv., St. Louis.

Miles Renewes

MILES LABS, Elkhart, Ind., renewed Lum 'n 'Amer in July for another 52 weeks on Keystone Broadcasting System, east coast. Agency is Wad Adv., Chicago.

TBA Meeting Planned

TELEVISION Broadcasters Assn. board of directors will meet Aug. 25 in Schenectady, with visits to the General Electric and radio and transmitter offices also on the agenda.

A NEW broadcasting station has been authorized for Fort Frances, Ont., according to word from Walter Rush, Controller of Fort Frances, Department of Transport, Ottawa.
ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!
Yes sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month...

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

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

hallicrafters RADIO
BUY A WAR BOND TODAY!
THE HALICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
Hearing of CIO Protest Against WHKC Deferred to Wednesday; Egolf Quizzed

HEARING before the FCC of the UAW-CIO petition challenging operations of WHKC Columbus, originally scheduled for Tuesday, has been postponed to 10:30 a.m. Wednesday (Aug. 10), by agreement between Ernest Goodman, CIO general counsel, and Philip G. Loucks of Loucks & Scharfeld, Washington counsel for WHKC.

On Thursday the CIO filed petition with the FCC asking subpoena power for radio scripts of Boake Carter, Upton Close, Fulton Lewis Jr., Sheelah Carter, Col. Robert McCormick, publisher of the Chicago Tribune, DeWitt Emery, president of the National Small Businessmen's Assn., and others, broadcast over the Columbus station.

In the opinion of Mr. Egolf, Mr. Goodman indicated that he felt violations of the NAB Code, which was adopted "in the public interest," would be grounds for revocation of a license or refusal of renewal by the FCC. He asked Mr. Egolf if the NAB planned to repudiate a 13-week series of series of spot announcements tendered radio a year ago by the CIO. The NAB witness said the series had not been submitted to the Code Committee. Mr. Egolf testified that the Code Committee had never received any complaints about WHKC.

In his statement of fact Mr. Egolf said the WHKC-CIO contest for 92 weeks, which is June 1, 1943, only after conferences with CIO and station officials, "with the distinct understanding that the main purpose of the programs would be to foster better relations between management and labor, the public and labor, and members of Local 927 UAW-CIO, and with the further understanding that the programs would not be used to solicit memberships, to discuss race, religion and politics or controversial subjects.

The contract contained the clause, "All program materials prepared by the sponsor are subject to the approval of the station management, both as to artists and as to program content," the statement continued. With reference to an Aug. 8 speech of Richard T. Frankensteen, vice-president of the UAW-CIO, who the union has filed protest, Mr. Egolf's statement said it was written by the union through mutual consent.

"The policy under which the station refused to permit specific references to Sen. Robert A. Taft of Ohio, Sen. Burton K. Wheeler of Montana, Sen. Gerald Nye of North Dakota, Congressman John Voorhees of Columbus, O., has been followed generally by the station with respect to all local non-political broadcasts and not a policy invoked specifically against any labor organization," said the statement.

Mr. Everson, denying discrimination against Mr. Frankensteen, said, "I did not at the time think it proper, code or no code, to permit such utterances on a commercial program unless made by a candidate running for public office and speaking in his own behalf or on a roundtable sustaining program where all parties concerned would have equal opportunity of expression."

The CIO had contended it cancelled its program because the station censorship. Mr. Everson's statement said the local CIO office informed WHKC's bookkeeping department that the show was cancelled because of the Curtis-Wright Corp. It was only a fraction of the air. The final broadcast Nov. 28 the CIO script said, the statement added, "At our last membership meeting the decision was made and voted upon by those present that Local 927's radio program to be discontinued for the time being. And since the voice of the membership is the ruling power we are now adhering to this decision."

Mr. Everson declared that although the CIO series began June 6, 1943, and continued until March 28, "I have searched the files and was unable to find a single letter of complaint or condemnation with respect to these programs."

Mr. Everson submitted scripts of Mr. Lewis' broadcasts of March 6, 7, 13, 21, 22 and 27, 1944, which had been attacked by the CIO petition and pointed out that they were presented four months after the Frankensteen broadcast. He also explained that under network operations "known by both the petitioner and the Commission," stations affiliated with networks "must rely upon the originating station's compliance with the laws and regulations."
Coverage Audience Showmanship

That's what you buy and that's what you get when you use...

WSPD
TOLEDO, OHIO
Toledo's NBC Station

5,000 Watts
If It's a Fort Industry Station You Can Bank On It
intervenor companies to the case as well as representatives of the AFM. Ordered to appear also were J. W. Murray, general manager, RCA Victor Division, RCA; Robert F. NBC; C. Lloyd Eggn, vice-president of NBC Re-
cording Corp.; Mr. Padway and Henry A. Friedman, AFM counsel.

The telegram follows:

Electrical Manufacturers and AFM (APL), Case no. 111-240-D. The National War Labor Board hereby orders the parties to the aforemen
tioned case to a public hearing to be held before the NWLB in Room 5341, Department of Labor Building, 14th Street and Constitu-

tion Avenue, Washington D.C., on Thursday, April 17, 1941 at 10:30 a.m. to show cause why the union has not complied with the provi-

sions of the June 15, 1944 order in the aforementioned case.

Events Reviewed

Mr. Padway appeared in re-

sponse to a telegram Monday from Mr. Davis advising him that he had ordered George Murk, president of Local 73, AFM, Minneapolis, to come before the Board to explain why the strike had not been termi-
nated. Mr. Murk nor other members of the Minneapolis local appeared.

Also present from the AFM were Harry J. Steeper, assistant to the president; and Clair E. Meeder. Appearing for KSTP were Paul D. Levy and Paul D. P. Spearman, attorneys.

Mr. Davis opened the hearing by reviewing the action taken by the Board early in May (BROADCAST-

ING, May 8) when it directed that a strike of musicians at the Min-

neapolis studios of the station be terminated.

He traced the sequence of events since that directive: the compliance of the union by returning to work, a subsequent poll by the National Labor Relations Board showing the musicians voting 8 to 6 against resuming the strike, the issuance of a restraining order by the Dis-

trict Court to prevent the union from concluding a meeting to continue the strike, an order by Mr. Petrillo to the local to go back on strike, the dismissal of court proceedings by the station, a request by the Chi-

cago regional WLB to return to work, and a similar order by the national Board to Petrillo which the AFM leader referred to Mr. Padway.

Mr. Davis pointed out that the panel appointed by the regional Board was prepared to issue its re-

port on the dispute when the strike was resumed, interrupting the order-

ly proceedings under which the Board operates and to which labor organizations have pledged them-

selves to adhere regardless of the proceedings of the dispute. He demanded to know why the men were not ordered to return to work.

Mr. Padway contended that the union is not striking for the whole case before the Board is based on a “technical twist” in-

volving the transfer of musicians from the St. Paul studios of the station to the Minneapolis studios. He asserted that the musicians are still at work in St. Paul but that the owner of the station has been trying to make them work in Min-

neapolis, where the wage scale is higher, at the St. Paul rates.

Eloquent, But!

Mr. Davis interrupted Mr. Pad-

way to remark: “You're making an eloquent argument but I want the facts”. He asked how long prior to the original strike the con-

tracts arrangements under which the mu-

sicians were employed had existed.

Mr. Padway replied that the station had been sending its musicians to Minneapolis for occasional broadcasts for many years but that this practice had been growing in recent years, reaching its highest point with the development of KSTP’s Radio City studios. “This man (Mr. Hubbard) is trying to establish himself in Minneapolis on a St. Paul basis”, he said. “Do we have to work for him? We say no!”

Mr. Levy testified that Mr. Pad-

way had given a “garbled” state-

ment on the situation. He said that KSTP has operated on a joint con-

tract with the Minneapolis and St. Paul unions covering employment in both cities and cited sections of the contract in support of his testi-

mony. He said the union wanted a separate contract for Minneapolis and demanded that the station em-

ploy eight musicians in Minnea-

apolis and be paid for 22 hours a week and also three platter turners and a librarian. He said the station did not have sufficient work for these men.

Mr. Davis then turned to Mr.

Padway and said he had not yet been given a satisfactory explana-

tion as to why these differences over wage rates and employment could not be settled under the orderly procedures of the Board.

Mr. Padway said the strike was renewed because the employer “ir-

ritated” the union by taking the case to the courts, issuing press releases, spending money, etc. The union felt, he said, that if Mr. Hubbard would

handle the dispute in this fashion it would “take him on”.

Mr. Davis replied that there was “no reason in the world” why the union should not present the jus-
tice of their case in an orderly way before the Board. He said the court proceedings were “over the dam” and that it was “incredible” to him that the strike should be renewed after the union had originally com-

plied with the Board’s order to re-

turn to work.

“There’s no reason on earth why the orderly procedures of this Board cannot be continued”, he added.

O’Dea Motion Granted

MOTION by Richard E. O’Dea, 15th District manager for local 338, to Wodom-

a Corp., licensee of WOY New York, to take depositions in connection with the application of Arde Baluva and Maj. Henry D. Hensel to transfer control of W odoma Corp. to Murray and Meyer Meister was granted last Wednesday by Com-

missioner C. J. Durr, sitting as motions chairman of the FCC. Mr. O’Dea, through his attorneys, War-

ren & McGreedy, New York, filed petition to intervene in the pro-

posed transfer, hearing for which was held July 6. The Meister Broth-

ers, through Segal, Smith & Hen-

nessey, Washington counsel, previ-

ously had been granted motion to take depositions of character wit-

esses.

WMPS-Plough Deal

CONTRACT provisions were being completed last week for sale of WMPS Memphis, by Memphis Broadcasting Co., Scripps-Howard Broadcasting Co., Inc., to the pharma-

ceutical manufacturers. The price is understood to be approxi-

mately $350,000, with $50,000 of the price representing adjustment on receivables. Plough Inc., is form-

ing a new corporation to take over the station [BROADCASTING, July 17].

KFJJ Sold to Miller

SALE of KFJJ Klalm Falls, Ore., by George and Rachel Kin-
caid to Williard D. Miller of that city for approximately $110,000 was ef-

fected last week, subject to FCC approval. Mr. Miller is head of a contracting firm and lumber yard and owns the Willard Hotel in Klalm Falls, KFJJ operates on 1240 kc. with 100 w.
ADAPTERS  Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a ¾ x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using ½ inch thread; one for 7/8 x 27; and a hook complete the adaptors normally supplied.

CASTINGS  All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilite.

TUBING  All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.

HANDWHEELS  All hand wheels are knurled and polished aluminum alloy, 2½ inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.

CASTERS  Three inch double ball bearing, rubber tired Darnell Casters.

COLOR  All castings platinum gray. Baked enamel.

GUARANTEE  Workmanship and materials fully guaranteed.

RECENT priority rulings have made George A. Starbird Microphone Booms again available to qualified buyers. Radio stations, commercial sound studios, advertising agencies and others entitled to maintenance, repair and operating preference ratings may secure these booms. Long the standard of this type, and widely used by leading radio stations and networks, these microphone booms will deliver years of trouble-free service ... and will reduce set-up time. Absolutely silent in operation.

See your Graybar representative for descriptive folder and details on priority requirements.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA
Phones on Penn. R. R.
TRAIN TELEPHONES, combining the principles of radio and telephone are to be installed on the two mainline four track divisions of the Pennsylvania Railroad between Pittsburgh and Harrisburg, Lew Henderson, Railroad Regional Publicity Director, announced last week. Contact will be maintained via phone between moving passenger and freight trains, wayside towers, and between moving trains themselves.

Approximately 500 passenger and freight locomotives, 50 freight cars and six wayside towers along the track will be equipped with the phones. New system, costing $1,000,000, was developed by the Union Switch & Signal Co., and Electric Company's research department. Device has been in experimental use on the Trenton-Phillipstown branch of the road in New Jersey since 1942.

‘Real Romance’ Series
HILLMAN PERIODICALS, New York, and Kasper-Gordon, Boston recording studios, last week signed a two and a half-year agreement for the production of a series of transcribed quarter-hour programs based on material taken from Hillman’s ‘Real Romance’ magazine. Recorded dramatization, under the supervision of Jerry Law, radio director of Hillman Periodicals, will be made available to stations throughout the country for local sponsorship. Starting in September, a series of one-minute transcribed announcements will be used on stations three times weekly. In some 75 markets to promote Pay-Pal, a Hillman monthly which will make its debut in October. It will be an illustrated general news magazine. Agency handling the latter is Erwin, Wasey & Co., New York.

‘Hidden Enemy’ Drive
CAMPAIGN booklet entitled Hidden Enemy, enlisting advertising support to spread public knowledge regarding venereal diseases, has been released by the War Advertising Council, in cooperation with the Office of War Information and the U. S. Public Health Service. Booklet, prepared by War Health Information Office, will be distributed to agencies, gives information on background of the problem and offers specific suggestions for advertising cooperation including radio. Sample of 30 and 45-second and one-minute spot announcements are included. Council advises, however, that all radio announcements should be cleared with the OWI and USPHS.

Red Cross Honored
AS A SPECIAl contribution to the Red Cross, Cresta Blanca Wine Co., New York, is presenting a series of five broadcasts on Mutual, 12:15-12:20 p.m., each Wednesday during August. Titled Red Cross in Action, series describes the activities of that organization on world battlefronts. Five-minute programs contain no selling talk for the sponsor’s products, but are devoted entirely to the Red Cross except for a credit line of sponsor identification. Series was placed by William H. Weintraub & Co., New York.

“HERE’S YOUR OFFICE,” explains Hugh Felts, KFAB Omaha general manager, as he shows the staff plans of the new studies at Lincoln.

The KFAB branch has just moved from the Lincoln Hotel to the Sharp Building. Discussing the layout are (l to r, seated) : Bill Diets, salesman; Earl Williams, station manager; Mr. Felts; Paul Dodd, accountant and office manager. Standing: Don Showmaker, promotion; Bill Macdonald, farm editor and program director; Mark Bullock, chief engineer; Jiggs Miller, continuity editor, all of the Lincoln office.

OWI Returns to Program Production, Assuming OCD ‘Hasten the Day’ Series
SLIGHTLY altered to allow time for commercial sponsorship, the Office of Civilian Defense transcribed program, Hasten the Day, will be taken over beginning Sept. 10 by the OWI Domestic Radio Bureau, John D. Hynes, deputy chief of the Bureau, announced stations last week.

Now used by approximately 320 stations, the program, a 15-minute once a week, daytime serial on the life of the Tucker Family and its part in the war effort, will have its final broadcast under OCD auspices during the week of Sept. 3. Suspension was made necessary by a reduction in OCD appropriations.

OWI will continue the program on the same stations but may offer it to other stations later, Mr. Hynes said. Beginning Sept. 10 the program will be cut to 15 minutes and 15 seconds with one minute and 15 seconds allowed for sponsor announcements. Stations now carrying it may offer it for sale subject to the usual Government regulations, which exclude liquor or proprietary medicine sponsorship.

The use of disclaimers will be unnecessary where the program is sold, Mr. Hynes said, but commercial announcements must be worded to avoid any suggestion that the OWI endorses the product or the business of the sponsor.

Presentation of Hasten the Day by OWI marks the agency’s first program production since the old Uncle Sam series which was canceled in May 1943, causing many protests from stations which had sold the program to sponsors. Hasten the Day will continue to be written by Pauline Gildorof and directed by Charles A. Schneck Jr. Cost of the program, which incorporates the use of various home front messages, will be borne by several Government agencies.

WILLIAM G. RAMBEAU Co., Chicago radio representative, as of Aug. 1 will represent WCWD Janesville, Wis. Station operates with 250 w. on 1250 kc.

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

HOLLISTER CRYSTAL CO.
Boulder Colorado

Page 64 • August 14, 1944
Five Billions in Surplus Equipment Is Reported

ESTIMATE was made last week that with the end of European hos-
tilities, Government-owned war end surplus materials will include $3,-
300,000,000 in radio equipment and $2,200,000,000 in radar equipment
for the Army alone, out of a total estimated materials surplus of $103,-
898,000,000. This total includes indus-
trial facilities, aircraft, ships, potential civilian raw materials and finished
products, according to the July 28 report of the Senate Committee on Small Business.

Communications equipment and
electronic devices valued at $1,159,-
247 had been acquired up through
July 15 by the Defense Supplies Corp., it was reported. It was
emphasized, however, that while surpluses were mounting at a fast
rate now because of termin-
at ed contracts and obsolescence, gig-
cantic quantities will not be built up
until the end of the war in Europe.

Education Office to Air Series of 8 Broadcasts

EIGHT weekly half-hour broad-
casts on critical issues in Amer-
can education will be aired under the
title "Pursuit of Learning" on the
NBC University of the Air, 7:45 p.m. Sundays, beginning Aug. 13, according to John W.
Studebaker, U. S. Commissioner of Education.

Under joint sponsorship of the U. S. Office of Education, the Na-
tional Education Assn., the Amer-
can Vocational Assn., and NBC, the series will bring Government and
civic leaders to the micro-
phone to explore issues on postwar educational problems. The initial broadcast will feature Maj. Gen. Walter L. Weible, Di-
rector of Military Training, ASF, and Vice Adm. Randall Jacobis, Chief of the Bureau of Personnel, Navy Dept.

Potent News

THAT German soldiers on the Normandy front were
in on BBC broadcasts has long been recognized, but
David Anderson of the Navy found a Nazi who surren-
dered because of a newcast. A Nazi in his foxhole heard
via BBC that he was sur-
rounded, so he climbed out, walked into the Allied lines
and surrendered.

RMA Advertising Group

To Witness Video Show

A TWO-HOUR television program was arranged by James H. Car-
mine, Philco vice-president in charge of merchandising, for a meet-
ing of the Radio Manufacturers
Assn. Advertising Committee at Huntington Valley Country Club,
Philadelphia, on Aug. 9. A
progress report was presented to Theodore R. Sils & Co., Chicago
public relations agency, having an
extensive promotion program for RMA on the industry's war-
time accomplishments and to dispel
misconceptions that postwar re-
covers will accomplish "miracles".

Members of the committee, ed-
ed by John S. Garceau of the
Farnsworth Television & Radio Corp., Fort Wayne, Ind., are: Mr.
Carmine; Charles E. Brown, RCA Victor Division of RCA, Camden;
John Porter, General Electric Co., Schenectady; Seymour Mintz, Ad-
miral Corp., Chicago; S. D. Mahan, Crosley Corp., Cincinnati; Edgar
Herrmann, Zenith Radio Corp., Chicago; Victor Irvine, Galvin Mfg.
Corp., Chicago; Stanley H.
Manson, Stromberg-Carlson Corp., Rochester, N. Y., and G. G. Giblin,

U. S. Manual

SUMMER 1944 edition of the U.
S. Government Manual, official hand-
book of the Government, will be available for distribution after
Sept. 21 from the Superintendent of Documents, Wash-
ington Office, Washington 25, D. C.
Cost is $1 a copy with 25% dis-
count on orders of 100 copies or
more delivered to one address. Or-
ers should be placed in advance.

LINGERIE SERIES

MISS SWANX, New York, manu-
facturer of lingerie in a test cam-
paign to start in September, will
use radio for the first time, with a
quarter-hour transcribed series of weekly programs in some 15 mar-
kets throughout the country. Sta-
tion list may be increased at a later
date. Contact for the musical se-
ries is for 15 weeks. Agency is
Hirshon-Garfield, New York.

A Proven
Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,252,946 Italian Speaking Persons
1,210,738 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan
New York's crowded groups which com-
prise 75% of the population. These mil-
lions, with millions to spend, have their
own churches, newspapers and radio
stations. They respond to WBNX pro-
gramming and public service, the rea-
son why many of the country's largest
advertisers today are using WBNX con-
siderably. If your products are mer-
chandised in Greater New York, WBNX shou-
l be on your list. Write WBNX, New York
51, N. Y. for availabilities. Or call
Malvoso 3-3033.

Games Sponsored

CHICAGO MOTOR CO., Chicago,
will start sponsorship of series of 10 football games late in Sep-
tember on WGN Chicago, with Jack
Brickhouse announcing. Agency is Agency Service Corp., Chicago.
Planners Omit International Shortwave

(Continued from page 11)

between 450 and 1000 mc for high definition television. Beyond that, it proposes that if 20 mc channels are required, the ultimate allocation be extended to 96 mc which would permit twenty-five 20 mc channels.

No suggestions as to television standards were made by IRAC but it stated it believed the plan sufficient to permit decisions to be made as to standards and methods of their establishment. Thus, the suggested allocation would permit continuation of television on prewar standards until such time as new ones are established. It also would permit operation on a dual standard basis here-tofore suggested by certain manufacturers and broadcasters and opposed by Commissioner E. K. Jett of the FCC, when he was chief engineer of that agency.

The committee expressed a preference for a single standard basis but concluded that existing factors dictated flexibility.

Taking into account the claims of FM and television for the lower portion of the spectrum, IRAC concluded that the requirements of both services could be met and the conflict resolved by allocation of spectrum space between 42 and 54 mc for FM. Should technical studies now being made indicate that FM is too low in the spectrum, the committee said a shift could be made between FM and television without seriously disturbing either and without effect to other services.

Point-to-Point Suggested

The space proposed by IRAC for FM would permit sixty 200 kc channels, eighty 150 kc channels, or one hundred twenty 100 kc channels, as against forty 200 kc channels now provided. Decisions concerning the width of the FM broadcast channels could be made later. If more than 60 channels are required, IRAC concluded that there are distinct advantages in utilizing narrow channel widths rather than more spectrum space.

Failure to provide space for international broadcasting caused considerable speculation. It was believed that IRAC was motivated by conflicts as to how the service should be carried on in the postwar world and that ultimately provisions can be made through realignment of others. IRAC suggestion was that programs be transmitted by point-to-point relay for broadcast on the domestic systems of the world—a proposal that drew the ire of Messrs. Lemmon and Cohans.

IRAC pointed out that it recognized the present international broadcast system is engineeringly unsound because of the crowding of stations in a minimum of space. An effective international broadcast service free of interference, it said, would require an inordinate amount of spectrum space. Instead of about 7%, probably more than 50% of the spectrum between 4 and 20 mc would be required for adequate international service which would impinge upon space available for aviation, maritime, fixed and other international communications of the world.

It was pointed out that about 40% of the space between 4 and 20 mc would be required if Great Britain, Russia and the United States could operate only 18 transmitters each simultaneously whereas the United States and Great Britain now have 36 each. Then 30 of the larger nations would have only two transmitters each and 30 smaller nations would use only one. Four channels would have to be assigned to each transmitter because of the variation in propagation conditions in the high-frequency spectrum. In suggesting that programs be transmitted by point-to-point relay for rebroadcast, IRAC held that it was unable to effect an allocation for the direct international broadcast service and that pending a decision as to the policy to be adopted, it had to assume that the relay method would be employed.

Rapid Work Urged

In opening the Friday sessions, Mr. deWolf explained that about a year and a half ago President Roosevelt had asked Secretary Hull to look into postwar reconstruction.

The Department has prepared every five years for a world telecommunications conference. None has been held in eight years, he pointed out, because of the war. This country must be prepared to go to the next telecommunications conference at the earliest possible date with an integrated plan. Acting Secretary of State Stettinius, he said, has urged all committees to work as rapidly as possible.

Aside from the IRAC allocations report, Mr. deWolf alluded to the need for “traffic control in world radio and pointed to the proposal on radio regulations which would create a central frequency registration board. This board would be composed of five members of different nationalities elected at the next telecommunications conference and to serve as custodians of an international public trust. It would provide for systematic registration of frequencies by all nations and each Government, to obtain international priority for the use of frequencies upon assignment or change of assignment, would notify the new board, according to a prepared proposal.

A ‘Working Instrument’

He pointed out that the existing notification method is based on an agreement originally reached in Berlin in 1988, setting up the Berne bureau.

Alluding to the IRAC recommendations on allocations, Mr. deWolf said it was to be used purely as a working instrument and was “almost like doodling”. In shooting for a December deadline on American proposals, Mr. deWolf declared an international conference may well be called by next spring.

At such a conference, he said, the United States would insist that English be placed on a par with French as the official language, unlike past sessions. Calling for a unanimous agreement of the planning committees, Mr. deWolf said sacrifices inevitably will have to be made, because only limited facilities are available and the demand far exceeds the supply. The report then will go to the postwar planning committee of the State Dept., headed by Secretary Hull.

Upon approval of that committee, the plan will become official and ready for the international conference. It is hoped to get the United Nations behind the plan and he thought it was better to come too early with too much rather than too late with too little. Delving into postwar planning can no longer be safely deferred as to communications. World organization of telecommunications and particularly radio is extremely delicate and complicated, he said.

CBS Position ‘Different’

Preparations for the next conference may present the last op-
pointed out.

CBS Engineering Director Lodge pointed out that his company wholeheartedly endorsed that bearing on television allocations, calling it a progressive and practical solution of a most difficult and complex problem.

He reiterated Columbia's position for wider band color television and pointed out that his network is now negotiating with the transmitter manufacturers to design and build television transmitters between 400 and 900 mc. They will have power between 1 and 5 kw, which, he pointed out, is equivalent to considerably greater power on the lower frequencies. One manufacturer says he can complete the job six months after the war.

On FM, Mr. Lodge said that this improved system of transmission, if allowed to develop without unnecessary restraints, will permit a greatly expanded broadcast service. The IRAC proposal to extend the band to include frequencies from 42 to 54 mc was hailed as most desirable but only a partial solution.

Pointing out this would provide only sixty 200 kc channels or eighty 150 kc channels, he said that in view of the congestion in New York and other major market areas, in addition to the requirements of educational broadcasters, he believed a substantial increase in channels is required for comprehensive national FM service. An obvious way to accomplish this, he said, is to reserve adjacent channels assigned to lower frequency television stations until such time as television is firmly established in the higher frequencies.

Mr. Lodge also alluded to data indicating that FM channels may be too low in the spectrum (see bylined article, page 13). He expressed the hope that studies by the FCC, Bureau of Standards and the industry will throw additional light on this subject before the allocation plan is frozen.

On international short wave broadcasting, Mr. Lodge said his company believed the postwar world should see a free interchange of news and information across national borders and that international stations in this country should remain under private ownership and control, even though the Government operates one or more shortwave stations for its official utterances.

Unless other nations of the world are willing to forego international broadcasting, he said, his company believed the United States must maintain adequate facilities in this field.

Mr. Lodge also commended the IRAC proposal to extend the standard broadcast band downward by adding the additional channel 540 kc. KMBC Kansas City is applying for that frequency, already assigned in Canada. Stations conducting this country to operate on 540, he said, will undoubtedly provide additional and improved radio service. He pointed out, however, that invariable restrictions on use of this channel within this country may limit its full utilization. He suggested discussion with Canada on the possibility of releasing these restrictions and advanced the proposal that American stations be placed on the frequency with appropriate directional antennas and without regard to the distance from the boundary.

Mr. Lemmon, in attacking the IRAC proposal on international broadcasting, said the United States should not be a leader in enlarging and expanding, rather than doing away with, this great force. He explained the work done during the last decade by World Wide in building up a "world radio university," and said he did not think the proposed relaying of international broadcasts for local station distribution was feasible.

Stations in other countries are largely controlled by national governments and such programs would be subject to their whim and censorship. Doing away with international broadcasts would be a challenge to international free press and free speech, he said.

Urging that the whole question be reopened, Mr. Lemmon said he thought that there should be assigned to international broadcasting in the postwar structure as many frequencies as were used before the war. It is possible also to multiplex other services on these channels without interference. Moreover, he said, international facilities would be available after the war.

Mr. Cohan, former engineering director of CBS and with World Wide for the last three months, said the IRAC report was considered of amateurs, who have 60,000 well organized members, whereas the seven private licensees of unorganized international broadcasting are considered unnecessary evils to be dealt with by Government confiscation after the war. The inevitable conclusion is that IRAC feels that amateurs perform more vital functions than international broadcasting. He belittled the importance of amateurs.

Mr. Cohan was critical of the practical judgment of IRAC, pointing out that it constitutes a group of competent Government engineers who spend their lives on theory and research but have little imagination or practical experiences in the operation of international broadcasting.

Branding the relay method wholly impractical, he said that aside from the censorship aspect, it is practically impossible to beg, borrow, steal, lease or buy enough good listening hours a day on a good local station in a foreign country. Moreover, he said, no foreign country would permit us to literally take over their local station for six choice hours a night.

OWI and CIAA have invested millions of dollars of taxpayers' money in the operation and expansion of the exclusively owned station during the two years of Government programming. Mr. Cohan pointed out. He supported Mr. Lemmon's proposal that prewar facilities be made available for direct international broadcasting, and said that by means of a technical development, known as "frequency shift," several different types of communications can be transmitted and received simultaneously on the same wavelength with speech and music.

Alluding to the allocation of 300 mc to the amateur services, Maj. Armstrong asked that perhaps 10 or 20 of those frequencies might be provided for FM relay after the war. As it now stands, he said, there is no provision for relay service to FM radio stations around the country. His concluding note was that the conference avoid putting themselves in a straightjacket and leave themselves free to take advantage of scientific advances that are sure to come.

"WFDF Flint was right—I joined the Navy, and what do I see?"
ASHAM & BAILIE An Organization of Qualified Radio Engineers DEPENDENT TO THE SERVICE OF BROADCASTING


HENRY A. SKIFTER DONALD M. MILLER CONSULTING RADIO ENGINEERS ENGINEERING SERVICES AVAILABLE AFTER VICTORY

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

Radio Engineering Consultants Frequency Monitoring

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Paul Godley Co.
CONSULTING RADIO ENGINEERS MONTCLAIR, N. J.

George C. Davis Consulting Radio Engineer Munsey Bldg. District 8456 Washington, D. C.

Frequency Measuring Service EXACT MEASUREMENTS ANY HOUR—AND DAY R.C.A. Communications, Inc. 64 Broad St., New York 4, N. Y.

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

Woodward & Keel CONSULTING RADIO ENGINEERS Earle Bldg. National 6513 Washington 4, D. C.

Lohnes & Culver CONSULTING RADIO ENGINEERS Munsey Bldg. District 8215 Washington 4, D. C.

Professional Directory

WXEK Louisville, Ky.—Granted CP for new developmental station, experimental basis, 45,000 kw. 1 kw.

KGHP Pueblo, Colo.—Granted CP authorizing power increase from 600 w D/N to 1 kw D, 600 w N and changes in transmitting equipment.

WHNL Harlan, Ky.—Granted CP authorizing change in frequency from 1460 to 1280 kc.

Crosley Corp., Columbus, O.—Placed in pending file application for CP for new hf station in accordance with FCC policy adopted 2-25-43.

Tentative Calendar . . .

August 8

Consul Eugene, Ore.—Granted additional 30-day extension for filing application for involuntary assignment of license.

Birney Imes Jr., Meridian, Miss.—Continued hearing until Sept. 8 on application for CP for new station.

August 10

Birney Imes Jr., Meridian, Miss.—Granted petition amended application for CP to change answers as to type of equipment.

WGST Atlanta—Granted CP authorizing changes in transmitting equipment.

FCC Availability List

List of 188 holders of first and second class telephone licenses who have indicated they are available for employment since last month was released by the Federal Communications Commission last week. Both lists 3 and 4 have been drawn up to alleviate the current labor shortage of radio operators in the industry.

Ferry-Morse on Coast

FERRY-MORSE SEED CO., Detroit, began sponsorship of a quarter-hour audience participation program titled Cabbage and Queens, conducted by Rolle Lingley. Aug. 4, on the Bon Lee Califonia network, 2:30-2:45 (PWT) every Friday. The 13-week contract was placed by MacManus, John & Adams, Detroit, Mich.

WJMC Joints MBS

WJMC Rice Lake, Wis., on Aug. 8 joined MBS as a full-time affiliate, bringing the total number of stations to 233. WJMC, owned and operated by W. H. McGenty, operates with 250 w on 1240 kc.

August 8

WDOD Chattanooga, Tenn.—Authority determines operation of power by direct measurement antenna power, 1210 kc.

KMON Battle, Mo.—CP authorizing power increase to 55 kw for operation by direct measurement system.

NBC Inc, New York—Extension of authority to transmit programs to CMX Havana, beginning 8-50-44.


August 11

Central Louisiana Broadcasting Corp. Alexandria, La.—CP for new standard station, 500 w, 1000 kw.

A Frank Katzenline, Orlando, Fla.—CP for new standard station, 1400 kc, 250 w unlimited.

"ORDERING 104 MORE SHOWS!" advises Fred Cannon—ALL-CANADA RADIO LTD.

Now a new series of eleven of the most popular radio series ever! The Shadow, the Rebel, the Railroad Detective, the Man from UNCLE, the Casey, Coal Miner’s Kitty, the Andy Devlin Show, the Man who Came to Town, the Fleischer Sister Show, and a Johnny O’Dowd show. Be sure to get them in your store today, for the Shadow, you remember, is a radio icon. And the 104 Show is now available in Canada. Let Fred Cannon help you with this and all your other radio needs! Contact him through C. Michelson 67 W. 44 St., N.Y.C.

FAITH in radio advertising has been proven by Bell-Gallant Co., department stores of LaGrange, West Point, and Newman, Ga., by their establishment of WLAG in LaGrange allocating approximately 70% of the store's annual advertising appropriation to radio. The contract includes sponsorship of Arthur Gaeth's daily MBS comments, a daily UP news cast, plus a Sunday weekly. Company also holds an option on the holiday season Santa Claus Mailbag program.

Belk-Gallant Co. has used WLAG for more than three years. "Radio has proven to us its ability to make actual sales, and lots of them," James Gallant, head of firm, said in signing the contract with Edwin Mullinax, WLAG station manager. "We find a combination of good spot copy and news broadcasts unsurpassed.

Available locally on transcription—see C. Michelson 67 W. 44 St., N.Y.C.
Educational Opportunities

WANTED—Combination first-class engineer—announcer, for downtown Chicago station; non-defense area. $3000. Write Box 547, BROADCASTING.

Announcer—Experienced newswriter, also capable of running spot work. 6 kW network affiliate, major midwestern market. Opportunities for advancement. Salary commensurate with ability. Include all data in first letter. Box 548, BROADCASTING.

Transmitter and control operator for 5 kW station located in Indiana. Salary open. State education, experience and enclosed a snapshot. Box 544, BROADCASTING.

Chief Engineer for 250-watt station. Must hold First Class License. Salary, $4000 per year. Include all data in first letter. Write Box 546, BROADCASTING.

WANTED—Chief Engineer for 250-watt Blue Network station. Good salary, disk, and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.


WANTED—Assistant Farm Editor. To help present farm news, market, and agricultural broadcasts. Must be of high character, have necessary farm background, agricultural college diploma, and experience desirable. Prefer midwestern man with market and talent. Send qualifications, references, details of experience, picture, and if possible, voice transcription to Herb Plasbeck, WHO, Des Moines, Iowa.

Situation Wanted

Do you need an experienced dramatic reader, or new kind of voice? Write Box 444, BROADCASTING.

Station Manager—Eleven years' experience in all phases of broadcasting. Excellent reference. Address F. C. Ewing, WGRM, Greenwood, Miss.

Sports Announcer available—College graduate, (4F) now working key station who desires change to major market. Three years NBC CBS, Blue. Proven ability all sports; possesses good football. Desires to locate in some collegiate sports center. Will work one year minimum. Box 541, BROADCASTING.

Announcer—Graduate of radio announcing school, five years' experience, can be ready immediately. $40 a week. Excellent photo and audition record available. Good references and recommendations. Box 542, BROADCASTING.

Position chief engineer 1 kW or over, or transmitter engineer 5 kW to 50 kW. 26, experienced construction, operation Combined salary and first letter. Box 549, BROADCASTING.

Chief Engineer desires permanent position, will make good. Married, draft deferred. First phone, can get second telephones, refer to second or aircraft. Reply first letter. Box 549, BROADCASTING.

Program Director—Assistant Manager, present position changed desires chance to permanent connection with progressive local radio station. Excellent experience in programming, traffic, promotion, advertising, relations, production management. Complete musical background. Family man. If you want a man that will produce, show results and give honest, courageous service in truthful, professional manner, write with resume to you, write Box 560, BROADCASTING.

Program Director—Announcer, 8 years in radio, BROADCASTING. Has program announcing, all phases, Sober, talented. Salary $550 weekly. Box 551, BROADCASTING.

Program director, announcer-newscaster. Experience dependable, reliable. Box 553, BROADCASTING.

Thoroughly experienced, dependable announcer. Midwestern, Guaranteed. Box 564, BROADCASTING.
Civilian Receivers Put Under GMPR

REVOCATION OF the price schedule governing manufacturers' maximum prices for consumer radio receivers and phonographs and transfer of the articles to coverage by the regulation affecting manufacturers' domestic sales of such goods, was announced by the OPA last week.

This transfer to coverage, which became effective Aug. 16, was made because previous regulation covering the articles (Revised Price Schedule 81) dealt only with price control problems that were acute in 1942 before civilian production substantially slowed down, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio sets and phonographs.

It is noted that some manufacturers are contemplating resumption of civilian production at an undetermined date, OPA felt it necessary to provide a category into which new models could fit under the price ceilings. Placement of any future civilian sales under the General Maximum Price Regulation does this, according to the OPA.

Pending formation of an industry advisory committee to assist OPA in formulating a new specific regulation covering consumer receivers and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect. Consideration is not adequately suited, the OPA believes, to pricing these articles for Revised Price Schedule 83 or General Maximum Price Regulation. By this action, the OPA establishes what the General Maximum Price Regulation does this, according to the OPA.

An industry advisory committee will be held sometime within the next 10 days to discuss all aspects of the problem, the OPA revealed.

Executives of Blue and ‘Time’ Witness WRGB Video and FM Demonstration

WRGB, the General Electric television station at Schenectady, N. Y., was host July 28-29 to 18 leading executives of the Blue Network and six officials of Time magazine when the guests witnessed a television and FM demonstration.

The WRGB studios were turned over to the visitors while the regular Friday night program was given. Following the demonstration, there were video programme, were given by GE Vice-President Robert S. Peare and on video equipment by Vice-President W. R. Baker.

Many Attend

On Saturday the visitors were taken to the GE broadcasting station in South Schenectady, and to the television and FM transmitters, located in the Helderberg mountains. Acting as host was Owen D. Young, chairman of the board of GE, along with Mr. Peare and Dr. Butler. The Blue Network delegation was headed by E. J. Noble, chairman of the board, and included Mark Woods, president; Edgard Kobak, executive vice-president; Chester J. LaRoche, chairman of the executive committee of Blue; Robert S. Peare, vice-president of General Electric Co., in charge of advertising, publicity and radio. The three girls operate the controls from the projection booth.

INTERESTED executives of the Blue Network and Time Inc. peer intently at the television demonstration staged by WRGB Schenectady. Left to right are: Richard de Rochenmont, producer of the March of Time motion pictures; Mark Woods, president of the Blue Network; Roy E. Larsen, president of Time Inc.; Chester J. LaRoche, chairman of the executive committee of the Blue; Robert S. Peare, vice-president of General Electric Co., in charge of advertising, publicity and radio. The three girls operate the controls from the projection booth.

"Good Morning, Miss Nelson—I Heard You Wanted More Station Data!"
VEVAY, INDIANA... “Spot of Earth”

Calm, unhurried, quiescent, serene...
These are the words for Vevay,
Dozing in her rocker on Indiana’s back porch,
Reliving, in reverie, the days of her youth.

Oh, those were days of gaiety,
When vineyards graced these rolling hills,
And their fine Swiss wine flowed from the casks
At old Swiss Inn,
To thrill the palates of distinguished pioneers;
Or, when the Chapmans brought their floating show
Downstream, a century ago;
Or when the old “Sensation” or the “Golden Rod”
Tied up at the landing, to regale the town
With feasts of song and stirring melodrama;
Or when folks came from miles around
To hear aristocratic Mary Wright’s recitals every week.

But now, Vevay is growing old;
She loves to close her eyes and dream.
She wears her years with pleasant grace,
A homespun garment, woven of memories
As imperishable as the stone-walled ferry house
Which has withstood a century’s floods;
As enduring as the stately sycamores,
Gleaming white along the river bank.

Here is a spot of earth so unimportant to the rest
That not a foot of railroad ever has been laid
In all of Switzerland County;
Yet immeasurably important to those who live here,
To hundreds fighting that they might come back,
And to us.
New RCA Penicillin Process Speeds Production!

* TODAY, when the wonder drug penicillin is so vitally needed on the fighting fronts and in home-front sickrooms, the Radio Corporation of America reveals that a revolutionary method of production has been perfected in RCA Laboratories.

Tests at the new Squibb penicillin production center at New Brunswick, N.J., show that a single RCA electronic installation can concentrate 2,000,000,000 Oxford units of penicillin in a 24-hour period—enough for 100,000 individual cases. This represents a considerable reduction in total production time.

Besides streamlining the elaborate evaporation method, the RCA electronic system includes these important advantages: reduction of operating costs, lowered maintenance costs, less possibility of mechanical difficulties and production delays, great savings in floor space, and impressive reduction in initial equipment costs.

The new RCA electronic dehydrator of penicillin is shown here in operation at E. R. Squibb & Sons. This apparatus may be purchased from the RCA-Victor Division, Radio Corporation of America, Camden, N.J.