A cat can look at a king

Big name radio call letters don’t mean a thing in some markets. The audience often can look at the king . . . and look away, too.

Take Baltimore. Down here an independent station . . . W-I-T-H . . . gets the look and listen from an audience that delivers more sales results per dollar spent.

That’s not a bit of advertising puffery. You can pick up the facts . . . and hold them in your hand.

If you want to do a sales job in Baltimore . . . get big results at the lowest cost . . . you’ll want to use Radio Station W-I-T-H.

WITH

BALTIMORE, MD.

Tom Tinsley, Pres. • Represented Nationally by Headley-Reed
OLD FRIENDS

They Know What Women Wish to Know

Radio listeners in Midwest America naturally feel friendly toward WLS personalities; most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Martha Crane, of the WLS “Feature Foods” program, has been with the station since Prairie Farmer bought it in 1928, 16 years. Her associate, Helen Joyce, is a comparative newcomer — since 1935, nine years. Between them, through their long association with the station and listeners (they’ve met more than 100,000 of them at club meetings they attend), Martha and Helen have learned to know what homemakers wish to hear and need to know. That’s why they have been eminently successful in selling foods and other kitchen-used products on WLS. They know what will move listeners to act and buy. That’s why WLS Gets Results!
YOU can putter around trying a medium here, testing a market there, getting nowhere fast — or you can put your effort into one healthy smash and ring the gong.

New England's tremendous buying power is well distributed. It cannot be reached by concentrating on two or three cities. It can be reached by going directly to the twenty-one cities and their trading zones which comprise better than 90 per cent. of New England's consumer market.

The Yankee Network gives you hometown, "home-delivered" coverage of this area in a way that cannot be duplicated by any other group of stations.

It is the kind of coverage that produces for the local merchant . . . the kind that can be merchandised effectively to the trade because it is the only coverage that will deliver the full impact of your selling — to do the most good for the greatest number of dealers throughout the area whose cooperation you seek.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

21 BROOKLINE AVE., BOSTON 15, MASS.

Member of the Mutual Broadcasting System

EDWARD PETRY & CO., INC., National Representative
PREMIUM merchandising, we are told, will come back bigger than ever after the war. NERN listeners, we know, will then be more important than ever.

That's because NERN listeners — 6.2% of U. S. total population — have bought over 2½ billion in War Savings Bonds — 7.5% of U. S. total; already have planned 500 million in post-war public works projects; have 11% of the nation's capital resources in U. S. banks.

NERN listeners comprise over 2,164,000 New England families. They are NERN listeners because NERN puts into their radio sets three times the power of any other regional combination and gives them NBC's top-rated programs in addition to the most favored local shows.

You can get NERN listeners to buy your boxes for only $312 for a daytime quarter-hour at the one-time rate, with free studio facilities in New York, Boston, and Hartford — and no line charges. When you buy NERN, you buy a network.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
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<tr>
<td>WQSH</td>
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<td>1370</td>
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</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
</tr>
</tbody>
</table>

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT
1914! The Kaiser is plotting to rule the world...Americans are happily whistling Victor Herbert's new "Sweetheart" and the lively hit "When You Wore A Tulip." In New York, 116 song writers and 18 publishers are gathered to study the future of their craft...in terms of production, distribution and use. They find that their interests, aims and problems are similar. They form an American Society of Composers, Authors and Publishers...inviting their fellow craftsmen to join them.

The fact that, today, it is THE American Society of Composers, Authors and Publishers is glowing evidence of thirty vigorous years of intelligent service to its members and to a music-loving America. The problems of radio, sound-pictures...and now the tremendous field of industrial music...have been met, in turn, with considered workable solutions. New public services have been developed. New uses of music encouraged. Of the more than 900 ASCAP-licensed radio stations in this country, 600 are using ASCAP's Radio Program Service, made available without cost. Music has grown in these thirty years. So has ASCAP. More than 1800 members are freely associated in its work today, providing musical pleasure through more than 28,000 licensed establishments.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS and PUBLISHERS

THIRTY YEARS OF SERVICE TO THE AMERICAN PUBLIC
KOIL’S STABILITY in Omaha is Proven by the Continuous Appearance on the Air of Belle West as “Polly the Shopper” for 7 YEARS!

Year in and year out, from 10:45 to 11:00 A.M., five days a week, the housewives of Omaha have tuned to KOIL and “Polly the Shopper”. It is as much a part of their lives as washing the breakfast dishes and getting Johnny off to school! Belle West’s program is a “what-where-how” for housewives and, as she was raised in Omaha, the women of Omaha place explicit confidence in her messages. She has sold everything from moth-killers to vitamins—and the proof of her program is the fact that it is sold out!

Her nose for news in the merchandising field is outstanding, with a resultant following that is unsurpassed by any other radio personality in Omaha. Among the prominent advertisers whom she has served for the last several years, five have bought “Polly” for the full seven years.

KOIL produces popular programs and can produce for you, too.

Represented Nationally by Edward Petry Co., Inc.
Petroleum...

Record-breaking have been the achievements of the oil industry in producing and supplying vast quantities of petroleum and related products needed to power America's military machine.

During the last three years, natural center for much of this activity has been the East Texas-South Arkansas-North Louisiana area from which comes one-fifth of the nation's known supply of oil and the second largest supply of natural gas.

From this same area will come new products of peace increasing the spendable wealth of its people whose buying habits are constantly influenced by the 50,000-watt station, KWKH.
crop report on...

acres in the air

Get the gleam in this farmer's eye...the happy mixture of pride and awe.

He is a sales cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%!
Over all, he's been sowing lots more seed every year, with more and more and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and more and MORE stations. Up to 182 today.

And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1943</th>
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<tbody>
<tr>
<td>NATIONAL ADVERTISING</td>
<td>$388,000</td>
<td>$892,000</td>
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<tr>
<td>PERCENT IN MUTUAL</td>
<td>39%*</td>
<td>65%</td>
</tr>
<tr>
<td>NUMBER OF STATIONS</td>
<td>10</td>
<td>178</td>
</tr>
<tr>
<td>NET SALES</td>
<td>$991,000</td>
<td>$4,206,000</td>
</tr>
<tr>
<td>NET PROFIT. (before tax)</td>
<td>$209,000</td>
<td>$1,831,000</td>
</tr>
<tr>
<td>HOOPERATINGS (same period each year)</td>
<td>4.4</td>
<td>10.3</td>
</tr>
</tbody>
</table>

*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1942

We're withholding this man's name at his request. But we can tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more MUTUAL, the more sales" (you should see the happy glint in their eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what you can raise from MUTUAL'S air acres.

_This... is MUTUAL_
That’s hitting it right on the head of the brass tack, Mr. Gudelman, and what you’ve said “between the lines” is just as true as your words themselves.

For verily, spot broadcasting is *ditch digging* advertising. Ninety-nine times out of a hundred it’s expected to sell merchandise, or get the heck off the air. It has a *measurable* job to do. The agencies who place it know in advance that they can’t fall back on the arguments usually advanced in behalf of “institutional” advertising. The only institution awaiting an unsuccessful spot broadcasting campaign is the poor-house.

When we of F&P sell spot broadcasting, we know it must *perform*—or else—for all you agencies and advertisers. Since we understand that fact, you can probably guess how carefully we try to “sell” you only the kind of time you really need. Do you want any of that kind—now?

\[\text{Arthur W. Gudelman}\
\text{Account Executive, Barton A. Stebbins Agency, Los Angeles}\

\text{Says—“Agencies placing Spot Broadcasting usually have a job to do—and it’s usually done!”}\]
FM, Television Hold Conference Spotlight

U. S. Action Urged in Recording Ban; Coverage Measurement Adopted

CONFRONTED with prospects of the war's end any week or month, 1,100 broadcasters and other radio men who attended the Executives War Conference in Chicago last week absorbed a brand of knowledge which convinced most of them they should plan immediately to get into FM and to look toward reasonably prompt introduction of television—but in the higher portion of the high frequency spectrum.

From topflight experts—led by FCC Chairman James Lawrence Fly and former Commissioner T. A. M. Craven—the delegates to radio's third annual session during wartime heard about what's ahead. Little time was spent on the past, the present was appraised, but the postwar future held the spotlight, as to Government philosophy, technical development and business outlook.

FM Seen First

From the drop of President J. Harold Ryan's gavel to open the Conference and adjournment Thursday evening, the broadcasters pursued an agenda that covered radio's every problem. They realized that their medium has only scratched the surface and that the new services will broaden its scope in every way many fold.

Chairman Fly and Comdr. Craven, often at loggerheads when they served together on the FCC, found themselves in substantial agreement on the new services. Both thought FM would get off to a faster start than television on a national basis, and both strongly inferred they thought television should go above 100 mc for high-fidelity, wideband service. With FM and most of the prewar television companies vying for the lower portion of the high frequency spectrum, the observations of Chairman Fly were regarded as significant.

The issue, however, won't be resolved until new allocations are formulated by the FCC, to be based upon the general allocation hearings to begin in Washington Sept. 28.

Comdr. Craven, now vice-president of the Iowa Broadcasting Co., thought it would take 10 years for the evolutionary development of television and FM and the related high frequency broadcast services. Chairman Fly specified no time table, but looked to rapid development of FM as soon as the war-imposed "freezes" are thawed.

The newly constituted board of directors at a four-hour conference meeting Thursday night handled several matters directly tied into the War Conference developments. A committee to nominate a new president who would succeed Mr. Ryan was formed, with Mr. Ryan himself as chairman. The incumbent plans to return to his post as vice-president and directing head of the Port Industry Co. next summer.

The Board also considered the Sept. 28 general reallocation hearings before the FCC and decided its position would be that it is concerned with the allocation of sufficient frequencies to broadcast services to ensure the finest system of mass communications possible. It avoided any specifications as to how much spectrum space should be allocated to particular services—such as FM and television.

Chairman Fly, in what may be his last address to an NAB meeting as a Government official, was given a thunderous ovation following his address at the Wednesday luncheon session. (See text on Page 16.) He told 900 luncheon guests and some 200 in the balcony that the future of FM seems assured, and brushed aside talk of "bursts" and secondary FM interference, as "growing pains".

In his well-organized address, Chairman Fly picked no quarrels with any groups in radio. He foresaw eventual "international television networks". He doubted any setback for radio when the emergency is over, and felt it would retain its gain as well as expand into these new fields.

Mr. Fly recently stated he had given thought to leaving the Government after 16 years, but set no time and did not indicate what he would do. Speculation has been that he would either enter private practice of law or join some communications organization in an executive capacity.

FM and television development permeated the meetings of the major networks with their affiliates in Chicago during the NAB Conference to ponder carefully their plans for television. But the emphasis obviously was on the new aural broadcast service, rather than the visual.

In the non-technical line, the conference accomplished much. It voted unanimously in favor of establishment of a Bureau to measure station circulation, proposed by its research committee, headed by Hugh M. Felts. The plan was based largely on a formula originally projected by Dr. Frank Stanton, CBS vice-president, who was named a member of the NAB board for that network at the Chicago meeting.

The NAB Board Thursday night formed a subcommittee of its membership to maintain contact with the Research Committee on the circulation project. Mr. Felts was named chairman, with Dr. Stanton; Frank King, WMBR Jacksonville, and Hugh Terry, KLZ Denver, as committee members. Mr. Felts, manager of KFAB

CONVENING his first NAB annual meeting is J. Harold Ryan, interim president at the opening session Tuesday morning, Aug. 29.

Lincoln, also was elected to the board. It is expected they will carry forward the audit bureau project, which requires coordination with the Assn. of National Advertisers and the American Assn. of Advertising Agencies. Both have cooperated with the NAB in the evolutionary stages.

AFM Strike Aired

Punching hard at AFM's continued defiance of the WLB mandate that the two-year-old recording strike be called off, the conference adopted a resolution urging the Government to take "appropriate steps to compel immediate compliance" by Petrizio.

Sydney M. Kaye, vice-president and general counsel of BMI and NAB music counsel, warned that "acquiescence in false principles do not lead to peace in our times".

The platter-turner issue, wherein Mr. Petrizio seeks jurisdiction over record turners in all stations as a purported "musical function", was outlined by President Ryan, who mentioned the exorbitant rates AFM is invoking for this type of work. That issue, however, he pointed out, will be resolved by the War Labor Board following hearings to begin Sept. 22 in a proceeding before the National Labor Relations Board, brought about by the National Assn. of Broadcast Engineers & Technicians against the AFM move.

ASCAP, long a burning NAB issue, broke into the proceeding just once, with Campbell Arnoux, WTR Norfolk, chairman of the Music Committee, reporting that Wendell Berge, Assistant Attorney General of the Dept. of Justice, had
Toward Victory and New Frontiers—An Editorial

LAST week in Chicago there evolved a sort of Renaissance of American Radio. The nation's broadcasters went to a War Conference and they were soberly mindful of it.

There were no arguments of serious consequence, no bickering, no frolicking. They came to handle, serious business and they did. The lack of controversy was so marked that it was disquieting to those accustomed to the brisk debate of other years.

No time was wasted reflecting upon the bitter past. Broadcasters wanted to learn what's to be done until victory is won. They wanted guidance on FM and television and on regulatory aspects. Those ends were achieved to the satisfaction of all.

When the NAB next convenes—probably in New Orleans next summer—chances are it won't be a war conference. It is likely, too, that FCC Chairman James Lawrence Flynn won't be there as the principal speaker, for he has indicated his plans to return to private life, of his own volition, after 15 years in Government.

In Mr. Flynn's case, too, the attitude appeared to be contagious. His address was forthright and direct. There were none of the old hats. He admonished broadcasters to guard carefully their mandate to operate in the public interest, and he encouraged them to participate in the new dimensions of radio—FM and television. He was given a rousing ovation. It was an unusual spectacle.

From a host of speakers, broadcasters heard of the big things in store, and what was expected of them. But they also were aware of the risks and the pitfalls. They know that the fundamental job is to get a radio law that is foolproof and not susceptible to the wrong kind of interpretation.

The NAB Board is the strongest in its 22 years. In the short four months of his incumbency, President Harold Ryan has performed most commendably. He has not engaged in controversies. He has charted a course of action and is pursuing it, consistent as he is upon leaving the NAB helm next July to return to his private business as a broadcaster.

The addition of Comdr. T. A. M. Craven to the Board is noteworthy. He is fresh from a seven-year tenure as a member of the FCC. He is an engineer of repute and perhaps the nation's foremost allocations expert. His counsel and guidance will be invaluable.

When the next convention is held, most of radio's 6,000 odd fighting men will be back in new or better jobs which they richly deserve. Some of them will not return to any jobs—victims of this most devastating of all wars.

Those who return have ideas. What do they think about radio? They have now been on the other side of the fence.

We hope that at the next convention they returned fighting men will be heard—generals and G. I.'s alike, those who now serve in civilian garb as well as in uniform. Let's set aside a day to hear from Bill Paley and David Sarnoff, Luther L. Hill and E. Klauber, Barney Lavin and Jimmy Woodruff, Harry Butcher and Ed Kirby, and others who have taken a direct part in the war.

Let's hear what broadcasters think about their business after having been on the other side of the fence.


Radio's Part in War

In his opening address, Mr. Ryan briefly reviewed radio's part in the war. Quoting from his annual report, he said: "In all campaigns conducted by the Government...the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handomemly and effectively supported by every radio station in the country, member and non-member alike.

As we face a new post-war world, we must bear in mind our obligations to the public, the valuable service of these war days..."
Facsimile, FM Seen as Next Services

Engineers Predict Rapid Postwar Development

THE WHAT, why and when of FM and television, along with an added starter, facsimile, which may be in the same postwar radio league, held the attention of the NAB Executives War Conference in Chicago last Thursday in a panel discussion of postwar radio services.

Some 700 broadcasters— as against the 1,100 gross attendance— were regaled with statements and predictions by a panel array in which seven prominent radio figures participated. Comdr. T. A. M. Craven presided.

Immediate FM Urged

Participants were Paul Chamberlain, GE; Thomas Joyce, RCA, Victor Division; William B. Lodge, director of engineering, CBS; William S. Hedges, NBC vice-president in charge of engineering; Edwin H. Armstrong, FM inventor; Paul F. Godley, consulting engineer; John V. L. Hogan, president of WQXR and WQXQ New York, who has been in the forefront of facsimile development.

While diverse views were advanced on television, with certain speakers opposing immediate introduction of the art on prewar standards and others advocating high-definition color television later on, there was substantial unanimity on an immediate start for FM. But even in the case of FM, there were varying views as to the scope and extent of the service.

Facsimile, described by Mr. Hogan as the "cinderella of the broadcasting industry," is ready now as the home printing press or the magic typewriter, capable of producing a newspaper or magazine in the home on an attachment to the regular receiver at high speeds.

He ventured that within five years after the war facsimile will be a "more important and economically sounder broadcast service than its more glamorous sister, television."

Each panel participant was allowed 15 minutes to discuss the "postwar future of broadcasting." Then there was a question-answer period for panel participants, which lasted only a few moments. The surprising thing was that only one question was asked from the floor. Comdr. Craven attributed this to the comprehensive nature of the original presentations.

Mr. Godley, who cut across all postwar services with a view "to-ward helping broadcasters in their thinking about postwar," lamented the "confusions" which have cropped up as "aggressive sales promotion on new broadcasting services" and cigated the impression that the present AM system might become obsolete the day after X-day, asserting he had no doubt all these confusions will be resolved and regularities "the confusions." He predicted that it would be at least 10 years before AM broadcast service would be affected and that AM stations will be augmented by many FM stations which may finally replace a number of stations in the local class, some stations in the regional class, and a few stations in the clear channel class.

Should Have Listened

Maj. Armstrong pointed out that aside from the advantages of quality inherent in FM, it will become possible for every community to have a voice on the air, provided it can support the service. He gave lavish credit to Philip G. Lounds, Washington attorney and former NAB management director, who was the first to foresee in the development of FM an opportunity for introduction of free competition in radio with thousands of stations to be licensed. He said Mr. Lounds saw this and made it plain "to the Congress and to the FCC and everyone now accepts it as a commonplace."

Radio, Maj. Armstrong felt, would have been much better off if it had listened to such men as Paul A. Demara, C. M. Jansky, Stuart Bliss, or Mr. Hogan, management engineers who early recognized the potentials of FM, and such men as John Shepard 3rd, chairman of the Yankee Network; Franklin M. Doolittle, owner of WDRC Hartford and its FM adjunct; and Walter J. Damm, director of the Milwaukee Journal stations, WMJ and WMFM, and president of FM Broadcasters Inc., who pioneered the new aural broadcast service among station executives.

Mr. Chamberlain predicted that within a short time following the war, FM stations will be built in most cities now having AM stations. Moreover, he said, it would prove economically sound in cities which have not previously supported stations. He alluded to FM as the solution to the problems of fading, interference and static.

Expansion of FM will show a reduction in AM stations as low powered and medium powered stations shift, he predicted, with possibly 600 kw and even 1,000 kw AM stations to be operated to provide long-range coverage.

In GE's postwar plans, FM will dominate product design and merchandising and advertising, with FM receivers in all but the lower-priced brackets. He estimated that five million FM receivers will be produced by the radio industry in the first full year of unrestricted production and in the following four or five years the total will grow to about 20 million. It should be possible to produce AM-FM receivers with excellent performance to retail at $60, based on prewar prices.

Unlike Mr. Godley, but agreeing with the oft-expressed view of Maj. Armstrong and other FM advocates, Mr. Chamberlain said it seemed reasonable that FM eventually will supplant all local, most regional and some high-powered stations.

As to television, the GE director of telephone sales said there would be two major applications— industrial, where pictures and sound will be carried by wire or radio for various private commercial uses (theater) and the second "broadcast television," which adds a new dimension to home entertainment and provides one of the most powerful mass advertising media ever developed.

He predicted that within five years after the war there will be at least 100 master television stations in the country (in larger cities) capable of originating programs such as musical comedies and plays. In their service areas will be 97 million people. Smaller areas which can be covered by satellite stations and network television stations were not included in his estimate.

In a presentation graphically illustrated with slides and transcribed records, Mr. Joyce brought home the point that the public

NAB Votes Radio Circulation Bureau

Agrees Unanimously on Standard Plan of Measurement

(Outline of Coverage Plan on Page 89)

BY UNANIMOUS vote the NAB Executive War Conference last Wednesday authorized the Board of Directors to create, in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a Radio Bureau of Circulation which would utilize a standard method of coverage measurement, recommended by the NAB Research Committee.

At the same time the NAB voted unanimously to make full disclosure of results to all subscribers of the Bureau. President J. Harold Ryan, commenting on the unanimous action, said:

"I think this is really an historic occasion. Broadcasters have gotten together and unanimously agreed. This is a big step forward."

All opposition to the proposed plan, which had been obstinate in recent weeks, faded as one broadcaster after the other spoke in favor of the method. There was disagreement, though, as to disclosure of facts. The Research Committee favored a limited disclosure to station members only. A majority of the Board, in a three-hour session Monday night with the Committee, favored full disclosure to all subscribers, including advertisers and agencies.

Cost Set at $65,500

Estimated cost of the bureau was placed at $65,500 the first year, with a managing director at a salary of $25,000 and $15,000, with $6,000. Remainder of the cost would be absorbed by office furniture, rental, secretarial help, printing, executive committee meetings, etc.

Under the plan adopted by the NAB, a controlled mail ballot will be used. Tentative plans are to conduct a ballot every two years, using 1,000,000 ballots at a cost of $1 each, thus making total cost of the biennial survey $1,000,000. That cost will be absorbed by station members.

Hugh Feltis, KFAB Lincoln, chairman of the NAB Research Committee, submitted the complete plan with illustrations. He explained that the cost per thousand ballots to member stations would be based on station rates.

Dietrich Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, pointed out that for 25 years the NAB has been meeting annually to pool ideas, but that an acceptable method of measuring coverage had been "conspicuous by its absence." He said the
Fly Would Keep Radio in Active Hands Rather Than Banks, Trusts, Estates

The Voice of the Dead will not control radio in the United States under the FCC's present attitude, Chairman James Lawrence Fly declared last Wednesday afternoon in a news conference at the Palmer House, Chicago. Following his address at the NAB Executives War Conference.

In his prepared speech at noon Mr. Fly had said: "The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils of a legally mechanized impersonal trust estate."

Questioned at his "won't talk politics" news conference, Mr. Fly said that should a station licensee die and leave a property to a trust for a son, the Commission would not grant a license to the bank or trust company named by the deceased. Elaborating on his prepared statement, the FCC Chairman said the Commission would not permit broadcasting to pass into the hands of banks or trust companies as "account numbers."

Ill Will Unjustified

Another reporter, referring to the Chairman's speech about political campaigns, started to say: "The Republic's have had their Mr. Ely cut him off with: "Nothing doing. Stay off of that." Another reporter remarked: "You seem to be implying a warning that radio commentators couldn't go overboard on politics." "Couldn't they?" grinned the Chairman.

Pressed for FCC regulations governing political broadcasts, the Chairman said he didn't want to discuss it further. He refused to comment on the CIO's campaign to force free time on stations, contending that the CIO-WHKO case still is pending before the Commission and that such a question was unfair to him, as one of the judges who must decide the case.

A reporter asked if rumors that the industry generally was dissatisfied with the Commission and particularly with the Chairman, Mr. Fly smiled and remarked: "They're entitled to their opinions," then added: "There's no justification for the ill-feeling towards the FCC or me. I might say that there's a better feeling today in the industry towards the Commission and in the appraisal of me." He said that better relationship was brought about by a "better acquaintance."

Mr. Fly said one of the Commissioners' No. 1 projects is to see that there are adequate facilities for the transmission of news in the post-war period.

On an international basis speaking on the overhaul of communications picture for America, he said: "If we get the best possible for this country we'll have to move out internationally and do it by treaty." Mr.

NAB Board of Directors 1944-45

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Harold Ryan, president</td>
<td>WOAI San Antonio, District 15</td>
</tr>
<tr>
<td>J. C. Arany Jr., secretary-treasurer</td>
<td>WITC Hartford, District 2</td>
</tr>
<tr>
<td>Paul W. Morency, WITC Hartford, District 2</td>
<td></td>
</tr>
<tr>
<td>Kolin Hager, WGY Schenectady, District 2</td>
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<tr>
<td>Roy E. Thompson, WFBG Altoona, Pa., District 3</td>
<td></td>
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<tr>
<td>Campbell Aranows, WTAR Norfolk, District 4</td>
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<td>John C. Bell, WBCB Birmingham, District 5</td>
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<td>Hoyt B. Wooten, WREC Memphis, District 6</td>
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<td>Nathan Lord, WAVE Louisville, District 7</td>
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<tr>
<td>John E. Pitzer, WKZO Kalamazoo, District 8</td>
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<tr>
<td>Leslie C. Johnson, WHBF Rock Island, Ill., District 9</td>
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<tr>
<td>John J. Gillin Jr., WOW Omaha, District 10</td>
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<tr>
<td>E. L. Hayek, KATE Albert Lea, Minn., District 11</td>
<td></td>
</tr>
<tr>
<td>William B. Way, KVOO Tulsa, District 12</td>
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</table>

Australian Commercials Not 'Laid On So Thick'

COMMERCIALS are not "laid on so thick" in Australian programs, sponsored newscasts are voluntarily prohibited by stations and spot announcements have practically disappeared from night programs. R. E. Lane, deputy general manager of the Macquarie Network in Australia, who attended the NAB Executives War Conference, said.

Some of the American programs have become familiar to Australian listeners through operations of the U. S. Army Network which broadcasts network programs, with commercials deleted, over Commonwealth stations for the benefit of American troops. Mr. Lane said the Australians are especially fond of Fibber McGee & Molly but American humor as a rule "goes over the heads of listeners."

RTPB Prepares For FCC Hearings

Full Board Meeting Planned In New York, Sept. 14

W. R. G. BAKER, chairman of the Radio Technical Planning Board, has called a meeting of the full board for Sept. 14, at the Biltmore Hotel, New York, in preparation for the FCC hearings on allocation to begin Sept. 28 in Washington, in which the RTPB will take an active part.

Panel Reports

Meetings will convene at 10:30 a.m. and will include reports of the panel chairmen on the allocation requirements of their particular service and a report by Dr. C. B. Jolliffe, chairman of Panel 2, on allocations, who will present a tentative overall allocation proposal.

To complete the preparation of this general allocation plan, Dr. Jolliffe has called a meeting of his panel on Sept. 7 and 8 at the Commodore Hotel, New York. Panel 1, on spectrum utilization, will meet at the Biltmore Sept. 12 to prepare its recommendations, with its chairman, Dr. A. N. Goldsmith, warning panel members that the magnitude of the task will probably carry the meeting into the late evening hours.

D. E. Noble, chairman of Panel 13, on police and emergency services, has called a meeting of his panel on Sept. 18 at the Commodore Perry Hotel, Toledo, to consider approval of all completed reports. An evening session, the meeting will be the panel's final one before the FCC hearing, the notice states.

1,000 DELEGATES ATTEND OPENING
WLB Panel Favors Denial Of Petrillo WJJD Demand

No Justification for AFM Platter Turners, Forcing Station to Use Says 2-1 Decision

IN A 2 TO 1 decision the National War Labor Board regional panel on the WJJD Chicago dispute has recommended that the demand of the American Federation of Musicians to force the employment of additional musicians for platter-turning operations be denied. Joining in the affirmative vote were John R. Kyle, public member, and A. O. Lampland, industry member. Dissenting from the majority opinion was John Heil, labor member.

The panel found that the present staff of musicians at the station does not have sufficient work to fill in the minimum of 25 hours per week called for in the contract with the union. It declared that it could see no justification in view of the manpower shortage in the Chicago area for giving the musicians exclusive jurisdiction over record-turning operations.

Petrillo Cited

The majority decision cited the testimony of James C. Petrillo, AFM president, before a Senate committee admitting that the principle of employing musicians as record turners exclusively was not sound.

The panel refused to pass on the merits of the quota system under which WJJD is required to employ 10 staff musicians and which the station requested be abolished. On this question the panel unanimously agreed that the contractual arrangements between the station and the union setting a minimum of 10 musicians “should not be disturbed by governmental directive order in the absence of a strong showing of the need for such change”. It recommended that the quota clause in the present contract be continued for the current year.

In view of the acquisition of WJJD by Marshall Field, the panel made no decision on the union demand for a $90 per week wage rate in the event WJJD furnished musical programs to WIND Chicago, controlled by Ralph Atlass, who formerly owned WJJD.

Regarding union demands for a three-year contract, modified last April when the transfer of the station, the panel ruled that since the same corporation is the owner of the station and there has merely been a change in the ownership of the corporate stock the original agreement be continued except those questions in dispute and that the contract be for one year from the date of expiration of the last contract.

The panel report is the outgrowth of a WLB directive of May 1 terminating a strike of musicians called on April 14 when the station refused “make-work” demands of the union. The Board referred the dispute to the regional WLB for hearings into the merits of the case. Hearings were held by the panel on May 17 and July 7.

A decision on the panel recommendations is expected soon.

SESSION OF NAB WAR CONFERENCE

WAC SPOTS TAKEN BY 712 STATIONS

YOUNG & RUBICAM announced last Friday that 791 stations had accepted the WAC advertising schedule for a four-week period beginning Sept. 4. Of these 712 accepted the schedule on a straight commercial basis and 79 will broadcast the announcements as a public service, because of policies against accepting paid Government advertising.

WAC radio schedule—five live station breaks and five transcribed one-minute announcements weekly to be broadcast one of each daily, Monday through Friday, between 6 p.m. and 10 p.m.—was offered by Y&R to 966 stations. The 79 which have not yet accepted the agency reported, include some with whom negotiations are still going on.

Some of these stations will not accept the spots on a paid basis but did not offer to carry the schedule gratis, according to the agency, and some are trying to shift present commercial schedules to accommodate the WAC schedule, and a few stations have not answered Y&R’s wire.

Taylor Organizes Radio Sales Firm

Taylor-Howe-Snowden Stations And Others Represented

FORMATION of the Taylor-Howe-Snowden Radio Sales, a national sales organization representing southwestern stations, was announced last week by O. L. (Ted) Taylor, general manager of the four Texas stations, KGNC Amarillo, KFYQ Lubbock, KRTS San Antonio, KROV Weslaco and owner of KTOK Oklahoma City. In addition to these stations the new organization will represent KFDM Beaumont and KRMD Shreveport and the Lone Star Chain of seven Texas stations.

Offices have been set up in New York, Chicago and Dallas with general offices in Amarillo under the direction of Alex Keese, general manager of the newly formed company. Mr. Keese was formerly associated with WFAA Dallas.

Executives Named

Jack Kessler, former commercial manager of WOAI, San Antonio, has been appointed New York manager with offices at 120 West 44th Street. Telephone number is Murray Hill 2-2455. Tom Peterson, for the past 10 years in the advertising department of Scripps-Howard’s newspapers in Dallas, has been appointed Chicago manager with the offices at 360 N. Michigan Ave., while Clyde B. Melville recently transferred to inactive status in the Army, is to be in charge of the Dallas offices which are located at 806 Tower Petroleum Bldg. The new firm officially got under way Sept. 1.
Looking Into the Future of Broadcasting

The history of radio broadcasting since its static-ridden, squeaky-voiced beginnings in 1920 has been one of uninterrupted improvement and expansion. Revenues and profits have grown year after year; technical improvements have been introduced in a continuous procession; and, subject perhaps to a few minor qualifications, program quality has kept step with the onward and upward progress of the art. Where once a station might have been faced with a choice of a market which yields a 56% “losses” and another which yields a 60% “losses,” the choice now faces broadcasters is this: Can that march of progress continue unabated through the years of readjustment which lie ahead? I should like, in brief digest form, to suggest some answers to that question on all three levels—commercially, technically, and with respect to government.

First, the commercial aspects.

Two years ago, many broadcasters faced the future with fear and foreboding. The war, rationing, full employment, three-shift, 24-hour-a-day operation, new, a sellers’ market, censorship restrictions, and the wholly unwarranted bogeyman of Government operation, which was far more often dreamed of by anyone in authority than those who feared forebodings were widespread.

Prosperous Year

We all know the sequel. The year 1942 was the most prosperous in the history of broadcasting; and 1943, as shown by figures just compiled by the FCC, topped even 1942 by a tremendous margin.

In 1942, for example, the standard broadcast stations and networks reporting to the FCC had net time sales of about $164,000,000. In 1943 these revenues had increased to nearly $196,000,000—an increase of approximately 20%.

This increase in revenues resulted in an even greater increase in profits. Net income from broadcasting in 1942, after all expenses except Federal income tax, amounted to about $45,000,000. In 1943 net income expanded by almost 50 per cent, reaching over $65,000,000.

The networks, of course, accounted for a considerable portion of this increase, but even excluding the networks and their owned and operated stations, the 1943 picture was phenomenal. Indeed, it appears that the smaller the station, the greater the percentage of improvement. Thus the net income from broadcasting of the 50,000-watt clear-channel stations increased in 1943 by about 22% over 1942; the 5,000 to 25,000-watt stations increased by 56%; the regional stations by 51%; and the local unlimited-time stations by 188%.

Last year, I devoted considerable time to a discussion of “losers”—those stations which showed a net operating loss for the year. In 1942 there were 194 such stations, and it was feared that many of them would go off the air altogether. I am glad to report that not even a handful have actually ceased broadcasting; indeed, the mortality rate among broadcasting stations is phenomenally low. And the number of “losers” declined from 194 to 94, a further sign of commercial health.

The number of stations affiliated with the major networks in 1942 totalled 572. This increased to 694 during 1943, perhaps in part as a result of the reduction in telephone line charges initiated by the Commission, and to some degree as a result of the Chain Broadcasting Regulations and the separation of the Red and Blue. Thus more than two-thirds of the nation’s standard broadcast stations are now affiliated with the nationwide networks. It remains true, however, that the networks do not yet serve the entire country, and that some unaffiliated stations serve areas not presently served by one or more of the four networks. There is still room for a further expansion of network coverage, and a further affiliation of independent stations.

But what of the future? Several of the factors which made broadcasting so profitable in 1943 and so far in 1944 will not last forever—the newsprint shortage, for example, and the present tax ratio.

Will these changes result in a setback for broadcasting? I venture to doubt it. For at the precise moment when war-engendered revenues are withdrawn, new factors will arise to take their place. Countless manufacturers will have to re-educate the entire public to the use of their products, and they will inevitably turn to radio. Not only will products long withdrawn from consumers because of the war be back, but new products will be marketed, with a resulting necessity for advertising them.

Much depends, of course, upon the direction taken by our entire economy. If industry, Government, and labor cannot get together to engineer a smooth transition from war to peace-time production and distribution, if full production and full employment cannot be achieved through our economy, if segments of our society are to battle with one another rather than work together in harness towards the common goal, then difficulties may lie ahead. But the experience of the war years has certainly shown that there is no need for such internal strife. We can all pull together, and if we do, we can all benefit.

A decade of full production and full employment would certainly open up to the American people a great future—not merely in terms of a perpetually rising standard of living, but also in terms of a successively wider social safety net which characterizes depressions.

Broadcasting is in a peculiarly favorable position to contribute its share to this postwar goal of full production and employment. For example, the at the very moment when returning soldiers are coming back for jobs, and manufacturers are turning from war to peace production, broadcasting will be launching vast new projects for public service. FM and television, the two great ventures which lie ahead, ensure that broadcasting will do its share to see that the postwar era is one of expansion and prosperity.

With respect to FM, the future seems assured. Manufacturers are estimating that 5,000,000 FM receivers will be marketed a year during the four years immediately following resumption of civilian production. The average radio receiver today must be at least five or six years old—ready and eager for replacement, and it seems likely that a large proportion of radio owners will replace their present sets with receivers which provide for FM as well as AM reception.

The marketability of FM receivers is already well established. It takes no great memory to recall that during 1941 the only practical limit to the number of FM receivers which could be sold was the number that could be manufactured—and that was true despite the fact that the FM program transmission was barely under way. With several hundred FM transmitters ready to go on the air as soon as the “freeze” is off, and additional hundreds well along in the planning stage, the receiver market will move right along in step. To take a more pessimistic view would be to fly in the face of

CBS High Command at NAB War Conference, top photo (1 to r): Douglas Coulter, vice-president in charge of programs; Joseph H. Ream, vice-president and secretary; Donald W. Thornburgh, vice-president (West Coast); Paul W. Kesten, executive vice-president and director; Harry T. Meighan, radio sales; New York; A. D. Willard Jr., WBT Charlotte; Donald W. Thornburgh, KNX Los Angeles, Columbia Pacific Network vice-president; Merle S. Jones, KNX.

Chairman Fly addressing NAB.

(Continued on page 34)
A Community with 20,226 NEIGHBORHOOD FOOD STORES

THAT means a lot of sales in one day!
Imagine 20,226 neighborhoods in eastern and central New York and western New England—that's the picture of the shopping metropolis created by WGY (and it is one of the nation's choicest markets).

$410,344,000 is spent annually at these food stores in the 97 cities of the wealthy WGY community, and more of the 1,045,717 radio families of this great market listen to WGY than to all other stations combined.

WGY is the ONLY way to bring together this valuable region into ONE coverage area.

*WGY's primary and secondary areas combine 18 cities with a population of 25,000, 39 with a population of over 10,000, and 40 incorporated cities and villages with a population of over 5000.
Small Market Stations Advised To Cooperate for Mutual Aid

A TRANSITION period of competition in the smaller markets is imminent in the postwar era, Marshall Pengra, KNRR Rosedury, Ore., chairman of the NAB Small Market Station Committee, brought out at the Wednesday afternoon session of the Conference. As a result of this competitive factor, small market radio stations should streamline their operation, strengthen their programming, step out and do an aggressive sales job, Mr. Pengra told the session. The FCC attitude toward granting licenses to stations in small markets coupled with the potential in certain towns is all the more reason for the present operators to do an aggressive job thereby strengthening their competitive position, Mr. Pengra said.

The Small Market Station Committee is asking the FCC to change the technical operator requirements so that the emergency regulation 91-C, which provides for the use of technicians with restricted licenses will be made permanent. The committee is also petitioning the FCC to review the location in the local channels with reference to interference.

Pres H. Avery, NAB Director of Broadcast Advertising, suggested that small market stations band together to offer their facilities on a package basis and urged broadcasters to provide needed information to enable station representatives to better serve them.

Mr. Pengra reported on a series of questions which the committee determined are of most concern to small market stations: postwar developments in FM and television, the problem of increasing revenue, how to attract national business, manpower.

William B. Smullen, KEIM Eureka, Cal., a committee member, reported on the committee's studies to provide capable personnel for small stations. "Today," he said, "the industry perhaps faces the need for more men than ever before despite the many formerly in radio who will be returning from military service.

"The advent of FM, television and addition of AM stations will create need of more men. To this need is added the growth of existing station staffs and of possible make-work brought about by mass of men available for general employment.

Pointing out that a large pool of technically trained men soon will be available for the industry to draw upon, Mr. Smullen advocated that radio make its selection from the best members of that pool and train them intelligently. The committee recommended that the pool be chosen on the basis of general education and personality background rather than on strictly technical training alone.

"Perhaps the controlling factor in the use of your station by national advertisers," he said, "is the cost of reaching a thousand homes, not the result obtained by dividing the cost for some unit of time by the number of radio homes in the area you serve but the cost of a specific period divided by the known audience that can be reached during that period. The problem is yours to explore and resolve."

New Raleigh Series

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), is replacing Beat the Band on NBC, Wednesdays 8:30-9:00 effective Sept. 15, with a new half-hour variety program titled Carton of Smiles. Program features Henny Youngman and Carol Bruce, with Tom Shirley as announcer and will originate in New York. The 26-week contract was placed by Russeel B. Seeds Co., Chicago.

S & M Names Also

CARLTON ALSO fab is named radio director of Sherman & Marquette, Chicago. For the past year he has had the post for the agency's Judy Canova Show, sponsored on CBS by Colgate-Palmolive-Peet Co. currently replaced by Romance. Morgan Ryan, former radio director, becomes account executive on C-P-P continuing with headquarters in New York.

CAMERA CATCHES MBS executives (top) in informal chat at the network party at the Palmer House (1 to r): T. C. Streiberg, WOR New York; Louis G. Caldwell, Washington counsel; and Carl Haverlin, station relations manager. MBS President Miller McClintock chats (second from top) with Mrs. Myrtle Goulet, manager of the Chicago traffic office, at the network's party at the Palmer House. Charles Godwin (third photo, second from left). Mutual's assistant director of station relations, welcomes James G. Olmer (right), president of KGBB Tyler, Tex., to the network. The station joined Mutual on Sept. 1. Looking on are Charles L. Harris (left), manager, WGRC Louisville, and Allen Wannamaker, CGBB St. Louis, meets Mark Crandall (center), commercial manager, and Frank Bishop, director, KPEL Denver, at MBS party.

KTBS-KTHS Swap Granted by FCC

KTBI Interest to Quilliam Also Is Approved

EXCHANGE of KTBS Shreveport, La., sister station of KWKH, by the John D. Ewing interests to a group headed by John C. McCormack, former general manager of both stations, for KTHS Hot Springs, Ark., was approved by the FCC last week. Considered the first "swap" stemming from the Commission's ban on dual ownership of standard stations in the same or overlapping areas, no money was involved in the transaction.

KWKH and KTBS have been jointly operated by the Ewing interests, publisher of the Shreveport Times, which takes over KTBS, KTHS, under the agreement, as authorized will be taken over in about a month by Radio Station KTBS, a partnership headed by Mr. McCormack. Others participating in the four-way equal partnership are Allen Morris, George D. Wray, and P. E. Furlow.

At the same action Harold S. Woodworth, treasurer of KTBI Tacoma, Wash., was granted his request for sale of 150 of his 179 shares common stock in KTBI to H. J. Quilliam, manager of KIBO Seattle, for $18,000. Mr. Quilliam, who is to relinquish his minor holdings in KIBO, will assume additional duties as manager of KTBI, application stated. Mr. Woodworth had become major stockholder in the Tacoma outlet several months ago.

Commission approval was also granted for transfer of WLAK Lakeland, Fla., to Lake Region Broadcasting Co., licensee corporation, 100% owned by S. O. Ward, to Mr. Ward as an individual, trading as Radio Station WLAK.

TONY WAKEMAN, Washington sports announcer, will join WWDJ, independent, Oct. 15. G. Beuett Lar- son, general manager, announced last week Mr. Larson said Mr. Wakeman had signed his contract with WWDJ—prior to the Tony Wakeman-Sam Brown altercation Aug. 15.
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 PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by 35% to 250%

(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
Proven Producers for Particular People

Long rated as the No. 1 station with local advertisers, WSIX delivers for national accounts the same intensive coverage that makes it first choice of Nashville retailers and distributors.

Not only in power and frequency (5,000 watts on 980 kc) but also in proven listener preference does this station meet the requirements of the most particular time-buyers.

We shall be glad to give you full information about the Nashville market and this station's coverage, rates and availabilities.

The Katz Agency, Inc. National Representatives
Member Station, The Blue Network and Mutual Broadcasting System
MUTUAL AFFILIATE PROMOTION MANAGERS!

$1,000.00
IN "E" WAR BONDS
FOR YOU

In the Biggest Juvenile Program Promotion Contest Ever Held!

Eight Prizes Totaling $1000.00 in War Bonds Given Away!
Winning Promotion Managers and Their Stations to Receive Nationwide Recognition! Any Mutual Affiliated Station Can Enter! Contest Starts September 1st. Start Your Promotion Now!

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CONTEST RULES

In the case of ties, duplicate prizes will be awarded. The eight winning stations will receive national recognition and special certificates of merit.
Prizes will be awarded to the promotion managers who, in the opinion of the judges, have produced the most effective, consistent and complete promotion of Mutual juvenile programs carried over their stations throughout the six-month period from September 1st, 1944 to March 1st, 1945. All Mutual stations, irrespective of size or established merchandising facilities have an equal opportunity to win. Awards will be made on the basis of consistency and originality of each station's campaign—taking into consideration merchandising facilities available to each entrant.
WHO IS ELIGIBLE TO ENTER THE CONTEST?
Any promotion manager, publicity director, station manager, program director, or other individual employed by a Mutual network affiliated station, who has been entrusted by that station with the work of general program or merchandising promotion.
WHERE SHOULD THE ENTRIES BE SENT?
All entries should be sent in the form of a scrap book to Mr. Harold M. Coulter, Manager, Audience Promotion, Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y. All entries must be postmarked before midnight April 1st, 1945, and become the property of the Ralston Purina Company, of St. Louis. No entries will be returned.
WHAT WILL CONSTITUTE JUVENILE PROGRAM PROMOTION?
Radio spot announcements, newspaper ads, editorials, publicity stories, hand-bills, direct mail, billboards, window streamers, store displays, movie trailers, or stunts designed to promote an increased listening audience for Mutual's children's shows and/or to promote the sale and distribution of products advertised by clients of these children's programs.
WHO WILL JUDGE THE CONTEST?
Mr. Sol Taishoff, editor and publisher of Broadcasting Magazine, and a committee selected or designated by him from the editorial staff of Broadcasting.
The opinion of the judges will be final.
WHEN WILL THE AWARDS BE MADE?
Winners will be announced on or about July 1st, 1945.

Sponsored by the RALSTON PURINA COMPANY of St. Louis
For additional information write:
HAL COULTER, MUTUAL AUDIENCE PROMOTION, 1440 BROADWAY, NEW YORK 18, OR BROADCASTING MAGAZINE
Terry, Bell Named District Directors; Yocum Resigns, Joins CBS in Washington

HUGH B. TERRY, KLZ Denver, and John C. Bell, WBRC Birmingham, were elected district directors of the NAB by the board of directors at a pre-war conference meeting in Chicago last Monday night. Mr. Terry succeeds Ed Yocum, KGHL Billings, Mont., who resigned both his Billings post and the district directorship to join CBS as director of station relations in the Washington office. Mr. Terry will serve until the NAB annual meeting in 1946, filling the unexpired portion of Mr. Yocum's term. He will represent the 14th district, comprising the states of Colorado, Idaho, Utah, Wyoming, Montana, and a portion of South Dakota.

Mr. Bell succeeds James W. Woodruff, Jr., president of the Georgia Broadcasting Co. (WBRA Columbus, WATL Atlanta, WGPC Albany), who recently was inducted into the Army. He will serve until next year, completing Mr. Woodruff's unexpired term, and will represent District 8, comprising Alabama, Florida, Georgia and Puerto Rico.

Mr. Yocum, who had been re-elected to the board earlier this year, will join CBS in Washington Nov. 1, according to an announcement by Joseph H. Ream, vice-president and secretary. The appointment was made in anticipation of the increased importance of Washington operations in the light of the forthcoming hearings on spectrum allocations, as well as other Washington contact functions necessitated by the network monopoly regulations. Before joining KGHL ten years ago, Mr. Yocum was manager of KGEZ Kalispell, Mont.

Mutual to Offer Series to Others

New Policy Announced; Net Affiliates Total 246

WORLD SERIES baseball, exclusive on MBS for several years, will be available this year to stations not affiliated with the network in localities not served by Mutual, in accordance with the policy of Commissioner K. M. Landis and the sponsors, Gillette Safety Razor Co., Boston, it was disclosed at a meeting of the Mutual board of directors last week at the Drake Hotel, during the NAB War Conference.

Directors approved in principle establishment of a standard method for the measurement of radio coverage, as projected by the NAB research group.

Symphony Continues

According to Miller McClintock, president, MBS now comprises 246 stations, chosen not only for their ability to provide thorough hometown coverage on the present broadcast band but for frequency modulation whenever available.

Announcement also was made of arrangements to continue during the coming season the Cleveland Symphony Orchestra Sunday night broadcasts.

Benedict Gimbel, Jr., WIP Philadelphia, was elected to the board. Present were: Alfred J. McCook, WOR New York, chairman, who presided; W. E. Macfarlane, WGN Chicago, head of the executive committee; E. M. Antrim, WGN; H. K. Carpenter, WHK Cleveland; Mr. McClintock; John Shepard 3d, Yankee Network, Boston; T. C. Streibert, WOR New York; Lewis Allen Weis, Don Lee Network, Hollywood; H. W. Batchelder, WBFR Baltimore; J. E. Campeau, CKLW Detroit-Windsor; Leonard Kaplan, WCAE Pittsburgh.

Mutual last week announced the additional seven affiliates, bringing the total number to 246. KGKB Tyler, Tex., and KSWO Lawton, Okla., will join as soon as lines facilities are completed. Two stations joining as members of the basic optional group of the Don Lee network, MBS regional affiliate, are KJU Walla Walla and KLIX Lewiston, Ida. Effective Sept. 15, MBS will add WATN Watertown, N. Y., and WSLB Ogdensburg, KFDPN Pampa, Tex., joined Aug. 18.

Marshall Field Spots

MARSHALL FIELD & Co., Chicago department store, on Sept. 15 starts an 11-week spot campaign on WGN WLS WJJD WIND WGES to recruit helpers for the Christmas buying rush. Present schedule calls for 94 to 100 transcribed and live announcements weekly, on all five stations. Consideration is being given to expanding the drive to other stations in the Chicago area. Agency is Abbott Kimball Co., New York and Chicago.

Filene Fete on WHN

FILENE'S Department Store, Boston, has purchased a quarter-hour on WHN New York Sept. 5 only to present Bill Cunningham's Commentary, transcription of a program highlighting the 90th anniversary of the store's automatic bargain basement. Program will be heard live the preceding day on the Yankee Network and recorded at WCC Bridgeport, Yankee affiliate, for airing on WHN as supplementary New York coverage. Business placed direct.

Vallee for P & G

PROCTOR & GAMBLE Co., Cincinnati (Drene), on Sept. 9 starts the Drene Show on NBC Saturday, 8-8:30 p. m. (EWT), with West Coast repeat, 8:30-9 p. m. (PWT). A package deal by Music Corp. of America, the musical-variety series stars Lt. Rudy Vallee of U. S. Coast Guard, now on inactive duty. H. W. Kastor & Sons Adv., Chicago, is agency.
A GREAT EDUCATOR SPEAKS OF YOU, OF US, AND OF DUTY

"America is fortunate today in having comparatively well developed the four great educational agencies—the school, the church, the press, and the radio. Every day and almost every hour, free and essentially uncensored . . . not only is the news spread far and wide throughout the world, but the cause of freedom and the advantage of popular government are kept before our citizens."

ALEXANDER G. RUTHVEN
President, University of Michigan
speaking on "VICTORY F.O.B."—WJR, Detroit

WJR, as a member of one branch of "the four great educational agencies," accepts this challenge eagerly, aggressively, as part of its previously dedicated purpose pledging all the power of "Michigan's greatest advertising medium" to establishing and maintaining free speech through the free air of a free land.
PROSPECTS of immediate steps toward affiliation of FM Broadcasters Inc. with the NAB as the overall trade association of radio stations appeared remote following a meeting of the FMBI executive members held in Chicago last Monday, held in conjunction with the NAB Executives War Conference.

An invitation from J. Harold Ryan, NAB president, to the FMBI board to have a delegate meet with the NAB board, ostensibly to discuss a possible fusion of the new trade group with NAB, was accepted only in part. The FMBI board instructed President Walter J. Damm, WTMJ-WMFM Milwaukee, to meet with Mr. Ryan and explore the matter, but failed to approve a session with the NAB board at this time.

IRAC Report Cited

Some concern has been evinced over the separate evolution of FMBI as a trade association. NAB spokesmen feel that FM, television and other new radio developments are all are identified with broadcast service and that all should fall under the aegis of the NAB. On the other hand, the founders of FMBI are represented as feeling that greatest benefits can accrue to the new broadcast service through a separate organization. Moreover, members influential in FMBI are opposed to certain aspects of NAB organization and policy.

The FMBI board also adopted a resolution calling attention to the failure of the Interdepartmental Radio Advisory Committee, in its allocation plan, to provide spectrum space for FM relay service. President Damm was instructed to direct the attention space for FM relay service. President Damm was instructed to direct the attention of appropriate groups and authorities the need of FM service for adequate relay facilities. Copies of the resolution were ordered sent to the Radio Technical Planning Board, the FCC, IRAC, and the State Dept.

Tentative plans for a general FMBI meeting, to be held the week of Jan. 22 at the Commodore Hotel, New York, also were discussed by the board. Definite action on the proposed meeting will be taken later, in the light of war conditions and developments at the general allocations hearing called by the FCC to begin Sept. 28. Last January FMBI held its first general meeting and drew an attendance of 750.

First copies of a new FMBI promotional booklet, designed for public consumption as an FM primer, were presented to the board. The initial printing order is 200,000 and copies will be distributed through dealers, station and equipment companies. Space for imprint of the distributing company is provided.

With the admission of 23 new members, FMBI membership now totals 137. Members admitted by the board are:


Admitted as associate members were Illinois U., Bloomington, Ill., and Western Michigan College of Education, Kalamazoo, Mich. As an affiliate member, the Rotary Radio Labs., Cambridge, Mass., was accepted.

Officers and members present were, besides Mr. Damm:

- T. C. Streibert, Rambarger Broadcasting Service, New York; vice-president; L. W. Herzig, WTMJ-WMFM, secretary-treasurer; Frank S. Doolittle, WNBC-FM, New York City; Lee B. Waiden, Westinghouse Radio Stations Association, New York City; KMBT-FM, Kansas City; George Loucks, WGN and WGNB, Chicago; John V. L. Hogan, WQX-WQX, New York, was absent.

Others attending were Myron L. Locock, Portland manager; Philip C. Locock, Washington attorney and FMBI general counsel; C. M. Janisky Jr., and Stuart Bailey, consulting engineers and FMBI engineering counsel.

STRINGER HONORED

NAB Promotion Director
Wins Army Acclaim

HIGH TRIBUTE to Arthur Stringer, NAB director of promotion and circulation, for receiving, organizing and completing the technical training program for the Army Signal Corps was paid in a formal ceremony at the NAB Executives War Conference in Chicago last Tuesday with the presentation of the Signal Corps' "Certificate of Appreciation" to the NAB department head.

Speaking for Maj. Gen. H. C. Ingers, Chief Signal Officer, Col. Leland H. Stanford, Signal Officer of the Sixth Service Command, presented the award to Mr. Stringer together with a symbolic badge, after having praised Mr. Stringer's efforts. Col. Stanford credited the NAB promotion director with initiating the campaign in 1941, which resulted in the training of some 50,000 enlisted reservists in technical radio schools. The high level of Signal Corps personnel efficiency, he said, in no small measure can be attributed to this training, which reached its peak in the 1941-1942 period.

In accepting the award, to enthusiastic applause, Mr. Stringer modestly gave the credit to the "900 stations" and their executives.

PROPOSED MERGER OF FMBI

WITH NAB APPEARS REMOTE

Invitation of President Ryan Accepted Only In Part; Meeting with Board Rejected

In a move toward affiliation with the National Association of Broadcasters, the FM Broadcasters Inc. (FMBI) held its first general meeting last Wednesday at the Commodore Hotel, New York City. President Walter J. Damm announced that the board of directors had accepted in principle the invitation to attend a meeting with the NAB board but had failed to approve a formal meeting. The move toward affiliation is seen as a response to the growing interest in FM broadcasting.
YOU can “fade” your competition with confidence if your New York sales promotion includes a WOV schedule. WOV has the combination that makes this important station a natural for a continuous listener audience . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York’s Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV covers more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Around-the-clock, WOV is a natural in New York.

RALPH N. WEIL, General Manager
Woods Urges All Blue Affiliates Map Plans for FM Expansion

13 Blue Stations Receive Awards for Audience Promotion; Kobak Resignation Denied

WORD OF mouth reports that a Blue Network executive shakeup was imminent, with executive vice-president Edgar Kobak slated to leave, were emphatically denied last Wednesday in Chicago by Mark Woods, Blue president. Other network officials—Edward J. Noble, chairman of the board, and Chester LaRoche, chairman of the executive committee—branded the reports as wholly fallacious.

Mr. Kobak stated he was not aware of any change in his status. He denied concurrent reports that he would become the executive operating head of Mutual. A stockholder in the Blue and the dynamic force in its sales operations, Mr. Kobak has worked closely with Mr. Woods on the network's executive direction since it was separated from NBC more than two years ago. He has been in the forefront of the network's operations since Mr. Noble formally took over last October.

There was no confirmation of Mutual headquarters of any arrangement with Mr. Kobak. It is known, however, that the network is looking for an executive operating official, to work under President Miller McClintock.

Urging Blue affiliates to "get in on the ground floor of FM," Mr. Woods told the executives of 195 Blue stations at a meeting during the NAB War Conference at the Palmer House last Monday that while replacement of AM by FM will be gradual, a complete changeover can be expected from within five to ten years.

Mr. Woods, in advising the affiliates to file immediately for FM licenses, and place orders with manufacturers of FM transmitting equipment, estimated that some 20,000,000 FM sets will be in operation within four years after the conclusion of the war, and predicted that radio audiences will turn to FM because of better reception. For the station operator, FM will solve the problem of allocation, provide uniform day-and-night coverage, irrespective of place on the dial.

Stating that Blue program serv-

A LETTER WORTH READING!

O'NEIL, LARSON & McMAHON
Advertising Merchandising Marketing
230 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS

July 7, 1944

Mr. Charles Dilcher

Dear Mr. Dilcher:

Enclosed is a new contract for Station KFYR, Bismarck, Dakota, continuing the advertising of the Michigan Bulb Company, Grand Rapids, Michigan.

I thought you might be interested in knowing that KFYR has produced exceptionally well for this client. From a list of approximately 40 stations used, KFYR produced double the orders needed to make this campaign a success.

KFYR heads the list as Number One Station.

Cordially yours,

O'NEIL, LARSON & McMAHON

R. J. Mcmahon

Yes...it's worth taking a moment or two to thoroughly read over this unsolicited letter, for it goes to prove that KFYR, located in the "Heart of the rich Northwest market," lives up to its claims of outstanding "sales ability." This is just one of the many satisfied advertisers who have found that...

KFYR Facilities Yield Results

After having read the letter, you, too, should agree that the service offered by KFYR is worth looking into. Better not delay! Our list of availabilities is getting smaller every day.

For the Complete KFYR Story... Drop Us a Line or Ask Any John Blair Man

Giants to Old Golds

FOR THE fifth consecutive year, WHN New York will cover the at home and away games of the New York Giants professional football games, broadcasting 10 games this year under sponsorship of P. Lorillard Co., New York, for Old Golds, starting Oct. 8. Red Barber and Connie Desmond will cover, Agency is J. Walter Thompson Co., New York.

Blue Pacific Feature

CHIEF ANNOUNCER goes on warpath! Victim is Karl Janssen, KTUL Tulsa program director, caught in the grip of KTUL announcer Chief Shunatona, full blood chief of the Otoe, Oklahoma tribe. Shunatona, in addition to his announcing and strangle-hold prowess, also produces a record of early days of Tulsa for KTUL.

Blue Pacific Advertising
Affiliated With The COLUMBIA BROADCASTING SYSTEM
Inter-State Population Shifts Shown in Census Bureau Data

Western Region Shows Biggest Gain Despite Loss Of 1,091,621 to Armed Forces

TREMENDOUS shifts in population from state to state are revealed in a Bureau of the Census report prepared by Dr. Hope T. Eldridge of the Bureau's population division, which shows estimates of population gains and losses through inter-state migration during the 3½ years from April, 1940 to November, 1943. From 1940-1943 30 states suffered a net loss in population through the inter-change of civilian migrants with other states, the total of their net loss amounting to 3,400,000 persons. The United States as a whole lost 9,740,000 civilians to the armed forces, while enjoying a natural increase of 5,561,586, or a net decrease of 4,173,302 for the 3½-year period, the report shows.

Of the four regions, northeastern, north central, south and west, the only region to show a net gain in population was the west. Although the Pacific division was the only one with a net increase in civilian population, several other divisions gained through migration, while decreasing in civilian population. The New England Division, although sustaining a net loss of over 300,000 in civilian population because of the excess of inductions over natural increase, actually had a net in-migration of more than 100,000, the report stated. The analysis of population changes among the states shows to what extent the wartime change in population is the result of migration and perhaps permanent; to what extent it is the result of inductions, and perhaps temporary; and to what extent it is due to natural increase and perhaps press a change in the size of the child population.

The estimates of civilian population presented in the Bureau’s table have been revised on the basis of new information on the armed forces in 1940 and on births and deaths after 1940. The estimates for Nov. 1, 1943 are based on registrations for War Ration Book IV and are independent of data on natural increase and inductions except that state registration figures adjusted to add to the total number qualified to register in the U. S. as estimated from the 1940 census and from data on births, deaths and armed force strength for the country as a whole.

The special report is No. 17 of Series F-44 of the Bureau of the Census and may be obtained upon application to J. C. Capt, Director of the Census, Washington, D. C.

KOXK is the Station to Watch... the station to LISTEN TO... the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KOXK is growing fast! Built to its present high competitive position in Greater St. Louis in less than 6 years, KOXK, with its well-balanced schedule, unusually high percentage of contract renewals and steadily rising listener interest IS the station to watch.

That's why the above illustrated outdoor board, posted throughout the St. Louis area, points out effectively and emphatically that KOXK is "WORTH REPEATING."

NBC Unfolds Parade of Stars Plans Before Affiliates at NAB Conference

COORDINATED audience promotion embracing all media in the third annual NBC Parade of Stars was previewed by NBC affiliates last Monday at the NAB Executives War Conference at the Palmer House in Chicago. Details were released by Niles Trammell, NAB president; William S. Hedges, vice-president in charge of stations; and Charles P. Hammond, director of advertising and promotion.

The promotion will include motion picture trailers, composed of existing film footage of stars and keyed to run in approximately 117 NBC affiliated station cities. There will be one new trailer a week over a period of four weeks, starting in mid-October, and the trailer portion of the campaign will be underwritten by NBC.

A large bandbox of promotional material, tipped to affiliates, includes a packet on every NBC commercial show, with recorded spot announcements and short skits, live announcements, publicity releases, glossy magazines and a general material such as newspaper ads, scripts on a behind-the-mike series called "Your Radio Reporter", layouts for window displays, car cards, billboards, stick- ers for mail, etc. [Broadcasting, Aug. 28].

A booklet on how to use the NBC Parade of Stars, covering all of the promotion material, is included in the bandbox. Tying in with the individual station efforts, NBC on Sept. 19 is starting a series of seven half-hour Parade of Stars broadcasts featuring NBC talent heard in both its daytime and nighttime program schedules.

Kraft Resumes

KRAFT CHEESE Co., Chicago (Parksy margarine), on Sept. 3 following a nine-week summer hiatus resumed The Great Gildersleeve, on 69 NBC stations, Sunday, 6:30-7:00 p.m. (EWT), with West Coast repeat, 8:30-9:00 p.m. (PWT). Harold Peary stars in half-hour comedy series. With exception of Louise Erikson who will replace Lauren Tuttle, remainder of talent line-up continues to include Walter Tetley, Earle Ross, Shirley Mitchell, Bee Benadaret, Richard LeGrand, Lillian Randolph, John F. Whedon and John McShane. Clancy Freetman is musical director. Ken Carpenter announces. Cecil Underwood is Hollywood producer of Needham, Louis & Brotry.

More Tubes Soon

INCREASED tube allotments for civilians will mean the elimination of the radio tube black market by early 1944, if forecasts, Arthur Stringer, director of circulation for the NAB, said last week at Chicago conference. He added that although 15% of receivers have been put out of commission because of lack of tubes, the listening audience has not been reduced.
ESCAPE TO MONKEY ISLAND

Officiating at the wholesale cage-delivery from Winter to Summer quarters, was KYW's LeRoy Miller. As perennial emcee of Philadelphia's "May Day at the Zoo," he packs-in thousands of Philadelphians at this formal Summer opening...a routine annual matter for this irrepressible conductor of KYW's Musical Clock.

In the past 12 months, Miller has made 309 personal appearances (sponsors' products are subtly featured) in a four-state area, every one by popular demand. Conflicting dates ruled out 71 more. All audience-surveys reflect this demand, as Miller has top-rated the list since 1937.

His 7 to 9 A. M. radio antics, according to LeRoy, comprise "two solid hours of sheer monotony." It's the sort of monotony that translates into steady repeat-sales, attested by long-time advertisers, such as Bond Clothes (6 years), Thom McAn Shoes (4½ years), Griffin Shoe Polish (4½ years).

LeRoy Miller, Philadelphia's Public Alarm Clocker Number One, backed by KYW's 50,000 watts, provides a proved sales-vehicle for all air advertisers...proved by ratings, proved by public demand for personal appearances, and proved by advertisers' long-time use of KYW's Musical Clock. Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - KDKA - WOWO - WGL - KYW
REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS...John Charles Thomas on Sun., 1:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.
Retail Promotion Film Boosts Billings

Revenue Up 40%;
NRDGA, NAB Cooperate

By BILL BAILEY

INCREASED revenue to the tune of $1 million dollars as a result, in part at least, of the NAB Retail Promotion Plan, was predicted for 1944 by Paul W. Morency, chairman of the NAB Retail Promotion Committee at a broadcast advertising clinic opening the NAB War Conference in Chicago last Tuesday.

At the same time Llewellyn Harris, sales promotion manager, National Retail Dry Goods Assn., and Paul McCarthy, advertising and promotion director of J. N. Adam & Co., Buffalo, N. Y., told the broadcasters that retailers are using radio successfully and will use more, but radio must deliver an audience through good programs.

Payoff 25-1

Mr. Morency, whose committee was dissolved after the motion picture presentation "Air Force and the Retailer" was completed, reported that the committee spent $111,000, largely subscribed by stations, to present the promotion in 117 cities before more than 25,000 retailers. In the first six months this year 50 stations reported increases of more than 50% in retail radio advertising, he said.

"This year's budget should be in the neighborhood of 100 million dollars," said Mr. Morency. "That is an increase of about 31 million dollars or 40%. If that estimate is correct, the Plan would have paid off in its first year, about 26 to 1." He said the stations which used "energy and showmanship" in promoting the Retail Plan and followup, showed the largest increases in business.

As a result of cooperation between the NAB and NRDGA, a monthly bulletin Promotional Exchange is being issued to all NAB members by the NRDGA, Lewis H. Avery, NAB Director of Broadcast Advertising, informed the membership. In addition a lending library of recorded successful programs used by retailers is available.

DAY and NIGHT
KCKN is the only Kansas City Station broadcasting day and night—off night.

"THIS IS MUTUAL"
At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

DOUBLE-BARREL EFFECTIVENESS

KCKN maintains studios in Kansas City, Missouri, and Kansas City, Kansas—and is the only Kansas City station with studios in both cities. Thus does KCKN give you double-barrel effectiveness in program format and listener interest.

This production feature plus the fact that Kansas Citians know from years of experience that they can always depend on KCKN for the programs they like to hear, explains why KCKN consistently does a selling job for its advertisers.

Mr. Harries, declaring that radio must educate the retailer as to its ability to sell, said: "If we are fully and sincerely informed as to radio, we'll flock to the bandwidth." Results of a survey conducted by the NRDGA disclosed, he said, that 53.8% of the 325 retailers replying to a questionnaire (sent to 500), use institutional advertising exclusively. The survey results were enumerated by the speaker as follows:

Types of programs—36.1% use recordings 22.4% the news exclusively; 20% miscellaneous.

Types of advertising—55.8% institutional exclusively; 31.4% general store; 13.8% specific merchandise.

Time segments—25.9% use 8-9 a.m.; 15.5% use 9-10 a.m.; 3.9% from 10-11 a.m.; 20.3% in the 11 a.m.-1 p.m. bracket; 12.2% from 1-2 p.m.; 3.8% (station breaks) 4-6 p.m.; 18.4% in the "best" hours, 6-9 p.m.

Frequency of programs—70.3% had programs across the board; 17% each Saturday and Sunday; 26.7% Mondays, Wednesdays, Fridays.

Time on the air—30.3% on the air less than a year (indicating, said Mr. Harries, that the Retail Promotion Plan was effective); 34.7 on the air 1 year (part of which attributed to Retail Promotion Plan); 12% on for two years; 7% each on 3 and 4 years; 5% on 10 years; 3%; 12 years; 2%; 16 years.

More than 90% reported listener reactions to their programs and commercials.

Mr. Harries bluntly told the broadcasters that "one of the most important links, advertising promotion and exploitation, was 'lousy'.

"Only 1% of the retailers used newspapers for advance publicity," he declared. "There were very few releases to radio markets." Window displays were used by .8%, while 4% reported using counter cards. Only .2% used general mailing.

Promotion Necessary

A total of 95% of the retailers using radio bought spots in addition to regular programs, but Mr. Harries deplored the fact that "only one-tenth of one percent promoted their programs. Only one-fourth of one percent of store personnel knew about their own programs. The most important link has been muffed."

Mr. Harries said he didn't know who was to blame, but that to successfully advertise by radio, a retailer must get behind his own program with proper promotion.

"This survey proves that radio and retailing has a road to travel; a road that does not bear the traffic of high pressure selling but a road on which customer information has to be the most important vehicle—the road to results."

Mr. McCarthy related the J. N. Adam & Co. experiences in radio, how, at the end of the first year, his firm discovered it had an audience rating of 0.5. "Nobody was listening," he said. "Then we did
Day in and day out—year after year—WGN brings the best in news broadcasts to the people of Chicago and the middle west.

These news broadcasts are written by an experienced staff trained in the task of clear, concise and factual news reporting. They are broadcast by competent announcers who have a highly developed sense of news values. The broadcasts are so spaced that the public is continually informed of all the latest news events.

Consistently the highest rated news programs in Chicago, these broadcasts are typical of WGN's program building ability and resourcefulness.

A Clear Channel Station

CHICAGO, ILLINOIS
50,000 Watts
720 Kilocycles
what we should have done in the first place—we called in the radio boys and said: ‘Boys, get us an audience’.

That audience was reached, he explained, through a 10 a.m. news-cast 7 days a week; Betty & Bob at 3:15 p.m. 5 days a week; Calling All Girls, 11 a.m. Saturdays; Bulldog Drummond, Sunday evenings; 26 half-hour special events evening programs “to be used as we see fit” and spot announcements.

“Radio has given to me the most potent public relations weapon ever given to a store,”” declared Mr. McCarthy. He related various public service broadcasts which were sponsored by Adam, including War Bonds rallies, Navy Day celebration and a mock air attack on Buffalo.

“Transactions are the life blood of a store,” he said. “You’ve got to have people in your store to do business. Radio has done a good job for us in our departments. It has increased our transactions. Radio is a medium that can stand by itself. People will listen to good programs. You don’t need ballyhoo, but you do need some ballyhoo at the start.”

He told of a selling school conducted by radio by the Adam store. It didn’t get anticipated results so the ad was pulled in the store and radio was used to promote it. As a consequence 1,500 women appeared at the first class and bought an average of $10 worth of materials each. “More important than the $15,000 they spent was the fact that radio brought in 1,300 more transactions,” said the speaker.

“Radio is a medium that can help any store.”

Key to Market

Mr. McCarthy referred to a point campaign in which radio boosted sales 159%. He cited several other concrete examples, then asserted:

“Radio, we think, is the key to the dominant market coverage. It’s the little sign that opens the door that we never had. To me radio is a keyboard on my desk. We’ve got the money to spend. You’ve got to give us time. That’s the biggest market. We we were asleep when the night time was sold, but you’ve got to help us to get some of it when it’s available. You have a medium that’s the greatest public relations medium ever given a department store. You’ve got the lightning-fast medium to do a job right now.

“Raise your sights. Come in and get 20% of your money and you’re getting a big piece of it.” He said his firm is spending about $100,000 annually on radio advertising. Others will tend to it, too, when radio can deliver the audience.

In an off-the-record portion of his talk Mr. McCarthy cited an example where a national manufacturer was about to start a network program and asked his retail customers to help “bear the expense” at the rate of $182 a week. The deal was cancelled when J. N. Adam & Co., protested.

Referring to the proposed program and deal as a “racket,” Mr.

McCarthy called upon networks and stations alike to “investigate these things before you go into them.” While there had been “inconceivable” in the particular case, “radio would have been blamed,” he said.

Dietrich Dirks of KTRI Sioux City, Ia., chairman of the Sales Managers Executive Committee, told his fellow-broadcasters that “because of the philosophy of the American system, advertising under the American system of broadcasting has an opportunity to do a great service.”

How radio collaborated with the Proprietary Assn. at its convention in New York May 16 in influencing proprietary manufacturers to use good taste in their commercials and attempt to sell by understatement rather than overenphasis was outlined by John M. Butler, Jr., WB1 Atlanta, in closing the broadcast advertising clinic. A recording of the presentation made to the Proprietary Assn. was performed, depicting how manufacturers were advised of the necessity of broadcasters in controlling commercial copy and of the benefits that would accrue to the advertisers through use of restraint. The proprietary field, Mr. Butler pointed out, spent some $80,000,000 on radio in 1943, and is maintaining that pace.

Instead of using pie charts and surveys, a recorded interview between a broadcaster representing the NAB and an official of the Proprietary Assn. was interspersed with comic sequences from the Fred Allen program and other improvisations, was employed. The performance ran the gamut of everything from the old medicine show to the ancient druggists who would sound on the air to the character of copy now regarded as ideal and in keeping with minimum radio standards. Commercials that would offend the audience, it was brought out, would hurt stations and discredit the advertisers.

Mr. Butler concluded with a letter from Morris Merney, public relations director of the Proprietary Assn., stating that the NAB transmission presentation already had served to improve standards of proprietary advertising and that it was the high spot of the convention last May. Mr. Butler said this presentation was another effort of NAB’s sales managers committee which had “produced results” for all radio.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

DAVID B. SIMPSON
PRESIDENT OF THE PORTLAND CHAMBER OF COMMERCE... SAYS...

"The news flashes furnished by station KGW are always welcomed by our members. This special service, in these fast-changing war-time days is another example of KGW's progressive public service policies."

HENRY N. ANDERSON
PRESIDENT OF THE PORTLAND REALTY BOARD
SAYS... "KGW's summary of the news, broadcast direct to our Realty Board meetings, is a timely addition to our programs. We appreciate the co-operative spirit of the staff, as evidenced in these newscasts."

SIDNEY F. WOODBURY
PRESIDENT OF THE PORTLAND ROTARY CLUB... SAYS...

"Many thanks to KGW’S public-service-minded staff. Our members always look forward to hearing up-to-the-minute news developments during our Rotary luncheons."

News by wire direct to Portland's most influential civic organizations—another example of the progressive public service policies that have made KGW the radio station the people of Portland, Oregon PREFER. And again KGW has proved that public service programs can be interesting and entertaining.

MEMBERS OF PORTLAND'S CHAMBER OF COMMERCE FORUM HEAR THE LATEST NEWS FROM ONE OF KGW'S ANNNOUNCERS, GORDON BAMBRIK

Affiliated with the National Broadcasting Co. Represented nationally by Edward Petry & Co., Inc.
Fly's Address to NAB
(Continued from page 16)

common sense and of the actual experience of 1941.

Technically, there are still a few FM problems to be solved. One has to do with "bursts," or sudden program interruptions, which may last a fraction of a second or longer—just long enough to be a nuisance. A second is the increasing evidence of secondary FM service, so that stations in Wisconsin and Massachusetts, for example, are audible for hours at a time in Kentucky. But these are obviously the growing pains of an important new venture; and engineers are already at work to get interference, and other practical operating characteristics for several values of frequency swing.

With the continued cooperation of the industry, we should approach the important Sept. 28 hearings with much useful information.

The Commission, as you know, is concerned that the growth of network broadcasting on FM shall be along sound lines. The appearance of network operations in the FM field point to a rapid growth of FM network broadcasting. Sound forethought is especially needed to prevent FM from becoming a mere replica of AM, thus sacrificing FM's inherent advantages and improved program structure. This does not mean that the simultaneous broadcasting of programs over FM and AM is always or necessarily evil; but it does mean, and the FCC rules so provide, that stations must be on the alert to provide programs specially suited to FM's wider capabilities as well as AM programs of established merit.

Build From Scratch

After all, broadcasting has here an opportunity to build from scratch. Any errors which have through the years become imbedded in the program structure can be eliminated from the new FM structure without a major operation. On our end the Commission and its engineers are endeavoring to avoid the pitfalls of AM in the composition and distribution of the traffic. You yourselves can make comparable improvements in the quality of programs, e.g., reducing the long agonizing hours of the drip, drip, dripping of the suds, seems to be beyond the courage of the AM industry. But low quality and major program unbalance need never arise in the FM band.

At still another point the public interest requires that certain minimum standards be established and adhered to lest the benefits inherent in better broadcasting be lost—i.e. in the design of receivers. This is neither your job nor yours—but it is one which the manufacturers should face collectively.

Side by side with FM we have the coming of television, which affords unlimited potentialities for postwar expansion. As you know, the Commission has already licensed nine commercial television
A "Jam Session" in the Northwest. A thrilling moment contributing to the production of 1,087,816 M board feet of lumber for the first four months of 1944—an increase of 8.7% over the previous year. KHQ, too, produces, because of its complete coverage, its choice programs and its consumer acceptance. Invest in KHQ's complete coverage. (Photo Courtesy Potlatch Forests, Inc.)
tunity for the development of an enduring system of television. Research has achieved so much that the interests of all concerned, including those of the manufacturer, the broadcaster and the public, may best be served by the industry's concentration on research and experiment. It is desirable that the research men concentrate on this job and that experimental stations be erected at an early date to develop and publicly demonstrate the system and iron out the kinks. This is an immediate task and it is television's most significant task.

Another important problem in the coming is to afford the means for the successful operation of television networks. The vision of important points of program origin. The Commission is giving extensive consideration to an adequate method of relay transmission. Unlike radio programs, a television program cannot be satisfactorily transmitted along an ordinary telephone line; special 'research cables' are needed to connect television stations into networks. Such radio highways may be wide enough to be capable of carrying a multiplicity of programs, plus the point-to-point telephone circuits as well, and may thus

WISCONSIN NETWORK officials, whose stations are affiliated with MBS, chat with Ed Wood (seated, second from left), Mutual sales manager, at Mutual's party at the Palmer House Aug. 20. Seated next to Mr. Wood is William F. Huffman of WFHR Wisconsin Rapids, and president of the Wisconsin Network. Standing (L to R) are W. H. Born, business manager, WHL Sheboygan; Don O. Wirth, managing director, Wisconsin Network, Wisconsin Rapids; J. L. Gallagher, general manager, WHBY Appleton; George Frechette, general manager, WFHR Wisconsin Rapids; Ralph O'Connor, commercial manager, WIBU Poynette-Madison.

By actual count 48.7% of WIP hours on the air are devoted to MUSIC...for music is what the 8,000,000 potential listeners of WIP want. Use the Station that gives its listeners what they want and your sales results are assured! Represented Nationally by GEORGE P. HOLLINGBERY CO.

MUTUAL BROADCASTING SYSTEM

Page 38 • September 4, 1944
“ON STAGE EVERYBODY!”

The Blue Network’s Sensational Opportunity
Show now opens even wider the doors
to Fame and Fortune for Radio and Screen
“Big Names” of tomorrow through a
GREAT 26-WEEK CONTEST

EVER since the Blue Network Company was formed, it has been the opportunity network for radio artists. One important contribution has been the program, “On Stage Everybody!”, which during the last 30 weeks has provided opportunity for countless professional singers, actors, and other artists to air their talents coast to coast.

Beginning October 7th, “On Stage Everybody!” proposes to give aspiring talent an even more profitable opportunity by staging a unique 26-week contest which offers the winners opportunity not only in radio but on the screen as well!

HERE IS HOW THE CONTEST WILL OPERATE:
1. Each week for 26 weeks, “On Stage Everybody!” will present a group of “acts”... carefully and impartially auditioned from professional talent.
2. The ten most talented acts will be given contracts to appear in the full-length picture, “On Stage Everybody!”, to be produced by Universal Pictures, one of Hollywood’s top five studios.
3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network’s Program Department for complete details.

"On Stage Everybody!" emphasizes the Blue Network’s policy that radio must discover and develop talent of its own. We believe that this new contest feature of “On Stage Everybody!” is an even bigger step in the right direction.

"ON STAGE EVERYBODY!" is for sale!
The inherent commercial strength of this program, combined with the possibilities of the contest feature, provide an unusual vehicle for the alert advertiser. FOR FURTHER INFORMATION: Blue Program Sales or National Concert and Artists Corporation.

The Blue Network
AMERICAN BROADCASTING SYSTEM, INC.
stations; 60 applications are pending, and many more are in the planning stage. The major task now is to complete the basic research projects which were left incomplete at the outbreak of the war, and to assimilate the vast technical progress which has been made during the war. I am confident that as soon as the practical applications of wartime advances have been worked out in television, it will be ready to move ahead on a tremendous scale.

Timing Is Vital

Much will depend upon the timing of television advance. After all, it would have been possible to erect television transmitters and to sell television receivers at high prices as far back as 1929. In the stage of the art then reached, however, the public reaction would almost certainly have been negative, and the investment of the industry and of the public alike would have been wiped out. Again in 1939, there was the danger of "freezing" television progress at the level then reached. Today, the television outlook is clearer and more hopeful than ever before in history. The opening up of the new very high frequencies points the way to a place on the air for television where a moving image technically far superior to any known before will be possible, and where there will be plenty of room for competitive expansion. By harnessing this new knowledge of television immediately, it may be possible really to live up to the slogan of the future: "You're there with a television receiver."

One application already filed with the Commission calls for a television image far clearer than any heretofore known, and it is contemplated to put it on the air within a matter of months after the "freeze" is off.

In a recent report, the British Institution of Radio Engineers makes this observation:

It is suggested that the immediate postwar television standard will, in fact, be permanent; it is, therefore, desirable that these standards should not be "frozen" at a level that is below the technical and economic limits of the present time.

Where improvement is so needed, and where respectable engineering opinion indicates its attainability, it is obviously of the utmost importance that the fullest possible experimentation be undertaken as rapidly as possible, in order to get the right answers and to get them promptly. Neither the broadcasting industry nor the public can afford a false start.

The Commission is prepared to encourage such experimentation on the higher frequencies to the fullest extent possible, in order that the final decision on postwar television standards can be made in the light of all the facts at the earliest feasible date.

The war has produced something in the nature of a beneficent stalemate; television has not been locked down to the pre-war standards. From the war-time research laboratories have come many developments which soon can be applied to the improvement of television. It is reasonable to expect that the military restrictions on much of this information will be lifted at an early date.

Meanwhile, leading research engineers of the industry think that it may be feasible to develop tubes to broadcast in the frequency range above 500 megacycles; that this will be possible, and that the propagation characteristics here can give promise of affording a better plan of allocation than can be achieved in the present television bands below 100 megacycles; and that the "ghosts," or reflections, which were so greatly feared heretofore can be slayed by scientific methods.

High Frequencies

What can be achieved in the very high frequencies? Primarily, the spectrum will be less crowded in that region and there will be room to spread out and do an effective job. The bandwidth may be easily three times that of the prewar standard. A comparably greater number of scanning lines may be utilized and a thoroughly satisfactory picture with great clarity and much detail can be delivered to a large screen in the receiver at home.

This is the minimum which we require if we are to have the wholly successful and enduring system. Color television will give marked improvement. It is in the making now and at some reasonably early date color television broadcasting will be feasible. The greater bandwidth will give the needed space for this development.

We thus have the greatest oppor-

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BUDDY BUTLER WLS Chicago and KOP Phoenix (second from left) told about his trip from Arizona to Illinois on $25.00 when he caught the wrong train, but still made the conference on time. (1 to r) Frank Haas, Erwin, Wasey & Co., New York; Mr. Butler; Charles Burke WJR Detroit and C. H. Cottington, Erwin, Wasey & Co., New York.
there's
desirable
time
available
for you

Have you noticed how many advertisers... large and small... are turning to Spot Broadcasting? They've discovered that this basic, market-wise medium not only works with the usual selling power of radio, but—what's just as important these days—is flexible enough to overcome the many war-time problems presented by other types of media.

So if media problems are bothering you... get in touch with your John Blair man today. He has the perfect answer to your dilemma because he still has desirable Spot Broadcasting time available for you!
ED CARLSON

... THE NEWS

... and YOU!

When Ed Carlson analyzes the news twice a week over Radio Station WGAN in Portland, thousands of down-easters tune in. His large and growing listening audience likes Ed Carlson's forthright personality — respects his keen-minded news analyses which reflect so clearly the years he's spent in newspaper work! Born in China, Carlson quit college to ship out on a freighter, authored the colorful book, "We're Sailing in The Morning," then became a newspaperman the hard way, working up from legman to his present job—Editor of the Portland Evening Express.

If you want complete coverage of Maine's richest market — the city of Portland, fourteen counties in Maine, and one in New Hampshire — you can count on Ed Carlson to get it! Right now his news broadcast, at 12:05 p.m. Tuesdays and Thursdays, is open for sponsorship — or if you prefer, he'll build you a special radio program based on your particular needs (as he's already done successfully for one large public utility company). We suggest you write us or our national representative at once!

EDRIDGE T. BELL, WKY Oklahoma City, told them (top photo) a tall one about the new 916 foot tower. Owen Balch RSLA Salina Kansas Gayle V. Grubb WKY, Mr. Bell, Gorden Gray, KOIL Omaha and KFOR Lincoln, J. I. Myerson WKY. Other St. Louis conferees were (bottom photo) Elmer Muskhany KXOK, Chet S. Burbach Sr., RSD, V. N. Springgate, KXOK.

Fairness Needed

Also, there is the treatment of the issues which are involved in the campaign. It goes without saying that there is an affirmative duty to practice as rigorous fairness with respect to organizations and issues as with respect to candidates themselves.

One feature of the present campaign is the vastly increased prestige, influence, and time on the air of the commentators. Their position has grown tremendously since 1940; and accordingly their role in election campaigns has become increasingly important. News and comment, coming as they do from human sources are peculiarly significant at critical stages in history.

We must bear in mind that for the first time in history the people's basic right of free speech has a practical working mechanism. Yours the task to see that it is wholly adequate to the needs of a free people. You are the trustees of this powerful mechanism, holding it and guiding it in the public's interest. This is an awe-inspiring responsibility. Basic principles of fairness and adequacy are controlling. So long as you fully and consciously assume this responsibility, you can stand against all the winds of doctrine and conflict. Radio has been preserved as a free institution. It has done a grand job in most difficult times. Today it has reached a fair degree of maturity and it stands poised to move on to greater things.

Another evidence of maturity is the appearance of some second generation broadcasters. Some broadcasters have taken steps to guide the future disposition of their interests just in case. I know that some of you may want to be broadcasters in the next world. But you are going to be in a hell of a state if you don't get yourself a frequency up there.

Down here we have already seen minor indications of efforts to control by the dead hand. It cannot be done. It should be borne in mind that broadcasting is a highly significant public service; that it is highly personal in character, and that the burden of the public operations devolves upon certain outstanding individuals. Licenses are granted upon the assumption that the individual who can assume the attendant responsibilities. The law, of course, explicitly contemplates radio licenses shall not be treated as property. The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils of a legally mechanized impersonal trust estate.

It has particularly frowned upon the effort to make the management of a broadcasting station simply another account number in a bank or a trust company. I venture to suggest that it will be wiser for the individual broadcasters to see that their radio properties pass both beneficially and legally into the hands of individuals who can be relied upon fully to assume the responsibilities of licensees and who may have some special competence in that field.

In levo—May I repeat the thought expressed at the San Francisco Convention—the faith I then held I still hold. Wars may come and political campaigns will go. The years like great black oxen will thunder down the trail of endless time. But a free radio must ever stand as a basic cornerstone of our democratic institutions.

BROADCASTING • Broadcast Advertising
Interesting Americans brought to mike by Cleveland’s friendly WGAR

PEOPLE want to hear people, believes Cleveland’s WGAR—their aims, ideas and opinions. And the people who have faced its microphone are evidence of WGAR’s policy of well-rounded public service programing.

On politics, religion and topics of varying public opinion, the station presents all sides, all beliefs, all issues. There is a simple, yet meaningful, phrase by which every broadcast is measured. It is the WGAR pledge to operate “in service of home and nation”.

Air cadets with talent were coached and aired by WGAR to build enlistments through programs dramatizing cadet life.

Street car motorette with coast guard hubby in France aids in USCG 154th anniversary program produced by WGAR.
announces
The First Report
(July-August Listening)
in Its Co-operative, Continuing Study
Of Radio Listening In The Phila-
delphia Area.
Stations Subscribing Include
WCAU • WDAS • WFIL • WIBG
WIP • WPEN

THE PULSE, INC.
DR. SYDNEY ROSLOW, Director
500 Fifth Avenue
New York City


KRUG APPOINTMENT WON'T AFFECT RADIO

APPOINTMENT of Julius Albert Krug by President Roosevelt to the chairmanship of the War Production Board last week will have no immediate effect on WPB policy concerning broadcasting, radar and electronic equipment, it was indicated last Tuesday by Bruce Cattoon, Mr. Krug's information chief. Mr. Krug relinquished his commission as a lieutenant commander in the Navy to accept the new post as successor to Donald M. Nelson. For the next few weeks Mr. Krug expects to feel his way along until he becomes familiar again with the agency he left last spring.

No stranger to the WPB, "Cap" Krug, as he is affectionately called by his close associates, has had considerable experience for a man 56 years old, having been the public utilities expert on the FCC from 1936-37, later becoming chief power engineer for TVA in 1938. In 1941 Mr. Krug was made chief power consultant for the old Office of Production Management, the agency which later evolved into WPB, at which time he was made director general for priorities.

From 1942-43 Mr. Krug served as program vice-chairman of the WPB and chairman of the all-important requirements committee which passed on requisitions for lend-lease aid to England, Russia, China and other countries eligible for lend-lease aid. In February, 1943, he was appointed director of the Office of War Utilities, where he served until he accepted his commission in the Navy in April of this year.

The new WPB Chairman will be sworn in next November 23. He was born in Madison, Wis., later attending the University of Wisconsin, from which he received his A.B. degree in 1929 and his M.A. a year later. In 1930-31 he was a research statistician with the Wisconsin Telephone Co. and from 1932-36 was chief of the depreciation section of the Wisconsin Public Service Comm. Mr. Krug is married and has two children.

BENDIX WILL ENTER HOME RADIO FIELD

BENDIX Aviation Corp., will enter the home radio field, it was announced last week by Ernest R. Breech, Bendix president, who revealed that the company, one of the world's largest producers of precision radio, radar and other communications equipment for aircraft and military use, will for the first time manufacture and market a line of home radio sets as soon as the military situation permits.

More than 70 per cent of the highly precise radio equipment required and used by American and world airlines was being produced by the company's Baltimore radio plants before the outbreak of World War II, it was revealed by W. F. Hilliard, general manager of the Bendix radio division.

The decision to enter the home radio field, Mr. Breech said, was in line with the company's policy to manufacture certain consumer products which will represent a real contribution to the American public in point of engineering advancement and at prices made possible by the company's production methods. Current production of the company's radio division recently reached a $200,000,000-a-year level, it was announced.

Lt. Shattuck Commended For Invasion Radio Work

For the "planning and execution of radio coverage of U. S. Naval activities" prior to and during the Normandy invasion, Lt. James C. Shattuck, USNR, was commended last week by Adm. Harold E. Stark, USN, Commander, U. S. Naval Forces in Europe. "In making arrangements for the first use, under operational conditions of film recording equipment provided by the Navy Dept., and in results you achieved, you drew extensive praise from the radio industry," the commendation further states.

During the invasion and preparations, Lt. Shattuck, formerly a commercial editor of CBS, was assistant public relations officer for radio attached to SHAEF. He has just been assigned to the new Navy radio station at Guam [BROAD-
CASTING, Aug. 28] where he will be radio officer in charge.

BROADCASTING • Broadcast Advertising
While all radio stations use audience promotion, the one radio station in Philadelphia which does the most in the promotion of its clients' programs is WFIL.

In 1944, among other things, WFIL will use more than 50,000 trolley and bus cards . . . more than 75,000 magazine inserts . . . more than 20,000 lines of newspaper advertising . . . more than 4,000 spot announcements . . . all calling attention to the programs of our advertisers.

WFIL was Philadelphia's ONLY broadcaster to rate an award in The Billboard Seventh Annual Radio Station Promotion Survey. WFIL was cited for "doing a thorough home market promotion."

A BLUE NETWORK AFFILIATE

WFIL

* 5 6 0 K C

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
NOT WITHOUT REASON

For eleven years steady, consistent annual increase is never less than twenty per cent.
Radio's New ABC

RADIO PUT its best business foot forward last week in Chicago. By unanimous vote, the NAB set in motion machinery which will provide a uniform yardstick of radio coverage—the radio counterpart of the Audit Bureau of Circulations in the publishing field.

It was with fear and trepidation that the NAB's Research Committee, headed by Hugh Feltis, KXAB Lincoln-Omaha, presented its plan after having gone through the wringer at the preceding session of the NAB Board. Every previous effort to get together with the agency and advertiser groups on a uniform method had fizzled.

But the obvious benefits that would accrue, the sincerity and force of Hugh Feltis and Roger Clipp, of WFIL Philadelphia, chairman of the Technical Subcommittee, the stalwart support of George Burbach of KSDF St. Louis with his 40 years of advertising experience and the enthusiasm of agency spokesmen, melted all opposition.

This is the first step. It doesn't mean there will be uniform coverage reports next week or next month. The NAB Board now has been empowered to move in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The pattern has been cut and the material ordered. But the suit hasn't been stitched or paid for.

There's work to be done. There are kinks to be flattened. But the project is in excellent hands, as demonstrated at the Chicago meeting.

Program ratings won't be affected. This means simply that standards will.

Under the plan a scientific medium will use scientific methods in determining circulation.

It marked the first time broadcasters had unanimously agreed on so controversial an issue, the embodiment of competitive selling. But it also was the first time that a commonsense, integrated plan had been presented.

Broadcasters' Choice

"WHEN is Fly going to resign?" "Who'll succeed him?"

Those are the twin questions popped wherever broadcasters meet. But the real question is: What are broadcasters doing about it?
Mr. Fly has more than inferred that he is thinking about leaving the Government after 15 years of continuous service. It is entirely understandable. Whatever one may think of his philosophies and his methods, he certainly has been an aggressive, hard-working Government official. It is his privilege to seek the rewards of private law practice or business. Chances are he will leave after the November elections, though he won't admit that.

There is this great concern about the impending Fly vacancy, but practically no attention is being paid to an actual vacancy on the FCC, created with the retirement of Commissioner T. A. M. Craven. There has been sporadic talk about a successor, but thus far nothing has jelled. More important, no one is aware of any effort by broadcasters to urge the appointment of one qualified to fill that vacancy.

Each Commissioner has one vote. Chairman Fly, a strong and vigorous personality, has dominated the Commission more than has any other chairman. But his successor (and he might well be the man named to the Craven post) may not be disposed to wield that sort of power or be able to get away with it if he were so inclined.

Broadcasters, as citizens, have a right to espouse appointments to the FCC. Beyond that, we think it is their duty, based on past performances. The FCC devotes perhaps 90% of its energies to broadcasting and related services. Yet not one member of that agency is schooled in practical broadcasting or in advertising. That doesn't mean they are not good men. But it does mean that all save possibly the neophyte member, E. K. Jett, who is a practical engineer, and Gov. Norman S. Case, who has had executive business experience, are steeped in the public utility-common carrier concept of regulation. That doesn't apply to broadcast service.

When a postmaster is appointed for Hicksville, U.S., there are endorsements from members of Congress, chamber of commerce associations and other civic-minded groups. The White House takes into account the character of sponsorship for candidates for appointive posts, in addition to qualifications.

Broadcasters should agree upon the kind of man or men who should serve on the FCC—men who would be to radio's every wish, but men who are conversant with business and operating problems. The President can't be expected to make such appointments if recommendations are not forthcoming.

The immediate job is the Craven vacancy. If another merit promotion from the FCC staff is preferred (and the recent Jett promotion won universal approbation) then broadcasters should so say. If a practical broadcaster is preferred, then let's decide upon the man and get behind him.

‘Air Force’ Results

RADIO NOW is selling retail advertising wholesale. The 1944 department store radio budget will run about $100,000,000 which would be $31,000,000 or 40% ahead of last year.

That's the story of the NAB's Retail Promotion Plan as unfolded to the Executives War Conference in Chicago last week. It is an eloquent one. There may have been other factors to which this healthy increase can be ascribed. But the plan, which caused so much of a dither, worked. Retail store executives at the Chicago session reported more radio time will be used.

Paul W. Morency, WITC Hartford, who sparked the retail drive as chairman of the Committee, reported that the plan, which cost stations about $11,000,000, cut off about 26 to 1 in its first year. The ratio actually is much greater because, for the first time, a really great coordinated selling job for radio was done. Selling radio in one field inevitably sells the medium as a whole.

The New York Newspaper Advertising Managers have waited long and loud over radio's retail campaign. They conducted a survey. The results have been widely publicized. But they haven't held water.

The Morency report, we believe, provides the answer. Department store results and dollars speak louder than biased words.

Our Respects To—

RUSSEL WOODWARD

WHEN Russel Woodward received his A.B. degree from Columbia U, his friends declared that the letters really stood for Able Bodied seaman. Raised on the Eastern seaboard, Woody had spent half his youth on a houseboat; at the university he won a varsity letter for swimming and he was both coxswain and coach of his class crew.

As vice-president of Free & Peters, Woody worried more about time than tides, but it was no great surprise to his associates when, a few months after Pearl Harbor, he walked into the office in a blue uniform with two stripes 'round the cuffs and said goodbye for the duration. Whenever a shore leave comes along, though, you'll find an officer's cap on the hatrack at the nearest F & P office, and there will be the lieutenant, catching up on latest developments.

His Navy experience has made him familiar with many of the electronic gadgets which are as yet military secrets to most of us, and he knows how they may be applied to the technical end of broadcasting. But, he figures, unless the underlying philosophy of American broadcasting is completely altered, there will still be time to be sold and there will still be station representatives to sell it, which brings Woody back to Free & Peters as soon as Hitler and Tojo have hollered quits and the Navy lets him go.

Russel Woodward started life in Westfield, N. J., on Nov. 4, 1902, and at the same time started causing trouble for teachers, billing clerks and all other record keepers by getting himself christened Russel without the customary second 'i' and also with no middle initial.

Brought to New York City at an early age, he divided most of his boyhood between the houseboat and Suffield School in Connecticut. His collegiate career was also divided—two years at Colgate, where he played football with the freshman squad, and two at Columbia, where he swam and rowed and studied enough to receive a degree in 1924.

After graduation, Woody spent three years in the hotel business in New York, serving as assistant manager of several hotels, before entering advertising with the old George H. Batten Co. At the time of the merger with Barton, Durstine & Osborn, Woody was assistant account executive on the Continental Baking account, a position he continued with BBDO. It was then that he made his first business contact with commercial radio, in which Continental was pioneering as sponsor.

(Continued on Page 48)
A Statement of policy

regarding the future of WMFM

Four years of FM pioneering have given WMFM an insight into the future of this miraculous, vastly superior form of broadcasting.

To the advertisers and listeners who have so kindly and frequently praised WMFM, we make this pledge:

1. WMFM shall continue its aggressive policy of setting, rather than following the pace for FM stations.

2. WMFM shall continue to offer its family of listeners distinctive quality programs, keyed to the wants and needs of the people of Wisconsin.

3. WMFM shall continue to encourage “production” type musical and dramatic programs on both commercial and sustaining shows.

4. WMFM shall continue to cultivate the growing audience that makes it Wisconsin’s prestige-building, sales-promoting station.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Our Respects to
(Continued from page 46)
of the Happy Wonder Bakers.
At BBDO, he worked closely
with Chester Bowles and when
Benton & Bowles was organized
in 1927, confidently left BBDO to
become the first employee of the
new agency, a connection which
the depression brought to an abrupt
termination. With this versatility
brought him to a variety of occu-
pations from deck-hand on a
freighter to a customer’s man for
a Palm Beach brokerage house,
from which he returned to New
York to a position in the advertis-
ing department of the Wall Street
firm of Fenner & Beane.

Jopped F&P

In 1934, “appropriately enough,
on Labor Day,” Woody says he
joined the New York sales staff of
Free & Peters. Woody served as
manager of the F & P offices in
Atlanta and Detroit. Then in 1939,
he was made sales manager of the
eastern division, and in 1941
was elected a vice-president of
the company. In April 1944, he
was also elected a director, a move
that is indicative of his standing
with the firm, as at the time, he
had been in leave with the Navy
for almost two years.

Commissioned a full lieutenant
and assigned to the anti-submarine
warfare branch of the Navy, Lt.
Woodward spent several months at
the Submarine Training Center at
Miami and at Key West’s Sound
School, following which he was given
command of a new PC boat, a 175-foot
submarine chaser. For most of the next
year he was on convoy duty in the
Atlantic and Caribbean.

Taciturn about his experiences,
Woody will, under proper urging,
admit that with the assistance
of the specially built Scott receiver
with which his ship is equipped
he has made a careful study of
the programs and signal strength of
the broadcasting stations on the
Atlantic Coast, particularly those
represented by Free & Peters.

It seems that radio, as well as
salt water, gets into one’s blood
stream.

Radar Men Honored

WESTINGHOUSE Electric & Mfg.
Co., Baltimore, has awarded the
company’s highest honor, the Or-
der of Merit, to two men from
the radio division. Frank E. Tighe,
superintendent of the Lansdowne
M-plant, was cited “for his abil-
ity as a supervisor, and his pro-
ciency in organizing a new and
large plant, developing its person-
nel and upholding high standards
in the manufacture of radar apar-
uts for the Signal Corps”. Ford
E. Batch, section engineer,
received the award for “his re-
sourcesfulness in bringing to satis-
factory solution many unusual de-
sign problems, especially in the
field of airborne and shipborne
radar. . .”

Pat Smith Named Manager of WINX
Heller Is Placed in Charge
Of Developmental Activity

APPOINTMENT of John Patrick
Smith, assistant general manager
of WCPO Cincinnati, which origi-
nated the “news and music” for-
mula for independent stations,
was announced last week by Eugene
Meyer, president and publisher of the
Washington Post, licensee.

Mr. Smith, who will assume his
duties about mid-September, suc-
cedes Lawrence Heller, founder of
WINX, who sold the station to Mr.
Meyer last month for a record
$500,000 figure for a local inde-
pendent outlet. Mr. Heller will
take charge of station develop-
mental activity.

Worked Under Watters

A veteran of 18 years with the
Scripps-Howard organization, 32-
year-old Mr. Smith joined the or-
dinance as an office boy in New
York. He formerly was secretary
to K. A. Landon, vice-president and
vice-president of Scripps-Howard
Radio, and joined WCPO in 1937 as a salesman.

He was named commercial manager
in 1940 and afterward became assist-
tant general manager under Morti-
mer C. Watters, general manager
of the station and vice-president
and general manager of Scripps-
Howard Radio, Inc.

William Gold, former news edi-
tor of WCPO, has been appointed
to that post at WINX. A graduate
of the Ohio State U. School of
Journalism, Mr. Gold was pre-
viously affiliated with the Cox
papers in Springfield and Dayton
and the Scripps-Howard papers
in Columbus and Cincinnati.

Wayne Coy, former assistant to
the president and now district
manager of Publisher Meyer,
was a visitor in Cincinnati recently
to observe the operation of WCPO, presumably
with an eye toward WINX.

Mr. Smith was in charge of
the WCPO of Washington. He met
with Messrs. Watters and Smith.
It is believed recent personnel
difficulties at WINX, which re-
sulted in the dismissal of two staff
announcers, who had engaged in
an altercation while the station was
on the air [BROADCASTING,
Aug. 28], may have motivated the
decision for a prompt change in
management. Mr. Heller was
under contract for a year as
manager.

Bender J oins F & P

CHARLES ROBERT BENDER on
Sept. 5 joins Free & Peters, station
representative, as account execu-
tive. With considerable experience
in advertising and executive work,
Mr. Bender for the past six years
has been associated with Playbill,
the publication. He will be located in the New York
office.

WINX

The Washington Post Station
Washington D. C.

Represented Nationally by
FORJOE & COMPANY

Page 48 • September 4, 1944

AIR-O-MAGIC SHOES USES VIDEO, SPOTS

PRELIMINARY to its first radio
promotion for Air-O-Magic Shoes
for men [BROADCASTING, June 26],
DR. E. SPENCER DONOVAN, Dal-
so Shoe Co., Boston, on Aug. 30,
presented on WABD New York,
the DuMont television station, a visual
program prepared by Norman D. Watters,
assisted by the Television
Workshop.

Program was to have Dr. Sig-
mund Spaeth as m.c., with partici-
pants including Jessica Dragon-
ette, singer; Elizabeth Janeway,
author; Walter D. Teague, indus-
trial designer, and Jerome S. Mey-
er, author of books on home enter-
tainment.

Spot radio schedule gets under
way Sept. 10 with a transcribed five-
minute program The Magic Answer
Boz, starring Mr. Meyer and Len
Sterling. Discs, cut by Muzak
Transcriptions, will be aired on a
weekly basis on 42 stations in se-
lected markets—WAGA WCBM
WORL WIND WJW WXYS KGKO
WISH KMPO WPAT WDAS
WWWS WRAY KKDR KJR
WINX. Agency is Norman W. Wat-
ers & Associates.

Armand List

ARMAND Co., Des Moines, (cos-
metics), Aug. 22 started sponsor-
ship of four to five chain break an-
nouncements weekly on the fol-
lowing stations: KSL Salt Lake City;
KGW Portland; KGA Spokane;
KHQ Spokane; KPO San Fran-
cisco; KJBS San Francisco; KOA St.
Paul; WWJ Detroit; WKRC Sew-
town; WMIB Chicago; WJAC Pitt-
burg; WBBM Chicago; WBBF Chi-
icago; WBBQ Dayton; WGGG Balti-
more; WCCO Minneapolis. It has
also announced a series of six
weekly programs with KWWG in
Berkeley, Cal. Surviving are his
widow and three daughters.

Carl Nissen

CARL NISSEN, 56, one time com-
mercial manager of KNX Holly-
wood, died Aug. 30 in his home in
Berkeley, Cal. Surviving are his
widow and three daughters.

BROADCASTING • Broadcast Advertising
A NEW STATION

And a New Opportunity to Sell Canada’s Richest Market

August 28th inaugurated a new deal for radio listeners in the Toronto area. On that day CKEY began operating on an entirely new type of program schedule, conceived after 24 months of intensive research in both United States and Canada. Everything is new from mikes to management, with a capable staff that is second to none in Canada.

Operating on a frequency of 580 kc's (Toronto's top frequency) CKEY's 1000 watts, (soon to be 5000) transmits a strong signal 24 hours a day to over 2,000,000* radio listeners in the richest market in Canada.

Present bookings indicate the enthusiasm with which advertisers are responding to CKEY's program plans but there are still a few choice opportunities. For full details contact National Broadcast Sales, Toronto or Montreal. Weed & Co. New York & Chicago.

* Estimate based on survey methods as adopted by the Bureau of Broadcast Measurement.

DIAL 580

J. K. Cooke, President and Gen. Mgr.

THIS IS CKEY'S GUARANTEE TO THE ADVERTISER:
1. Every quarter hour period will be 14:40 seconds in length.
2. No spot announcements will be allowed between programs.
3. Chain breaks or flash announcements only will be permitted between programs.
4. Special programs under the direction of their exclusive master of ceremonies will afford a vehicle for a maximum of three spot announcements per quarter hour.
5. Each special feature will have its own master of ceremonies. This M.C. will not be heard on any other program on CKEY or any other radio station while in the employ of CKEY.
RONALD V. COCHRAN, formerly with the Iowa Network, KWK St. Louis and more recently with the Department of Justice in Washington, and Ray Cole, formerly with KWK and the Seattle City and New York bureaus of U.P., have joined the publicity staff of the Washington (D.C.) office of the Republican National Committee. In charge of the Washington bureau is publicity staff Lee Chesley, former news editor of KWK.

ALLAN H. KALMUS and June Carolyn Waring, both writers in NBC's press department, are to be married Sept. 9.

JULIAN A. FLINT, former program-production manager of WAGA Atlanta, has joined WSGN Birmingham, as traffic manager and national sales manager. New members of the WSGN announcing staff include Shirley Cantor, former relief announcer. Davis, former manager of WJHL Johnson City, Ota Healy, former newscaster of WTVU Tunersboro, Ala., and commentator of WCBI Columbus, Miss.

WILLIAM SHADEL, CBS correspondent attached to London headquarters, has returned to this country. He has been covering the advance of the Allies in France. Future assignment is not been announced.

FLEETWOOD LAWTON, former commentator and war correspondent, is the South Pacific's recording news and making on-the-spot observations for a soundscritcher which he carries with him on behalf of NBC. is doing his work under the auspices of the Army and Navy.

KEN NELSON has returned to WJJD Chicago as head of the musical department, succeeding Leland Gillette, who has joined Capitol Record Recording Company, Hollywood. Mr. Nelson has received a medical discharge from the army.

CARL ZIEGLER, released from the Army and formerly with KODF Buffalo, N.Y., has joined KFOR Lincoln, Neb., as newscaster. Bob Sinclair, also released from the Army, is new continuity writer for KFOR. Patrick Marr, graduate of Leland Powers' Theater and Radio School, Boston, is now with KFOR's continuity department.

BOB BINGHAM, former program director at WSLB Oglesneburg, N. Y., has joined KFLY Sioux Falls, where he is in charge of commercial programming.

CLAIR C. LEE, released by the Navy after service in the South Pacific and formerly of KXO El Centro, Calif., has joined the announcing staff of KYUM Yuma, Ariz.

GEORGE BARKLEY, announcer-commentator of KFJ Los Angeles, and Patricia Hill of Pasadena, Calif., were married Aug. 24.

JOE GOTTLIKE, production manager of WCAI Philadelphia, leaves the station this month to join the production staff of WMCA New York.

PETE ARNELL, formerly of WPHI Philadelphia, has joined WAAT New Orleans.

TIM LIEBERT, CBS West Coast newscaster and announcer, has been accredited as a CBS war correspondent in the Pacific area and will replace Webley Edwards from Pearl Harbor, broadcasting live on CBS War Chest drive in North Jersey, and the continuity staff.

EDWARD W. T. STUBBS, announcer of CJCO Toronto, has resigned to freelance.

PHIL KITLEY has joined CBB Vancouver as school broadcasts chief.

THE ABC of New York radio was expanded by Arthur Hull Hayes (center), WABC general manager, to this group of Westerners. (1 rof) Clifton Tolhoe, KOVO Provo, Utah; Richard F. Connor, Associated Broad- casting Co., (formerly of Los Angeles); Mr. Hayes; R. W. Brazeal, KFPY Spokane; Arch Madsen. KSL Salt Lake City

W. W. BLAIR, night traffic supervisor of the Blue Network central division, was to marry Elise Tudor of Norfolk, Va., September 3 in Norfolk.

BERNARD BERG, former script writer at WTMJ Milwaukee, has joined the NBC central divisioncontinuity department.

BUD LYNCH, former sports announcer of CKLW Windsor-Detroit, is reported as having been wounded in the fighting in France with the Canadian Army.

ISABEL STEWART has been appointed production manager of CTV Victoria, succeeding Bob Willett, who has joined the Blue Network as producer-manager.

FRANK SEEGEE of the new bureau of the Canadian Broadcasting Corp. in Halifax, has been transferred to CBC Montreal to edit the new OBC staff magazine to be issued in October. Ed Dix of the CBC news bureau in Montreal, replaces Mr. Seegee at Halifax.

TED PECK, former traffic chief of Canadian Broadcasting Corp., Vancouver, is now in the Royal Canadian Forces of Signals, at Barriefield, Ont.

BETTY LANG, continuity writer of CKWX Vancouver, recently was married to Dick Williams, operator of CKWX.

TED WEBBE, program director, WFAP Petrosion, N. J., has been appointed chairman of the speakers committee of the Community War Chest drive in North Jersey, and the continuity staff.

HARRY WEIK, former Blue Hollywood announcer now with the Marines, has been appointed Marine Corps combat correspondent and elevated to sergeant.

FRANK ANDERSON, pianist-organist, has joined KLO Oakland, Cal., as announcer.

THEY LOOKED UP (top photo), all except six-foot-six John T. Hopkins III, WJAX Jacksonvile, who, with the photographer called "birdbill." (1 rof) Jack Draughon, WSIX Nashville; Lee B. Wailes, Westinghouse Radio Stations, Philadelphia; Beth Black, Joseph Katz Co., New York; Mr. Hopkins; Gene O'Fallon, KFEL Denver. A Nor'wester blew up figuratively with the invasion of this group (l to r): Arthur Bright, KFPY Spokane; Lt. Col. J. Elroy McCaw, Army Air Forces Communications officer and in civil life owner of KELA Centralia, Wash.; Harry R. Spence, KXO Aberdeen; Tom Oden, KGY Olympia; Milton Prischel, KFPY Spokane; Maj. Louis Wasmann, AAF Communications, owner of KQH-KGA Spokane.

THEY LOOKED UP (top photo), all except six-foot-six John T. Hopkins III, WJAX Jacksonvile, who, with the photographer called "birdbill." (1 rof) Jack Draughon, WSIX Nashville; Lee B. Wailes, Westinghouse Radio Stations, Philadelphia; Beth Black, Joseph Katz Co., New York; Mr. Hopkins; Gene O'Fallon, KFEL Denver. A Nor'wester blew up figuratively with the invasion of this group (l to r): Arthur Bright, KFPY Spokane; Lt. Col. J. Elroy McCaw, Army Air Forces Communications officer and in civil life owner of KELA Centralia, Wash.; Harry R. Spence, KXO Aberdeen; Tom Oden, KGY Olympia; Milton Prischel, KFPY Spokane; Maj. Louis Wasmann, AAF Communications, owner of KQH-KGA Spokane.
ACCURACY IS OUR BUSINESS

IN WAR . . . IN PEACE

VICTORY ANGLES
X-Ray Exactness, Essential to CRECO'S Crystals-for-War Output, Determines Precision Angles, to the Smallest Fraction, for Accurate Orientation.

Vital Instruments of Victory . . .
our WARTIME COMMISSION . . .
demand EXTREME EXACTNESS and give a New Dimension to our PEACETIME PERFORMANCE.

Victory, without question, is our NO. 1 ASSIGNMENT but, when you are ready to plan for peace . . . we are ready . . . to prepare, in the time at hand, a limited number of Television, FM and Standard Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

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"

BroDcasting • Broadcast Advertising
RAY BAKER, program director of WTHI, is the father of a boy.

JAMES T. MAHONEY, formerly of WBC, New York, and more recently with the OWI, has joined WTHI as production manager.

JOHN HALLORAN, formerly with WBAL, Baltimore, has joined the announcing staff of WTHI.

RUSSELL HODGES, sportscaster at WAGS, Washington Mutual outlet, has been named sportscaster for the entire Mutual network, with the special assignment of covering leading college games during the coming football season.

BILL HUMBERT, formerly the WSP, Portsmouth, Va., announcing staff, has been named program director of the station, succeeding John G. Martin. New members of the WSP announcing staff are Tommy Sears, and Jack Quigley.

ALBERT GROB, chief announcer at WQXR, New York, has completed commentary on a film for the Provisional French Government in America.

MARTIN AGRONSKY, Blue Network news commentator, is the father of a girl.

WORSE THAN Selective Service was the plaintive wail of this group waiting registration turn at the Palmer House. (1 to r) George Lasker, WORL, Boston; Ashley Robinson, WORL, R. J. Lanenburg, KSAL, Salina; George Bolling, John Blair & Co., New York; Lindsay Spight, John Blair & Co., San Francisco; Hugh Peetis, KFAB, Lincoln, Fritz Synder, Bix, New York; R. E. Bausman, WISH, Indianapolis.

NICK DRAKELICH has joined KMJ, Fresno, Cal., as announcer. Mrs. Sibyl Silverthorn, formerly of KFJ, KEGA, Los Angeles, has assumed station continuity and traffic duties.

WILLIAM L. WEISSEL, released from the Army and previously associated with W. Colston Leight, concert booking bureau, has been appointed night supervisor of WQXR, New York.

DON YEAGER has joined the announcing staff of WSAZ, Huntington, W. Va.

LT. GORDON BURWASH, Royal Canadian Navy radio liaison officer, after action on the Canadian destroyer St. Louis at Le Havre and off Brest, France, is returning to Canada to take part in British American Oil Co.'s Fighting Navy, Canadian network program.

BILL EDWARDS, former announcer of WLW, Cincinnati, has joined KMTR, Hollywood.

HUBERT J. ANTOINE, junior announcer at NBC, has been promoted to senior announcer.

HAL MOON, formerly with KQW, San Francisco as news analyst and commentator, is new program director of KFMB, San Diego.

MURRAY FISHER has joined WCHS, Charleston, W. Va., as announcer.

BALDWIN SULLIVAN, for past two years Los Angeles bureau manager of International News Photos, has joined NBC Hollywood publicity department as photo editor. He succeeds Leslie Rabbits, who has assumed duties as news editor.

A. R. STOVER is a new addition to the announcing and production staff of WBY, Appleton, Wis.

F. W. WALTER S. SICKLES, former program director at WWSW, Wheeling, W. Va., is now an assistant to the Chaplain at the 117th General Hospital in England, is working with the psychoneurotic patients from the front.

JACQUELINE WILSON, new to radio, has joined KFRC, San Francisco as publicity director.

Magazine Resumes

PROGRESSIVE Farmer, Birmingham, is resuming its regular fall and winter radio promotion of The Progressive Farmer magazine on a schedule which is expected to be similar to last year's, when 14 Southern outlets were used. Publisher will continue to sponsor Progressive Farmerettes, a quarter-hour musical show featuring two girl singers and announcer, and aired six-times weekly. Sponsor remained on four stations during the summer to promote time. Agency handling the account is Albert Sidney Noble, New York.

WENT Appointments

GEORGE BISSELL, president of Saccandaga Broadcasting Co., licensee of WENT, Gloversville, N. Y., has assumed general management of the outlet, it was reported last week. New appointments include Art McCracken, sales manager, to assistant manager; Bill Carpenter, formerly with WNBZ, Saranac Lake, N. Y., as program director; Bob Money as announcer and production supervisor. Bob Robinson, new to radio, has been added to the WENT engineering staff.

WGXA Damaged

AFTER an alleged attempt to chop down five dozen of WGXA's television station owned and operated by Don Lee Broadcasting System, Hollywood, with a heavy timber, Alfred Cote, designing engineer of Lockheed Aircraft Corp., Burbank, Cal., was taken into custody on Aug. 28 and booked on suspicion of burglary.
a slateful of KID SHOWS

For a full century, nobody knew just what Longfellow meant by "The Children's Hour". He didn't specify the time. Mutual has now pinned that hour to the radio dials of a nation. The time is 5 to 6 p.m., and these are the programs we've packed within that period — each designed for small fry of any age and either sex:

5-5:15
COLLEEN MOORE... As summer tenant of this time period, her "Safety Legion" set records for mail response. The new fall-winter resident will shortly be announced.

5:15-5:30
CHICK CARTER... Boy-detective protege of the immortal Nick, he has already won ratings — as a sustainer — which would delight many a network advertiser.

5:30-5:45
TOM MIX... Veteran straight-shooter's exploits return to the airwaves in a series which hits the bull's-eye for Ralston. From twice-a-week to five, come fall.

5:45-6
SUPERMAN... Newspaper and movie favorite, he soared to top ratings within eight months on Mutual for Kellogg. Soon to resume five-a-week stature on the full network.

There is how Mutual keeps the kids' ears open from 5 to 6. Two of these quarter-hours are still available for sponsorship, and all four add up to a potent introduction to all-family listening, at the same point on the dial, throughout the evening.

this... is MUTUAL
You know, Baby, it's just like old times! Yep, North Dakota rides again!

Out here in the Red River Valley, we're accustomed to leading the nation. So it's pretty satisfactory to know that, for the first quarter of 1944, North Dakota again was tops in percentages of business increase for the U. S.—up 32.5% from 1943!

North Dakota leads the nation—WDAY leads North Dakota! So strong is this leadership that thousands upon thousands of North Dakota families virtually never tune to any other station. And that's a fact that we can prove to you, if you'll let us! How about asking us—or Free & Peters—right now?

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

J. W. MILLARD, director of the War Food Administration's office of materials and facilities, resigned Sept. 1 to form his own advertising agency in New York.

JOHN HIRAM McKEE, program producer in the advertising agency field, has joined the radio department of Warner & Legler, New York, as producer.

H. DUDLEY KELLOGG, released from the Army, has joined the copywriting staff of Fray & Rogers, Philadelphia.

JOE KAPLAN has returned to Sterling Adv. New York, as account executive, after several years in the U. S. Maritime Service.

ROBERT LEARY, formerly with Young & Rubicam, New York, and Legler, New York, has joined the copywriting staff of Doherty, Clifford & Shenfeld, New York.

CECELIA BRODIE, formerly of the Chicago office of Edward Petry & Co., has joined L. W. Ramsey Co., Chicago, as time buyer, succeeding Mercedes Ledet, who is leaving radio.

BRUCE EELLS, Hollywood business manager of Young & Rubicam, has been transferred to Hollywood and assigned to the weekly NBC Melody Roundup. Hubbell Robinson, agency vice-president in charge of radio, during this West Coast visit in mid-September will confer on fall program plans with Glenhall Taylor, West Coast radio director.

ERNEST A. HOLMES, formerly with Arthur Kusire Inc., and research director of Associated Research Corp., has been appointed director of research—marketing division of Abbott & Millbank Co., serving agency's Chicago and Kansas City offices.

CLINTON R. CLARK, former display director and store designer of the Boston Store, Milwaukee, has joined W. L. Steusgaard & Assoc., Chicago, as account executive.

NOLAN WATSON, formerly with Esquire, Chicago, and Vogue-Wright, Chicago, has been appointed art director of Jim Duffy Co., Chicago.

VICKI JAQUES has been appointed director, media and research, of Goldman & Gross, Chicago.

SAM CARTER, New York writer of J. Walter Thompson Co., has been assigned to the agency's Hollywood office and is assigned to CBS Lux Radio Theatre. He succeeds Harry Kert, now in the Navy.

J. A. MacTAGGART has joined J. J. Gibbons Ltd., Toronto, as an account executive. He was previously with R. C. Smith & Son, Toronto.

L. S. MAHAON, account executive of A. McKim Ltd., Toronto, has joined the Royal Canadian Navy and is now training at London, Ont.

STANLEY REZOR, president of J. Walter Thompson Co., is serving with agency West Coast executives on fall program plans.

Sgt. T. H. MOORE Jr., formerly of the radio department of J. Walter Thompson, New York, has been appointed program director of all armed forces radio stations in the Southwest Pacific.

PATSY MURPHY, former continuity writer of CBS, has joined the Toronto office of Young & Rubicam as head of the commercial copy staff.

PATSY KENT, former traffic manager for WINS New Orleans, has joined Mel Washburn Radio Agency, New Orleans, as continuity and copy writer.

Join Olian

NEW ADDITIONS to the executive staff of Olian Adv. Co. were announced last week by Irwin A. Olian, part-owner of the agency. Joining the St. Louis office are Harold A. Thomas, former manager of packaged products for the Shell Oil Co.; Jean Sacks, former advertising manager of the Famous Barr Co., St. Louis, and Betty Smith, former advertising manager of Jaccard's, St. Louis. Added to the Chicago office is Janet Jenkins McCoy, former fashion narrator, "Nancy Dixon" on the Cluett, Peabody program.

Fried Agency Opens

ADRIEL FRIED, former general manager of KLX Oakland, Calif., has organized his own advertising agency, located at 201 Easton Blvd., Oakland. Former agency and newspaper man, Mr. Fried has been in advertising work since 1931, following graduation from the U. of San Francisco, where he majored in journalism. Starting in 1935 he devoted fulltime to radio sales and production, working at a number of California stations.

New GE Plant

PURCHASE of 185 acres near Syracuse, N. Y., for the erection of a new plant to serve as headquarters for the Electronics Dept. of General Electric, was announced by Gerard Swope, GE president, at a dinner of the Syracuse chamber of Commerce, Aug. 24.

5000 WATTS • DAY AND NIGHT

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-SWOT CO.
RE-UNITE US, PLEASE—Through broadcast appeals, this program actually locates missing friends, relatives, loved ones of servicemen. "Brings untold happiness"... "tremendous service"... "a godsend", say officials. Considered New York's most outstanding radio service. 2:03 to 3:00 p.m. Sundays.

VERY TRULY YOURS—Norman Jay, popular commentator, whose pertinent broadcast letters to world personalities bring critical events into sharp focus. A highly significant news show! 9:30 to 9:45 p.m., Monday, Wednesday, Friday.

GRANGE HALL—Popular square dances, starring Ed Durlacher, noted "caller", and the "Top-Hands". Western songs by Elton Britt. Listeners invited to dance at home! An hour's fun and music for entire family. 9:30 to 10:30 p.m. Saturdays.

LABOR ARBITRATION—Real-life labor and business disputes settled by Samuel R. Zack and group of prominent business men. Alive with human interest since jobs and careers are affected by the board's decisions. 9:03 to 10:00 p.m. Sundays.

THE CALLAHANS—New comedy riot! Zany radio boarding house with daffiest gang of ex-vaudevillians ever gathered under a mortgaged roof. Clever story plot, professional cast, good incidental music. 9:30 to 10:00 p.m. Tuesdays.

LET'S LISTEN TO A STORY—Welcome children's program based on ageless story-telling technique. Jane Evans pinch-hits for busy parents by narrating famous juvenile tales. No blood-and-thunder! Recommended by the United Parents Associations. 9:03 to 9:30 a.m. Sunday mornings.

SHOOT THE WORKS—Roll dem bones! Jumbo dice star in the year's most unusual quiz show. Funny to watch, funnier to hear. Plenty of smart patter, questions and music. Complete package. 9:03 to 9:30 p.m. Saturdays.
GENERAL FOODS CORP., New York, coincident with shift of The Thin Man from NBC Friday, 5:30 p.m. to CBS Friday, same time, and change in products promoted, will transfer handling of the program from Benton & Bowles Inc., New York, to Young & Rubicam Inc., New York. Shifting from Post Toasties, GP will promote Grape Nuts and Granenuts Flakes on the major segment of the network, with announcements for Maxwell House Coffee handled by Benton & Bowles, west of Chicago.


CHARLES E. HIRES Co., Philadelphia, (root beer), has started Heidi Toreson, Hires, Blue network program on CJBC Toronto. Account was placed by Sheldon, Quick & McElroy, New York.

COOK CLOTHING Co., Toronto (overcoat), on Sept. 15 started a trans-series with the addition of Canadian stations, while CKY Toronto and CFZO Montreal will carry The Pitch Brand-sees. Account is handled by L. W. Ramsay Adv., Davenport.

YOUNG'S HATS, New York, starting Sept. 6 will use radio for the first time with ownership of Stan Lomax, WOR New York sportscaster, thrice weekly. Contract is for 52 weeks.

ILLINOIS COMMERCIAL Men's Assoc., Chicago, on Aug. 20 renewed contract with Wdler for quarter-hour on WBBM Chicago. Sunday, Contract is for 52 weeks and was placed by L. W. Ramsay Adv., Chicago.

O-CEDAR Corp., Chicago, began sponsorship Aug. 21 for 13 weeks of one-minute spot announcements and participation shows on approximately 45 stations to advertise fall house cleaning schedule. Company in addition will sponsor spot announcements for 4 weeks introducing a $10,000 contest entitled "The Perfect House". Contracts placed by Aubrey, Moore & Wallace, Chicago.

ANDY LOTSHAW & Co., Chicago, on Sept. 14 will begin a 3-week spot for quarter hour on WBBM Chicago, Sunday. Contract is for 52 weeks and was placed by L. W. Ramsay Adv., Chicago.

GOLDENROD ICE CREAM Co., Chicago, renewed station break announcements appointed seven times weekly, on WBBM, WMAG Chicago Aug. 20. Contracts are for 52 weeks, through Goodkind, Joyce & Morgan, Chicago.

Weltman & Curme Shoe Stores, Chicago, began sponsorship Aug. 29 of the quarter-hour Air Advertiser for Jimmie Allen, Monday through Friday, on WGN Chicago. Contract for 39 weeks was placed through L. W. Ramsay Adv., Chicago.

EUGENE L. STRASSER, formerly with J. P. Fluharty Co., Chicago, has joined National Brands, Chicago, as assistant and art director in the advertising department.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (cereal), on Sept. 15 starts Today's Advertiser, five-minute transcribed program, six weekly on 15 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

INTERNATIONAL HARVESTER Co., St. Louis Hamilton, Kan. has appointed Russell T. Kelley Ltd., Hamilton, as Canadian agency.

CANADIAN LACO LAMPS, Toronto, has appointed McClelland Eastman & Co., as agency.

IGE Names Grant

INTERNATIONAL General Electric Co., New York, GE subsidiary, has named Grant Adv., New York, to handle distribution 1945 advertising program in Latin America. Grant already handles advertising for GE in Argentina, Cuba and Brazil. Radio will be among media to be used in an extensive direct drive stressing fluorescent lighting, and veering from television with emphasis on electronics institutional copy to straight selling of radio sets and other products.

REUNION IN CHICAGO reunites Nathan Lord (right), WAVE Louisville, and Harry Kopf, NBC vice-president, central division.

ROBERT SIMPSON Co., Toronto (department store), on Aug. 28 started Simpson's Musical Clock, two-hour early morning program, six times weekly on CKY Toronto, and Woman's World, ten minute news program, five times weekly on CFRB Toronto. In September the company will start two other five-weekly programs, Musical Nightcap, on OFRB, and Sunny and Sue, juvenile program, on CJBC Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

W. K. BUCKLEY Ltd., Toronto (proprietary), has started twice daily spot announcements on 50 Canadian stations as well as 6 weekly programs on CKY Toronto and two-hour shows weekly on CFRB Toronto. On Oct. 1 quarter-hour shows will be started weekly on four more Canadian stations. Account was placed by W. K. Buckley Co., Toronto.

BITUMINOUS CASUALTY Co., Davenport, Ill., on Aug. 20 renewed for 52 weeks quarter-hour program "Waco parts on WBBM Chicago. Agency is L. W. Ramsey Co., Chicago.

GASSAMAN BROS., Chicago (department store), on Aug. 20 renewed quarter-hour news show featuring Robert P. Hartman, CKY Chicago.

CAPITOL DAIRY Co., Chicago, on Aug. 22 renewed for 52 weeks Musical Clock quarter-hour show heard Tues., Thurs-Sat. over WBBM Chicago. Agency is Kuttner & Kuttner, Chicago.

EDWIN FUNK, formerly with National Oil Products Co., Harrison, N. J., has been named sales promotion and advertising manager of Sheffield Farm Co., New York, spot radio advertiser.

HUNT STROMBERG Productions, Hollywood, appointed Ruthrauff & Ryan to handle its advertising. Radio is said to be considered.


IN A BEE’S EYE

The power of extraordinary vision rests in a bee’s eye because of the many combined segments that make up this wonderful orb.

The Beeline stations, operating as a group, combine to make this same principle work in bringing efficient broadcasting coverage to California’s rich Central Valley area and Western Nevada. No other station or combination of stations can properly cover this area.

WHAT IS

The Beeline

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

*See McClatchy Beeline rates listing first under California in Standard Rate and Data

McClatchy Broadcasting Company
Sacramento, California

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BROADCASTING • Broadcast Advertising

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

ONE STOP or 26?
You can make 26 separate trips to cover the towns in the Hartford Advertising Area. Or you can eliminate non-essential travel! WDRC covers the entire area at one low cost!

USE WDRC TO CONNECT IN CONNECTICUT
What is a Watt?

For that matter “What is 50,000 Watts?” We have 50,000 Watts, which is quite a lot of Watts as Watts go in radio. Quite a few other stations also have 50,000 Watts, but we like to think our 50,000 Watts are a special kind.

You see, some Watts, like robot bombs, are “directed” in their flight and go only in one direction. On the other hand, our Watts are unleashed freely and spread out in every direction, over a vast circular area. Besides delivering a signal of utmost strength throughout the entire Philadelphia area, WCAU gives a vast “plus” coverage. Residents of Brooklyn report that they hear WCAU clearly. Listeners in Maryland and Maine reply to WCAU premium offers.

The “free and unfettered” nature of WCAU’s 50,000 Watts is one of the reasons why WCAU is Philadelphia’s leading radio station.

WCAU

CBS AFFILIATE

50,000 “Free Watts,” surging out in a great tidal wave of Power in all Directions giving “Umbrella Coverage,” over a Clear National Channel

PHILADELPHIA’S LEADING RADIO INSTITUTION
T. P. MANNION has been appointed advertising manager of the Shelly Oil Co., Kansas City, Mo.

GROVE LABS has signed a 26-week contract to sponsor thrice-weekly quarter-hour news program by John Gambling on WOR New York, beginning Sept. 12 in behalf of Grove Cold Tablets. Agency is Russell M. Seeds Co., Chicago.

STAIIL-MEYER INC., New York, is placing advertising for meat products through Blake Adv., New York, and will start twice-weekly sponsorship of Morgan Beatty on WEAF New York Oct. 3. Continuation. "Pure Food Hour on WOR New York. Distribution is limited to present to the eastern area.

MOXIE CO., Roxbury, Mass., 3 spot radio ads have been introduced by Kelly, Nason Inc. New York, to handle promotion for Moxie and Pureva beverages. Radio campaign plans are in formation.

BANK OF AMERICA, San Francisco (institutional), on Sept. 4 started sponsoring a thrice-weekly five-minute sponsored program, "Glorious Yesterdays in Old California," on 13 California stations. Based on true episodes in State history, program is written by Louise E. Ober. Station list includes KROK KXIE KDON KFBK KQV KMIS KPG KMJ KNX KMYF KPRO KFSD. Placement is through Charles R. Stuart Adv., San Francisco.

E. W. EDWARDS Department Store, Syracuse, starts its 13th year on the air Sept. 18 with the Edwards Juvenile Hour on WBPB, Syracuse.

PURITY BAKERY Corp., Chicago, on Sept. 11 begins sponsorship of Record Revue over WGN Chicago, Monday through Saturday 7:45-8 a.m. (CWT). Contract is for 13 weeks, through Campbell-Mithun, Chicago.

TENNESSEE SHOE CO., at Jackson, Tenn., has appointed advertising manager, W. LAY HILLMAN, Hillman-Shane-Breyer, Jackson. He has been with the firm 11 years as sales manager and advertising manager. A member of the Tennessee Broadcasters Assn. and the Advertising Club of Memphis.

THE LAW stepped in to NAB the peach—or at least that's what some wag said when this group concurred. Seated (1 to r) Paul F. Peter, NAB research director; Wilton E. Cobb, general manager, WMAZ Macon ("Doing a Peach of a Job in Georgia"); Ben S. Fisher, president, Federal Communications Commission Bar Assn. Standing (1 to r) Red (Cross) Crowther, WMAZ; Ensign Everett E. Revercomb, USNR, NAB auditor on leave; Walter Graham, WMAZ; Robert T. Bartley, NAB.

WILBERT PRODUCTS Co., New York; (floor polish), will sponsor a five-week quarter-hour program, "Todd Williams Local," on WNY New York starting Oct. 2. Todd Williams, advertising, and publicity manager of Broadcast Music Inc., N.Y. will conduct human interest type program. Duane Jones Co., N.Y. is agency.

LOUIS K. LIGGETT Co., Toronto, (chain drug stores), will start a quarter-hour sponsored program "Dr. Doctor's Courageous" on eight western Canadian stations. Account was placed by Ronald Adv. Agency, Toronto.

H. W. LAY & Co., Atlanta (food products), has placed its account with Miller, Neil & Battle, Atlanta. Radio is said to be considered.

LUCKY AUTO Supply Stores, Los Angeles; (chain drug stores), are strengthening its radio promotion through Sun Balter, on KECA Los Angeles. Contract for 22 weeks placed through Hillman-Shea-Breyer, Los Angeles.

WESTHEIMER & CO., St. Louis advertising agency, made its first experimental venture into television Sept. 3 with the presentation of a half-hour program in behalf of International Shoe Co., St. Louis, Winstead Shoe Division, on the DuMont station, WAED New York.

UP Radio Wire

ADDITION OF 25 NEW clients for the United Press radio wire, bringing the total to over 600, was reported last week by A. F. Harrison, UP radio sales manager. New stations are: KQV KROY WAB KID WJD WDOD KFAB WKBB WPEC KMLB WFBR WJH WKPA WXY WIRX WAKR WMOH KFMB KITH KBB A KNET WHA WLBI KSO WTCN.

CANADA'S AFFINITY for American radio is depicted in this group. (L to r) Joseph Hershey McGillivra, New York station representative, William F. Craig, WLBC Muncie, Ind.; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; David Rosenbaum, WISR Butler, Pa.; Arthur Evans, secretary-treasurer, Canadian Association of Broadcasters.

WFBF Fellowship

FIRST award of the WFBF Syracuse radio fellowship has been made to Ralph R. Williams of Atlanta, senior at Syracuse U. Under the plan, a fellowship is awarded to the best qualified Syracuse University senior as a result of competition during the junior year.

SIX more stations have contracted for the special AP radio wire through Press Assn. They are: WOFI Hagerstown, Md.; WALL Middletown, N. Y.; WAYS Charlotte, N. C.; WGBR Goldsboro, N. C.; KGGR Plainview, Tex.; KSJG Sioux City, Ia.

THE BLUE NETWORK WFMJ YOUNGSTOWN, O.

28th U. S. METROPOLITAN DIST. MORE LISTENERS PER DOLLAR

BROADCASTING • Broadcast Advertising

Ask HEADLEY-REED New York, Chicago, Detroit, Atlanta San Francisco

Page 58 - September 4, 1944
Your strongest voice in the World’s Richest Market

770 ON YOUR DIAL

KEY STATION OF THE BLUE NETWORK

BROADCASTING • Broadcast Advertising

September 4, 1944 • Page 59
AFRA Cleveland Meeting Stresses Welding Entertainers Into One Union

AMERICAN Federation of Radio Artists will present a united front on the revision of their contracts with networks for sustaining programs; with networks, advertising agencies and production companies for commercial programs; with transcription companies for recorded programs and with networks for staff contracts, following an agreement of terms and conditions among AFRA locals reached at the Union's annual national convention held Aug. 25-27 in Cleveland.

Elect Officers

Five sessions of the three-day meeting were devoted to this subject, one of the two major convention topics. The other, the proposal that AFRA and the other entertainment unions merge into a single body, was unanimously endorsed by the convention, which authorized its representatives to push the merger forward as rapidly as possible.

Lawrence Tibbett was reelected president for the fifth successive term, maximum permitted by the AFRA constitution. Other officers are: W. C. Smiley, vice-president; Robert Payne, Chicago (reelected); Ben Grauer, New York; John B. Hughes, Los Angeles; Gunnar Back, Washington; Ken Carpenter, Los Angeles (reelected). Recording secretary: Alex McKee, New York (reelected). National treasurer: George Heller (reelected). Emily Holt remains as national executive secretary under appointment of the Union's national board.

Among the 96 resolutions adopted by the convention are a plan to cancel any back dues owed by members now in the armed services, who will receive special membership cards keeping them in good standing until their reemployment; a request that all locals set up funds to aid in the rehabilitation of all members returning from the war, such as are already established in New York, Chicago and Los Angeles; appointment of a new standing committee on labor legislation, with a series of resolutions supporting pro-labor and condemning anti-labor laws, including support of the Miami local in its fight against the state amendment outlawing the closed shop in Florida; a series of resolutions condemning discriminatory labor practices. Convention also asked the legal department to supply a definition of "commercial programs" that would eliminate future misunderstandings.

Meetings on the revised national contracts to succeed present ones, all expires Oct. 31, are expected to start the latter part of September, following the return of New York of Mr. Holt, who is currently vacationing at Sea Island, Ga.

AFTC Show Moves

CHANGING time and expanding to 30 minutes, weekly program, "Soldiers With Wings," on Blue stations, on Sept. 9 will shift from Thursday, 11:30-11:55 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT), to Saturday, 6:30-7 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Series originates from West Coast Air Forces Training Center, Santa Ana, Calif. Larry Robertson is network producer, with Sgt. Hal Gibney, announcer.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

A Proven Sales Medium

The WBNX broadcast daily to Metropolitan New York of the WBNX network, which comprises 70% of the population. These stations, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y., for availabilities. Or call Malrose 5-0333.

Chase & Sanborn Back

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on Sept. 3 after a 13-week summer layoff resumed Chase & Sanborn Show on 135 NBC stations, Sunday, 8-8:30 p.m. (EWT). Series continues to feature Edgar the puppeteer who will introduce a new character, Effie Clinker. Ray Noble has been reappointed as musical director. Judy Garland is scheduled guest star on initial broadcast. Vie McLeod heads writing staff comprising Alfred Johansen, Alan Smith, Bob Mosher. Bill Forman announces. Earl Ebi is assigned producer for J. Walter Thompson Co., agency servicing foods account.

Travel Request

THE FCC and the Board of War Communications have been added to the list of Government departments and agencies complying with the Office of Defense Transportation's request for curtailment of travel to conventions. The agencies are asked to restrain officials and employees from attending conventions requiring inter-city travel.

Don Lee Adds Two


KFAN is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

* NBC Tote of 412 Cities
** Ross Federal Survey

KOAN is a 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

Page 60 • September 4, 1944
Building a quality product calls for skilled engineering, superior materials and extra-fine craftsmanship. Building a quality product in quantity calls for all these things, plus a plant laid out and organized for maximum production efficiency. The streamlined and efficient assembly lines which have poured forth unrevealable numbers of the SCR 299 and 399 Mobile Radio Stations, Mine Detectors, Aircraft Radio Receivers and transmitters and other equipment are International Detrola’s promise of great quantities of the best in radio, television and electronics for a world at peace.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

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<th>City</th>
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KDKA Pittsburgh
Scholl Mfg. Co., Chicago (foot powder), 2 as weekly, thru Donohe & Co., N.Y., Procter & Gamble, Cincinnati (Dial), 5 as weekly, 26 weeks, thru Compton Adv., N.Y., direct.


Carter Products, New York (Little Liver Pills), 1 as weekly, 26 weeks, thru Ted Martin Inc., N.Y.

Swift & Co., Chicago (Sunbrite), 3 as weekly, thru Needham, Louis & Hurst, Chicago.

American Chicle Co., New York (gum), as weekly, thru Badger, Browning & Hers., N.Y.

KRE Pictures, Pittsburgh ("Up In Arms"), as, direct. United Wallpaper Co., Chicago (wallpaper), as weekly, 26 weeks, thru MacFarland, Avey Co., N.Y.

Rockwood & Co., Brooklyn, N.Y. (Chocolate bitters), 2 as weekly, 13 weeks, thru Federal Adv., N.Y.

Marlin Fireproof Co., New Haven Conn. (Marlin blazer), as weekly, 13 weeks, thru Craven Ad., Brooklyn, N.Y.

Campbell & Woods Co., Pittsburgh (Breakfast Cheese Coffee), as weekly, 26 weeks, thru Willman & Pratt, Pittsburgh.

WJJD Chicago
Quaker Stretcher Co., Kenosha, Wis., 5 as weekly, 26 weeks, thru United Broadcast, N.Y.

KRE Pictures, Chicago, 26 as weekly, 6 as weekly, thru Craven Ad., Brooklyn, N.Y.

Willard Tablet Co., Chicago, 4 as weekly, 26 weeks, thru First United Brothers, Brooklyn, Chicago.

North-Colliver Publishing Co., New York, 4 as weekly, Arthur Kudner Inc., N.Y.

CFRB Toronto

Roberts Biological Laboratory, Toronto (medical), 3 as weekly, thru MacLaren Adv., Co., Toronto.

THE PACIFIC NORTHWEST BROADCASTERS

Hiring 13 advertisers currently carrying 13 advertisers...under a money-saving combination...

We can offer no better proof of the value of Pacific Northwest Broadcasters' money saving plan than its continual expansion. Write Wythe Walker-Eastern Sales Manager.

The Walker Co.
KXX
KEX
KPPY
The Kots Co.

Buy 2 markets save 5%; buy all three and save 10%.

BROADCASTING • Broadcast Advertising

PUREPAC EXPANDS RADIO SCHEDULES

PUREPAC Corp., New York, manufacturers of over 500 drug products, which is embarking on a policy of continued expansion of radio advertising, is increasing its spot radio schedule in the middle of September, and is considering a network program.

If the New York schedule goes through as planned, Purepac plans to have approximately 125 live spot announcements weekly on the air.

On WHN WJZ WOR WMCA and another independent station beginning around September 15, in addition to the 75, the company may be added at a later date. Firm has signed a 26-week contract with WHN New York, effective in October for sponsorship of Sidney Walker, news analyst, on a six-times weekly quarter-hour basis, and in addition has taken five-five minute newscasts daily on a six-times weekly basis, and spot announcements.

Purepac will devote commercials to Fleexom cough medicine with tie-ins to other drug products. Radio "signature" will be a cough followed by the announcement "That's the sign it's Fleexom time." There will also be institutional copy on the romance of the drug industry, highlighting the science of the community and telling the history of vitamins.

Purepac has appointed Kent Adv., New York, as agency.

WALL TO Davis

ACQUISITION OF controlling interest in WALL Middletown, N.J., and WORO, Binghamton, N.Y., by John Morgan Davis, attorney of Philadelphia who recently became general counsel in charge of labor relations of the NAB, is provided in a contract entered last week subject to FCC approval. The transaction is understood to involve $30,000 to be paid by Mr. Davis to the Karigs, for 60% of the stock with the balance of the stock to be held by the Karigs. Martin Karig Jr., would remain with the station in an executive technical capacity as Director of Engineering, vice-president and general counsel of WIBG, Philadelphia but holds no interest in the station. WALL operates on 1340 kc with 250 w.

General Foods Plans

GENERAL Foods Sales Co., New York, on Aug. 31 returned the NBC "Coffee Time" to its regular spot, Thursdays, 8-30 p.m. with Frank Morgan as featured star. Those We Love, now in that period, shifts to Sundays, 2-2:30 p.m. on NBC. Minnie Van- ele Brice (Baby Snooks), who will star in his own General Foods program Sunday evenings on CBS, Mr. Morgan will carry the half-hour variety show with Hollywood stars as guests. Running the account is Benton & Bowles, New York.

Tobacco Net Signs Two

TWO NEW accounts, American Cyanamid Co. and Wildroot Co., have been signed by Murray, New York, regional North Carolina hook-up, American Cyanamid has a three-weekly agricultural news program. Wildroot Co. sponsors three-quarter hour newscasts.
SALUTE TO PEORIAREA Farmers

From dawn to dusk, through weather fair or foul, the Peoriarea Farm Army goes unwaveringly about its job of food production. A well-fed army fights better. A well-fed worker works better. Peoriarea farmers fight for freedom through production of grain, livestock and other farm commodities.

NO RECONVERSION IN PEORIAREA

Like Peoria industry, Peoriarea agriculture is diversified. And like the products of Peoriarea factories, the produce of Peoriarea farms is the same in war or peace.

Farm prosperity is important in making Peoriarea an outstanding market now and a better market when the war is won. Manufacturers who cultivate this rich thriving market now will continue to realize substantial returns on investment. Peoriarea's future is bright.

WMBD blankets rich, responsive Peoriarea—one medium, one low cost—complete coverage.

WMBD
PEORIA BROADCASTING CO.
PEORIA 2, ILLINOIS
Federal

Low Frequency Transmitters Used

Inside the
To maintain unfailing communication between airports and from field to plane inside the Arctic Circle, requires the use of low frequency transmitters that will operate reliably far from service facilities.

Federal, pioneer in both low and high frequency radio communication, provides the solution with its 10 KW low frequency transmitter, consisting of an exciter, rectifier, RF transmitter and antenna tuning equipment, housed as separate units. Compact, light in weight, they may be transported in a cargo plane without dismantling.

Through blinding storms and almost perpetual night, pilots in the Far North stake their lives on the dependability of these Federal radio transmitters.

Your transmitting equipment may never be called upon to meet such rigorous demands. But, whatever your requirements are in low or high frequency transmission, Federal, with its technical experience and leadership in radio communication, is prepared to solve your problem.

Federal Telephone and Radio Corporation

Newark, N. J.
Coe Says Service Is Bulwark Against Government Control

Movie Official Urges Closer Station-Civic Relations; Deplores ‘Commercial Greed’

AS LONG AS radio steadily strives to achieve its highest potentialities and as long as the public is aware of industry efforts in that direction, radio will receive a favorable public opinion which will serve as an effective bulwark against Government control, Charles Francis (Sockey) Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America, told the NAB Executives War Conference at the General Session last Tuesday.

The public will turn against radio ‘only when radio ceases to perform for it in a measure reasonably close to its potential, Mr. Coe declared. It will “also turn against any force which would assault radio, so long as radio performs in that manner.

Hits ‘Commercial Greed’

“Don’t worry about ‘a fickle public,’ he added. “Let your worry be given to the merit of your performance. That is the best public relations.”

Citing his experience in the motion picture industry that “the surest and quickest way to empty theatres is to put propaganda on the screen,” Mr. Coe expressed the opinion that the “over-commercializing” of programs would have an equivalent effect on radio. The advertiser who insists on more and more commercial time,” he said, “will find that his greed is turning out a large, and perhaps the most discerning, portion of the audience he pays for.”

Mr. Coe advocated a closer relationship between station operators and their respective communities. There is a high responsibility, he said, and the more active they can be in the civic welfare the more radio, as such, “comes to a treasured and assured place in the public esteem.

“Everyone will admit,” he continued, “that the community without radio is unlighted in the modern sense. No matter how much world and nationwide service reaches into every nook of the land, there is ever the desire for local color, local news, local community life. There is begging opportunity for every local station to serve abundantly.

“Tbe local radio station has a very definite part to play in local forums, sports events, educational and charitable events, drives, inspirational helpfulness, as well as in its normal functions. Every local station has the opportunity of being a local clearing house for civic betterment. Every station operator has the genuine chance to meet with community leaders, fit into their plans, move hand in hand with them in the stewardship of community purposes. . . . Radio must be indispensable to modern life, no matter where that life is lived. To have it so is excellent, public relations.”

Sees Radio-Press Cooperation

The end of the war, in Mr. Coe’s opinion, will bring to radio its “greatest triumph,” and will bring balance and cohesion in keeping with the “dignity and power” of the medium. In the conversion to peacetime economy, radio will coordinate its facilities to guide the nation back to normal activity. It will “befriend the masses as it never has before” and the masses will turn more and more to radio.

Mr. Coe foresees a close working together of the “two mighty mediums” of radio and the press in the postwar future. He urged station operators to cement their relations with the press. “Broadcasting,” he said, “does not harm the printed word. It supplements it. All the broadcasting in the world never will turn me from my daily newspaper. That would be like working with one hand. No newspaper will keep me from my radio. The two are compensatory.”

Mr. Coe welcomed the advent of television “as a new feature in the vast industry of entertainment and education,” and added: “I think I am safe in saying that if television is to bring about a wedding between certain motion picture and radio functions, each can be a proud and happy spouse.”

The public, he warned, will be “entirely tolerant” of errors which attend the inceptive stages of television but “it does not want television, radio, motion pictures or any other medium so vital to its welfare, retarded by internal squabbling over trade practices . . .”

WITH A WOMAN’S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman... young mother or spinster... Nancy’s daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923 . . ....
WMOH in Hamilton, O. Takes the Air on 1450

WMOH in Hamilton, O., went on the air for the first time Tuesday at 2 p.m., with 250 watts on 1450 kc. The station is located in the Second National Bank Bldg. The staff of 18 will keep the station on the air 17 hours a day, from 6 a.m. until 11 p.m. except Sundays when air time will be 7 a.m. to 11 p.m.

Don Joest, formerly executive director of WIND Chicago and for 10 years with Fort Industry Co., Chicago, is executive director of WMOH. Herbert G. Pabst is president; John C. Slade, vice-president and general manager; Robert P. Pabst, secretary-treasurer; J. E. Numbach, chairman of the board of directors.

The staff includes: Robin Thomas, program director; Mrs. Luella Engel, program manager; Joseph E. True, commercial and promotion director; W. Don Urton, commercial department; Mrs. Edwin Below, continuity. Announcers are Paul Henson, Robert Furginison, Sam Steiger, Wallace Stern, Elmer Hinkle. Andrew Bruck is chief engineer, with Robert Kitchener, Mrs. Jean Gwaltney, Jean Merrill and Anne Campbell on the engineering staff.

Blackley WWSA Interest Is Acquired by Allman

APPLICATION was filed with the FCC last week for acquisition of Shenandoah Valley Broadcasting Corp., licensee of WSVA Harrisonburg, Va., by Frederick L. Allman, president; through purchase of 50 shares of common stock (16.66%) from Charles F. Blackley. Mr. Blackley wishes to devote full time to the development of the new standard station at Staunton, Va., for which he has filed application. Mr. Allman now holds 10% of WWSA.

Filing was also made last week of the application for the "duopoly" of WMPS Memphis by Memphis Pub. Co. to Plough Inc. [BROADCASTING, July 17]. Consideration is $350,000. Memphis Pub. Co. also owns and operates WMC Memphis, through Memphis Broadcasting Co., licensee of both stations.

NBC Conversion Plan

WILLIAM F. BROOKS, director of news and special events of NBC, last week announced creation of a special news staff to cover major news of the nation's reconversion to peacetime economy. NBC reporters comprising the staff include Don Goddard, New York; Richard Sarness and Morgan Beatty, Washington, and Louis P. Lochner, Hollywood. Network plans a series of special broadcasts by the four in the near future.

My-T-Fine Contracts

PENICK & FORD, New York, in lining up a fall campaign for My-T-Fine desserts, has signed five-week contracts with WJZ New York and WMAL Washington for six transcribed chain breaks weekly. A number of stations will be added according to BBDO, New York, agency in charge.

ARE YOU A BROOKLYN "DODGER"?

Don't "dodge" Brooklyn! — Make a "homerun." With WBYN as your bat you're bound to hit a "homer" every time you broadcast. We mean you reach all the family. WBYN gets them by the ear with its practical "minute programming." Don't dodge Brooklyn's major coverage solution. WBYN is Brooklyn's only full-time radio station. Brooklyn is too big not to be covered individually. Its three million population is greater than Boston, Los Angeles and even Philadelphia... And as added coverage WBYN reaches out to all the other Boroughs, too.

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news—exclusive racing results—late sports—local news between pleasant music all day long.

YES, WBYN, TELLS ITS STORY TO ALL NEW YORKERS IN A BIG WAY

On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities:

W.M. NORINS, Gen. Mgr., WBYN, 1 Nevins Street, Brooklyn, N.Y.

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar.

WBYN
BROOKLYN'S ONLY FULL-TIME RADIO STATION
Craven Sees 10-Year Growing Period

New Services Depend On Coordinated Cooperation

PREDICTING an evolutionary development of 10 years before the new broadcast services—FM, television, facsimile and related radio relays—become full blown, T. A. M. Craven, vice-president of Iowa Broadcasting Co., in a keynote address before the NAB Executive War Conference in Chicago last Tuesday called for "coordinated cooperation" between Government, radio manufacturers and broadcasters to achieve sound postwar development.

The former FCC member, depicting both the opportunities and problems confronting radio immediately after the war, pointed to the technical developments stimulated by the conflict which will have a "profound effect upon the entire radio broadcasting industry."

Cites Future Course

After propounding questions which had arisen among broadcasters because of contradictory views as to development of postwar radio, Comdr. Craven said that the questions were not susceptible of precise answers. In attempting to estimate the situation, he said, at least five distinct groups are involved in the ultimate decision. He enumerated these as the public, which must purchase receivers in sufficient quantities to justify advertisers' support of the new media; the radio manufacturer, who must have receivers of standard design in sufficient quantities and at prices which will attract the public; the broadcaster, who must employ the personnel, install the necessary equipment and underwrite the investment; fourth, the advertiser; and last, the Government, which must recognize the economics in such a way as to encourage private industry in entering these fields.

Comdr. Craven predicted each of the five essential participants would do his part in the coordinated development, though risks must be taken. He deprecated past lack of cooperation between the manufacturer and the broadcaster.

Advertising support will come to these new radio media when sufficient numbers of modern transmitters are linked to the service on a national as well as regional and local scales with program services which meet the public approval, Comdr. Craven asserted. But the media first must earn general public acceptance, he added.

The broadcaster, he declared, will either modernize his facilities by entering these new fields "or he will cease to broadcast to the public in the future. Newcomers will take the place of a non-progressive broadcaster. The history of all technological development should convince us that this is an axiom. Therefore, all progressive broadcasters will decide to go ahead. Their only question is how and when."

Urges Caution

There should be resolved as quickly as possible differences of engineering opinion as to FM and television, Comdr. Craven urged, so that construction and operation can proceed without delay. If war developments make high definition color television very imminent, he declared, "we should resolve that question by either moving the present band in its entirety to another portion of the spectrum, or we should expand the present FM band considerably to overcome potential poor results from the standpoint of interference. One of these courses should be decided upon before it is too late."

In Southern New England People are in the Habit of Listening to WTIC

Mr. Craven
Cover the Rich Lehigh Valley

WEST
EASTON, PENNA.

NBC Mutual

Broadcasting • Broadcast Advertising

NEBLETT RADIO PRODUCTIONS
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

Heavy 'Sugar'

THERE WERE a lot of dice, but no money on 'em at the NAB War Conference in Chicago last week. Over 500 pairs of magic bones that rolled only seven times were distributed in a cubical promotion by WOV New York. Each pair of dice bore the WOV imprint and were enclosed in a small sack for mailing with a tag, "a natural in New York."

AUDITION THESE 3 SHOWS NOW

They have Proved their Audience-Pulling Power!

All People of All Time have been Fascinated by Stories and the Great Human Appeal of these Three Programs is Based on that Universal Truth.

The Highest Audience Rating in Chicago!

SO THE STORY GOES presents JOHNNIE NERLETT, telling, in his vital, alert style, the odd, little-known quirks of fate, culled from a background of science, history, art, literature and sports, that have changed the destiny of mankind and shaped the events of the world. A pre-tested transmitted series based on the current live show (WBBM) commands the highest audience rating of any locally produced quarter-hour program presented on all Chicago stations, and tops many network shows. Still available for a few markets.

1. A New Show with Tremendous "Woman Appeal"!

THIS I BELIEVE behind every man who has scaled the heights of fame, glory and fortune stands a woman—and ANGELINE ORR, whose appealing delivery personalities and lends charm to the authentic facts, and assisted by an excellent cast, tells their stories. "This is the story behind the story—authentic facts, and assisted by an excellent cast, tells their stories. This is the story behind the story—" A New show with genuine appeal makes up of: 1. Orchestra; 2. A true life story behind-the-story of the guest star dramatically and superbly told by JOHNNIE NERLETT, with the identity undisclosed until the end and when the star is revealed, the emotional climax will be, "I believe this is the story behind the story." Each of the two complete episodes timed to allow for middle as well as opening and closing commercials. Now ready for live network broadcast, or we will record with custom-tailored commercials for sponsor who desires transmissions.

At Last! A Brand-New "Guest-Star" Twist

CURTAIN CALL A unique half-hour program of proved audience appeal made up of: 1. Orchestra; 2. A true life story behind-the-story of the guest star dramatically and superbly told by JOHNNIE NERLETT, with the identity undisclosed until the end and when the star is revealed, the emotional climax will be, "I believe this is the story behind the story." Each of the two complete episodes timed to allow for middle as well as opening and closing commercials. Now ready for live network broadcast, or we will record with custom-tailored commercials for sponsor who desires transmissions.

LET US SEND YOU FULL PARTICULARS TODAY

ASK US ABOUT THESE & OTHER PROGRAM IDEAS

September 4, 1944 • Page 69
BMI Music Saves $750,000 for Radio

Tompkins Says Cost Locally 50% Under Nearest Rival

MORE and more music for less and less cost again was the story of BMI, radio-owned music subsidiary, during the last fiscal year, the NAB Executives War Conference in Chicago was told last week by M. E. Tompkins, BMI vice-president and general manager.

Despite material increase in broadcasting revenue, stations paid less for BMI licenses in 1944 than the preceding year, paralleling the history of the year before. During the fiscal year ended July 31, BMI authorized licenses to withhold some 37% of amounts contractually specified, resulting in a saving of approximately $750,000 to the industry. This was possible because BMI operated at less than the maximum amount specified in its contracts.

600,000 Songs Listed

BMI claimed that the cost of local performance of BMI music is approximately 50% less than the cost of a performance of music licensed by its "nearest competitor". The total cost of music licenses to radio, including BMI, "is much less than the total cost of music licenses to broadcasters before BMI came into existence".

More than 600,000 titles are listed as available for use in the latest BMI catalog. The corporation's new record catalog will list approximately 3,000 phonograph records performable with no license other than BMI, Mr. Tompkins said. During the last few months of the year, approximately 205 frequently performed compositions have been BMI licensed, he declared.

"BMI flourishes as a result of the joint effort and cooperation of the broadcasting industry," Mr. Tompkins said. "BMI is of the industry, by the industry, and for the industry. More and better use of BMI music by you will succeed in making still more and better BMI music available for your use."

WFA Changes

SEVERAL shifts in personnel are taking place in the radio division of the War Food Administration, effective this week. Joe Tonkin, head of radio activities in the Midwest for WFA, joins the Washington office Sept. 4, as assistant to E. J. (Mike) Rowell, chief of radio and market news, formerly of WGB. Mr. Tonkin was with WIBO, Ft. Wayne and WHB, a station in Des Moines, before joining WFA. Jim Chapman, who was with WHF, the world's longest broadcasting station, takes Mr. Tonkin's place in Chicago. Taking charge of the Southern regional office in Atlanta effective Sept. 15, is Jim Romine, of WAPI, Birmingham. Harold Bryson has been appointed regional manager of the Dallas area.

NETWORK SCHEDULE
SET FOR GOP TALKS

FOLLOWING up the Aug. 29 and Sept. 1 network broadcasts made on the Blue and NBC respectively by Republican Governors, which last week inaugurated the radio campaign for the election of the Dewey-Bricker ticket, the Republican National Committee has lined up the following broadcasts, all full networks (all time EWT):

Sept. 5, 9:15-9:30 p.m. CBS. Third and last of the gubernatorial series, with Governors Langlie of Washington, Kelly of Michigan and Edge of New Jersey.

Sept. 7, 10:15-10:30 p.m. NBC and CBS: Gov. Dewey's first radio address of the campaign, from Philadelphia.

Sept. 8, 9:30-10 p.m. CBS and NBC: Gov. Dewey, from Louisville.

Sept. 9, 9:30-11 p.m. CBS, NBC, GOV. Bricker's speech accepting the vice-presidential nomination, from French Springs, Ind.; take the similar acceptance speech of Sen. Truman, Democratic vice-presidential nominee, broadcast Aug. 31, 10:30-11 p.m., this is being carried as a public service broadcast on a sustaining basis. Other broadcasts in this list are in time purchased by the GOP.


Sept. 19, 10:30-11 p.m. NBC. Gov. Dewey, from Portland, Oreg.; sever of the 25 most frequently performed compositions have been BMI licensed, he declared.

"BMI flourishes as a result of the joint effort and cooperation of the broadcasting industry," Mr. Tompkins said. "BMI is of the industry, by the industry, and for the industry. More and better use of BMI music by you will succeed in making still more and better BMI music available for your use."

At a luncheon meeting last Tuesday, representatives of the Republican National Committee and of the presidents of the major networks worked out an arrangement for the release of publicity regarding times of broadcasts to prevent competition, which arises from uncoordinated release of information from a variety of sources. In the future, as each contract for time is confirmed, the sales department of the network will notify the publicity department, which will then contact Mark Larkin, radio publicity director of the RNC, instructing the Joint Release of each broadcast.

Luncheon was attended by Earl Mullin, Blue; Edward Greif, NBC; Arthur Peries, James Kane, CBS; George Lewis, MBS; Wells Church, William Wight, Mr. Larkin, RNC.

General Foods Sponsors

YOUNG & RUBICAM, New York, has purchased Two on a Clue, a half-hour mystery drama for General Foods Corp., New York, to start in September. No decision had been reached last week on network time nor product.
An open letter to New York radio stations concerning tempering wrath with judgment

It was all right with us when your industry organized the big drive for the retail advertising dollar (even if it was synchronized with our inability, because of newspaper shortages, to accept all the retail advertising offered us). We’re for anything that might help the retailer—whose interesting presentation of news about wanted merchandise makes our papers more interesting to our readers.

Because we wanted to know something about the value of a package being offered at such a time, we commissioned Crossley, Inc., one of the most highly respected names in radio, to make a thorough and exhaustive study of the impact on New York families of programs sponsored by New York retail stores. Crossley used the coincidental telephone method, endorsed by the National Association of Broadcasters and regularly used by both the Crossley and C. E. Hooper organizations to determine radio ratings.

Since then you have attempted to discredit our presentation based upon the Crossley research and that of two other research organizations of established reputation. Let us expose your criticism to the facts.

You say: We shouldn’t have projected coincidental telephone ratings to total radio homes.

The facts: You, yourselves, have endorsed such procedure.

Listen to this from page 13 of your booklet, “How to Measure Radio Audiences,” prepared by your Retail Promotion Committee: “Basically a ‘rating’ is the percentage of families who heard a particular program on some specified day or days with the radio families in the area surveyed taken as 100%.”

And, in the next succeeding paragraph on the same page of this booklet your Committee states, “The coincidental telephone method is the simplest technique and is undoubtedly the most widely used.”

Furthermore, radio research has shown that, in the great majority of cases, there are no essential differences between ratings based upon telephone homes and those based on a cross-section of all homes.

You say: “The sample was insufficient.”

The facts: Crossley made from 599 to 1,230 dialings for each of the 21 programs checked. The number of dialings was left by us to Crossley who wrote us on June 30, 1943, “we recommend 600 dialings for each time period.” This is more than the number they make in New York in their continuing studies for the Cooperative Analysis of Broadcasting.

You say: “The newspaper data are not comparable. Newspaper readership studies were made by Clark and some of them date back to 1939; whereas the radio figures represent a spot test of current programs.”

The facts: We used studies made between 1939 and 1943 in order to include as many New York newspapers as possible. But since the Continuing Study of Newspaper Readership, sponsored by the ANA and AAAA, shows that readership of newspaper news stories and advertising has increased since Pearl Harbor, we have placed newspapers at a disadvantage by using the earlier studies.

You say: “OWI can tell about a dozen war campaigns tried in newspapers and which failed. Then radio did the job.”

The facts: Editor and Publisher reports that OWI does not know of one such campaign.

You say: “The size of the sample used on the sponsor identification portion of the survey presumably is too small.”

The facts: The sponsor identification sample was small, simply because from 600 to 1,200 dialings failed to turn up, in most instances, more than a dozen listeners per program. When only a handful of people listen to a program, the number identifying the sponsor is not very important.

You say: “Why attempt to judge the efficacy of a program sponsored by a credit jeweler from data culled from a telephone survey?”

The facts: The program referred to is called “Shoot the Works” competing on Saturday evenings at 9:00 P.M., with the Lucky Strike Hit Parade and other network shows. Crossley found exactly three out of 602 homes listening to “Shoot the Works.” This just about judges the efficacy of the program, doesn’t it? (Incidentally, at this writing, this particular program is no longer sponsored.)

There is also that amazing article by one Cecil Robinson in Broadcasting, July 3rd, in which “observation per dollar” figures are quoted for spot announcements and compared with “observation” figures for national advertisements in two New York newspapers, although no national ads, but only retail, were included in our study.

Although the article specifically states that “Hooper ratings (are) used as a basis for this study,” careful investigation fails to find any instance where Hooper ever determined ratings for spot announcements.

THE NEW YORK NEWSPAPERS ADVERTISING MANAGERS

What it's all about... (Events leading up to Radio's criticism of the study "Newspaper Readers and Radio Listeners" sponsored by New York newspapers.)

JANUARY 1941. The rationing of newspapers forces New York newspapers to discuss rationing of advertising space with their retail accounts.

NOVEMBER 1943. The radio interests jointly sponsor and present their case for recall advertising, as conceived by Sheldon Connors.

MAY 1944. The New York newspapers release the results of studies made by impartial research organizations.

(1) FACT FINDERS, INC. determined the attitude toward newspaper and radio advertising of 10,636 men and women shoppers at 21 large New York City retail stores. RESULT—46.4% of the shoppers wanted newspaper advertising; 66.6% would prefer radio programs without advertising.

(2) CROSSLEY, INC. checked listening to 21 radio programs sponsored by New York retail stores. RESULT—13 of the 21 programs were listened to by less than 1% of the 600 or more homes checked. For 13 out of 21 programs no one of the 600 or more families checked could name the sponsor.

(3) COST study based on the Crossley radio checks and readership checks made by R. H. Grant Research Associates. RESULT—The median cost of reaching 1,000 women through retail advertisements in New York newspapers $1.16, the median cost of reaching 1,000 radio homes—$4.57. (Based on time costs only.)
NAB Votes Survey Plan

(Continued from page 18)

Sales Managers Committee "heartily approves this method".

Frank King of WMBR Jacksonville, Fla., chairman of a Board of Directors' subcommittee which worked with the Research group, told the NAB "our fundamental problems in broadcasting are identical. We too, have had to struggle with courage to give the advertiser an idea as to how his advertising dollar will be spent. We have adopted a method almost identical to yours. There is value in the method which has been suggested. I think in the days to come, when the advertising dollar may not be quite so free, when advertising managers and agencies have to justify their advertising dollar, the real value of this method will become evident."

Frederic R. Gamble, president of the AAAA, traced the history of measurement to 1912 when the Audit Bureau of Circulations was established. He told of the doubts and objections of its early days but said, "We consider that the ABC is the very foundation of confidence in the part of the advertiser in the printed media. We have thought that something similar in your industry was needed."

He told of meetings between the NAB Committees, and those of the AAAA and ANA, of disagreements and compromises, then declared: "It is our hope the proposed bureau will contribute to a more successful radio advertising, that it will enable you to give more service to the public and produce a more integral part in the free enterprise system of America."

The following motion was submitted by Mr. Feltis and seconded by Clarence Wheeler WHBC Rochester:

Whereas, the NAB in Convention assembled, has approved the plan outlined by the Research Committee, a determination of uniform standard station measurement to proceed... Therefore it is resolved that the Board be authorized and instructed to proceed in the formation of the necessary bureau and to authorize the advertising agencies to work toward the setting of uniform standards as proposed by the Committee."

Roger W. Clipp of WFIL Philadelphia, chairman of a technical research subcommittee, named to work with the other groups, urged adoption of the plan.

George M. Burbach of KSD St. Louis, veteran newspaper-radio executive, who took the floor to endorse the plan, declared that for 40 years he had been selling newspaper advertising and for several years served on the Board of Directors of the ABC, in addition to committees of the AAAA.

"As I became more and more interested in radio, the thing that nettled me was the weakness of the method of selling radio to the advertisers. I have kept track of developments of this plan only generally. The basic idea, I think, is sound. There is room for improvement in its application. The financing does not disturb me one bit because there's many millions of dollars involved. Let's go boys. This is—it is a beginning.

William B. Way of KVVO Tulsa, posed this hypothetical question: Assuming the population is 38 million families in the U. S. and KVOO has a coverage of 380,000 families, or 10% of the total population, would KVOO have to pay the full $10,000 for the circulation measurement in its area? Mr. Clipp said the cost would be participated in by stations in the area in proportion to the station mentions. For example, if there were four stations mentioned, it could be assumed the cost would be about $2,500 to each.

On that basis I say that it's very cheap," commented Mr. Way. The vote was taken on adoption of the resolution.

Mr. Feltis moved that reports be handled on a limited disclosure basis, after explaining that the

Gov. Hickenlooper Hits At Capricious Regulation

CAPRICIOUS regulatory power over radio, in some cases well-intentioned and in others deliberate, was scored by Gov. Bourke B. Hickenlooper of Iowa at the Wednesday afternoon session of the NAB Executives War Conference in Chicago last week. Mining one word, he stated that "when the radio industry or any other industry literally shines in its boots for fear some normal or apparently proper act may arouse the ire of an all-powerful board, holding the arbitrary power of life and death, then regulation has changed into whimsical control and free enterprise has suffered."

He said that radio should be free in the broadest sense and that legislation passed to correct certain situations should not be distorted by a regulatory body. He paid tribute to both radio and the press for their support of the emergency war campaign with particular reference to an outstanding job done in the recruiting of emergency crop employees in Iowa this year.

Committee favored the limitations, which a majority of the Board favored full disclosure.

Vote Full Disclosure

"In order for this thing to be successful we want tremendous acceptance," he said. "We thought if we developed a plan whereby our own circulation figures would be returned to you, to be used as you see fit, maybe more people would be interested in the plan."

Edward Breen of KVFD Fort Dodge, la., suggested full disclosure. Mr. Burbach offered a substitute motion to adopt the full-disclosure method. Several spontaneous remarks were made on the floor, indicating the membership favored full disclosure. Mr. Feltis withdrew his motion and Mr. Burbach's was adopted without dissent. Action of the NAB last week marks the termination of years of wrangling over a proposed standard method of measurement. Each time the question has come up, various interests have locked horns. The networks favored one method, independent another, still others wanted something else.

The Board of Directors last Oc-
October authorized the Research Committee to investigate every known method of coverage measurement with a view of recommending a standard system. The committee was instructed to approach the AAAA and ANA, to work with all groups. In April the Research Committee and technical subcommittee met in Cincinnati during the NBDGA Sales Promotion Clinic.

Invited to assist in the studies were Dr. Paul Lazarfeld, head of the Office of Radio Research, Columbia U.; Dr. Raymond Fransen, research consultant, and Dr. George Gallup, president, American Institute of Public Opinion. These advisors served as the Committee on Sample and agreed that the overall sample requirements would be 1,000,000 ballots mailed.

No Immediate Results

President Ryan, concluding Wednesday's session which was well attended, cautioned the broadcasters not to expect something immediately. "You have authorized the Board to proceed," he said. "It will take time to do the job."

Members of the Research Committee, which followed through and came up with the plan, are, besides chairman Feltis: Mr. Clip, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; John McCormack, KTHS Hot Springs; Barry T. Rumble, NBC New York; Frank N. Stanton, CBS New York; Jack Williams, WAYX Waycross, Ga.

Serving on the technical subcommittee with Mr. Clip have been: John Churchill, CBS New York; Edward Evans, Blue New York; Kenneth Greene, NBC New York; Barry Rumble, NBC New York; Frank Stanton, CBS New York; Richard Puff, MBS.

Seated at the head table during Wednesday's session were: President Ryan, Messrs. Feltis, Dirks, Gamble, Clip, Haft, King, Johnson, Evans, Larson, McCormack, Rumble, Stanton, Williams, Ban- nerman; Carlos Franco, Young & Rubicam; Paul Peter, NAB Director of Research; Lewis H. Avery, NAB Director of Broadcast Advertising; Elizabeth Black, Kats Agency; Linnea Nelson, J. Walter Thompson; Frank Kemp; Harry Spence, KKRO; John M. Outler Jr., WSB Atlanta; Harlow Roberts, Chicago advertising executive.

Frequency Allocations

Topic of RTPB Panel 2

Panel 2 of the RTPB, of which Dr. C. B. Joliffe, chief engineer, RCA Victor Division, Camden, is chairman, at its meeting in New York last July 27 considered allocation of frequencies to all services, in accordance with the assigned procedure set up under RTPB.

In the Aug. 28 Broadcasting, p. 43, was published a picture of the RTPB panel, along with a cutline which ascribed to that panel discussion of plans for development of FM broadcasting after the war. Broadcasting regrets error.

ATTENDING her first NAB conference was Mrs. Ben Ludy, wife of the general manager of WIBW Topeka and KCKN Kansas City, Kan. Left photo (1 to r): Leo Fitzpatrick, WJR Detroit; Mrs. Ludy, Mr. Ludy. Standing: Clyde Rembert, KRLD Dallas; Kenyon Brown, KOMA Oklahoma City; Joe Carrigan, KWFT Wichita Falls, Tex. CBS station executives huddle with Tom Connolly, director of program promotion for the network. (Right photo, seated): Herbert Krueger, Edward E. Hill, WTAG Worcester, Mass.; Mr. Connolly; Emery Goodrich, WGAY Portland, Maine. Standing: William Mallo, WDRC, Hartford; George Jaspert, WLAW Lawrence, Mass.; Dave Carpenter, WKNE Keene, N. H.

THAT'S JOE

...JOE'S JUST AN ORDINARY GUY

He's typical of the 1,000,000 or more "ordinary guys"—men and women—who work in the factories of the war-vital Los Angeles-Long Beach area ... and who listen to the radio every day!

ONE SOUTHERN CALIFORNIA STATION IS MADE FOR FOLKS LIKE JOE!

IT'S KGER—"The People's Station" ... whose programs are "tailor-made" primarily for the enjoyment of working people. Offering complete, intensive coverage of the Los Angeles-Long Beach area (population now around 3,000,000 . . . Effective Buying Income setting national records!) at extraordinarily low rates, KGER belongs on every radio schedule for Southern California! Write for complete information.

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWYN DOBYS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Broadcast Advertising

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FM, Video Hold NAB Spotlight  
(Continued from Page 12)

chairman; J. E. Baudino, KDFA Redskins; Earl W. Ferguson, WDDO Chattanooga. Resolution—H. K. Carpenter, WHK Cleveland, chairman; William Farley, WHAM Rochester, V.; Wiley P. Harris, WJDX Jackson, Miss.; Rev. James A. Wagner, WHBY Green Bay, Wis.

Broadcast Advertising  
Clinics Harris

The NAB president said that the Foreign Language Radio Wartime Control Committee, set up in Cleve-
dland with NBC programming, has given (and you) the best market in this part of the country to the lowest possible price. We think you’re better

Bob.”

NO BATS IN OUR BELFRY (Ky.)!

Do you think we’re nuts not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don’t think so. We don’t want ‘em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming, that gives us (and you) the best market in this part of the country to the lowest possible price. We think you’re better

Washington, D.C., editorial writer for the American Red Cross.

Reports were heard from Dietrich Dirks, KTRI Sioux City, Ia., chairman of the Sales Managers Execu-
tive Committee; Paul W. Klemmer, WTIC Hartford, chairman of the Retail Promotion Committee, and Larry O. Smith, WNAC Chicago, broadcast-

Advertising. Mr. Morency and funds for the Retail Promotion Plan were spent as follows: Committee members, $3,800; personnel expense, $26,600; printing, $7,800; motion picture filming, $56,000; travel expenses for persons involved in the ceremony, $5,800; incidents, $4,300. Of $111,000 raised, 325 stations contributed $81,000 and $29,000 was provided by the NAB.

In a Broadcast Advertising Clinic Llewellyn Harris, manager of the sales promotion division, National Retail Dry Goods Assn., gave results of a survey conducted among 600 leading retailers using radio. Paul McCarthy, promotion and ad-

vertising director of J. N. Adam & Co., Buffalo, N. Y., spoke on “If I Were Selling Department Stores” (see page 30).

Mr. Avery introduced Helen Corn-

nelius, new assistant director of Broadcast Advertising of the NAB.

In introducing Comdr. T. A. M. Craven, vice-president of the Iowa Broadcasters Assn. and former Federal Communications Commissioner, President Ryan referred to the Comdr. as “to whom the industry owes much.” Comdr. Crev-

en spoke on “Postwar Opportunities and Problems” (see page 68).

‘Socker’ Coe Socks ‘em ’Good’

The Tuesday afternoon session was presided over by Edgar Bill, WMWD Peoria, chairman of the NAB Public Relations Executive Committee. Col. Leland H. Stan-

ford, Signal Corps, presented a Certificate of Appreciation to Ar-


thor Stringer, NAB director of promotion and circulation, and was followed by Charles Francis (Sock-

er) Coe, vice-president and gen-

eral counsel, Motion Picture Pro-
duction and Distributors of Amer-

ica, and former agency executive and well known author.

Mr. Coe gave the conference his view of the public relations problems of radio based on his experience in the film industry and pulled no punches in expressing his convictions on the “over-commercializa-

tion” of programs and the possible effects on listener attitudes. He warned that only as long as radio exerts its united efforts steadily to improve its medium will it receive a favorable public reception and maintain its freedom (see story page 66).

At the conclusion of his address, Chairman Bill thanked Mr. Coe for “sowing us good,” adding that radio is a young industry and can benefit from good advice.

Mr. R. L. Robb, KMKU Kansas City, Mo., chairman of the NAB Radio News Committee, reported on the recommendations of his committee for 1943. He told of the NAB’s plans to bring about better trained personnel to prepare and broadcast radio news. Plans for the Council were outlined by Fred S. Siebert, U. of Illinois, president of the American Assn. of Schools and De-

partments of Journalism.

Mr. Siebert told the Conference of a survey being made by Richard Harries, associate director, NAB, which will show that more than 800 additional newsmen will be needed by radio during the coming year and that the demand cannot be filled from the newspaper field which already has hit rockbottom as far as personnel is concerned.

Aims of Radio Journalism Outlined

The purposes of the Council on Radio Journalism, he pointed out, are: (1) to serve as a liaison agency between schools of journa-

lism and broadcasters in training personnel for radio; (2) to estab-

lish a training minimum for education in radio journalism; (3) to study problems in educating radio journalists referred to by the schools or by the industry; (4) to establish itself eventually as the accrediting agency for education in the field of radio journalism.

Subject to approval by the new NAB Board of Directors, the Coun-

cil hopes to get under way immedi-
ately, Mr. Siebert reported. He asked for the cooperation of station managements in establishing training grounds for professional instructors and in presenting news broadcasting programs. One of the Council’s early activities, he said, would be to help returning veterans train for radio jobs.

Mrs. Dorothy Lewis, NAB Co-

ordinator of Listener Activities, outlined the important role of women as buyers in the nation’s markets and pointed out that “women form the largest segment of radio’s listeners.” She urged that proper recognition be shown by stations of the part women’s program directors a greater influence in pro-

gram development.

The role of women in radio was described by Miss McCarthy, WCOL Columbus, treasurer of the NAB Assn. of Women Directors, who spoke in the absence of Ruth Clevel-

ton, WCAU Philadelphia, presi-
dent of the AWD. Miss McCarthy traced the growth of the AWD since 1942 to a present membership of 650 and pointed out that it is the first or-

ganization of women broadcasters in radio.

As an illustration of its activi-

ties, she cited the American Home campaign conducted last February in which views of $12,000 were spent by 25 women’s organizations in a spot announcement contest.

In our section of America on the results of a survey last year by the AWD which provided valuable information on the types, hours, length and sponsorship of women’s programs. The findings revealed, she pointed out, that 41 women’s programs in the nation’s stations have been sponsored or programmed by female organizations with the NAB Dept. of Broadcast Ad-

vertising. Findings will be avail-

table to all broadcasters, she said.

Miss McCarthy said the AWD aims for the coming year will be “to increase areas of service to in-

dustry and broadcasters through more sponsorship and improved public relations activities,” to ob-

tain for women broadcasters greater participation in the broad-

casting schedule, “to preserve for America some of the sterner virtues developed by our people in wartime,” to anticipate postwar adjustments, and to strive “to con-

tribute to our American listeners a new appreciation of our world neighbors.”

Menser Urges Expert Programming

Harold Fair, WHO Des Moines, chairman of the NAB Program Directors Committee, reported briefly on the work of his committee and introduced Clarence L. Menser, NBC vice-president in charge of programs, who gave the Confer-

ence a perceptive look into “programs of Tomorrow.” In the postwar world, he said, it will be the duty of the program manager, whether net-

work or local station, to see that the expertise necessary to produce good programs is employed in pro-

gramming operations.

“There is a great need for pro-

fessional attitude in all aspects of programming,” he asserted, “and I fear that such an attitude does not exist at the present time. The program people themselves are responsible, but management is also responsible. And most important of all, the atti-

dude reflected by these two groups is shared by the performer, who is completely dependent upon radio for their livelihood.”

Wiseeman Reports  
On Council Plan

On Wednesday morning the Con-

ference resumed with a symposium on “The Radio Council Plan.” W.
HOOPER REPORTS

On AUGUSTA, Georgia

MIDSUMMER 1944

DELIVERING A LOYAL AUDIENCE FOR MORE ADVERTISERS WHO SPEND MORE MONEY ON WGA ON ANY 250 WATT STATION IN THE SOUTHEAST.

THE BLUE OUTLET

AUGUSTA

WGAC

GEORGIA

J. B. FUGUA, Vice-President and General Manager
HEADLEY-REED CO., National Representatives


O. Wiseman, WOW Omaha, speaking on "Program Promotions", said the work of the Councils has been particularly effective in Cleveland, the Twin Cities, Denver, Boston, Des Moines, Portland, Ore., and Cedar Rapids, Iowa. In each of these cities the Councils publish regular listener guides which are distributed in large volume to schools, colleges, libraries and individuals.

Radio Councils everywhere act as recommending agencies for Peabody awards, several promote public appearances of radio shows, one drew an audience of 2,000 to a show produced by WOW for the NBC network.

E. L. Hayek, KATE Albert Lea, Minn., Director, NAB 11th District, outlined the operation of a Radio Council and defined the objectives of the Councils as follows:

1. To interpret the problems of the industry to the public and bring the wishes of the listeners to the broadcasters.
2. To provide a meeting ground for the industry, lay participants in radio and the listening public.
3. To develop and maintain high individual standards of radio appreciation.
4. To utilise radio as an educational medium for the benefits of adults and children.

Sowell of WLAC Tells of Youth Interest

Another aspect of the work of the Radio Councils, "Youth Interests", was given the conference by F. C. Sowell, WLAC Nashville. He pointed out that a study of programs of some 100 stations by Mrs. Lewis in 1939-40 showed that 1000 programs were directed to juvenile audiences.

Mr. Sowell said there is a pressing need for encouraging parents and teachers to adopt for themselves an intelligent plan for radio listening to the end that they may be in a better position to direct the listening habits of their children. Work in this direction, he said has been undertaken by the Radio Council of New Jersey.

Hager Points Out Educational Value

Kolm Hager, WGY Schenectady, chairman of the NAB 2nd District, told of the opportunities of radio education. In pre-1940 "Radio education," he said, "is gradually taking its place as an important community activity all over the nation but it is still in the infant stage." He estimated that 25% of American schools are equipped with at least one receiver but that not even 10% of our teachers are utilizing radio.

William B. Quanton, WMT Cedar Rapids, chairman of the NAB Code Compliance Committee, told of the work of the council in allocating fairly the available time to community organizations. In Cedar Rapids the Council has initiated into its membership groups a genuine appreciation of radio—its responsibilities as well as its opportunities. "It sifts requests for time," he said, "much finer than we ever would have dared, and it isn't afraid to say no. If the YWCA wants to put on a straight commercial type program appealing for contributions, the script committee shows the YWCA how to inject showmanship into the program. The production committee provides experienced voices. Organizations have learned what rehearsal means—many of them for the first time."

FCC Chairman Fly Given Huge Ovation

FCC Chairman James Lawrence Fly was given one of the greatest ovations ever accorded him by the NAB when he addressed the Wednesday luncheon session on "Broadcasting Views of the Future." In presenting Mr. Fly President Ryan quipped that radio was a highly controversial business so the NAB had called on the "Controversial Mr. Fly." (See text page 16).

Before one of the largest crowds to attend the conference, Hugh Feltis, KPAB Lincoln-Omaha, Chairman of the NAB Research Committee, presented a far-reaching plan to measure coverage by standard method (see page 13).

Briefly the plan calls for a con-

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 550 kc. CBS
Spartanburg, S. C. Represented by Hingenberg

WCKY CINCINNATI

W.UP WITH

REX DAVIS
4 TIMES DAILY

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trolled mail ballot, 1,000,000 to be mailed every two years at a cost of $1 per ballot. Initial cost of setting up a bureau of radio circulation was estimated at $65,000 for the first year.

Following considerable discussion, the NAB membership unanimously adopted a motion authorizing the Board of Directors to create such a bureau. Then followed unanimous adoption of a second motion to release results of the biennial surveys to all subscribers on a full-disclosure basis.

Gov. Hickenlooper Addresses Wednesday Session

Gov. Bourke B. Hickenlooper, of Iowa, speaking at the Wednesday session of the convention, bemoaned the tendency in public regulation to oppress and hamper initiative and enterprise and progress by willful domination and control. While acknowledging the necessity for regulation, he stressed the importance of keeping radio free and not saddling it with political control.

Nominations for directors-at-large at the afternoon session Wednesday found three broadcasters placed in nomination for each of the three station classes. Frank Frazier, WMBR, Jacksonville; Dr. Alex Rich Dirks, KTRI, Sioux City; and J. B. Puqua, WGAC Augusta, Ga., were nominated in the small station category. Mr. King was re-elected and Mr. Dirks chosen to succeed Herb Hollister, KANS, Wichita.

In the medium station group, T. A. M. Craven, WHOM Jersey City; Roger W. Clipp, WJEF Philadelphia; and Don S. Elias, WWNC Asheville, were nominated. Mr. Elias was re-elected while Comdr. Craven was chosen to succeed Barney Lavin, WDAY Fargo, who resigned recently upon being commissioned a lieutenant in the Marine Corps.

Large Station Group
Nominates Directors

In the large station group, Joseph G. Maland, WO, Des Moines; Hugh M. Feltis, KFAB, Lincoln; and James D. Shouse, WLC, Cincin-
nati, were nominated. Mr. Maland was re-elected and Mr. Feltis was named, succeeding Mr. Shouse.

Network directors nominated and elected without opposition were F. M. Russell, NBC Washington, vice-president and incumbent on the board, and Dr. Frank N. Stanton, CBS vice-president, New York, designated to succeed Paul Kesten, executive vice-president. Dr. Stanton, a network expert, is expected to figure prominently in the new station coverage project.

Three amendments to the bylaws were adopted following the Conference in rapid succession. The first gives the Board authority to establish the schedule of dues to be paid by stations from time to time against the existing provision which freezes dues in each category of station income.

The second and third amendments dealt with elections of officers and directors. One permits ballots for directors-at-large by referendum vote in instances where, because of abnormal conditions, an annual meeting may not be held. The other liberalizes the nominating of directors-at-large to permit nominations in advance. The existing by-law requires nominations from the floor exclusively.

Ted R. Gamble, director of the War Finance Division of the Treasury Dept., in a rapid-fire ad lib address, paid high tribute to the contribution of radio in the War Loan campaigns. Without using a single note, he reeled off astronomical figures on the Fifth War Loan Drive both as to amounts and numbers of securities sold. He tossed about figures on the public debt with the ease of a Joel Kupperman.

The Sixth War Loan coming up, Mr. Gamble said, presents a real challenge as each successive drive becomes more difficult. He asked the broadcasters for continued whole-hearted support, declaring it would be a "shame if we relaxed in the financing of this war."

It will require better selling, better organization and more ingenuity, he declared, and promised that the reorganized War Bond staff will do its part. The War Bond Campaign, Mr. Gamble said, had created a tremendous savings reservoir—the greatest in history—exceeding 95 billions. "This is the greatest insurance policy that we have when we emerge from this war," he asserted. Of over $24,886,000 in time and space donated to War Bond selling, radio has given 11 millions, he declared. That is a magnificent contribution, he said.

The work of NAB's youngest standing committee, the Small Market Station Committee, received praise from Mr. Ryan at the afternoon session.

Marshall Pengra, KRNR Roseburg, Ore., Committee chairman, gave the Conference an overall picture of the problems and possibilities of small market stations and appealed to the broadcasters to bring their problems to the NAB. "We want your support," he said, and promised vigorous and concerted action by the committee in the approach and solution of these problems.

Others who participated in the panel discussions were Howard S. Frazier, NAB Director of Engi...
How can you sell Cuba?

A Cuban affiliate of one of the largest manufacturers in the United States set out to find the answer. They made a thorough, impartial survey of the listening habits of Cubans, and this is what they found:

65% of all Cuban listeners tune to
R. H. C. CADENA AZUL
Its nearest competitor among local or foreign stations had only 15% of the listeners.

From this impartial survey, you have the answer to your own Cuban advertising problem. Use RHC CADENA AZUL, Cuba's only network affiliated with CBS.

U. S. Representative HUMBERTO D. GONZALEZ
220 West 42nd St., New York City Wisconsin 7-1166

membership at its next annual meeting for approval or rejection and, if approved, be incorporated in the NAB-AAAA standard contract; (3) That the Board consider New Orleans as the site for the 1945 convention, transportation and housing facilities being favorable.

Thursday Session Hears Arnoux

Opening the conference Thursday morning, Campbell Arnoux of WCBN Norfolk, Va., chairman of the NAB Music Committee, created last December, told the broadcasters that "no station need fear a financial sword of Damocles hanging over its head," with reference to demands for per-program contracts by ASCAP. Following its organization the Music Committee solicited complaints regarding ASCAP demands. More than 100 were filed. The committee took up the demands with the Dep. of Justice and on July 29 was advised by Wendell Berge, Assistant Attorney General, that charges for announcements adjacent to or between programs using ASCAP music would be, in the Department's opinion, "a direct violation of ... the consent decree" of May 1941, entered into in the Southern District Court of New York. That decree prohibits collection by ASCAP of a percentage of income received from the broadcaster from programs in which a musical composition licensed by ASCAP is performed.

Mr. Arnoux pledged the full support of NAB to "any station" which becomes involved in difficulty on music matters, provided the problem has an overall effect on radio. On the Music Committee with him are James P. Begley, KYW Philadelphia; Arthur B. Church, KMBC Kansas City; Robert Enoch, KTOO Oklahoma City; C. W. Myers, KOIN Portland, Ore.; Frank R. Smith Jr., WWJ Detroit; Wendell Berge, Assistant Attorney General; and Dr. Charles M. Tompkins, acting General Manager of BMI. The ASCAP proposals are: (1) Dropping the "continuing discount clause;" (2) Lengthening the time for per-program demands; (3) Ancestral rights. The ASCAP brief states that the proposed plan is intended to be "an equitable solution to the problem of fair compensation for the use of copyrighted music on the air, and the only realistic means of solving the problem."
WILL YOU SPONSOR DEMOCRACY?

ON ELECTION day in 1940 more than 30,000,000 Americans stayed away from the polls.

Another election year is here. It is a year when Americans are laying down their lives for the right to vote. There must be no repetition of the disgraceful performance of 1940.

Every American must realize that in a democracy all citizens have not only the privilege but the duty to vote. There is no more sacred obligation of citizenship.

You believe in America. You believe in "the way of the ballot box." You have a responsibility.

Will you sponsor democracy? Will you use your programs to awaken our fellow citizens to their responsibility? Will you tell them where and when to register? Will you urge them to get out and vote?

Our Radio Division will be happy to provide non-partisan material—scripts, transcriptions, music—for your programs. If there is anything we can do to help you get this message across, let us know. We want to help. We want help.

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE
Hon. George W. Norris, Honorary Chairman
Sidney Hillsman, Chairman
James Patton, Vice-Chairman
Freda Kirby, Vice-Chairman
Clara Forrest, Secretary
R. J. Thomas, Treasurer
James McGill, Comptroller
205 East 42nd Street
New York 17, N. Y.

tee against labor difficulties. Through cooperative effort we can avoid many of the pitfalls which have attended stations relations with unions, he concluded.

Sidney Kaye, NAB special counsel, reviewed the history of the AFM recording ban and subsequent developments. The most important thing in the situation affecting broadcasters, he said, was the report of the WLB panel on the dispute which found: (1) there is no important unemployment of musicians, (2) two out of three AFM members are not professional musicians; (3) radio broadcasting has not diminished employment of musicians.

Discussing the agreements made by record companies with the AFM, resulting in a resumption of record production, he declared the principle of the World-Decca contracts would be applicable to all industry if it is upheld by the Government. He asserted that broadcasting has fostered love and appreciation of music which has made America the acknowledged leader of music among all nations.

Kaye Criticizes WLB Directive

Mr. Kaye criticized part of the WLB directive on the dispute which calls for payments in escrow to the union, but he pointed out that it was the union and not the employers who refused to comply with the order. "Not in the history of the WLB has there been a more flagrant disregard of a Government order," he said. Regarding the Petrillo contention that the case does not involve the war effort, Mr. Kaye declared that music not only helps morale, but that the history of the world shows it is vital to civilization. "If entertainment does not contribute to the war effort, then the motion picture and the radio which makes music are of no value," he said.

Praising the broadcasting industry for setting a model in its relations with labor, he declared that "broadcasters do not owe a tribute to an union as distinguished from its members. The duty which the broadcaster owes is not to the AFM majority but to the minority of real professional artists."

He warned that broadcasters will continue to repel any efforts of unions to force unsound demands upon them. "Acquiescence in false principles do not lead to peace in our time," he declared.

Mr. Kaye received an ovation from the conference at the conclusion of his presentation.

Mr. Ryan delivered the NAB report on the AFM platter turning situation, reviewing the events leading to the Petrillo effort to install musicians in all stations for platter turning, and the reverberations of that effort.

He revealed that under an agreement made between Petrillo and the networks on January 27, 1944, NBC agreed to recognize the right of the AFM to represent platter turners, that Blue agreed to employ platter turners in New York and Los Angeles beginning June 1, that CBS agreed to extend its arrangements in Chicago and St. Louis, and that other networks were to negotiate with the union.

Since the agreement of January 27, he explained, contracts have been made for New York key stations of all networks with Local 802, AFM. These contracts were accompanied by a letter containing an agreement to employ members of the local as platter turners whenever the NLRA certifies the local as the proper bargaining

BLUE BRASS-HAT BRIGADE (top photo, l to r) Ed Kobal, executive vice-president; Ed Noble, chairman of the board; Chester H. LaRoche, chairman of the executive committee; Mark Woods, president; Lt. Col. Robert E. Kintner, newly-appointed vice-president in charge of public service and related activities. Small station selling seance (second photo) Lewis H. Avery, NAB; Marshall Pengra KRNR Roseburg, Ore., Chairman, Small Market Station Committee; William B. Smullin, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, O.; Fred Schillipin, KFAM St. Cloud, Minn.; James R. Curtis, KFBO Longview, Tex. Blue Bettle buzzes broadcasters Herbert Kendrick, former manager of WWJS Beckley, W. Va.; Ralph Elvin, WLOK Lima, O.; Miss Bettle (Harry S. Goodman, New York); George Smith, Fort Industry Co.; William E. Rine, WWVA Wheeling. Spot shot of hot shots Ted Enna, Cowles Group; Carlos Franco, Young & Rubicam; Arden X. Pangborn KGW-KEX; Ralph Weil, WOV.

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WFTL Sale Probed

SALE of WFTL Ft. Lauderdale, Fla. to the Port Industry Co. will be probed by the House Select Committee to Investigate the FCC when hearings are resumed Tuesday (Sept. 5), Rep. Clarence F. Lea, chairman, announced last Friday. "We plan to investigate several
transfers to ascertain whether the Commission showed favoritism," said the Committee chairman. At the same time he announced the resignation of Harry S. Barger as chief investigator and the appointment of Robert Barger to succeed him. Mr. Barger, whose work was commenced by Rep. Lea, resigned to accept another post.

Meet WHB’s Don Davis—
of Kansas City, Hollywood, Chicago and New York!

Here's a gent who lives on a merry-go-round, the better to serve WHB advertisers! WHB is the only station in America whose president travels as its national advertising representative. He can be reached through any of the offices listed below; and time clearances are made the same day, by telephone, telegraph, or air mail letter, from headquarters in Kansas City!

Ten years’ experience as an advertising agency account executive preceded Davis’ appointment as WHB’s president, in 1931. He’s had lots of fun in radio ever since, operating "WHB as the station with agency point-of-view", where every advertiser is a client who must get his money’s worth in results. If you want to sell the Kansas City market, WHB is your happy medium!

For WHB Availabilities, Phone DON DAVIS
KANSAS CITY—Scarritt Building—Harrison 1161 NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2350 CHICAGO—323 North Michigan Blvd.—CENtral 7980 HOLLYWOOD—5855 Hollywood Blvd.—HOLlywood 6211

KEY STATION for the KANSAS STATE NETWORK

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<td>16.9</td>
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Facsimile, FM Next Services

(Continued from Page 13)

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY gives you detailed analysis of “listening areas” of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with pictographs for quick and easy reading. You can get all this free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

needs television and wants it promptly. A number of surveys made on most desired postwar purchases indicate television sets as number one or two on the list.

Mr. Joyce predicted television receivers would be available in the $900 to $1100 range and that about 50% of the homes of the country will be ready for receivers as soon as service is available to them. In approximately five years after reactivation of commercial television, transmitters serving 157 key cities should be making television service available to a primary market of more than 72 million, or 61.6% of the U. S. purchasing power. An additional 10 million people should have television program service available by secondary television network developments.

Alluding to television standards and whether they are satisfactory, Mr. Joyce recited an experience of his when he tried to purchase television receivers previously sold in the New York area. Despite a very liberal offer of approximately $220 for television sets which originally cost only $50, he said that one set was repurchased from 36 owners and that one was out of order.

An estimated 50,000 of receivers in these times of severely limited broadcasting conditions and meager program fare place such a high evaluation on the prewar instruments that the more eager will buy them and the more much eager will be the great public, under the vastly more favorable conditions that will soon prevail."

Sees AM Backbone

Mr. Lodge, while envisioning a bright future for the practical FM services, emphasized that AM broadcasting will remain the backbone of the industry and that television would not be effective competitors until the full potential of the AM is realized.

Although the future of FM is still beset with involved problems of allocation and propagation, Mr. Lodge said he believed the service has such real advantages that before too long it may rival AM.

The story on television, he said, is quite different. He reiterated the current position of favor in the public's definition pictures and color—which is largely consistent with the recent recommendations of the Interdepartmental Radio Advisory Committee.

Disclaiming an alarmist's view, he said it must be assumed that television will not roll merrily along the same road as sound broadcasting. The greatest handicap for television would be to start operation on the present six mc band—which RCA, NBC and a number of manufacturers' support. He urged use of wide bands in the higher frequency region from 500 to 1000 mc.

Those requiring the lion's share of the frequencies between 50 and 300 mc for television, he declared, completely ignored the informed opinion of the IRAC experts.

Competition Seen

Mr. Hedges admonished the NAB members that for the present only the broadcaster has an inside track in the race to establish FM and television services. But no broadcaster should delude himself with the idea that he can maintain a position of watchful waiting indefinitely. No turtle is going to win the race for television, he said. Pointing out that FM provides places for many new broadcasters, Mr. Hedges said that the AM broadcaster would be well advised not to take these new competitors too lightly. Some of them will not stay, but plenty of them will have ideas and initiative and will be in the market for an audience and for network connections.

Television provides a more difficult competition for the broadcaster than FM, because it is not just a technological change, but in many respects a new business, calling for a substantial capital outlay. Contending that television will stay, Mr. Hedges said the art has powerful friends and backers outside radio who would like nothing better than to take over television by default. Moreover, he said the public wants the service.

Summing up, Mr. Hedges said: "We do not believe in the principle of broadcasting FM, as a practical service, because it is not a complete cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed.

Maj. Armstrong traced the history of FM from the first successful transmission over his station on June 3, 1944. Actually that terminated 20 years of experimentation.

He agreed with Mr. Hogan that if bursts or E layer interference persist, the problem could be handled by a new allocation in the existing band with less complications than has been occasioned in standard broadcasting. He foresaw no serious difficulties.

The Federal Commission extension of the present AM band down to 540, 530 and 520 kc and suggested that the assignments be used in small cities, town and rural communities that are without, but not able to support their own services.

Touching upon television only briefly, Mr. Godley said he thought it greatly broadens the horizons of broadcasting and it seemed to him "the desirable, ultimate medium". But he did not believe that it, within the foreseeable future, will spell "quietus for sound broadcasting".

Mr. Hogan unfolded to broadcasters a detailed picture of facsimile after the war [Broadcasting, Aug. 28].

Today facsimile can deliver a picture of 48 square inches or 1,000 words of text in a minute, or a 60,-

- .- 000 word book could be printed in the home in an hour. This can be accomplished at low cost on standard AM or FM channels. Though he preferred FM because of its noise-free characteristics.

Facsimile, he said, would open up tremendous opportunities for advertising, making possible delivery of package configurations.

Facsimile also can be networked on synchronous.

The only obstacles to the growth of facsimile service are the existing FCC regulations, the standardization of service and WPB restrictions on manufacturing.

He said standardized and assignment of channels are well under way and that the production restrictions will depend on the war.

WBNS-WELD, in its prewar facsimile transmissions, found that facsimile in the home would be demanded by nearly 80% of broadcast listeners, provided such improvments as higher recording speed, a four-column newspaper width and visual printing were added. All these have been attained, so that a magazine about the pattern of broadcasting can be transmitted, he said. The post-war service probably will use a nine-inch paper on a continuous roll. The speed probably will be 32 to 40 lines per minute, or 600 to 800 words of text per minute. A number of newspaper broadcasters are investigating the possibilities of modern facsimile.

Hartenbower Heads KCMO

JOE HARTENBOWER, sales manager of the central division of the station has been appointed manager of KCMO Kansas City, succeeding Jack Stewart, resigned. Mr. Hartenbower was formerly in sales promotion and research of NBC Chicago, local Blue sales, and a former research director of Chicago office of McCann-Erickson. He assumes his new post Oct. 1. Mr. Stewart has not announced his future plans.

24 Hours A Day!

WASHINGTON

Washington's Only 24 Hour Station
1,000 Watts
1,250 kc

Affiliated with
Mutual Broadcasting System

WJZ
JACKSON MISSISSIPPI

JACKSON AND MONEY

Mississippi's cash income from farm commodities amounted to $77,000,000 in 1940. Livestock and livestock products added $19,000,000 to the cash money farmers made during the year. Jackson, the capital city, is the center of all agricultural and industrial business. WSLI offers effective coverage of this "center market of Mississippi" at low cost.

BLUE NETWORK

WEED & COMPANY NATIONAL REPRESENTATIVES

"It's a WISE
dentist who
uses the
Springfield, Ohio
Market."

An inquiry will
prove it.

WIZE Springfield
Ohio
WEED & COMPANY National Representatives

The text contains information about television and radio broadcasting. It discusses the prospects for television, the competition it faces from AM broadcasting, and the challenges of facsimile transmission. It also mentions the appointment of Joe Hartenbower as the manager of KCMO in Kansas City. The text includes excerpts from advertisements and radio program listings for WSLI in Jackson, Mississippi. The overall tone is informative and technical, with an emphasis on the potential of new broadcasting technologies. The text is dense with factual information and industry terms, reflecting the professional nature of the content.
WHEREAS, the continued defiance by the American Federation of Musicians of the National War Labor Board, ordering the members of that Union to resume the making of records and transcriptions for the recording companies, is impeding the war effort in the field of broadcasting for the armed forces, and WHEREAS, such defiance nullifies, to large extent, the contribution which re-ordered music could make to the general war effort, and, as the last resort, to war workers, constitutes a dangerous example to all parties whether employers - labor, whose controversies are properly subject to the orders of the National War Labor Board.

NOW, therefore, be it resolved that the NAB Board of Directors that the following continuing discount clause be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAA standard contract for station facilities as a new paragraph (D) under section 6:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two ($52) week period, the same rate shall be paid and the duration of such extended, continuous service as the result of the original fifty-two ($52) week term. This provision shall not apply, however, for more than fifty-two ($52) weeks from the effective date of any renewal of it.

"In which event, present paragraph (D) will become (E), etc."

WHEREAS, the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called continuing discount clause and believes that its inclusion in the NAB-AAA standard contract for station facilities would be advantageous alike to broadcasters and advertisers.

AND WHEREAS the provision of a continuing discount clause is believed to be the practice of a majority of broadcasting stations.

NOW, THEREFORE, be it resolved by the NAB Board of Directors that the following continuing discount clause be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAA standard contract for station facilities as a new paragraph (D) under section 6:

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"In which event, present paragraph (D) will become (E), etc."

ASSEMBLED at Blue network headquarters in the Palmer House, Chicago, last Wednesday were these affiliates, who were given awards for outstanding performance on the network’s programs. Sitting (from left): Steve Conley, WOWO Fort Wayne; C. T. Hagman, WTCN St. Paul; William R. Traum, WROK Rockford; Chet Thomas, KXK St. Louis; W. J. Belding, Company, Columbus, Ohio; and NAB-Radio (52) weeks from the effective date of any renewal of it.

Urges Line Programs

FCC CHAIRMAN James Lawrence Fly, first outsider to address an AFRA convention, told the delegates meeting in Cleveland Sept. 26 that in the postwar era television and FM should provide a great field for the employment of radio performers, but he declared that today local stations could employ more talent than they do by originating more local talent. He scored the dependence of many stations on networks, transcriptions, advertising agencies and news agencies and news services for their program material, stating that as little as 10% of all radio time is devoted to live programs. (See story on page 60).

Airline Spots

WESTERN AIRLINES, air travel service, is successfully utilizing brief travel spot announcements regarding seat availabilities. Timed to approximately 1½ hours prior to flight time, spots are currently being used on KENO Las Vegas, Nev., and KSEE Pocatello, Idaho. When flights are filled to capacity, institutional copy replaces the bulletin announcements. Ted Cate, advertising manager, pointed out that a similar schedule would be set up in cities where aircraft merit it. The program has met with public approval where it has been used and has been successful in educating the public as to the possibilities of flying non-priority, according to Mr. Cate.

Kellogg Change

KELLOGG CO., Battle Creek, Mich., has ordered the full blue network, Monday through Friday, 11:45-12 noon, beginning Oct. 2, to present Jack Benny and His Boys for All Bran Program. Will be discontinued Sept 29 on Mutual Monday through Friday, 1:15-3:00 p.m. on the same date Kellogg is discontinuing on Mutual Superhuman, heard Monday through Friday, 5:45-6:00 p.m. with the possibility of returning the program to the air in January on one of the networks, Kenyon & Eckhart, New York.

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SOUTHLAND Coffee Test

SOUTHLAND Coffee Co., Atlanta, is testing a newly appointed agency, Donahue & Coe Inc., Atlanta, will start a fall campaign on stations and in newspapers in southern states to promote Bailey’s Supreme Coffee.
RTPB PANEL PLANS NEW VIEDO CHANNEL

PROPOSAL that the present television channel No. 1, 50,000, be assigned to FM, but that television be allocated nine 6-mc channels between 60 mc and 114 mc and 17 additional 6-mc channels between 150 mc, has been unanimously agreed on by a subcommittee of Panel 2 (Allocation) of the Radio Technical Planning Board.

Committee, appointed by Dr. C. B. Jolliffree, RCA, chairman of Panel 3 and chairman of the committee, included C. M. Jansky, Jansky & Bailey, chairman of Panel 5 (PM); K. B. Warner, American Radio Relay League, representing radio amateur operators; R. E. Shelby, NBC, representing Panel 6 (television); Dr. W. N. G. Baker, General Electric Co., RTPB chairman. Proposal follows:

Educational FM broadcasting. 41.43 mc: commercial FM broadcasting. 41.54 mc: amateur, 56-60 mc and a 4 mc band between 114-115 mc: commercial television, nine 6-mc channels 60-114 mc and 17 additional 6-mc channels between 150 mc. Present licenses of television below 108 mc are to be held on the same relative position in the 60-114 mc band as they now occupy in the 52-150 mc band.

Lederle on Blue

LEDERLE LABS, New York, manufacturer of biological and pharmaceutical products and a unit of American Cyanamid Co., will pioneer in the use of commercial network radio—as a means of conveying technical information to a specific professional group—with the sponsorship of The Doctor Talks It Over on all 59 Blue stations, starting Friday, 10:30-10:45 p.m. with delayed broadcasts, starting Oct. 5. Agency: Hazard Adv., New York, agency handling institutional advertising for ACO.

Bresson to Ellis

EUGENE L. BRESSON has been named radio director of the New York office of Sherman K. Ellis Co., effective Sept. 15, working in association with Palmer Clark, radio chief of the Chicago office. In 1943 he joined Young & Rubicam, New York, as radio producer and supervisor, a post he has held until the present.

LEVER Bros, Cambridge (Lux Toilet Soup), on Sept. 4, resumes Lux Radio Theatre on 142 CBS stations, 9-9:30 p.m., Agency: J. Walter Thompson Co., N. Y.


LOQUACIOUS L. B. Wilson (cen-\nter, top photo) had his usual pro-
dufficiency of ribald rhetoric. At left
G. E. (Pete) Wasser KQV Pittsburgh, and Chester Slabyaugh, Morse-International, New York, Blend blinked when Ralph Powell (second photo, right) Presto Record- ing, unleashed his tall story, and after he was unjured the band (center, right) Frank Gunther Radio Eng. Labs. at left. Pushing buttons is no novelty to Dr. Franklin M. Deodette (the yellow photo) owner of WDRC Hartford, in his own right a distinguished radio engineer, who performs on the elevator button to the delight of C. Lloyd Egner, NBC radio recording vice-president. Uncensored and the sensitive (bottom right). E. Y. Flan-

WAXING enthusiastic were these Keystone Broadcasting System execu-
tives over the new Hooper Survey—"Beyond Metropolitan Mar-
ket" study (1 to 3) Naylor Ragers, Western manager; Mort Adams, New York, Michael M. Sillerman, president; New York; Sidney J. Wolf, secretary-treasurer.
PREVIEW OF RECOMMENDED standards for the determination of station circulation drafted by the NAB was afforded the Radio Research & Timebuyers Committee of the American Assn. of Advertising Agencies Aug. 25 in New York, preparatory to its presentation to the NAB War Conference last Wednesday. The project in broad outline was wholeheartedly endorsed by the AAA committee. Presentation was made by Hugh Feltis, KPAB Lincoln-Omaha chairman, NAB Research Committee (standing at ease). From left to right around table—outside circle: Frank N. Stanton, CBS; Helen A. Cornelius, NAB; Herald Beck-}

Berge Letter Says ASCAP Fees Out When Society's Music Is Not Played

DISCLOSURE that Wendell Berge, Assistant Attorney General, had ruled that collection by ASCAP of a percentage of revenues derived from spot announcements or from programs containing no ASCAP music is a "direct violation" of the 1941 consent decree was made to the NAB Executives War Conference last Thursday by Campbell Arnoux, WTAR Norfolk, chairman of the Music Committee. Moreover, Mr. Berge advised Mr. Arnoux on July 29 that collection of such fees would be considered a violation of the "spirit" of the decree, "since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract."

Following is the text of Mr. Berge's letter:

This acknowledges your letter of July 20, 1944, in which you inform us that ASCAP insists upon collecting a percentage of the revenues derived from spot announcements or from programs containing no ASCAP music, which are adjacent to a program or which occur between programs utilizing ASCAP music. Your letter indicates that this claim is made despite the fact that the provisions of the blanket license per-program commercial contract executed by the stations provides specifically that payment is to be made of net receipts from sponsors after deductions on local commercial programs which use any of the compositions licensed thereunder.

This is to advise you that such a charge, in the opinion of the Department, is a direct violation of paragraph 11 (1) (A) of the consent decree entered on March 6, 1941, in the Southern District of New York (United States v. American Society of Composers, Authors and Publishers, et al., Civil No. 18-55, which prohibits collection by ASCAP of a percentage of the revenues derived by the broadcaster from programs in which no musical compositions licensed by ASCAP are performed. Further the Department considers collection of such fees a violation of the spirit of paragraph 11 (1) (2) of the decree, since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract.

New Army Policy On Campaign Talk

PRELIMINARY arrangements for allocation of Army shortwave radio time to the five major political parties in the Presidential campaign were made in New York last Saturday. The Republican, Democratic, Socialist, and Social-Labor parties have accepted the invitation of Maj. Gen. F. H. Osborn, director of the information and education division of the Army Service Forces, when Broadcasting went to press. The Prohibition Party had not replied.

Army policy was announced last Sunday after a brief flurry raised by the Socialist party's contention that Roosevelt's Aug. 12 speech at Bremerton, Wash., was a "political address" and that the party was entitled to equal time on the Armed Forces Radio Service facilities. The War Dept. announced that time had been granted and then withdrew the offer. Acting Secretary of War John J. McCloy declared the President's address was a "report" from the Commander-in-Chief and not a political speech.
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**

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**JONES P. TALLEY JR,** former control engineer at WIXX Jackson, Miss., is now on the transmitter staff of KRLD Dallas.

**JOHN T. DOWDELL,** chief engineer of WIXF Utica, N. Y., has been named as a consulting engineer and adviser for new experimental system. He will continue at WIBX.

**FRANK J. McCLUSKEY,** formerly with Groos Distributors, New York, distributor of Stromberg-Carlson radios, has been appointed region radio sales representative of Stromberg-Carlson Co., Rochester.

**LEE ROY KOPP,** released from the Navy, has joined the technical staff of KWG, Stockton, Calif.

**BILL PARKER,** chief engineer at KVAK Atchison, Kan., expects to take time off this winter to attend St. Benedict’s College.

**RUDOLPH W. RAABE,** for the past two years chief engineer of WMBI Richmond, returned to WRVA Richmond as control operator.

**GLENN SAMUEL COLLINS,** Jr., previously with KOME Tulsa, has joined the engineering staff of KVOG Mishouls, Mont.

**WINSTON CHILTON,** former engineer of WAGA Atlanta, has joined the technical staff of KMTR Hollywood.

**RAYMOND PROVOST,** former engineer of KPRG San Diego, has shifted to KFAS Pasadena, Calif.

**DUNCAN CALDWELL,** former engineer of KMPC Hollywood, has shifted to CBS Hollywood technical staff.

**R. W. BRIGGS,** new to radio, has joined technical staff of Radio Central, Los Angeles.

**JACK JONES,** chief engineer of WCBI Columbus, Miss., and maintenance engineer for the Mid-South Network, is the father of a boy.

**LOHNE & CULVER**

**BROADCASTING**

- Broadcast Advertiser
Account Executive to join recognized Manager wanted, capable Continuity Aps Class license. enclose a watt be this advertisement. and first class radiotelephone license and 684, communicate with contacts and know your stuff, post successful with associates in small, maintenance opportunity for advancement. g growing to 613, $175.00- $226.00 proved PAYABLE at State experience operator's Salary -Man broadcasting. -Announcer that broadcasting. -Associate BROADCASTING. -Director, announcer. Salary on Indiana. Salary State experience, confidence. Will pay all the way to Houston, $50 box number. Dead-line: October 1. Young lady, 20, educated in Switzerland, announcer for French Hour, WEUX in New York. Experience in advertising is invited. Joan Kline, 6213 Forley St., Elmhurst, Ill. Wanted to buy -Frequency monitor and modulation monitor. Phone Central 6596, col. Chicago, Mr. Clifford. Wanted-Communications receiver in good condition. For Sale -Situations Wanted (Cont'd) Buy. Good quality preselector of any well known make. Wire details and price to WLCQ, Logan, W. Va. Wanted—Any type of antenna. Phone collect Central 6956, Chicago, Mr. Clifford.Miscellaneous

If you are looking for a 250-watt trans-
mitter I may be able to help you. Box 658, BROADCASTING.

ANNOUNCER—Onanism and continuity, imagination, and comprehen- sive background of television programming—5 years experience, available to active station or agency. Box 556, BROADCAST- INGY.

Available—station manager, 8 years ra- dio experience; now in fifth year as station manager-$20,000 for B. A. degree. Familiar with all phases broadcasting including sales, management, continuity and on-the-air work. Single, Eastern or mid-Atlantic location preferred. Want permanent affiliation—preferably with station planning television. Box 598, BROADCASTING.

Successful editor-newscaster presently em- ployed by 50 kW station desires change. $20,000 salary. Box 616, BROADCASTING.

Special events announcer. Play by play sports. Name bands, also some commercial announcing and newscasting. Draft deferred. College background. Ex-football and newspaper sports writer now employed, but seeking field of opportunity. For disc see best offer. Box ret. BROADCASTING.

Comedy writer with origination. Hard network credits. Also producer, writer, actor and creator of shows, supporting two fathers, three mothers, and four additional persons. Open to offers before joining Foreign Legion. Box 620, BROADCASTING.

WANTAD—Manager. Wanted—Announcer is good enough to draw top pay with Blue affiliate. Include all information yourself first letter and when you report for duty. Box 614, BROADCASTING.

WANTED—Man with restricted or second class operator's license as transmitter operator for foreign. $3.00 per week. Box 690, BROADCASTING.

WANTED—Man with 1,000 watt medium station. Good salary, opportunity for advancement. Send full particulars and sample script with first letter. Elmer Knopf, WDFD, Michigan.

Operator wanted. Must have first class radio license and be capable of announcing news and com- mercials. Give complete experience and status required first letter. Radio Station KESI, Fontanelle, Idaho.

ROSS—Sees first learning medium size Chicago agency in a new busi- ness development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete experience first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strict confidence. Box 612, BROADCASTING.

Audiographer

*Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face costs 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blank number. Deadline Monday preceding issue date. Send box replies to Broadcasting Maga-

zine, 870 National Press Bldg., Washington, D. C.

Help Wanted

transmitter and control operator for 250- watt station located in Indiana. Salary open. State wishes, letter first and enclose a snapshot. Box 644, BROADCASTING.

Transmitter Engineer for 5 kW medium station. Must hold Radiotelephone First Class license. Salary, $40 week, open. State wishes, letter first, enclose a snapshot, Box 645, BROADCASTING.


Operator wanted for Far West broadcast post office. $125.00 per week. Box 613, BROADCASTING

Compose, read and write. Popularity and style. $125.00-

$150.00 per week. Box 610, BROADCASTING.

WANTED—First class operator. 100 watt radio receiver. $150.00-

$250.00 per month. Monthly and future. Send resume in first letter. Box 606, BROADCASTING.

Medium sized Chicago advertising agency wants intelligent girl with bookkeeping background to handle billing and accounts payable. Box 612, BROADCASTING.

FOR SALE—Local network affiliate wants talented announcer. Complete details upon request. Box 612, BROADCASTING.

FOR SALE—First class generator. Complete details upon request. Box 612, BROADCASTING.

FOR SALE—Restoring old equipment and new. Full rights in advertising. Write Box 612, BROADCASTING.

WANTED—Manager. If you are experi-
ened and can handle general ac-
tera, will start at $175.00 monthly, you are also adequate on sports and be play by play we will raise the $3.00 a week. Reply with Box 6, BROADCASTING.

-Announcer—Outstanding local network af- filiate wants all-round announcer of proved ability and experience. Will pay $175.00-$226.00 monthly depending on qualifications. Box 601, BROADCASTING.

WANTED—First class operator, capable of operating in first lettuce. Box 618, BROADCASTING.

WANTED—Character announcer, able to fill positions. Box 619, BROADCASTING.

WANTED—Commercial announcer, capable of filling positions. Box 620, BROADCASTING.

WANTED—First class operator of 100 watt station. Must have 500 watt experience, 500 watt experience. $150.00-

$250.00 per month. Monthly and future. Send resume in first letter. Box 606, BROADCASTING.

WANTED—Charismatic announcer for 50 kW station. Box 610, BROADCASTING.

WANTED—First class operator of 50 kW station. Resolution. $150.00-

$250.00 per month. Send resume in first letter. Box 606, BROADCASTING.

WANTED—Charismatic operator, known for his work. WANTED—Charismatic operator, known for his work. Box 610, BROADCASTING.

WANTED—First class operator of 50 kW station. Resolutions. $150.00-

$250.00 per month. Send resume in first letter. Box 606, BROADCASTING.

WANTED—First class operator of 50 kW station. Box 610, BROADCASTING.
Weekly Cycle of Broadcasting Basis of New Coverage Plan

Operating Method of Project Adopted by the War Conference in Chicago Is Described

PROPOSED method of a uniform yardstick by which to measure radio coverage under unusual conditions was unanimously last Wednesday by the NAB Executives War Conference, is designed to ascertain station circulation on the basic premise that the cycle of the broadcast is the same for everyone.

Questions are formulated on the proposed controlled mailed ballot to measure station circulation in a week's cycle.

Survey Breakdown

The survey would be broken into station circulation areas, delineated by counties and possibly by cities and portrayed by three levels of circulation percentages of radio families: Primary, 70-74%; secondary, 25-50%; tertiary, 10-25%. Ballots, to be titled "1945 Radio Station Ballot", will contain the following:

- Cost of the measurement, which would be taken every two years under the proposed plan, is estimated at $1,000,000, based on a per-ballot cost of $1 and 1,000,000 ballots. Mr. Evans told the NAB Board of Directors Monday night that it is estimated radio now has the potential to reach $100,000,000 every year on various types of measurement.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, cited the importance of proper research measurements for advertising as the nation approaches the postwar period.

Agency Comments

At the Board meeting District Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, cited the following comments of agency executives:

Leonard Bush, Compton Ad.-It's swell this under the proposed plan, it will give more definition of radio circulation than the ABC ed of newspaper circulation in its beginning.

Wilton Billings, Robert, Clifford & Shenstone-All day I'm all for it-the sooner the better.

Harry Woodworth, BDDB-A definite step forward in clarifying up the picture in the whole radio industry.

Beth Block, Joseph Katz Co.-You have heard me speak out often enough about the present system and confessing data to know that I think the plan outlined is a tremendous advance and would be of the greatest value to agencies.

Carlos Franco, Young & Rubicam-I have no plan for a long time and I'm all for it.

Arlene Johnson, Walter Thompson Co.-I consider this the most forward step yet proposed by the radio industry. It is fundamentally sound and will fill a gap that has seriously hindered agencies and advertisers in scientific use of radio as a medium.

Richard Dunne, Kenyon & Eckhardt-I completely endorse the object of this plan.

Frank Kent, Common Advertiser-Adoption of the proposed NAB coverage and circulation would be a great step forward. It is something that has been needed for years.

Linnese Nelson, J. Walter Thompson Co.-This seems to be the answer to what we have been seeking for years. I hope that it is approved and adopted while we are the ones with who have pleased for it are still around to use it.

United Drug Discs


HOOPER REPORTS

PM LISTENING UP

HOOPER report of Aug. 30 disclosed C. E. Hooper Inc., shows an increase over the last report on three counts, but continues to show lower ratings than those for the same period a year ago. Average evening program rating of 0.5 is up 0.5 from the last report, down 0.9 from a year ago. Average sets-in-use of 20.1 is up 1.3 from last report, down 1.0 from a year ago. Average available audience is 7.1, up 0.1 from last report, down 2.5 from a year ago.

Take it or Leave it, the list of the first 15, with Mr. District Attorney and Your Hit Parade third. The list continues as follows: 

1. Mr. District Attorney
2. Your Hit Parade
3. Whatever
4. Westgate Everett Horton, Can You Top That
5. Frank Sinatra and Gabe Hender (Mon., Wed., Fri.)

Carter Drops Series

CARTER PRODUCTS, Inc., New York, on Sept. 24 will drop the Carter's Little Liver Pills program, Keepskaps, on the Blue, Sundays, 9:30-9:55 p.m. Although Carter is not using this program now, he feels that Ted Bats, agency handling the account, is working on another feature. So, when Carter, on behalf of Arrid, a deodorant, is currently sponsoring Deadline Dramas and Jimmie Fidler, the latter program handled by Small & Seiffer, New York.

NAB Ad Post G.

To Helen Cornelius-

Director of OCR Surveys Will Assist Lewis H. Avery

HELEN CORNELIUS, appointed interim director of retail radio Ad. of the NAB, will be formally introduced to the membership last Tuesday at the opening session of the NAB conference. Miss Cornelius has been survey director and director of the Office of Civic "Require Me Produc Advertising. She also operated own merchandising and promotion bureau.

Headed OCR Survey

When the War Production Board asked her to head its OCR survey division, she closed her own business to take the Government post. In her new position with NAB she will supervise a retail test with Joske's of Texas, San Antonio, and will work with Lewis H. Avery, Director of Broadcast Advertising.

In her introductory speech Miss Cornelius told the NAB that the "retailer must make advertising, especially radio." She cited results of surveys which indicate that when the war is over housewives will want replacements and buy appliances and other necessities now off the market. Radio must and will play an important part in helping to sell new merchandise, she added.

Jenkins Retires

ALEXANDER T. JENKINS, chief, Security Section of the Engineering Dept. of the FCC, is retiring from the Government after 30 years continuous service with the Interstate Commerce Commission and the FCC; it was reported last week. John A. Jenkins, who in 1928, senior telephone and telegraph engineer in the Common Carrier Division, of Mr. Jenkins was appointed assistant director and principal engineer in January 1944. A graduate of Iowa State College in 1908, he had worked with Bell Telephone in various capacities prior to his Government affiliation with ICC in 1914. Mr. Jenkins is also a veteran of the Spanish-American War.

Ebling to Use Air

EBLING BREWING Co., New York, through Street & Finnny, New York, has advertised for a $1,900 double avail radio budget for a fall drive for Premium Beer, distributed in the East, marking its first use of the medium.

Page 86 • September 4, 1944.
HIGH SCHOOL STUDENT Dorothy Poindexter says of radio, "Gosh, radio is simply out of this world. Harry James or the Radio Theatre or Frankie Sinatra—we like them all. You should see the kids when the loudspeakers are on in the classrooms. It's fun to learn that way. That's for me!"

Readin', Ritin', Rithmetic—and Radio
What is the mental age of an average American? The broadcasting industry is aware that its influence alone during the past twenty years has been greatly instrumental in advancing this nation's I.Q. KMBC has always set aside a generous portion of sustaining radio time for pure educational purposes. Its Classroom of the Air, the Big Brother Club and wholehearted participation on the American School of the Air are all widely known. At present KMBC at its own expense is completing a personal interview survey with radio stations throughout the country to prepare itself for even broadened responsibilities in the postwar world.

Of course—KMBC-FM—An extra service at no extra cost!

DEDICATED IN BEHALF OF AMERICAN BROADCASTING TO THE HOME AND THE COMMUNITY

KMBC OF KANSAS CITY FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
"I don't see how you could improve upon that."
—Claude H. Wickard, Secretary of Agriculture

Credo of the WKY Farm Reporter

TO CONTRIBUTE

—to the security of life on the farm
—to the advancement of the science of farming
—to the social and economic advancement of our farmers
—to the conservation of the soil resources of our state
—and to proper utilization of its fertility

Speaking from Washington on August 8 to more than 600 of Oklahoma's leading agricultural, business, financial and educational leaders assembled in Oklahoma City to dedicate WKY's new farm service program, the Honorable Claude H. Wickard, Secretary of Agriculture, repeated the credo of WKY's "Farm Reporter" with the comment, "I don't see how you could improve on that as a charter for the Farm Service Department." Present at the dedicatory program were Undersecretary of Agriculture Grover Hill, Oklahoma's Governor Robert S. Kerr, President Henry G. Bennett of Oklahoma A. & M. College, and scores of prominent farm-conscious Oklahomans who echoed Mr. Wickard's praise.

Inauguration of this new farm service program, under the direction of Edd Lemons, long a leader in Oklahoma farm affairs, immediately sparked widespread interest in Oklahoma soil and farm improvement which already is rapidly being fanned into a plan of statewide action.