DENVER is one of the nation's

PLUS-H MARKETS

Denver is 22nd in Population
Denver is 19th in Retail Sales
Denver is 15th in Drug Sales
Denver is 25th in Food Sales

Among Cities East of the Rockies

KLZ Delivers the DENVER MARKET

Are YOU putting Major Market Sales Effort in the Denver Market?

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

Represented by THE KATZ AGENCY
The Inland Empire
Nation’s Bright Spot

1943 Effective Buying Income...$908,942,000
1943 Farm Income ............... 301,104,000
1943 Retail Sales ......... 482,999,000
1943 Per Capita Buying Income ... 2,252
National Per Capita Average ... 1,103

A Few Comparisons
1943 Buying Income
Spokane Trade Area ........... $908,942,000
Newark, N. J. ................. 868,191,000
Cincinnati, Ohio .......... 859,868,000
Minneapolis, Minn. .... 850,267,000
Buffalo, N. Y. .............. 724,400,000


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

National Representatives: Edward Petry & Co., Inc.
The Only Single Medium Completely Covering the Inland Empire
ARE YOU LISTENIN'?  

5,000 WATTS  
980 KILOCYCLES  
NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon. Night audiences too are increasing to an amazing extent.

WSIX's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX's Primary Area live 803,981 people (1940 Census) who transacted a total retail business of $200,558,000 for the year ending 9-30-43 (Sales Management). WSIX's Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

THE KATZ AGENCY, National Representatives

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for WSIX broadcasts.

WHO WOULDN'T LISTEN TO -

Earl Godwin  
Booke Carter  
John B. Kennedy  
Upton Close  
Gil Martyn  
Cedric Foster  
Walter Compton  
Leon Henderson  
Arthur Hale  
Drew Pearson  
Walter Winchell  
Fulton Lewis, Jr.  
Martin Agronsky  
Raymond Gram Swing  
Paul Neilson
making a fortune
with Fortescue...

In suburban Stoneham, outside Boston, two New Englanders named Eldred and Barbo make and sell good furniture. The other day they signed a contract renewing their participation on Priscilla Fortescue’s WEEI program, Good Morning, Ladies, for 52 more weeks.

Twenty-seven months ago Eldred & Barbo were just furniture-makers. They decided to open their own retail store in Stoneham. All they needed to get ahead in this pleasant town-out-of-town was some customers. Tough problem. Against gravity, you might say. Ten miles out by bus or by trolley...

Then they heard about Priscilla Fortescue and her daily Good Morning, Ladies program. They bought a participation. People began to “come out to Stoneham” to see the furniture she talked about. Eldred & Barbo upped their advertising budget. Then upped it some more.

Now they’re on Priscilla’s program 6 days a week…every week.

Why, some evenings nowadays their sales run into the thousands...

Priscilla’s formula is simple, direct. Plain philosophy; friendly chats each day with a guest—maybe a seamstress, maybe a movie star. Good Morning, Ladies is selling 11 different products and services a week. (In one recent week three sponsors renewed for a solid year.)

Sooner or later there’ll be a chance to put your product or service on her counter. But the right time to fix this—with us, or with Radio Sales—is now.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS
When you think of

NEW ORLEANS

you think of

549,281 RATION BOOKS NO. 4

... You Think of

WWL

NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

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

Pictures tell the story of

PUBLIC SERVICE

by the West Virginia Network and its own

WAR CORRESPONDENT

The distance of war can't help but seem shorter to West Virginia homefronters when they hear the voices of their loved ones via Howard L. Chernoff’s trans-Atlantic and recorded broadcasts. We're mighty proud to be able to render such appreciated public service, by having our own war correspondent in France with our own West Virginia boys.

Not only does Chernoff enable the folks back home to hear their loved ones by radio broadcasts, but he also pictorializes his meetings with these boys. We at this network see to it that every mother, wife or family get a photograph of these meetings.

It is our opinion that at this time there is no finer way to serve our listeners. In doing this, we've established a bond of friendship that will carry on through the years.

The West Virginia Network

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

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

Represented by the Branham Company

Broadcast Advertising September 11, 1944 • Page 7
High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.

Portable Television Camera—one of many RCA Television developments.

Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.
MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on equipment.

RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want — support you can depend on — whether your program goes out via AM, FM or Television.

RCA makes them all.

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY... IN Radio... Television... Tubes... Phonographs... Records... Electronics
"I'M A LITTLE ROBIN, FOLKS—SPEAKING FOR ROBIN RINSE!"

Okay, Butch—if you’re a little robin, why don’t you use Sonovox, and talk in a robin's voice?

Sonovox can make birds talk in words—can articulate in almost any sound. But you have only scratched the surface of Sonovox possibilities when you use such elementary ideas as having Tovser bark a commercial, in words, for Woof-Woof Dog Biscuits! Many of the most effective Sonovox applications are the ones where there’s no obvious "tie-in"—where there’s merely a good commercial spoken in the sweet voice of a violin, or the hum of a motor, or in any other unusual, memorable voice that's different!

Your imagination is the only limiting factor to what Sonovox can do for you. It’s a rare opportunity for creative minds.

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

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

FREE & PETERS, INC., Exclusive National Representatives

CHICAGO: 150 N. Michigan, Franklin 6373
NEW YORK: 444 Madison Ave., Plaza 5-4130
SAN FRANCISCO: 111 Sutter 4353
HOLLYWOOD: 6331 Hollywood 2151
ATLANTA: 322 Palmer Bldg.

"Some Typical SONOVOX PIONEERS*"
American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee
(McCann-Erickson, Inc.)
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunyngham, Inc.
Colgate-Palmolive Peet Company
War Wheelock Co. and Wm. E. & Co., Inc.
Delaware, Lackawanna & Western
Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
Feigenspan and Dobler P.O.N.
Brewers & Ales
E. T. Howard Co.
Feltman-Curme Shoes
Russell & Co. Corner Advertising Co.
Forum Cafeterias of America
Griesedieck-Western Brewery Co.
(Stag Beer)
Mason, Inc.
Grocery Store Products Sales Co., Inc.
(Foeld's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co.
(Woodthorpe's Products)
Lemen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pittsburgh American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers Service Corp.
(Tyssie Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.
Dewey Demands Free Radio, Revised Law

Asserts FCC’s Role Should Be Limited To Technical Regulation

By SOL TAISHOFF

Copyright 1944, Broadcasting Publications, Inc.

HOW DOES Gov. Thomas E. Dewey, the Republican Presidential nominee, stand on radio? Does he go beyond the “free radio” plank of the Republican platform adopted last June? Is he opposed to rigid Governmental restraints? Does he favor a ban on sponsorship of news and commentators?

Through arrangements made by the Republican National Committee, I interviewed Mr. Dewey last Wednesday in New York—just before his departure for his first nationwide campaign trip. I found him unusually well informed on all aspects of radio. His answers were brisk and direct.

The views of Franklin D. Roosevelt, the Democratic nominee, are well documented and are reflected in the policies and philosophies of the FCC during the last dozen years of the President’s incumbency. Mr. Dewey’s views, aside from his trumped endorsement of the “free radio” plank in the GOP platform and his praise for the war job radio has done, heretofore have not been expressed. He pulled no punches in answering my questions.

Role of FCC

Like President Roosevelt, Gov. Dewey knows radio and is an accomplished radio speaker. He is relying heavily upon radio, both network and spot, to carry his ticket to victory in November.

The Republican Platform calls for a “new radio law which will define in clear and unmistakable language, the role of the FCC”. I asked Gov. Dewey to elaborate on that. In a twinkling he responded: “I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window.”

Gov. Dewey made it clear that the thought of Government ownership or operation of stations is abhorrent to him and to his party. “Radio in this country,” he said, “has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine.”

What about the proposal of Senator Wheeler (D-Mont.) that sponsorship of news and commentators be banned, I inquired.

“It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content,” was the rejoinder.

Taking cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving CIO free radio time, Gov. Dewey said he felt radio should present all points of view and that it should “guard free speech zealously”. But he quickly added: “No organization that is a ramp part of one wing of a political party has a right to demand radio time on behalf of its activities for that party.”

Keenly aware of the impending development of both FM and television, Gov. Dewey feels they offer “great potentials for service to the public and to the stimulation of business”. Then he observed: “The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempting to apply new social concepts that would hamstring such developments.”

“The development of FM and television is up to private enterprise. The role of the Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what and how, it is outside the province of Government.”

In the course of the half-hour interview in his hotel suite, Gov. Dewey talked intimately about his own use of radio, and again complemented the nation’s broadcasters for their “splendid war service”. He said he was relying heavily upon radio in his campaign because it affords a direct means of reaching the electorate. With us was Henry R. Turnbull, chairman of the planning committee of Duane Jones Co., advertising agency which is handling the GOP account and Mr. Dewey’s radio adviser since his campaign for the Empire State’s governorship two years ago.

“Radio,” said the Governor, “provides the only means by which a candidate for office can speak directly to the whole people. It provides the only way to get personally acquainted with the people. I have always believed in going on the radio on matters affecting the people’s interest.”

World Problem

When I asked the GOP nominee about his reputation as a “radio precisionist”, he smilingly turned to Mr. Turnbull. “Why don’t you answer radio questions, Henry?”

Mr. Turnbull proudly observed that Mr. Dewey had made 18 fifteen-minute speeches in the last gubernatorial campaign, and had run over “just 20 seconds in one of them”. During his tenure as Governor he has never run overtime.

Gov. Dewey has no set ideas on the FCC’s operations. He said his views on “efficient Government” are well known. “I think it is highly important,” he added, “that the personnel of all Government commissions should be of the highest calibre and that the kinds of appointments I will make.”

International broadcasting, Gov. Dewey feels, is an important job ahead, and one to be worked out by mutual agreement among nations. On this score, he commented: “The dissemination of news, information, knowledge and culture among the nations of the world is one of the most important tasks.

(Continued on page 58)
Nets Carry 31 New Sponsoring Shows

Commercial Programs Now Total 321
For Season

WITH 31 commercial programs starting on the nationwide network this fall, the broadcast picture is noticeable among the new programs, which include news, dramatic, musical, comedy, quiz and variety shows, as well as household programs and daytime series.

This season marks the return to commercial radio of Ed Wynn after an absence of seven years and of Rudy Vallee, after a shorter absence while on active duty with the Navy. It also marks the beginning of a commercial career for Town Meeting of the Air, one of the foremost forums, which last week did its first broadcast under the sponsorship of Reader's Digest.

Fannie Brice and Frank Morgan, co-starred for several years, have their separate programs this season. Harry Ackroyd and Ozzie Nelson, who as singer and orchestra leader have supported other stars for years, Red Skelton most recently, also get a chance at starring under their own names. Jack Benny returns to his old time and network, but for a new sponsor, after ten years with the old one. He also is a new competitor as General Foods, his former sponsor, is placing Kate Smith on CBS opposite the Benny spot on NBC at 7:30 Sunday evenings.

Of the 31 commercial series on the network this fall, 184 are broadcast in the evening and 137 during the daytime hours, the latter figure including 20 Saturday and 30 Sunday programs. After adding programs in addition to the usual across-the-board serial drama and news programs. Reversing the trend of a couple of years ago, this fall will see 11 new programs of an hour or longer on the air: New York Philharmonic Symphony for U. S. Rubber, Kate Smith Hour for General Foods and Lux Radio Theater for Lever Bros. on CBS; General Motors Symphony and Kay Kyser's College for American Tobacco for NBC; Town Meeting for Reader's Digest on the Blue, and the boxing bouts for Gillette Razor and the Old Fashioned Revival Hour on CBS.

The list of new programs taking the place of those resuming their schedules follows:

**BLUE**

- All-Channel Mfg. Co., Milwaukee (institutional), Oct. 7, Monday-Saturday, 8:30-9:30 p.m., time is negotiable, N. Y.

- Aluminum Co. of America, Pittsburgh (institutional), Jerry Lane & Barrymore as Miss Hattie*, Sun., 8:30-9 p.m., time is negotiable, N. Y.

- Brown's Sales Division, New York (dealers, distribution), Sept. 8, Happy D各行*, 7:30-8 p.m., time is negotiable, N. Y.


- Ledera Labs, New York (institutional), Oct. 8, Doctors Talk It Over*, Fri., 10:30-11:45 p.m., 183 stations, Hassad Adv., N. Y.

- Lockheed Aircraft Corp., Burbank, Calif. (institutional), Sept. 6, A Man Named X*, Sat., 9:30-11 p.m., 143 stations, Foote, Cone & Belding, N. Y.

- Owens-Illinois Glass Co., Toledo (institutional), Sept. 7, Fred Waring Programs*, Thurs., 7:30-8 p.m., repeat (10:30-12 midnight), 187 stations, J. Walter Thomson, N. Y.


- Security Mfg. Co., Atchison (pencils and mechanical pencil sale), Sept. 17, George Hina, Sun., 1:15-1:30 p.m., 190 stations, Swing and Valley Co. & Agencies, N. Y.

- Sweats Co. of America, Hoboken (Tools), Sept. 8, Happy D各行*, 7:30-8 p.m., 67 stations, Duane Jones Co., N. Y.

- Tuckwell Clothing Co., Roxbury, Mass. (clipper cloth crafts), Sept. 24, Dorothy Thompson, Sun., 8:14-9:30 p.m., 177 stations (repeat, 11:15-11:30 p.m.), Emil Mogol Co., N. Y.

- Wander Co., Chicago (Ovaltine), Sept. 25, Captain Midnight, Mon. thru Fri., 5:45-6:30 p.m., 54 stations (repeat, 9:45, 7:45, 8:45 p.m.), Hill Blackett & Co., Chicago.

**CBS**

- Armour & Co., Chicago (meats), Oct. 2, Happy D各行*, 7:30-8 p.m., (repeat, 10:15-11:30 p.m.), 243 stations.

- What's This*, Sat., 8:15-8:30 p.m., station list not set, Foote, Cone & Belding, N. Y.

- Y. B. Palmolive-Peet Co., Jersey City (soap), Sept. 12, Blanche, Sun., 8:30-9 p.m., 131 stations, William Ely & Co., N. Y.

- CRESTA Blanc Wine Co., Los Angeles (wine), Sept. 3, This Is My Seat*, Tues., 9:30-10 p.m., 123 stations, BBDO, N. Y.

- Cadbury Packing Co., Chicago (Old Dutch Cleanser), Aug. 7, Tenn and Tim*, Mon. thru Fri., 4:30-5 p.m., handled by Paul Adv., Chicago.

- Scripto Electric Light & Power Co., New York (institutional), Sept. 20, Nelson Eddy in Edw. E. caramel, Mon. thru Fri., 9:30-10 p.m., 123 stations, W. A. Yer & Son, N. Y.

- Dunderland Co., Brooklyn (tobacco), Thurs., Sept. 23, Inez Crowe*, Mon., 7:15-8 p.m., 45 stations, Blower Co., N. Y.

(Continued on page 56)

**Democrats Buy 11-Hour Election Eve on Major or Nets**

**Special Radio Series Aimed at Farmers Planners; Plan to Ease Time Problem of Nets Offered**

THE Democratic National Committee last week announced several major developments in its radio campaign plans, having purchased the 10-11 hour on election eve on all major networks. It is time and President Roosevelt's first campaign address Sept. 23 on NBC Committee also revealed plans for a special radio series directed to farmers and highlighting the benefits they have derived from the present Administration.

Time secured on the full networks of NBC, CBS, Mutual and the Blue is the 10-11 p.m. period, Nov. 6. Nature of the program and the speakers will be made public later.

**President's Talk**

The President will be heard on NBC, and possibly on other networks too. Sept. 23, 9:30-9:50 p.m., he addresses a dinner of the International Brotherhood of Teamsters (AFL) at the Statler Hotel in Washington.

The committee had already proposed the networks that it would not request half-hour evening periods for any speaker except the President, if the networks would agree to five weekend hours between popular evening programs. The idea is to secure the widest audience with the minimum interference with normal commercial schedules.

This plan, as explained by John E. Hamm of Biow Co., agency in charge of the Democratic radio time arrangements, will permit the party to reach maximum audiences with its campaign messages and in the last few hours before the polls open, with sponsors and broadcasters—neither displacing popular evening programs from their accustomed spots nor competing with them for listeners.

The committee has held meetings with CBS and NBC to discuss the plan and both networks have agreed to it in principle, and are working on it with sponsors and agencies. The committee's program for farmers recalls Roosevelt Sunrise Hour broadcast as a special network show during the 1932 presidential campaign, handled by Paul Porter, now democratic publicist director.

The 1944 version, which may possibly have the same title, will be a series of quarter-hour transmissions to be broadcast five times weekly beginning Sept. 18 and continuing up to election Day. It will be handled by a group of the unbreakable composition of its first two broadcasts, the APRS will ship 60 packages of these political broadcasts to Army expeditionary stations in Europe, Africa and the Pacific. No Army station is required to use these recordings, only the rule being that if it uses any it must broadcast all the discs in the package.

**Int'l. Salt Drive**

INTERNATIONAL Salt Co., Scranton, starts its annual fall and winter campaign for Sterling Salt later. Nine-week radio calls for one-minute recorded announcement combining jingles and straight copy at varying frequencies on 15 stations east of the Mississippi with the exception of the Arthur Godfrey programs on WINS, New York and WTOP, Washington, where live announcements will be used. Agency is J. M. Mathes Inc., New York.

**WSAI Names Raymer**

PAUL H. RAYMER Co., station representative, as of Oct. 30, will represent WSAI Cincinnati, recently sold to Marshall Field by Croxley Corp. for $600,000.
1200 Years of Broadcast Announcing

HOW DOES one get a job as radio announcer? What are the inducements? How will television affect the job? What's the best kind of preparation? These and similar questions were kept uppermost in mind when we prepared a six-page questionnaire and distributed it to 917 American radio stations.

Despite the length of the questionnaire, which requires the manager of the station and the senior as well as the freshman announcers to answer, 204 completed questionnaires were returned without any follow-up, and these questionnaires form the basis of this preliminary report to Broadcasting.

Total Experience

The total announcing experience reported by the announcers answering the questionnaire totals 1219.5 years, the baby announcer having had his job ten days and two veterans each reporting 16 years of continuous service before the mike. Between two extremes there is an average of 18 months of service for the freshmen and six years nine months for the seniors. Let us see what their experience has to offer us.

Education—While 96% of all announcers are high school graduates, roughly 50% attended college, 41% having been granted the A.B. or some other baccalaureate degree. It is unusual to find a non-college man or woman among the freshman announcers. Both in high school and college the subjects of major interest for both groups were English, speech and dramatics, and music. Closely allied to their class work in these subjects was the preparation in extra-curricular activities in public speaking, debating, dramatics, glee club singing and athletics—all these being most often mentioned in the order given.

How They Broke Into Radio Announcing—Here the veterans present a more varied story. Sometimes they were acquainted with the manager of a station and indicated to him that they would like to have a try at announcing. Frequently they were theatrical musicians whom the talkies talked out of work. Others of them were salesmen who envisaged announcing chiefly as a salesman's job. Most of them began as part-time announcers. Those who have reached the top of their profession almost invariably began with small stations and arose to national hook-up stature by going from smaller to larger stations.

Many of the freshman announcers obtained their first experience on a college or university station. Others wrote letters of application to their local stations asking for an interview. During the interview they expressed their hopes to become radio announcers and were taken on as substitutes, once the manager was satisfied the candidate's voice and diction passed muster.

Salaries—Aside from the rates of the American Federation of Radio Artists, which are paid by the networks for commercial programs, the compensation varies considerably. The poorest paid of the freshman group receive 50 cents an hour and go as high as $8.00 an hour. The average weekly salary for this group is $35.50. This figure represents a $10.25 increase over their average beginning salary.

Extra Fees

The veterans began at a similar average salary ($25 per week) and are receiving $55.25 on the average exclusive of additional fees paid by sponsors. Approximately 28% of the veteran announcers report that they receive fees from sponsored programs over and beyond their base pay.

The highest annual salary reported was $10,000 plus a year. This scale of salaries does not include the compensation received by a number of big-time announcers who are "written into the script!". Approximately 40% of the independent stations report that their announcers are given periodic pay increases. Several of the managers added notes that in their opinion present salaries for beginning announcers were excessive and would doubtless be revised downward with the termination of the war.

Duties of Radio Announcer—The usual job of a radio announcer entails many more duties than just announcing. It seems that only the large stations specialize in this respect. The other stations require their announcers to be jacks of all trades. They must aid in production, newscasting, handling sound effects, do some occasional acting, write scripts and continue to handle police programs, and even hustle up accounts and do some promotional work.

Few Standards

To be sure, not all announcers are required to do all these things, but the more adaptable the young announcer is, the better. Such duties hold for both the senior as well as the freshman announcers on the smaller stations. On the other hand, the more announcers a station has the more opportunity the seniors have to continue using their efforts on announcing only.

Few stations distribute printed material that defines the duties of their announcers or indicates what their standards of selection are. One notable exception to this rule is WNYC, owned and operated by the City of New York. Since its announcers obtain their positions by competitive examination, the selection process is under the direction of the New York City Civil Service Commission, information is available upon request from that body.

Objectives of Radio Announcers—Almost unanimous is the wish of both freshman and senior announcers to remain in the field of radio, but about 60% of both groups indicate that they would like other positions. The most often mentioned of these is that of station manager. Then follow in order of preference—production manager and head of sales department.

Announcers' Announcers—A tabulation of the most popular announcers with both the freshman and the senior groups puts Henry Von Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tie for fifth place. Lowell Thomas is their favorite newscaster and Ted Husing is placed first among sportscasters.

Pronunciation and Voice—Approximately 66% of the announcers favor the adoption of a single standard of pronunciation and recommend most frequently General American, which is sometimes called 'Middle Western dialect as the most useful for nationwide network broadcasting. Only 12 find Oxford English, the standard of the British Broadcasting Corp., suitable for American stations. They also recommend, almost unanimously, that announcers on local stations use the dialect that is spoken by the local educated listeners. The gravest phonetic sin an announcer can commit, according to the vast majority, is affectation of voice and pronunciation.

Personality Traits—The senior announcers mention certain traits of personality that make for success in their vocation both on and off the air. These, in order of frequency mentioned, are friendliness, sincerity, self-confidence, fairness, and enthusiasm. They feel that egotism is the most frequent cause of failure to succeed as an announcer, far as personality is concerned.

Women announcers—The managers indicate that one of the direct results of the war has been the great increase in women announcers. The ratio at present, based on the results of the questionnaire, is one woman announcer for every 12 of the opposite sex. While most of the managers believe that the ratio will become greater after the war, they stress that the female announcer has proved her worth and will continue to find her place in radio announcing and increasingly so as commentators.

Management's Point of View—While some of the station managers point out that announcers' salaries are abnormally high because of war conditions, the majority feel that staff announcers (Continued on page 53)

DR. BENDER (B.S., Ph.D. Columbia University) is a New York State Certified Psychologist who has long been interested in broadcast speech. Before joining The National Institute for Human Relations he was director of The Queens Speech & Hearing Service Center and lecturer in Psychology at the Polytechnic Institute. NBC invited Dr. Bender to compile "The NBC Handbook of Pronunciation", its sixth book, which was recently published. He is now gathering materials for a book on radio announcing. He has spoken widely over the radio—on stations WJZ WNYC WTRY KOAC WFAS for the Institute.

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Conspiracy in Sale of WFTL Is Alleged at House Inquiry

By BILL ALLEY

IN A DRAMATIC session of the House Select Committee to Investigate the sale of WFTL radio station from Ralph A. Horton to the Fort Industry Co., last Friday, charges that "there was a conspiracy" to get WFTL Miami to Robert A. Vetter, former manager of WFTL; Robert Barker, chief investigator of the Committee; Rosalind A. Vetter; and C. B. Hooper, assistant counsel in charge of broadcasting; George B. Porter, Washington attorney; John W. Miller, FCC senior attorney; Robert A. Vetter, former manager of WFTL; and Emmett C. Choate, Miami attorney.

President over Chairman Clarence F. Lea (D-Cal.), the hearings were addressed by Reps. Magnuson, Miller and Richard B. Wigglesworth (R-Mass.). Rep. Edward J. Hart (D-N.J.) was absent.

Testimony and documents last week brought out the following:

On March 30, 1943, Mr. Horton; Miami and signed an agreement giving Mr. Hoffman and Mr. Vetter, station manager, options to acquire minority interests in WFTL that Mr. Horton was told the contract was "illegal."

That in April 1942 while Chairman Vetter was a guest at the Atlanta Biltmore, his hotel bill of $173.00 was transferred to the Fort Industry account. Both Mr. Vetter and Comdr. Storer vigorously denied that Fort Industry paid the bill.

Testimony by Mr. Horton and Comdr. Storer, supported by correspondence, indicated that Mr. Bennett was retained by Mr. Horton at $1,200 annually plus travel.

The House Select Committee to Investigate the Sale of Radio Stations to Robert A. Vetter, former manager of WFTL, was called and its hearings continued.

By Mr. Horton and Comdr. Storer, supported by correspondence, indicated that Mr. Bennett was retained by Mr. Horton at $1,200 annually plus travel.

The House Select Committee to Investigate the Sale of Radio Stations to Robert A. Vetter, former manager of WFTL, was called and its hearings continued.

Mr. Lewis takes over at Kenyon & Eckhardt from Dwight Mills, executive vice-president and acting director of radio.

Fly Cancels Speech

UNDER SUBPENA to appear before the House Select Committee to Investigate the Sale of Radio Stations, James Lawrence Fly of the Commission last Friday was forced to cancel the speaking engagement he had scheduled for Tuesday (Sept. 12) in Chicago. Mr. Fly was to have addressed "The Transportation and Communications Policies of American Bar Assn. on "Postwar Communications" but the House Committee declined to excuse him.

RETURN to the 40-hour week, relaxation of existing manpower controls and establishment by OPA of new ceiling prices on civilian goods which will become available via reconversion, including radio receivers, are among the recommendations made to President Roosevelt last Saturday by James F. Byrnes, Director of War Mobilization, to become effective after Germany's collapse.

Anticipating the return to civilian production when Germany surrenders, which he described as "Y-E" day, Justice Byrnes included in his recommendations to the President various proposals to reconvert war industries and to provide for reconstruction of war-damaged areas.

The President's Reconversion Task Force and the Reconstruction Finance Corporation, he said, should be given authority to allocate funds to the States for reconstruction projects. The War Production Board should be given the same authority to allocate funds for industrial mobilization, he said.

Recommendation that there be considered the advisability of allowing manufacturers to reintroduce new forms of television equipment during the last year of war, and of extending the leasing or selling of excess profits taxes when the war with Japan ends.

Byrnes also recommended that certain industries be given a general ceiling on fixed percentages above the base charged on sales of reconverted equipment, as well as on what above prevailing in 1941 when civilian production was under way.

BROADCASTING • Broadcast Advertising
Some shoot into the air
...AND LAND THEY KNOW NOT WHERE!

THAT can be said again and again ... particularly in radio! Do you as a user of time know exactly where your messages land? Do you know exactly how many people actually hear your messages? Do you know exactly what your cost per listener is?

There's one town we know of where you can get all facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore ... the station is W-I-T-H.

Based on the Robinson Radio Reckoner ... (the sound principle of combining coverage, popularity, and cost to get homes per dollar) ... W-I-T-H leads all stations in the Baltimore trading area by a wide daytime margin. And is second to only one station on one program on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.

WITH
Baltimore, Md.

Tom Tinsley, President := Represented Nationally by Headley-Reed
Assigned Fees Actually Double Pay

When the American Federation of Radio Artists demanded an “assigned fee” contract for announcers at WMAL Washington, Kenneth H. Berkeley, general manager, balked. He offered to raise announcers’ salaries $50 a month and to give other promotions as their work merited. AFRA stood pat. Mr. Berkeley saw in the system not only double pay for announcers but the possibility of similar demands from all having to do with commercial programs. The War Labor Board denied the AFRA demands, sustained the station. Here Mr. Berkeley, who also is Washington director of the Blue Network, explains his station’s stand. The WLB decision is significant in view of the scores of AFRA contracts which come up for renewal this fall.

WMAL Rehearing Sought by AFRA

Petition Asks WLB to Reconsider; Wants Open Hearings

AMERICAN FEDERATION of Radio Artists has filed a petition with the National War Labor Board asking for reconsideration of the Board’s rejection of AFRA’s plea for the assignment of commercial fees to staff announcers at WMAL Washington [BROADCASTING, Aug. 28]. Union petition also requests an open hearing before the WLB.

Case went before the WLB Oct. 15, 1943, after the station had refused to sign a contract calling for the assignment to announcers of commercial fees for commercial programs broadcast by these announcers during their regular hours of duty. Instead, the station offered to increase the base pay of announcers from $200 to $250 monthly.

Acceptable

This offer was acceptable to the WLB, which overruled the recommendation of the trial examiner in favor of the assigned fees and approved increase in base pay, retroactive to October 15, 1943.

Question has been asked as to the reasoning of the Board in granting the increase, which apparently violates the Little Steel formula limiting increases to 15% above the Jan. 1, 1941 level. Decision is also said to be at variance with the WLB practice of applying national standards rather than local ones to such cases, as many AFRA station contracts include the assigned fee clause objected to by WMAL with the objection upheld by the Board.

New NABET Members

PETITIONS have been filed by National Broadcasting, the Alliance of Inter- tricarians & Technicians with regional Labor Board offices for certification as handling agent for engineers at several stations. The stations are WWJ Detroit: WHK and WCLE Cleveland; WGY VGY WGF WMAL WRGB Schenectady. In addition NABET has filed for certification as bargaining agent for engineers at the New York recording division of RCA, according to the union.

Big Consolidated Schedule

CONSOLIDATED Radio Commercial Corp., Chicago (Peruna, Kolor- Bak, Zymole Trokey) will sponsor one hour a day, six days weekly, on eleven stations: half-hour a day, six days weekly, on six stations: quarter hour a day, six days weekly, on nine stations. Stations are: WAPI WSB KMMJ WCBH WBT WJDX WWJ WNL WJZ WIB WFKS WJXU WRAL WKA WCMI WRY WJZ WREC WCAX WED WBC WREK WCG WERG WCRU WCLW WAW WIG WIX WBO WIX. Twenty-six week contracts were placed by O’Neill, Larson & McMahen, Chicago.
but he seldom goes.

Organists in NBC's stand-by studios are constantly ready and waiting to go on the air at a second's notice if a power, mechanical or production failure should interrupt a scheduled broadcast.

True, NBC programs have a habit of going on as scheduled and running from start to finish without interruptions. But just once in a while something does go wrong. Then the red light flashes in "stand-by" and the organist, all set for such emergencies—goes.

But goes with what? The first tune that pops in his head? Hardly.

Day after day, he listens to every program, and selects music appropriate to play should it be interrupted. That's why NBC listeners aren't apt to hear "Mairzy Doats" during an emergency break in a symphony program.

* * *

Selecting appropriate music for network emergencies is but a small part of a network's job. But it illustrates the manner in which NBC plans details in every department, overlooks nothing in building smoothness of presentation. A combination of all these little things done well helps give NBC its leadership, helps make NBC "The Network Most People Listen to Most."
Walker and Durr Oppose FCC Grant In Corpus Christi

Criticize Limiting Hearing to Question of Interference

A NEW SPLIT on the FCC, pitting Commissioners Paul A. Walker and C. J. Durr against the majority developed last week when the FCC designated for hearing the application of the new 50,000 w KWBU Corpus Christi, Tex., for a regular license, upon protest of KLRA Little Rock that undue interference is being caused through simultaneous operation of the station on 1010 kc.

Whereas the FCC majority designated the license application (following program tests) for hearing on interference grounds, Commissioners Walker and Durr in a simultaneous statement said their vote in favor of the hearing was not on the technical issues alone.

"It seems to us," they said, "that the past record of the president [Carr P. Collins, head of the Crazy Water Crystals Co.] and certain of the other officials and stockholders of the station in the operations of KXAW Reynosa, Mexico, and the programs which Station KWBU has carried which program tests raise a serious question as to the qualifications of Century Broadcasting Co., as now constituted, to operate in the public interest.

University's Status

"Moreover, the circumstances under which this station was removed from Mexico to the United States, together with the programs carried while it was on program tests, raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license, the Commission should be assured, after a full hearing, that Baylor University will assume its full share of responsibility for the operation of the station and bring to bear upon its policies the influence to be reasonably expected of an educational institution."

KLRA, which operates fulltime on 1010 with 10,000 w, as against the 50,000 w daytime operation of KWBU, contended that daytime skywave interference is caused exceeding the limit specified in the FCC's engineering standards. Moreover, it was held that thousands of listeners would be deprived of service.

Considerable furore was caused when the FCC granted the Collins-Baylor station a license to go. The contention was made that the action violated the 'freeze order' of the Commission against expenditures for equipment or manpower in wartime. The equipment used

CELANISE CORP. BEGINS SPOT DRIVE

CELANISE Corp., New York, Sept. 11 starts a 16-week spot campaign, using participation programs on 35 outlets supplementing Great Moments in Music, sponsored on 167 CBS stations Wed., 10:30 p.m. Anticipating increased consumer goods production for the near post-war future, the company wants to acquaint the consumer with the qualities of Celanese yarns and fabrics.

Schedule calls for participations on an average of five or six times weekly on musical shows, and women's interest programs on the following stations: WABC WNEV WBBM WWJ WWYZ KNDX WGAN WHK WTOP KWBW WCKY KOA WWL KSTP WFIL WPFR KWK WEEI WCAE WTOP KGO WISN KMBD WFEM KXYZ KOMO WHAM WHAS WBNS KION WSB WFAA WBAP WREC WTL.

Agent is Young & Rubicam, New York.

WHBU Transfer

CONSENT was granted by the FCC last week for transfer of control of WHBU Anderson, Ind., from L. M. Kennett (50.1%) to C. Bruce McConnell, president and part owner of WISH Indianapolis.

Robert E. Bauman, WISH licensee business manager, and Earl H. Schmidt, a minor interest holder in WISH, Transaction involved sale for $46,000 of 999 of 1,000 shares issued and outstanding stock in Anderson Broadcasting Co., WHBU licensee. Stock division is Mr. McConnell, 500 sh; Mr. Bauman, 20 sh; Mr. Schmidt, 470 sh. Remaining share is held by John R. Atkinson, WHBU commercial manager. Mr. Kennett relinquishes his WHBU responsibilities because of poor health, application said.

Frank Bull Honored

FRANK BULL, sports commentator and co-owner of Smith & Bull Advertising, Los Angeles, has received a Harvard U. English Dept. award for promotion of better speech. Award was made on basis of "distinct enunciation and ready choice of words".

was that of KXAW, operated as a border station by Mr. Collins and his associates. The 1010 kc channel is a Canadian 1-A. Under the transaction, Baylor was to acquire 55% of the capital stock of the company operating the station, with the money advanced by Mr. Collins. Two sons of W. Lee O'Daniel, Texas Senator, each was granted an option to acquire 130 shares of the 1500 shares issued [Broadcasting, July 19, 1943].

A year ago, upon the original petition of KLRA seeking rehearing, the FCC, by a 4-1 vote, denied the Little Rock station's plea. The Commission then held that the KLRA allegation that the grant is against policy is "meritless."

Chairman James Lawrence Ply was absent and Commissioner Durr dissented, as he had from the original grant.
"We Grow Good Corn
Because We Have the "KNOW HOW"

...... Some Call It
SCIENTIFIC FARMING!

"There Are Millions of 'CORN DOLLARS'
in the Vast KFAB Area"

"Growing corn is a big business with us out here. It's a business that grows bigger every year, too, because we're planting more and more high yielding hybrid corn. Yes sir, 'Corn Dollars' represent a lot of buying power to folks in the KFAB area.

"So we have the cash to buy the things we need. Maybe that's why there are so many radios in this area...and just about all of them tuned to KFAB, THE BIG FARMER STATION."

NEBRASKA'S 1943 CORN CROP
RANKS 3rd IN THE U.S.

Last year, Nebraska produced a record of 216,632,000 bushels of corn. Nebraska is but a part of the vast KFAB area.

"The BIG Farmer of the Central States"
Tidewater Oil to Air Football
For 19th Season on West Coast

SPONSORSHIP of western war-time football for the 19th consecutive season has been arranged by Tide Water Associated Oil Co., San Francisco, which on Sept. 8 began its Associated Football Sport-casts, according to an announcement by Harold R. Deal, advertising and sales promotion manager of the oil firm.

A total of 55 stations throughout the Pacific states will carry football broadcasts from Canada to Mexico. All MBS stations in Oregon, Washington, Idaho and California will air Associated Sport-casts and a number of independent stations are signed for Sunday and night games. To carry broadcasts to home fans when leading teams play out of town, a series of stations have been linked together in a special Associated network, as in the U. of Southern California-U. of Washington game at Los Angeles Oct. 23 which will originate through KMPC Los Angeles and will also be released through KROW Oakland, KWJJ Portland and KVI Tacoma, thus affording complete coast coverage. Arizona listeners will be able to hear the games over a special chain, including KWJB Globe-Miami, KYCA Prescott, KGLU Stafford, KTGAR Phoenix, KVOA Tucson and KYUM Yuma.

Key games on the mainland will be aired weekly through KWBC Hilo and KGMB Honolulu.

In commenting on the series, which will run approximately three months, Mr. Deal said the games will be made available to servicemen in dozens of huge Army and Navy posts in the Pacific area, such as Fleet City, Alameda Coast Guard, St. Mary's Pre-Flight, San Diego Navy Training Center, March Field, and 2nd Air Force. A number of these centers have top-flight teams whose stars were national favorites in peacetime.

This year's half-time entertainment will be devoted to a new feature titled, Where Are They Now? consisting of brief reports on the whereabouts and current activities of former football heroes now in the service written by their former coaches. Sunday games won a wide listening audience, according to Mr. Deal, due to war work which kept fans from their radio on Saturdays. This year's break from the traditional Saturday-afternoon competition is the scheduling of a number of night games. Finding sufficient air time available during the highly valuable night hours posed some problems, but after considerable maneuvering, these difficulties were overcome and a series of night contests will be broadcast.

A crew of experienced sportscasters will air the games. The list includes such favorites as Mr. Deal, due to war work which kept fans from their radio.

Growing Fast

The Blue Network . . . top-flight local and national news commentators . . . outstanding sports coverage . . . well balanced popular and classical music . . . enthusiastic participation in community activities . . . all-out merchandising co-operation—these are among the factors which have combined to earn for KABC its reputation as "The Fastest Growing Radio Station in San Antonio!"

Wadhams on WMFM

WMFM Milwaukee, WMFM's FM outlet, will broadcast a complete season of football under sponsorship of Wadhams Oil Co., a division of Socony-Vacuum Oil Co., and for 16 consecutive years sponsor of play-by-play broadcasts of Wisconsin U. and the Green Bay Packers, professional team, on WMJ. Russ Winnie will start his 16th consecutive season broadcasting games for Wadhams. WMFM also will carry the games for Wadhams.

Voting Urged on Air

The Nation's stations were called upon last week by the NAB to "get out the vote this fall as a public service." Upon adjournment of the NAB Executive War Conference in Chicago, Edgar Bill, WMBD Peoria, said that radio had brought politics closer to the people.

Sorel, Que., Station

A LICENSE has been issued to Henri Gendron and Arthur Prévost, Sorel, Que., for a 250 w station for Sorel. The station will be nationally represented by Radio Representatives Ltd., Montreal and Toronto.
That is a WMFM microphone. It differs from every microphone in Milwaukee, and almost every microphone in the country.

The difference lies in the programs this microphone picks up. Through the WMFM microphones in Milwaukee's ultra-modern Radio City comes a rich assortment of distinctive, quality programs keyed to the wants and needs of its audience. These programs include a rich supply of quality music, fine dramatic programs, news, and all the other factors that go into a well-balanced program schedule.

By combining outstanding programming with the miracles of crystal-clear, static-free FM broadcasting, WMFM delivers hour upon hour of entertainment that has found an eager reception in Milwaukee.

Remember this, when making your fall radio plans. Remember the story of WMFM's distinctive programs and enthusiastic reception.

Get all the information on how your products can benefit from WMFM's prestige building, sales-promoting programs. WMFM can do a mighty job for you.
Listeners depend upon her of food stuffs ... her accuracy best "buys"!

Heard at 11:45 each morning, M Friday, Virginia Davis, "THE FOOD "must" with thousands of busy house St. Louis and the entire KXOK area.

Prepared and presented by Miss Davis, "THE FOOD SCOUT" a veritable gold mine of authentic information on the purchase preparation of each day's best food selections ... pl on rationing and point values. Miss Davis, an expert broadcaster, daily and is an authority on her subject. No wonder thousands throughout the rich, Mid-Mississippi Valley area blanketed by KXOK listen to "THE FOOD SCOUT," Monday through Friday.

So—if you're interested in bringing your product before a tailor-made audience of women . . . of housewives . . . of buyers, look to Virginia Davis and her solidly established, top-notch, attention-getting women's program that can and does reach and sell housewives effectively and fast!

That's why we say that Virginia Davis is a "natural" to help you sell this vast field of women listeners. Her program is one that has real home acceptance — available Mondays through Fridays.

"THE FOOD SCOUT" can stimulate sales for you in this area. Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.
expert knowledge rate "tips" on the
onday through SCOUT, is a
wives throughout

OUT" program is
asing and
us valuable news
visits the markets
ds of women
coverage, like to
ience

KXOK
SAINT LOUIS-1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco
O. B. Capelle, Miles Labs., Stresses Advantages of Small Market Promotion

ADVANTAGES of small market promotion and marketing were advanced by O. B. Capelle, sales promotion manager of Miles Labs., Elkhart, Ind., and Robert H. Perry, regional business consultant of the Dept. of Commerce, at an affiliate meeting of the Keystone Broadcasting System Tuesday evening during the NAB Executives War Conference.

Due primarily to radio promotion, the sales of One-A-Day vitamins in the less populous areas are comparatively ahead of the sales in the metropolitan markets, Mr. Capelle told the affiliates. A potent factor in the small town acceptance of the Miles product resulted from the transcribed Lum & Abner program on KBS. A Hooper in Keystone cities reveals a rating for the program of 10.2, he said.

"The druggist in a small market is entitled to our advertising cooperation just as much as if his store were in a metropolis," Mr. Capelle said.

"He tries to push our product just as hard as the large city druggist and he deserves our support. We believe, therefore, it is our duty to advertise in these smaller centers as a matter of square dealing with the retail trade and as a service to the consumer."

"I see no reason why it is not likewise the duty of every manufacturer of any grocery or drug store product to extend his advertising into the smaller markets, and I predict that the postwar battle for business will see many manufacturers concentrating as much in the smaller communities as in the larger cities."

Mr. Capelle said the statistical services to which Miles subscribes show that 8 out of every 10 families with sets hear one of the Miles broadcasts "in spite of the fact that we have no million-dollar stars on our programs, which include the National Barn Dance, Lum & Abner, The Quiz Kids, News of the World, Lady of the Press, and Robert St. John."

Mr. Capelle warned the affiliates "not to try to emulate the boys with spats and boutonnieres. Be the friendly, regular fellows you are, serving your communities and counting all your advertisers near and far as friends," he counselled.

The vast marketing possibilities that exist in the small towns and rural sections of the country were...
5 LEADING DEPARTMENT STORES USE 50% HOURS PER WEEK ON WLAC, NASHVILLE'S 50 KW CBS STATION.

Represented Nationally by the Paul H. Raymer Co.
From The Secretary of Agriculture:
"I want to add my hearty congratulations on the inauguration of this Farm Service department. I am sure that the rural people of Oklahoma look upon the launching of this public service with a great deal of personal interest and keen anticipation."

CLAUDE R. WICKARD

From The Federal Communications Commission:
"Under such auspices, it should render a valuable service to the station's many listeners." PAUL A. WALKER

From U.S. Dept. of Agriculture:
"If we were to prepare a plan for the operation of the ideal radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail." WALLACE L. KADDERLY

From U.S. Department of Agriculture:
"I believe that the 'Farm Reporter' program can render a very fine service to the farm people of Oklahoma and bring them stories about the accomplishments of farmers throughout the state." LIPPERT S. ELLIS

From U.S. Department of Agriculture:
"Truly WKY is to be commended upon the undertaking of getting the success stories from one farmer to another." CHARLIE KILPATRICK

From U.S. Department of Agriculture:
"I am glad to learn that even though you are located in the heart of one of the greatest oil producing centers in the world, you are interested in improving agricultural conditions." LOUIS P. MERRILL

WKY'S New Farm Service "Baby" Turns Out to be a Giant!
WITH the cheers, blessings, congratulations, and encouragement of high government and state officials, and of business, financial, educational and farm leaders of Oklahoma, WKY's new farm service program was launched auspiciously on August 9.

Actually, the destiny of WKY's new service to Oklahoma's No. 1 industry was settled 18 hours before its bow on the air, the dedicatory dinner attended by the most representative cross-section of Oklahomans ever assembled in Oklahoma City. With the common interests of more than 600 persons at this gathering focused in one direction, the spark of WKY's leadership ignited spontaneously a giant program of action in the interests of soil and farm improvement which almost overnight has spread statewide.

From business men, bankers, merchants, farmers and stockmen throughout the state have come encouragement and promises of co-operation.

WKY's "Farm Reporter" program, therefore, was launched in high speed, initiating at the very outset a plan and a program for immediate statewide action whose ultimate benefits in soil conservation and agricultural advancement are incalculable.

WKY believes it could render no greater service to its state and its listeners than in promoting and executing such a program.

EDD LEMONS, WKY "Farm Reporter," set the pattern of daily programs on his first broadcast, interviewing outstanding state farmers on various phases of farm operation.

FROM CHANDLER, OKLA., WKY's "Farm Reporter" originated the first of a series of on-the-spot broadcasts. Farmers from this area were heard in a program originating in the town's public square. On succeeding Saturdays, programs originated from Pauls Valley and Clinton, Okla.

From Oklahoma's Governor:

"I predict that the "Farm Reporter" will make an indelible mark on the progress of agriculture in Oklahoma that will be long remembered.

ROBT S KERR

From a State Senator:

"Please accept my congratulations on the great service you have inaugurated."

M A NEAL, Oklahoma State Senator

From The President of the Oklahoma A & M:

"The farm hour inaugurated by WKY will be of incalculable value. Its function will be to challenge you to encourage and to inform. All Oklahomans should be grateful to this great facility for the consideration and effectuation of this splendid public service."

DR H G BENNETT

From a State Corporation Commissioner:

"I am glad to see your organization sponsoring this great cause. You can and will render a real service to the people of this state."

WM J ARMSTRONG

From a Farm City, Okla., Banker:

"I wish to congratulate you on inaugurating this splendid new service program.

W J PEPE, Executive Vice Pres., The Security Bank

From Oklahoma Pecan Growers' Assn:

"There will be no doubt about soil conservation and improvement when men of your caliber and your great WKY and your publications continue your efforts."

Y L KIXER, President

From a County Agent:

"I am very much interested in this new department. I think a farmer who has done something different and has been successful with it is entitled to be recognized on the air. This will make your program more popular each month."

F HUMPHREY, Okfuskee County

From The President of Wilson & Co.:

"Sincere congratulations upon initiating this splendid WKY farm service program. I am confident that this service will be of great value to the farm people of your state."

THOMAS E WILSON

From an Oklahoma City Banker:

"You are certainly to be commended on your foresight in offering this timely service."

HUGH L HARRELL, Vice Pres., First Natl Bank

From an Agricultural Instructor:

"I am sure that your splendid efforts to render a real agricultural service to Oklahoma will prove most successful."

CLAREMONT EDWARDS, Fredericksburg, Okla.

From a McAlester, Okla., Banker:

"A program of this kind has been needed in the State of Oklahoma for a long and long time."

C L BRIDGES, Vice Pres., First National Bank of McAlester

From a Caddo, Okla., Banker:

"My hat is off to WKY for this fine program, known as the "Farm Reporter." This will benefit all the farmers and farm groups as well as the business and professional men of this great state."

T B GANT, Pres., First National Bank

From a Public Utilities Executive:

"I wish to extend my sincere congratulations to your splendid program. If I were in your place, I would look for a place in the program."

T W HICKS, Gen. Sales Mgr., Oklahoma Natural Gas Co.

From a Tulsa Banker:

"Your radio program will certainly do a real service to all of rural Oklahoma."

B W BISHOP, Vice Pres., First National Bank

From an Insurance Company President:

"I want to commend you for taking these constructive steps in the building of Oklahoma."

R T STEELE, President, Mid-Continental Life Insurance Company

From the Oklahoma Farm Bureau:

"Congratulations on the growth of this new service and it will be a pleasure to assist in any way possible to increase its success."

J OHN J WASHINGTON, President, Mountain View Okla.

From a Kentuck, Okla., Banker:

"Glad to hear this good work going on."

F P SWAN, President, First Natl Bank
CBS Files for Four Additional 16 mc Ultra-High Frequency Video Outlets

CBS LAST WEEK indicated a willingness to back up its faith in wideband ultra-high frequency television as a reality in the immediate post-war era by filing applications with the FCC for licenses to operate television stations in Boston, Chicago, Los Angeles, and St. Louis, using a 16-mc channel located between 400 and 476 mc. On June 28 CBS applied for a New York station on that same operating channel.

Dual Operation Planned

Applications are in line with the CBS proposals of last April that television be moved upstairs in the radio spectrum as soon as possible after the war, without allowing the new medium to become established on present standards which CBS believes not good enough for successful commercialization, a view which recently received support from the recommendations of the interdepartmental Radio Advisory Committee (Broadcasting, Aug. 14). Although the CBS applications for ultra-high frequency video stations total five, the maximum permitted by the FCC for commercial operation, the network does not plan on discontinuing its sight-and-sound broadcasting on its present video station, WCBW New York, which operates on the 60-66 mc channel, until such time as service in the higher frequencies is established. It is expected that dual operation in New York will provide a chance to demonstrate the advantages of the system advocated by CBS over the present narrow-channel service at lower frequencies.

No action on the applications is likely until after the conclusion of the FCC allocation hearings, starting Sept. 28 in Washington, which are expected to be followed by the assignment of definite operating channels for all radio services, including standard broadcasting, FM communications and the others as well as television. Even then the FCC will retain all applications for new services in a suspended file, pending lifting of a materials freeze order.

SMITH & BULL, Adv., Los Angeles, to enable staff to hear all agency program auditions as they are broadcast, has equipped its new quarters with loudspeakers connected with master control room.

NAB Board Names Allocations Group

Craven Heads Subcommittee To Plan Part in FCC Study

NAB participation in the general allocation hearings called by the FCC to begin Sept. 25 will be drawn by a subcommittee of its Board of Directors, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Iowa Broadcasting Co. Other members of the committee are Kolin Hager, WGY Schenectady, and John E. Fetzer, WKZO Kalamazoo, now serving in Washington as assistant director of censorship in charge of radio.

The Board, at a meeting Aug. 31 following the close of the NAB Executives War Conference, concluded that the NAB should urge adequate provision for all types of broadcast service, present and future, in the new allocations, and without supporting the individual claims of any particular service [Broadcasting, Sept. 4].

Mr. Craven, elected to the Board by what was understood to be a virtually unanimous vote (the balloting was not made public), will draw upon his comprehensive background as an engineer, a Naval officer and a member of the FCC in formulating the NAB's plans. The Board subcommittee will work with the NAB's Engineering Executive Committee in drafting the appearance, due to be filed by Sept. 11.

Members of the Engineering Executive Committee are: John V. L. Hogan, WQXR New York, chairman; O. B. Hanson, NBC; William B. Lodge, CBS New York; G. Porter Houston, WCBS Baltimore; Dr. F. M. Doollittle, WDRG Hartford.

Block Drug Promotes

BLOCK DRUG CO., Jersey City, is using one-minute live and transcribed announcements on some 10 stations in the east for Dentu-Grip, a dentrifice. Stations will be added as distribution is extended. Agency is Cecil & Presbrey, N. Y.

RADIOMARINE Corp. of America has earned a third star for its Army-Navy E flag for "outstanding production".

"He's been listening to rationing news on WFDF Flint, and he goes home on a furlough tomorrow."
The Washington Post assumes control of WINX

EUGENE MEYER, PUBLISHER OF THE WASHINGTON POST, AUTHORIZED THE FOLLOWING STATEMENT UPON COMPLETION OF THE TRANSFER:

"When I took possession of The Washington Post in June, 1933, I stated in the first edition that:

★ ★ ★ ★

'It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support.'

★ ★ ★ ★

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station,' devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interest and the needs of its constituency."

WINX

The Washington Post Station

Washington 1, D. C.

National Representative: FORJOE & CO. • New York • Philadelphia • Chicago
Purely PROGRAMS

HISTORY, literature and music of the Jewish people will serve as source material for The Eternal Light, weekly half-hour Sunday series to be presented on NBC in cooperation with the Jewish Theological Seminary of America, beginning Oct. 8. Over-all purpose will be to show Judaism as a moral force in the important moments of history. Dramatizations will be followed by choral music and a short talk by rabbis and laymen. Program will be presented under the supervision of a radio committee of lay and rabbinical representatives, of all branches of Jewry in the United States, with Rabbi Louis Finkelstein, Jewish Theological Seminary, president, as chairman.

Highschools on Air
ARRANGEMENTS have been made by WASK Lafayette, Ind., to broadcast each Thursday afternoon from a different high school in that area a new program called High Schools on Parade. Participating on the hour-long broadcast are students, campus organizations and groups and school officials. Local merchants sponsor the program each week which is conducted as a student assembly feature, with school held-over for the show. Idea was originated by Bill Warren, WASK program director.

3 KEYS For Your Spots
WDRC gives you not one—but three keys to successful spot radio advertising. In the Hartford Market, WDRC has the winning combination of 1) coverage, 2) programs and 3) rate!

NEW SERVICE SHOW
A PUBLIC service program, Open House, offering opportunity of expression to individuals and organizations with messages of public importance, started Sept. 7 on WMCA New York under sponsorship of Abe Stark, Brooklyn clothing merchant. Edward Bobley serves as moderator of series which will be heard two evenings a week. Robert Edwards Co., New York, is producer.

PAUSE

RECEPTIONS for returning Canadian war veterans at Exhibition Park railway station are being broadcast by CKCL Toronto on a Welcome Home program sponsored by the Assoc. of Toronto Hotel Proprietors. Recorded as the boys come home, program in broadcast at set times weekly. Walsh Adv. Co., Ltd., Toronto, is handling the account.

Plays on NBC
THREE WINNING one-act plays submitted in a contest for enlisted men of the Navy, Coast Guard and Marine Corps will be broadcast exclusively on NBC in a series of weekly programs starting Sept. 14. Contest was sponsored jointly by the Third Naval District and John Golden, theatrical producer.

14th FROM Canada Series
ACCORDED the oldest continuously produced medical program in the world, Rochester's Medical Broadcast, conducted weekly over WHAM Rochester by the Medical Society of the County of Monroe, enters its 14th year on the air this fall. With presentation of medical advice and counsel, including guest speakers and roundtable discussions, of interest to the public, National and local speakers, from all fields of medical education and practice, as well as Government, are among those featured.

Arts of Canada
DISCUSSION series on the arts in Canada, Art In Living, was started by the CBC Sept. 5 as a weekly feature. Leading Canadians are heard on the series and Arthur L. Phelps acts as chairman. Series deals with the visual arts, drama, music and literature.

NAB Thanks OWI
COINCIDENT with the NAB Executive War Conference in Chicago last week, program managers of American stations formally expressed their thanks to the Domestic Radio Bureau of OWI. The Bureau stated an announcement had shown an excellent understanding of radio's problems, and through its efficiency thousands of messages of government agencies moved smoothly and swiftly through studios to millions of listeners.

MBS Magazine Tie-ins
MUTUAL Network, in presenting, sustaining programs with magazine tie-ins, has two such shows scheduled to start Sept. 11 and a third in the negotiating stage. In addition to Real Stories From Real Life, now presented in conjunction with a broadcast of Voice of Movieland, based on a Hillman magazine of the same name and featuring Gerry Larson, songstress, Monday through Friday, 4:45-5:45 p.m. Another new show, Monday through Friday, 11:15-12:30 a.m. will have the title and material of a column "Do You Need Advice," appearing in True Romance, a Macfadden publication, with the writer, Joan Porterfield, as star. To be called Jack Creamer, will be moved into the 4:45-5 p.m. spot and may tie in with the True Experiences of the Macfadden women's group.

FOUR TOP MARKETS!
• Central Kentucky WLAP Lexington, Ky.
• Amarillo KFDA Amarillo, Tex.
• The Tri-State WCMJ Ashland, Ky.-Huntington, W. Va.
• Knoxville WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn, and J. Lindsey Nunn

Page 30 • September 11, 1944
To Time-Buyers Who Want Facts...not Fantasy!

**OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS**

<table>
<thead>
<tr>
<th>PROGRAMS*</th>
<th>Omaha** (WOW)</th>
<th>National*** (U.S. Urban)</th>
<th>PLUS Ratings of WOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope</td>
<td>44.6</td>
<td>33.0</td>
<td>11.6</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>31.3</td>
<td>11.7</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>31.4</td>
<td>22.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.7</td>
<td>10.5</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>30.7</td>
<td>22.5</td>
<td>8.8</td>
</tr>
<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>30.4</td>
<td>21.6</td>
<td>8.9</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>22.5</td>
<td>14.6</td>
<td>8.0</td>
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<tr>
<td>One Man's Family</td>
<td>23.0</td>
<td>15.7</td>
<td>7.3</td>
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<tr>
<td>People Are Funny</td>
<td>24.7</td>
<td>13.4</td>
<td>11.3</td>
</tr>
<tr>
<td>Million Dollar Band</td>
<td>18.4</td>
<td>11.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Information Please</td>
<td>22.0</td>
<td>11.2</td>
<td>10.8</td>
</tr>
<tr>
<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Jimmy Fidler (Daytime—Mon.thru Fri.)</td>
<td>11.5</td>
<td>8.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>13.7</td>
<td>7.4</td>
<td>6.3</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>13.9</td>
<td>6.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Light of the World</td>
<td>8.2</td>
<td>6.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Road of Life</td>
<td>12.8</td>
<td>6.2</td>
<td>6.6</td>
</tr>
<tr>
<td>Today’s Children</td>
<td>16.0</td>
<td>6.1</td>
<td>9.9</td>
</tr>
<tr>
<td>Guiding Light (Daytime—Sunday)</td>
<td>11.1</td>
<td>9.0</td>
<td>2.1</td>
</tr>
<tr>
<td>John Charles Thomas</td>
<td>13.6</td>
<td>7.7</td>
<td>5.9</td>
</tr>
<tr>
<td>Those We Love</td>
<td>12.9</td>
<td>7.7</td>
<td>5.2</td>
</tr>
<tr>
<td>World News Parade</td>
<td>6.7</td>
<td>5.1</td>
<td>1.6</td>
</tr>
<tr>
<td>NBC Symphony</td>
<td></td>
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</tbody>
</table>

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.
** From the Winter-Spring, 1943-1944 Continuing Measurements of Radio Listening. December, 1943 thru April, 1944. C. E. Winter-Spring.
***From the 1944 Mid-Winter Comprehensive Hooperatings for "U.S. Urban." Hooperatings based on interviews in 81 cities, a cross-section of all 412 U.S. cities over 25,000 population.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

- **34.4%** of the MORNING audience;
- **49.0%** of the AFTERNOON audience;
- **52.6%** of the EVENING audience.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

**SO WHAT?**

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have always been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

---

RADIO STATION

**WOW INC.**

OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS

Owner and Operator of

**KODY NBC IN NORTH PLATTE**

JOHN J. GILLIN, JR., PRES. & GEN. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

September 11, 1944 • Page 31
Leading Stores Plan to View GE Video Show

GENERAL Electric's invitation to department stores to attend a television program to be held at WRGB Schenectady Friday, Sept. 29, has been widely accepted. Among stores planning to attend are:

- Abraham & Straus, Brooklyn; L. S. Ayres & Co., Indianapolis; Bloomingdale Bros., New York; Milwaukee Boston Stores, Milwaukee; Bullock's, Los Angeles.

A NEW book on training the speaking and singing voice by Dr. Franklin D. Lawson has been published by Harper & Bros., New York, $2.50.

INTRODUCING Ted Mangner (left), new director of farm programs for KMOX St. Louis, is Wendell Campbell, assistant station manager. Mr. Mangner is a former assistant professor of radio extension in the College of Agriculture at the U. of Illinois, and has been broadcasting farm programs from WILL Urbana, Ill., in addition to writing his farm column which is used by 38 stations.

CBS has issued the fourth in a series of pocket-size booklets listing programs available for sponsorship.

Lorillard Pro Grid

P. LORILLARD & SONS, New York (Old Golds) is sponsoring the latest news flashes on horse races plus human interest stories on the sport, on a six-weekly quarter-hour program, conducted by Clem McCarthy on WHN New York. Series will run 52 weeks. Firm also sponsors professional football games of the New York Giants (Broadcasting, Sept. 4), Sundays from 2:15 p.m. to conclusion of game. J. Walter Thompson Co., New York, is agency.

Correction

PACIFIC NATIONAL Adv., Seattle, does not handle the account of Seattle Brewing & Malting Co. as incorrectly stated in the Aug. 21 issue of Broadcasting. Seattle Brewing agency is Western Adv., Seattle.

ROBERT ST. JOHN, NBC commentator and veteran war correspondent, has written a novel about a foreign correspondent. It's Always Tomorrow, to be published this fall by Doubleday, Doran & Co.

 Nets to Start Grid Broadcasts on 16th.

Line-up includes Ted Husing, Hodges, Wismer, Stern

NETWORK coverage of the 1944 football season gets under way Sept. 16 with CBS, NBC and the Blue Network covering the contest between Iowa Pre-Flight and Michigan U., all networks covering selected games each Saturday.

Ted Husing will be assisted by Jimmy Dolan in handling the CBS report. CBS will cover the following games: Sept. 23, Purdue-Great Lakes; Sept. 30, Army-Caroling. U.; Oct. 7, Dame-Fulané, with others to be announced.

Blue Schedule

With Harry Wimmer, handling the play-by-play description, and Joe Wilson, Chicago staff announcer, doing the "color," the Blue has also scheduled the Purdue-Great Lakes game, future schedules to be announced.

NBC's football broadcasts will be handled by Bill Stern, director of sports, and will be heard each Saturday concluding with the Rose Bowl classic on New Year's Day.

Russ Hodges will again handle play-by-play descriptions for Mutual, with Tom Slater, Mutual director of special features and sports, handling the color. First football broadcast on MBS will be Sept. 23. Events will be broadcast, allowing more than one game to be carried on the same day.

Gen. Foods Show

GENERAL FOODS Corp., New York, will star Fanny Brice, as "Baby Snookums" in her own show, Toadies Time on CBS Sunday 6:30-7 p.m. with a supporting cast including Harlan Stafford as "Daddy;" Danny Thomas, night club and radio comic Carmen Dragon's orchestra and a vocalist (to be known as The Voice of Eloise). Miss Brice will deviate occasionally from her familiar role to portray various characters she has represented as a Ziegfeld Follies comedienne. Al Kaye will produce. Agency for Post Toadies is Benton & Bowles, New York.

CBC to Air Benny

JACK BENNY, whose sponsored program for American Tobacco, will not be carried in Canada, may be carried by the Canadian Broadcasting Corp., on its Trans-Canada network as a sustaining program, with Government war messages in place of the commercials, it is understood. The CBC is negotiating with the agency for the use of the Jack Benny show as a sustainer, since the program is as much an institution in Canada as in the U.S. Final decision will rest with Benny, to determine that no plugs will be carried in the show aside from regular commercials.

To the Radio Industry

After twenty years in the broadcasting industry, I have transferred Radio Station CKCL, Toronto, to new owners, Mr. J. K. Cooke and his associates.

Looking back over my many years in the industry, I appreciate the fact that I have had very loyal support and consideration from the radio industry.

On passing the ownership of CKCL to Mr. Cooke and his associates, I feel that I am transferring my responsibility to a group of men who will continue to operate the franchise in the best interest of you, the radio industry. They are a keen group of business men who are bringing new and fresh ideas which I feel sure will be to every one’s benefit. My sincere thanks to you for your kindness in the past, and my request you pass your loyal support to the new owners of the radio station.

HENRY S. GOODERHAM, President.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

Three KGW announcers often heard on the shipyard newscasts: (left to right) Dick Rand, Gordon Bambrick and Hartley Sater (now in the armed services). This special news service is provided during the lunch period to all Portland shipyards.

AUSTIN F. FLEGEL, JR. . . . . . EXECUTIVE VICE PRESIDENT OF PORTLAND'S WILLAMETTE IRON AND STEEL CORPORATION

SAYS. . . “Portland’s shipyard workers have hung up national records in war production and they’re not going to stop until the war is won. KGW, by bringing its lunch hour news of the progress of the fighting to the men and women who are building the materials of war, is helping to keep up production tempo. We’re grateful, indeed, to KGW for the fine job it’s doing, and its high sense of public responsibility in its service programs . . .”

Shipyard workers at the Willamette Iron & Steel corporation, Portland’s largest navy shipyard, listen to the KGW lunch-time news broadcasts by special direct wire from the KGW newsroom. Thousands of workers in other Portland shipyards also listen to this service, which is provided as a morale booster in cooperation with the Industrial Incentive division of the U.S. Navy, proving once more that KGW takes public service where and when it will be most effective.

Glenn Howard, KGW news editor, checks copy coming “hot” off the teletype.

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
Abiding 5,000 WATTS serving the great market of Northwestern Ohio and Southern Michigan.

250 WATTS serving the dependable Ohio test market spearheaded by Lima.

5,000 WATTS serving one of America's most famous direct response audiences.

5,000 WATT big metropolis merchandising.
Stations are Bankable!

WAGA serving the South's market. Famous station.

10,000 WATTS serving Florida's top market. State's most powerful radio station.

WFTL

10,000 WATTS serving Florida's top market. State's most powerful radio station.

250 WATTS serving the busy Southeastern Ohio industrial and farm market.

WWVA

80,000 WATTS serving 123 primary counties in Pennsylvania, Ohio and West Virginia.
Will to Fight

THANKS to the courage and foresight of two independent station owners, radio in the last fortnight has won two labor test cases of vast importance.

WMAL Washington, in a proceeding instituted after the American Federation of Radio Artists had insisted upon an "assigned fee" or "pay-within-pay" principle for AFM members handling commercial spots, carried its case to the War Labor Board. Its victory is all the more significant because other Washington stations had accepted the "assigned fee" mandate, and many AFRA contracts are due for negotiation and renewal this fall.

WJJD Chicago, while under the ownership of Ralph L. Atlass (the station since was sold to Marshall Field) went to the mat on the platter-turner issue with Jimmy Petrillo's AFL, after the major networks had agreed to recognize the right of AFM to represent record-turners as "musicians". The NWLB regional panel in Chicago has ruled in favor of Mr. Petrillo's contention that WJJD did not require additional musicians to change records, and that in view of the manpower shortage the board could see no justification for giving AFM exclusive jurisdiction over record-turning operations.

The latter decision isn't a conclusive one, and does not decide finally the jurisdictional dispute between AFM and NABET or even IBEW. But it does make a shambles of the Petrillo unemployment argument and the "make-work" issue. The Atlass opposition is a refreshing departure from the position of the networks acquiring to the Petrillo demands, even after the AFM persuaded him that the AFM leaders had not meant to pursue the platter-turner issue seriously and that it was just a windfall. With jurisdiction over platter-turners, plus his ability to "pull-the-plug" on network programs using music, Jimmy would have a struggle-hold on music performances over affiliated and independent stations alike.

The AFRA ruling is more conclusive, Kenneth H. Berkeley, general manager of WMAL, tells the story in this issue. (See page 16).

By paying staff announcers, in addition to base salary, a set fee for each commercial announcement without regard to selection by the sponsor, the announcer would get extra pay for doing a better job of the work he had to do. The announcer with the trick in which much such spots fell would benefit over his colleagues. Individual merit wouldn't be recognized and incentive would be reduced, for the announcer wouldn't have to show proficiency to be selected by the advertiser as "talent" to get an extra fee.

The most telling point Mr. Berkeley cites is that if the assigned fee principle is approved for announcers, the station inevitably would be faced with similar demands from other employees. Engineers, production men, sound effects men, news editors, scriptwriters and administrative help all are essential to station operation. The implications are obvious. The station, as Mr. Berkeley points out, would become a mere concessionaire.

All in radio should be thankful there are independent broadcasters with the will to fight these important issues which, if left untested, could well undermine the whole economy and independence of the medium.

Our Respects To

JOHN CREUTZ

WHEN a boy starts to take an active interest in radio, gets a job in the industry, follows it up through college, and remains in the radio field for 23 years, you can be certain that radio is both his vocation and avocation. Such a man is John Creutz, new (June 1) chief of the Domestic & Foreign Branch of the WPB's Radio & Radar Division.

He was born in 1908 in Beaver Dam, Wisc., a town of about 6,000 souls, but no radio station. The closest station is WIBU, a 250-wattter in Poynette, Wisc., which occasionally originates programs at Beaver Dam.

John Creutz first got into radio while attending Monroe (Wis.) High School where he built his own set. Entering the U. of Wisconsin at Madison after graduation from Monroe High, he "tinkered a good bit with radio" as he puts it, working at WHA, the college station, and incidentally one of the oldest in the country. That was in 1927. At the university he nearly ruined his health because of his interest in radio—he worked at WHA in the afternoons and at WIBA Madison nights. Sometimes he had to keep standing to prevent himself from falling asleep.

After taking his B. S. in electrical engineering at Wisconsin in 1931, he did graduate work there, keeping radio importantly in mind. There he did some of the early pioneering on directional antennas. In the early 30's he became chief engineer at WIBA where he was instrumental in putting on a three-element, directive tower.

Anyone who peruses the FCC records can find some of John Creutz's handiwork in the Commission's files, for in 1936 he entered the consulting business with E. C. Page, a radio engineer. While he was chief engineer at WIBA, Mr. Creutz built one of the first AC operated 5 kw transmitters that used no rotating machinery, considered then quite an innovation.

A year later—1937—Mr. Creutz moved to Washington when Mr. Page went in partnership with G. C. Davis, Washington consulting engineer. After five years in the capital, John Creutz came to his present Government post in the Radio & Radar Division in 1942, serving as assistant chief of the branch under Frank McIntosh. When Mr. McIntosh resigned last June, John Creutz was the logical successor.

He enjoys his work with the Government, says it brings him into contact with many of (Continued on page 38)

Page 36 • September 11, 1944
How Big is a Community?

To these five governors ‘community’ means ...the Pacific Northwest

- Portland, Oregon is a wartime city...vital and alive. It would be easy to limit KOIN’s Public Service to Portland’s metropolitan 522,000 people. But Public Service means responsibility to a community. Our community is also the Northwest. KOIN is firmly a part of the Pacific Northwest’s vibrant present and inevitable future.

Typical of KOIN’s many community-wide services are the “War Bond Drive Kick-off” programs released to all stations in Oregon.

KOIN
PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

SEPTEMBER 11, 1944 • PAGE 37
Our Respects to
(Continued from page 86)

his old friends and former business associates. In addition to his official duties as chief of the WPB Domestic & Foreign Branch of the Radio & Radar Division, Mr. Creutz is "chief" of the five-man car pool which carries him and four associates the 20 miles over to Virginia and back every day.

In 1932 Mr. Creutz married the former Ardel Trier of Hurley, Wyo., a former classmate at the university whom he met for the first time on vacation when he was guest of his roommate. Mr. & Mrs. Creutz live near McLean, across the Potomac from crowded Washington, where there is lots of sunshine and open space for their two children, both boys—aged 6 years and 6 months. His hobbies—home and radio.

Speaking of ages—Mr. Creutz will be 36 Sept. 26.

Johnson a Candidate

WALTER JOHNSON, former FCC attorney and Washington radio lawyer, is campaigning for Congress in the First Virginia District as the Republican nominee opposed to the Democratic incumbent, S. Otis Bland. Mr. Johnson lives in Heathsville, Northumberland County.

KMA

Blue Network

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

152 COUNTIES AROUND SHENANDOAH, IA.

"Your Western New York Salesman"

WHAM

ROCHESTER, N. Y.

50,000 Watt ... Clear Channel ... 1180 on Dial ... Affiliated with the NATIONAL BROADCASTING COMPANY

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

KTBS Names Petry

KTBS Shreveport, La., has appointed Edward Petry & Co. as national representatives, the station announced last week. Authorization was granted by the FCC a fortnight ago for swap of the NBC affiliate, sister station of KWKH, with KTBS' Houston, Ar., [Broadcasting, Sept. 4], the exchange resulting from the FCC's "duopoly" ban.

New NAB Members

WKRC Cincinnati, and WROL Knoxville, Tenn., were admitted to membership in the NAB by the Board of Directors at a meeting held Aug. 31, bringing its active membership up to 19.

Author Honors Radio

AMONG 32 company presidents used as examples of possessing the essential qualities of big executives, in a new book titled The Technique of Building Radio Executives, in a new book titled The Technique of Building

national Paper Corporation. The three stations, including the three stations, including KTBC, are owned by the National Broadcasting Company, NBC, and CBS. This brings the number of NAB members to 32.

HAROLD S. FORDERLAND, former account executive for Buchanan-Thomas Advertiser, Omaha, is now in charge of contacts in the Omaha area for KPAB Lincoln.

BOB DOOLEY, formerly with KOIL and KFAB, respectively, since the split in management of the three stations, has been named manager of national sales for KPAB Lincoln.

HILL EDHOLM, sales manager of KOIL Omaha, has been named manager of national sales for KPAB Lincoln.

RICHARD WALKER, in CBS network operations since 1942, formerly with Aetna Life Insurance, World Broadcasting System and WAAT Jersey City, has been named sales service manager of WABC, CBS key station in New York. He replaces Jim Brown, who now handles production for "Saturday Living," a show he originated.

ED CALMER, CBS news analyst, will leave shortly for England and France as a CBS war correspondent.
The Brands that sell are those advertised on **WBAL**

**WBAL**—50,000 Watts . . . One of America's Great Radio Stations
**BASIC NBC NETWORK**—Nationally Represented by Edward Petry & Co.

**Baltimore**

**Broadcasting** • Broadcast Advertising
Info Please' Changes  
H. J. HEINZ Co., Pittsburgh, in resuming Sept. 11 Information Please on NBC Monday 8:30-10 p.m., will present as guest experts Wendell Willkie, former candidate for Republican presidential nomination, and Alexander Knox, lead in "Wilson" RKO film. Program innovations for the 1944-45 series include opening and closing news flashes, and an additional award—a $500 war bond plus a set of the Encyclopedia Britannica—to the person who submits a questions only in part by the "experts." Agency is Maxon Inc., New York.

WOR's New Lineup  
WOR New York has rescheduled programs in the period between 1 and 5 p.m. to eliminate long sequences of any single type of radio material such as music or drama, in favor of variety and change of material every quarter-hour and half-hour. New schedule, which goes into effect Sept. 11 and involves several shows on the Mutual network, entails time changes for about seven programs.

New Research Service  
BENNETT ASSOCIATES, a marketing research service, has been formed at 512 Fifth Ave., New York, to conduct national consumer and dealer studies in over 400 cities. Firm is equipped to handle area checking of radio programs thru the emotional or conscious recall method, according to the director, Archibald B. Bennett. Mr. Bennett has served as director of Paul Cornell Advt., Geo. L. Dyer Advt., Jackson Y. Habitt, and recently as director of market research for Welcome Wagon Service Co.

...another of the Nation's Leaders Using The Blue Network!  
A leader in its field, Philco's "Summer Hour," starring Paul Whitman, gives its Hallmark of Quality to The Blue Network.

HOW YOU JOIN THE "BLUE BOOK" OF RADIO  
At the moment it's easy. Ask us for information on any one of several daytime fifteen minute strips now open. Surrounded by programs sponsored by some of the nation's biggest and smartest radio buyers, these strips deserve immediate action.

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

PHILCO  

BEHIND THE MIKE  
CLETE ROBERTS and Arthur Feldman, Blue war correspondents, have arrived at Gen. MacArthur's headquarters in the Southwest Pacific and will soon resume broadcasting. Bill Baldwin is now at Pearl Harbor.

DEAN LINGER and Edward Sketch have joined the Blue's central division in Chicago. Mr. Linger, formerly syndicated Hollywood columnist and reporter, has joined the publicity department and Mr. Sketch, formerly with KYW Philadelphia and WEJL Roanoke, Va., has joined the production department.

SGT. MORTON C. WARNOW, waist gunner on a B-17 who had been reported missing in action July 20, is a German prisoner, having been shot down during a bombing raid over Germany. He is the son of Mark Warnow, conductor heard on CBS.

O. GRADY COOPER Jr., formerly with WMAL Maxon and WMJJ Cordello, Ga., has joined the announcing staff of WGOG Valdosta.

ART FORD, m.c. of WNEW New York, has been named associate editor of Orchestra World.

LT. BOB (Red) HEITOFF, formerly in the CBS traffic department, was reported missing over Germany Aug. 3.

SANDY BECKER, CBS New York announcer, is the father of a girl.

CLINT JOHNSTON, former director of CBS School of the Air, is now a lieutenant at the Air Corps Gunnery School, Kingman, Ariz.

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

WJAC  
Johntown  

WBFG  
ALTOONA  

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

INTERVIEW with Lt. Gen. Wm. S. Knudsen, Commanding General of Army Air Forces Materiel and Services, was conducted over WHO Dayton by Les Swenec (1), assistant manager of the Ohio station. Wire recording of the event was handled by R. D. Higgs (r), WHO engineer.

Conrad's Blue Post  
FRANCIS CONRAD, station contact representative in the New York office of the Blue Network, effective Oct. 1 will be transferred to Hollywood, to serve as station relations manager of the western division there. The post is a new one.

MORTIMER DANK, senior staff writer of CBS' shortwave news department, and Barbara Allman, Brookline, Mass., are to be married Oct. 1.

INOCENCIO RODRIGUEZ, announcer-writer-translator, of Rio de Janeiro, has joined the Brazilian section of CBS' shortwave department, replacing Luis Jabon, who leaves this month for Brazil.

LILA SERGIO, commentator of WQXR New York, became a U. S. citizen last Tuesday at U. S. District Court in New York, Judge John C. Knox presiding. From 1933 to 1937 Miss Sergio was on the broadcasting staff of the Italian Ministry of Propaga- ganda. She came to America in July 1937, and has since been a severe critic of Fascism.

HARVEY MARLOWE, producer-distributor of dramatic series for WOR New York, has joined the Television Workshop, New York, as an associate producer. He will direct several programs on WRGB Schenectady in October. Whiting Thorton, display artist at R. H. Macy & Co., New York, department store, and former stage set designer, has been placed in charge of all scenic design and construction at the Workshop.

BLUE NETWORK  
WFMJ  
YOUNGSTOWN  
OHIO  

28th METROPOLITAN DISTRICT  
MORE LISTENERS PER DOLLAR  

Ask HEADLEY-REED  
New York, Chicago, Detroit, Atlanta, San Francisco
The Adventures of Sinbad the Seller

In Bagdad-on-the-Cuyahoga, which is called Cleveland, lived a boy named Sinbad. His was the ambition to become a great Merchant Prince. And to this end he set forth upon a life of voyaging to famed marts of the world, seeking his fortune.

Yet, in all the lands that touch the Seven Seas, Sinbad failed. In far Cathay, the subjects of the great Khan ignored him. In the bazaar of Samarkand, he tended his booth in penniless idleness. And in the streets of Chandipur, Sinbad was just another bum.

Sinbad returned to the city of his birth. And, lo! it was a paradise for merchants. Sinbad asked, "Wherefore is this felicity?" And a merchant replied, "Look, Chum—if you stayed home you'd know what makes mazuma in Cleveland—the fantastic selling power of Station WHK!"

Cleveland merchants buy more time over WHK than over any other leading station

WHK

15
Retailers’ Choice in Cleveland

Represented by Paul H. Raymer Co.
United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus
BUFFALO’S GREATEST REGIONAL COVERAGE

JOHN BRYSON, special features reporter and announcer of the Blue Network central division, has been appointed a war correspondent for the Blue Network, accredited by the Army and Navy to the European theatre, according to G. W. (Johnny) Johnstone, director of news and special features. Bryson, who spent a year overseas before the war, plans to leave for London about Sept. 15. He was formerly with WGLS Joliet, Ill.; KGDM San Francisco, and KFFY Spokane.

MITCHELL H. DeGROOT Jr., publicity director at WCAR Pittsburgh, on Sept. 9 in Chicago was married to Louise Blubb of Chicago. They will live in Pittsburgh.

JOHN C. DUVAL, new to radio and former professor at Syracuse U., has joined WFBL Syracuse as news analyst.

BUFFALO’S 42 STATION BLUE FREE National is a navia, covering can mentalator ELMER company.

CARL E. ROTH, former publicity director and newswriter at WKRC Cincinnati and now a veteran in the Navy, is taking his recruit training at the Naval Training Center, Farragut, Idaho.


Paul Bernard, CBS Hollywood staff writer, has resigned to join Republic Pictures Inc. as radio exploitation director.

Ernest Felix, former auditor of KFJKEA Los Angeles, has joined the Blue Hollywood advertising staff.

Walter Kay, formerly in charge of publicity and promotion at WMVB Marion, O., has joined the announcing staff of WJW.

Lotter Tull, formerly the promotion department of Phillip Morris Co., has joined WCKY Cincinnati as assistant to Wells F. Brown, promotion manager. Miss Tull succeeds Hazel Kerns, resigned.

Henry Viscardi, formerly engaged in special surveys and research on rehabilitation for the U. S. Army, has joined WDRC as assistant to Tom Slater, director of special features and sports.

Laverne Coton has been added to the announcing staff of WJY Hartford.

BUFFALO’S BLUE NETWORK STATION 5000 Watts by Day 1000 Watts by Night

BUFFALO BROADCASTING CORPORATION RAND BUILDING, BUFFALO, NEW YORK National Representative: FREE & PETERS, INC.

Page 42 - September 11, 1944

Both Get Thru! CARrying All CBS Major Programs

450 K.C. IS NOW BUFFALO’S BLUE NETWORK STATION

BEAUMONT MEANS BUSINESS! LUMBER POST-WAR AND POST-NOW

The manufacture and distribution of lumber has long been an important industry which has contributed and is contributing to the growth and prosperity of Beaumont and the Sabine area...a prosperous and growing market of over 250,000 people. In addition to the essential lumber industry, shipyards, steel and iron works, synthetic rubber plants, oil refineries, rice mills and food canneries also assure the continued growth and prosperity of Beaumont and the Sabine district.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of the most important lumbering centers in the country, KFDM serves Beaumont, Gladewater, Port Arthur, Orange, and the entire East Texas area.

JOE MABRY, former announcer and writer of WHUB Cookeville, Tenn., has been promoted to pharmacist's mate, 2d class, USNR. He is now attached to the Marine Corps and stationed at Camp LeJeune, N.C.

Bill Barcoccio, former KDKA Pittsburgh, and Betty Bissett of New Freeport, Pa., have announced their engagement.

Don Victor, formerly with KLX San Francisco, has joined the community staff of KQW San Jose, Calif.

Yvonne M. Beige, script writer at WBZ Boston, has been accepted to the Red Cross appointment as recreational worker.

John Adams, announcer at WORL Boston, has resigned to accept an English commission in the Navy.

Ken Ardill and Judy Brainard, new to radio, have joined the announcing staff of CKSO Sudbury, Ont.

Lillyan Swain, new to radio, has been appointed women's editor of CKSO Sudbury, Ont.

Yvonne Laplanite has joined CHEX Peterborough, Ont.

Carlet C. Roth Jr., former publicity director and newswriter at WKRC Cincinnati and now a veteran in the Navy, is taking his recruit training at the Naval Training Center, Farragut, Idaho.


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Laverne Colton has been added to the announcing staff of WJY Hartford.

Both Get Thru! CARrying All CBS Major Programs
Capt. Clifford McCarthy

CAPT. CLIFFORD McCARTHY, 28, member of the Washington bureau of Transradio Press on leave of absence, was killed in action Aug. 5 as a result of machine gun fire in Normandy, Capt. McCarthy, who was awarded the Silver Star, went on active duty in 1940 as a reserve officer. Surviving is his widow, Mrs. Ruth McCarthy, New Britain, Conn.

Radio Men's Articles

DR. JAMES P. BENDER, author of the NBC Handbook of Pronunciation is the writer of "Do You Know Someone Who Stutters?" in the September issue of Scientific Monthly. Also featured in the same issue is an article on "Electronic Microscopy" by Drs. V. K. Zworykin and James Hillier of RCA.

HERE'S HOW YOU CAN

DOMINATE

THE SOUTH BEND AREA

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<tr>
<th>TIME</th>
<th>WSBT</th>
<th>STATION &quot;B&quot;</th>
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<td>MON.-THU. FRI.</td>
<td>12:00-6:00 P.M.</td>
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<td>SUN.-THUR. SAT.</td>
<td>6:00-10:00 P.M.</td>
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<td>4.1</td>
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<td>8.6</td>
<td>27.6</td>
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Here is a Hooper showing that proves you cannot cover the South Bend area from Chicago—or any place else except South Bend. It is a showing which cannot be duplicated and one which should mean much to anyone interested in the Northern Indiana and Southern Michigan market.

Think it over—an average of almost half the radio listeners, morning, noon and night! Also compare the WSBT figures with the other stations indicated. Nothing more need be said!

WSBT—1,000 watts at 960—is 22 years old. WSBF, our FM station, has already been operating 16 months.

COLUMBIA NETWORK

PAUL H. RAYMER CO.
National Representative

SELL THE BOOMING HARD COAL REGION!

WZL

Hazleton, Pa.

NBC Mutual

BROADCASTING • Broadcast Advertising
PRESENTING a united front on the matter of television allocations, Television Broadcasters Association directors unanimously adopted a resolution advocating that 30 contiguous six-mc channels starting at about 40 mc and 30 more 16-mc channels between 400 mc and 2,000 mc, with adequate relay channels, be allocated for video broadcasting. Plans for video broadcasting include: F. J. Bingley, Philco; Robert L. Gibson, General Electric; Allen L. DuMont, DuMont Labs.; Worthington Miner, CBS; B. W. Cruger, GE; J. R. Poppele, WOR New York; Will Haitin, secretary-treasurer, Television Broadcasters Assn.

**Staff Changes Effective In Hollywood Net Shows**

AL SCALPONE, commercial writer of Young & Rubicam, Hollywood, has been assigned producer of the new CBS Adventures of Ozzie & Harriet, which starts Oct. 8. Writing staff includes John F. Medbury and Harvey Helm. Ted Bias replaces Dave Elton as agency producer on the NBC Time To Smile show, with Tony Hart assistant producer. Bobby O'Brien, Iszy Elinson and Johnny Quillan collaborate on Walt Disney's Adventures of the Magic Lamp over production Dinah Shore Program on NBC.

Jack Roche continues as agency producer of NBC Dufty's Taverns with Abe Burrows and Bill Manoff, writers. Frank Van Hartsfeldt, previously producing CBS Kate Smith Hour, has been shifted to Hollywood and now is handling NBC Melody Roundup. Jim Bloodworth, Warner Bros. contract writer, writes the show. Tony Hart continues as producer of NBC Those We Love, with Agnes Ridgeway, writer. Ned Tolinger is producer of CBS Burns & Allen Show with Willie Burns, Paul Henning, Hank Garson and Aaron Ruben as writers. Glenhall Taylor, agency Hollywood manager, takes over production post on Adventures of Sherlock Holmes, replacing Ned Tolinger. Edna Best is assistant with Dennis Green and Bruce Taylor writers. Mr. Taylor also acts in supervisory capacity on Hollywood originating agency shows.

**McClinton a Director**

HAROLD L. MCCCLINTON, vice-president in charge of radio for N. W. Ayer & Son, has been elected a director, filling a vacancy created by the death of Adam Ressler in June. A former newspaperman, Mr. McClinton joined the agency in December 1923. In 1938 he was made vice-president in charge of all radio.

**Mayflower Dresses Test Radio Fashion Drive**

MAYFLOWER DRESS Co., New York, dress manufacturer, entered radio for the first time in September, with a 13-week test campaign on WHN New York, as sponsor of Adventures of the Magic Lamp, the agency's radio column, thrice-weekly quarter-hour evening series. A national advertiser in other media, Mayflower is experimenting in fashion radio promotion as a possible preliminary to the use of the medium in major markets according to Sterling Adv., New York.

Commercials on WHN alternate each week between promotion of Mayflower Dresses, with credit to Lord & Taylor, local department stores, manufacturer, and the company's line of Nan Scott dresses, with credit to Arnold Constable Co., also of New York.

**Philadelphia Orchestra, Sept. 30**

Saturday, 8-10 p.m., will begin its second season of weekly broadcasts on CBS under direction of Eugene Ormandy.
The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!

10,000 WATTS · 990 KILOCYCLES
DAY and NIGHT
Bendix Names Two

BENDIX Aviation Corp., which a fortnight ago announced its plans to enter the home radio field (Broadcasting, Sept. 4), has named two district managers to handle radio sales. H. L. Baumgardner, former vice-president of George W. Borg Corp., has been appointed district manager for the Bendix central metropolitan division, with headquarters in Chicago, while Jack C. Wilson, former senior administrative officer of the U. S. Signal Corps, will be in charge of the Bendix radio division on the West Coast, with district manager with headquarters in San Francisco.

HAMILTON Radio Corp., New York, has appointed Ray Adams, New Orleans, as district manager with headquarters in New Orleans. John H. Lewis of the Chicago office, has been named advertising manager for the New York office.

Complete primary coverage for over 500,000 people who live in the SAN DIEGO AREA

You must use KFSD to get complete coverage of the San Diego area.
8 Great Radio Shows!
...all NBC Recorded

...FOR FAMILY AUDIENCE

DESTINY TRAILS
...awakens immortal classics of James Fenimore Cooper...dramatizing the spirit of adventure of frontier America. First, The Deer-slayer...39 programs. Next, The Last of the Mohicans...39 programs. 78 3-a-week quarter-hours.

THE NAME YOU WILL REMEMBER
...names that mean news! The "low-down" on the men and women who make the headlines...vivid, fascinating human-interest stories...told in a graphic, punchy style by William Lang. 260 five-minute sketches for 3-a-week broadcast.

THE WEIRD CIRCLE
...modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. Casts of finest talent. Record results for wide variety of advertisers. 65 half-hours.

STAND BY FOR ADVENTURE
...stories of exciting happenings in far places...as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for 1- or 2-a-week broadcast.

...FOR WOMAN APPEAL

COME AND GET IT
...fun quiz on food! Bob Russell, MC, questions studio audience contestants, then tosses subject to Board of Experts—Alma Kitchell, homemaking authority, and Gaynor Maddox whose articles reach millions. 78 3-a-week quarter-hours.

MODERN ROMANCES
...true-to-life love stories from the pages of one of America's most popular magazines...expertly dramatized...excitingly acted...skillfully produced. 156 quarter-hours women love...find helpful...in the tempo of today.

BETTY AND BOB
...people like your neighbors but they live exciting lives...convincingly portrayed by Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross...memorable theme music by Allen Roth. 390 3-a-week quarter-hours.

LET'S TAKE A LOOK IN YOUR MIRROR
...starring Stella Unger whose hints on beauty and charm...drawn from her personal acquaintance with the great of stage, screen and radio...appeal to every woman...young and not so young. 156 quarter-hours for 1-2- or 3-a-week.

Want to catch the ears of the entire family? Or do you want to capitalize on a special audience—WOMEN! Whichever...NBC Radio-Recording has the right answer...right in the collection of shows briefed above...tip-top shows that you can buy within your budget for the cost is pooled among many non-competing advertisers all over the country. Write, wire, or phone for complete information and audition records today!
IN COOPERATION with the United Nations Information Offices in New York and Great Britain, CBS and NBC are planning independent series of broadcasts devoted to such international questions as colonies, prevention of future wars, food for all people. The CBS series will consist of six People's Platform programs, broadcast on alternate Saturdays with the interesting Sunday programs devoted to domestic issues.

WEAKLY lunch meeting of the Oklahoma City Junior Chamber of Commerce and the Kiwanis Club are making a joint effort to get a special summary from KOMA Oklahoma City to keep the business men abreast of latest developments.

CKSO Sudbury, Ont., has received permission to increase its power from 1 kw to 5 kw, it is learned from manager Dean McQuaid.

CFJC Kamloops, B. C., recently inaugurated its new 1 kw Northern Electric transmitter, with appropriate ceremonies, including a dramatized Story of CFJC program.

CHLT Sherbrooke, Que., has been given permission by the Dept. of Transport Ottawa, to increase its power from 250 watts to 1 kw.

OVER 302 stations throughout the country are presenting One Nation Indivisible, a dramatic series of 13 quarter-hour transmitted programs prepared by the Institute for Democratic Education. IDE board of governors includes Dr. Joseph L. Rowland Angell, privity service counselor of NBC; Paul Lazarfeld, director of office of radio research, Columbia U.; William D. Boutwell, director of information service, U.S. Office of Education, and Norman Corwin, radio writer. Organization is currently preparing another program to follow the present series.

ADOPTING firm name, Patrick Michael Connors Teleproductions, recently organized Hollywood television film production group, has dropped its former title to avoid possible confusion with Teleproduction Inc., Paramount Pictures Inc, subsidiary, and owner-operating of WEZTV Hollywood. Firm in addition has set up an experimental television cartoon studio under Robert Clumpetti, supervisor-director of Warner Bros. cartoon productions.

ASSOCIATED Radio-Television Productions Inc., has opened offices at 570 Fifth Ave., New York, to produce radio and video programs, specializing in "Singing Commercials." Firm is headed by Jack E. Kashnik, son of Lew Kashnik, L. J. Fox advertising director.

WGBC Vicksburg, Miss., has acquired the special AP radio wire service through Press Ass'n, Inc.

TO AID in obtaining harvest help in the Prince Albert, Sask., area, ABBI Prince Albert has used spot announcements throughout the daily schedule as well as a number of five-minute playlets. In addition the ABBI staff sent out harvest helper on a number of occasions.

FIRST meeting of the 1944-45 Television Seminar of the Radio Executives Club, New York, will be held Oct. 13, and will meet on the first and third Thursdays of each month at the Hotel Roosevelt.

COMMITTEE of judges consisting of representatives of the Blue network and Universal Pictures will select the 10 most talented performers to appear on the Blue Ole Stage Everybody program. During the next three months, six winners will appear in a Universal picture of the same name.
GETTING SET FOR V-DAY Means No Extra Activity At CRECO . . . PRECISION PERFORMANCE holds by the same rules in War as in Peace. ACCURACY, our Wartime Commission and Full Obligation Today, quickly returns to our Peacetime Program Tomorrow . . . to improve and extend our services to the industry and its services to the nation.

ACCURACY IS OUR BUSINESS in war...in peace

TIME OUT from our War Job permitting . . . WHEN YOU ARE READY . . . our Services are Yours to Prepare a Limited Number of Standard, FM and Television Applications.

ETCHING EXACTNESS
Acid Etching of Quartz Before Inspection to Determine Direction of Cut and Usable Areas. New Methods Require Similar Etching of Crystals to Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

WASHINGTON, D. C. KANSAS CITY, MO. HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
WMAL Washington
Great Atlantic & Pacific Tea Co., New York (A & P peaches), 8 as, thru Paris & Pearl, N. Y.
Olive Tablet Co., Columbus, O. (Dr. Ed-Weary's Olive Tablets), 6 as weekly, 26 weeks, thru Erwin, Wacey & Co., N. Y.
Pennick & Ford, New York (My-T-Fine des- serts), 5 as weekly, thru BBDO, N. Y.

Seck & Rade New York (Parsmin), 6 as weekly, 26 weeks, thru Erwin, Wacey & Co., N. Y.

WHO Des Moines
Reader's Digest Assn., Pleasantville, N. Y., 2 as weekly, 13 weeks, thru BBDO, N. C. O'Cedar Corp., Chicago, 5 as weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Cook Fruit & Varish Co., Kansas City, 12 as weekly, thru Bruce Brewer & Co., Kansas City.
Steck & Rade New York (Parsmin), 6 as weekly, 26 weeks, thru Erwin, Wacey & Co., N. Y.
Omar Inc., Omaha (broom), 7 as weekly, 26 weeks, thru MacFarland, Ayever & Co., Chicago.
Freeman Coal Mining Corp., Chicago, 5 as weekly, 13 weeks, thru Goldsmith & Co., Chicago.
Beech-Nut Packing Co., Cananhas, 6 as weekly, 12 weeks, thru Newell-Emmett, N. Y.
Gamble Stores, Minneapolis, 6 as weekly, 26 weeks, thru BBDO, N. Y.
Wislor Co., Buffalo (Cream O'Formula), 6 as weekly, 26 weeks, thru BBDO, N. Y.

KROW Oakland
Colburn Studios, Oakland (photograph), 6 as weekly, 82 weeks, direct.

KNX Hollywood

CARTER'S LIKES THE PACIFIC NORTHWEST BROADCASTERS COMBINATION PLAN.

WSPR Springfield, Mass.
Carter Products Co., New York (Carter's Little Liver Salmon), 6 as weekly, thru Ted Bates Inc., N. Y.
Colgate-Palmoine-Pest Co., Jersey City (Super Rube), 16 as weekly, 26 weeks, thru William Eddy Co., N. Y.
Pepsi-Cola Co., Buffalo (Biscuit), 3 as weekly, 22 weeks, thru Spot Broadcasting, N. Y.
General Baking Co., New York (Bond Bread), 14 as weekly, 52 weeks, thru BBDO, N. Y.
Green Watch Co., Cincinnati, 21 as weekly, thru McCann-Erickson, N. Y.
Metro-Goldwyn-Mayer, New York, 26 as weekly, thru Bonne & Co., N. Y.
Pepsi-Cola Co., Long Island, N. Y., 6 as weekly, thru Emert, N. Y.
Plinth Lake Memphis (St. Joseph Aspirin, Murnexa), 2 as weekly, thru BBDO, N. Y.
RKO Pictures, New York, 52 as weekly, 22 weeks, thru Crowell-Collar Publishing Co., Los Angeles.
Jack Hapner Brewery, New York, 6 as weekly, thru Ruthrauff & Ryan, N. Y.
Walgreen Drug Stores, Chicago, 6 as weekly, 26 weeks, thru Schwimmer & Scott, Chicago.

WBOC Salisbury, Md.
Harold Manges Co., Baltimore (King's Taxi Syrup), 5 as, 6 as weekly, 13 weeks, thru BBDO, N. Y.
Gospel Broadcasting Assn., Los Angeles, 6 as weekly, 26 weeks, thru BBDO, Los Angeles.
Wilkinson Provision Co., Wmington (Tower brand meat products), 4 as weekly, 13 weeks, direct.
Pepsi-Cola Co., Long Island City, N. Y., 26 as weekly, thru Newell-Emmett Co., Chicago.
Consolidated Products Co., Danville, Il. (Greenfield brand), 13 weeks, thru BBDO. 
Pepperidge Farms, Danville, Il. (Pepsi-Cola), 6 as weekly, thru Bert S. Gottlieb, Milwaukee.

WWBM Chicago

We know results have been excellent for our promotions so far, and we're going to put a few more to the test in the next quarter. Our test will be the best promotion of the year, and we're confident that it will be a big hit.

CARTERS LIKES THE PACIFIC NORTHWEST BROADCASTERS COMBINATION PLAN.

Electronic Device Analyzes Audience
New York Firm Offers Survey Service to Radio Industry
AUDIENCE ANALYSIS CORP., New York, which has been testing audience measurement techniques for the past year, is now offering to radio, television and other similar entertainment industries, audience reaction data, obtained through two new electronic devices, the Audience Reactograph and the Reactograph Totalizer, combined with a "psychological interview".
The Reactograph is a pushbutton device for recording audience likes and dislikes, comparable to the CBS program analyzer, but different in that it can measure as many as 100 people at a time, according to AAC. Dr. Paul Lazarsfeld, director, Office of Radio Research, Columbia U., who is identified with the CBS analyzer, has been closer to the AAR in the development of its measurement services, according to a company spokesman.

Individual Account
Outstanding new feature in audience measurement, according to the AAC, is its Reactograph Total- izer, which automatically totals up individual reactions as they are recorded, so that the minute a program is finished, a preliminary chart of all the reactions to that program in action can be obtained. Device is particularly useful in auditions, enabling the producer to spot over-all strengths and weaknesses of the program and to spot for example exactly which gags fall flat, it is said. Inventors of both machines are Bernard Cirlin and Norman Chalfin, who have been working on the devices for the past five years. The psychological interview is used to bring out the reason for the reaction which is recorded separately for each individual and the group as a whole.

Firm is expected to announce next week its full executive personnel set-up and expansion plans.

Letter by Walter Damm
Contained Two Errors
EDITOR, BROADCASTING:

Unfortunate circumstances led to two errors in the reproduction of my recent letter to you relative to the Lodge article [BROADCASTING, Aug. 28, p. 64]. The first error was in connection with the vote on the resolution for keeping the FM band at the present portion of the spectrum. The actual vote was 27 to 11, whereas your printer decided it was 27 to 11.

The other error was in connection with the frequency position in the spectrum, namely, 50 mc- cyles, instead of 550 mcycles as the letter showed.

I have been asked by the board of directors of FMBO to request a correction in the letter in connection with the error regarding the vote, as a 27 to 11 vote would not indicate the general acceptance which a 27 to 11 vote indicates.

Sept. 2. (s) Walter J. Damm
Station WELI of New Haven, Conn. (basic Blue), has been purchased by Harry C. Wilder and Associates. It becomes the latest unit in the group with WSYR (Syracuse), WTRY (Troy-Albany-Schenectady), and WKNE (Keene, N. H.). Under its new banner as New Haven's Voice From The Blue, WELI will be, in effect, a new "square deal" station—justifying the symbol above.

Many changes in policy will soon be announced.
Two important promotional campaigns—one to build an entirely new listenership, the other to give WELI its rightful place in the national radio scene—will go into action early in the fall.

New Haven is an amazing market. It is capable of tremendous development. Many other stations were given consideration; but New Haven offered the greatest opportunity for our kind of management. So WELI does not intend to "go places." We intend to stay right here in town.
The job is a big one.
We are going to do it.

(signed)

Station WELI, New Haven • Now Associated with WSYR, WTRY, WKNE
Dewey Demands Free Radio

(Continued from page 11)


Radio Commitments

Of the aggregate three-million dollar GOP campaign fund, the maximum permitted by law, commitments already made indicates that upwards of one million dollars will go to radio, and 90% of that national budget will be network. The State Republican Committees, however, are committed to spend about $500,000 for spot time, using transcriptions supplied by the National Committee.

Mr. Turnbull and Mr. Church, both old heads in radio, have a staff of about a dozen assisting them in the radio work. Mr. Bond, also a radio veteran in the announcing and production end, is supervising all spot and transcription production. Virginia Butler, of Duane Jones, is handling the spot buying for the committee. Mr. Turnbull was assigned by his agency to devote his full time to the GOP campaign and is using a number of members of his staff in the work. Mr. Church was radio director of the Republican Committee prior to the Chicago convention, and has had a dozen years in network and station work program and special events work.
Treasury Considers 6th Loan Discs; Station Advisory Group Recommended

Following discussions held with industry representatives at the NAB Executives' War Conference in Chicago on plans for the forthcoming Sixth War Loan, Robert J. Smith, chief of the Treasury War Finance Division's station relations section, last week stated that proposed recording activities for the next drive call for a schedule of 24 quarter-hour Treasury Salutes, six quarter-hour programs featuring Horace Heidt's orchestra, a series of short musical jingles, a series of W locally sponsored other new disc series still in skeleton form.

He emphasized that as much of the material as possible will be arranged suitable for sponsorship.

Localized Discs

The Salutes, to feature war heroes, will stress the importance of investing in War Bonds to assure security for returning troops. A transcribed series of musical jingle station breaks, patterned after those used by WWDC Washington during the Fifth Loan, is being produced by G. Bennett Larson of WWDC and presented by the Murray Chorus, for proposed national use during the Sixth Loan. The Bond Brief series, to consist of discs approximately 2 1/2 to 3 minutes long, will feature outstanding Americans from all fields and will be distributed, according to their adaptability, for use on programs of every type. Special one-minute discs featuring Bond appeals by prominent citizens and national figures are planned, to be suitable also for easy insertion in regular programs.

Treasury plans to continue War Bond promotion discs on a reduced schedule during the interim period following the Sixth Loan, it was stated.

Recordings of two "localized" pre-sixth Loan quarter-hour programs prepared by the WFD Information Service already have been distributed to all stations in Virginia and North Carolina and are being used as part of Bond activities being staged by local committees in conjunction with the tobacco auctions. One disc features servicemen of the region who participated in the fighting in Normandy. The other presents Maj. Gen. Roger B. Colton of North Carolina, Brig. Gen. W. F. Toopkins of Virginia and Robert Coyne, WFD field director, discussing heroism of the enlisted men in the first record.

Membership for the committee representing small, medium and large stations to advise Treasury on War Bond program selections was named last week by Treasury in cooperation with Arthur Stringer and Lewis Avery of NAB. Recommendations are: Kern Tips, KPRC Houston; Ted Hill, WTAG Worcester; John Rivers, WCSC Charleston; Chester Wheeler, KWIL Albany, Ore.; William Cline, WLS Chicago; John Hymes, OWI.

Music Activities

Chairman of the network Bond committees are scheduled to meet with Treasury and OWI this week to discuss general policy on Sixth Loan planning. Detailed program and promotion plans are to be developed by each committee for its respective net. Nets are also considering designation of representatives to work in liaison with WFD during the planning period.

Dance orchestrations of the song "Dear Friend," written for Treasury by Richard Rogers and Oscar Hammerstein II, have been sent by the WFD Music Promotion Unit to the 420 stations using studio orchestras. In cooperation with the Army Ground Forces, WFD has arranged for the presentation of Irving Berlin's newest Infantry song, "There Are No Wings on a Foxhole," on regular Treasury network programs—Little Jack Little, Blue, weekdays 1:45-2 p.m.; Shep Fields, MBS, weekdays 12:30-1 p.m.

DALTON IS NAMED TO SUCCEED HEALY

Neil Dalton, assistant chief of the OWI domestic news bureau since April 1, 1944 when he took leave of absence from his post as assistant to Mark Ethridge, publisher of the Louisville Courier Journal and Times and owner of WHAS, has been named by Elmer Davis, OWI director, to succeed George W. Healy Jr. as director of the domestic branch when Mr. Healy returns to the New Orleans Times-Picayune in November.

Other OWI personnel changes include the naming of Willett Kempton, former regional chief of station relations for OWI in Atlanta, as assistant chief of OWI station relations division with headquarters in Washington. Replacing Mr. Kempton in Atlanta on Sept. 15 will be Madelin Chace, former regional radio director for the Office of Civilian Defense in Atlanta and previously in the program department of WSB. Both latter appointments were announced last week by John D. Hymes, chief of the OWI station relations division.

IT TAKES A 16-inch Rifle to PULVERIZE enemy coastal defense guns!

KOA 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
Dealer Preference (69%)

(68.8%)**

*NBC Talk of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 Watts
Represented Nationally by NBC Spot Sales

BROADCASTING * Broadcast Advertising

September 11, 1944 • Page 57
Conspiracy in WFTL Sale Alleged

(Continued from page 14)

ing and incidental expenses until February 1944, while on the other hand he entered into an agreement in April 1943 to represent Fort Indus-try in the sale, for which he received a $10,000 fee, plus expenses.

Mr. Horton testified that he re-lease Messrs. Hoffman and Vetter from his contract of Dec. 30, 1942, he paid, out of the sale receipts, $60,000 to Mr. Hoffman and $23,000 to Mr. Vetter. He added that Comdr. Storer promised "make care of Steve Vetter." On the stand Thursday afternoon, Comdr. Storer testified he paid Vetter $10,000 which, in fact, made the station cost $285,000, and addressing Mr. Horton, added, "If I made an agreement I’ll pay all of it."

That $17.30 Hotell Bill

Throughout the hearing Rep. Miller and Counsel Sirica, in discussing Chairman Fly, made reference to "your friend, Storer and your friend Bennett." Mr. Fly ad-mitted the friendship but denied he gave any favors. And he vigorously denied that Comdr. Storer paid his hotel bill. "No radio broadcaster has paid any such bill for me," he declared.

"Here you were, the chairman of the FCC, accepting a gratuity from a licensee of several radio stations," said Counsel Sirica, after questioning Chairman Fly about the $17.30 hotel bill. "The evidence now con-clusively shows that you accepted a gratuity from the licensee of several radio stations."

"It does not," retorted Mr. Fly. "If I were going to accept a gratuity it wouldn’t be any $17.30."

Reading correspondence into the record regarding the National Inde-pendent Broadcasters, Mr. Sirica inferred that Chairman Fly was behind the organization to combat the NAB. Rep. Miller demanded to know if Mr. Fly represented the NIB in "opposition to the NAB and Neville Miller." The witness de-clared he had always felt the inde-pendent broadcasters needed an or-ganization representative of their interests, but that he did not take any active part in the NIB organi-ization.

"I thought the controls of the NAB were very unfortunate for the radio industry in general," said Mr. Fly. "I was interested in any organization that would give the small independent station a voice."

Referring to a meeting of the American Communications Assn. (CIO) which Mr. Fly attended in Atlanta, Rep. Miller brought up the 250,000 fingerprints which the FCC declined to turn over to the FBI until six months after Pearl Har-bor, according to testimony before the Committee last December.

"Didn’t you put your feeling for your friend Selly (Joseph P. Selly, ACA president) above your coun-terparty," demanded Rep. Miller.

"I think that’s an unfair state-ment. The answer is no," replied Mr. Fly. He added that it was "im-
Heller Will Direct WINX Developing Smith Assumes Managerial Duties of Capital Outlet

INTENSIVE development of all aspects of broadcast service by the Washington Post, which recently acquired WINX Washington, was foreseen with the recent appointment of Lawrence J. Heller, founder and former owner of the station, to direct radio developmental activities. John Patrick Smith, assistant general manager of WCPO Cincinnati, has been named manager (Broadcasting, Sept. 4).

While there were no details as to immediate plans of Eugene Meyer, president and publisher of the Post, it is known that consideration has been given to launching of FM, facsimile and possibly television operations, in addition to WINX. Moreover, it is presumed that Mr. Heller will explore prospects of improving the facilities of the standard outlet.

Mr. Heller, an attorney, established WINX in December 1940. When he sold the station to Mr. Meyer, it commanded the record figure of $500,000 for a local, non-network outlet. Mr. Heller continued in his capacity as manager until the appointment of Mr. Smith, which relieves the former of operating details and permits him to devote his time to expansion operations and to counsel with Mr. Meyer and Wayne Coy, former State Dept. assistant to President Roosevelt and now Mr. Meyer's assistant.

A NEW magnetic wire recorder, developed by Armour Research Foundation and said to be used for the first time in the U.S. on a commercial station, was used by Larry Hug, farm editor of WCCO Minneapolis, to record a series of programs at the Minnesota State Fair.

Why They Choose News ON WTCN

EXPERTS LIKE THESE.
★ Raymond Gram Swing
★ Walter Kiernan
★ Henry J. Taylor
★ Westbrook Van Vorhees
★ Walter Winchell
★ Bakughe
★ Gil Martin
★ Leon Henderson
★ Dorothy Thompson
★ George Hicks
★ Ted Malone
★ Drew Pearson
★ AND OTHER

BIG NAMES IN NEWS

PLUS LOCAL NEWS COVERAGE BASED ON BOTH ASSOCIATED PRESS AND UNITED PRESS NEWS SERVICES!
General Foods Corp., New York (Postum). Sept. 1, Aldrich family*, 8:30 p.m. (repeat, 10 midnight), 122 stations, Young & Rubicam, N. Y.


General Foods Corp., New York (Jell-O, Sanka). Sept. 17, Kate Smith Hour, Sun., 7-7:30 p.m., 141 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Pepsi Cola). Sept. 18, Dr. Charles Brewer, Jr., 8-8:30 p.m., 122 stations, Young & Rubicam, N. Y.

International Silver Co., Meriden, Conn. (Sterling and silverplate). Oct. 8, Adventures of Hawkeye and Odie*, Sun., 6-6:30 p.m., 63 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Swan Song), Aug. 15, Burns and Allen, Tues., 9-9:30 p.m., 137 stations, Young & Rubicam, N. Y.


Lever Bros., Cambridge (Lux), Sept. 4, Lux Radio Theater, Mon., 9-9:30 p.m., 142 stations, J. Walter Thompson Co. N. Y.


Pacific Coast Boxa Co., New York (Blue Seal), Aug. 16, Death Valley Story*, Thurs., 8:30-8:35 p.m. (repeat, 11:30-midnight), 82 stations, McCann-Erickson, N. Y.

MBS


Conti Products Corp., Brooklyn (toilet products). Nov. 25, Fred Allen Hour of New York, Thurs., 9:30-10 p.m., 32 stations, Herman, Fraker & Learned, N. Y.

Cresta Blancs Wine Co., Los Angeles (Dubonnet Wine). Sept. 6, Step That Diablo*, Wed., 8-8:30 p.m., 59 stations, BRDO, N. Y.


Bristol-Myers Co., New York (Tang). Sept. 15, Duft's Favorite Menu*, Sun., 8-8:30 p.m., 123 stations, Young & Rubicam, N. Y.

Bristol-Myers Co., New York (Tang). Sept. 15, Duft's Favorite Menu*, Sun., 8-8:30 p.m., 123 stations, Young & Rubicam, N. Y.

Brown & Williamson Tobacco Corp., Louisville, Ky. (Dudley Cigarettes), Sept. 15, Girl in Smokey's*, Wed., 7-7:30 p.m., 52 stations, Russell M. Adams, Chicago.

Brown Shoe Co., St. Louis, Mo. (Smirnoff's Ed McConnell), Sat., 10-10:30 a.m., 32 stations, Lee Barnett Co., Chicago.


who do not have the opportunity to receive additional compensation from sponsors deserve higher salaries and there should be periodic pay increases. They also believe that rigid standards of selecting announcers are impossible to apply and that each manager should have a good deal of leeway in exacting standards and changing them from candidate to candidate.

Irregular Hours
Most frequently mentioned of "things looked for" in an applicant for the job of announcer are experience, good speech, ability to work well with others, wide cultural background—especially in music—adaptability, and robust health that can withstand irregular working hours.

What About Television—Both groups of announcers as well as the managers are in agreement that television will present many new problems to the announcer, that the job of radio announcer will not become extinct as the result of television. Moreover, they believe that radio announcing offers an excellent means of "breaking into" radio, that the rewards that accompany top-flight success are so large that they are worth trying for even under adverse conditions. They also conceive of the job of radio announcer as one that offers much in the way of public service.

Veterans' Advice to the Beginner—The senior group was generous and helpful with its avuncular advice. A digest of it reads like this: "Get a good general education—sample the field of the liberal arts. Don't go into radio announcing with the expectation of making a lot of money; it can be done, but it doesn't happen often. Be sure you have good speech before you try to get a job. Once you land a job, practice daily to improve your voice and diction. Keep your weather eye open for good contacts. Take your lunch with the right people. When you get a job, do it well and make with a larger station. Keep up with radio news. Don't be a prima donna. Keep your temper even. Your colleagues and the boss like it that way, especially if it is evenly amiable.

If your station is located in a small or medium sized town, accept as many outside speaking engagements as you can get. Appear before women's clubs, service organizations like the Kiwanis and Rotary, and parent-teacher associations. They'll help to build up your following and thus make your services more valuable. Develop individuality of style without being affected. One successful older announcer observed: "If the boss' daughter isn't too homely, marry her. It probably will help."

**PEABODY AWARDS OPEN FOR ENTRIES**

1944 George Foster Peabody Awards will again give recognition to programs and stations, it was announced last week coincident with the announcement that listening post committees have been set up in cities and colleges throughout the United States. Awards are to be made on seven counts:

1. That program or series of programs inaugurated and broadcast during 1944 by a national station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community by the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Listening posts are under the direction of Dorothy Lewis, NAB coordinator of listener activity. Closing date for 1944 entries, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga., is Jan. 10, 1945.

**Buckendahl Appointed**

HARRY H. BUCKENDAHLL, director of commercial relations for KOIN Portland, has been appointed vice-president, C. W. (Chuck) Myers, president of the station, announced last week. He succeeds Simeon R. Winch, who served in that position until the Oregon Journal acquired KALE, while releasing its interest in KOIN. Before joining KOIN in 1940, as national sales manager, Mr. Buckendahl was Pacific Coast manager of the advertising firm of Gilman, Nicoll & Ruthman.

New Fairchild Cutterhead

FAIRCHILD CAMERA & Instrument Corp., New York, has announced a new, magnetic cutterhead, known as Tukt 543, is now in production and will be standard equipment on Fairchild's latest portable recorder.

**Fulton Lewis jr.**

Fulton Lewis jr. is now heard on over 225 stations... with 130 sponsors. For list of available cities, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.
Network Accounts
All time Eastern Wartime unless indicated

New Business
CAMPANA SALES Corp., Batavia, Ill. (Campana Balm), on Oct. 8 for 52 weeks Western network stations, Sun. 4-8:30 p.m. (FWT). Agency: Wallace-Ferry-Raney Co., Chicago.

SIGNAL OIL Co., Los Angeles (institutional), on Sept. 4 for 12 weeks started Luis From Tokyo on 2 Don Lee Pacific stations, Mon. thru Fri 9:44-10:00 p.m. (FWT). Agency: Barton A. Stebbins Adv. Los Angeles.

KNOX Co., Los Angeles (Crest), on Oct. 1 starts What's The Name of That Song on 80 MBS stations, Sun. 7:15-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Accounts
SKELLY OIL Co., Kansas City, effective Sept. 11 renews quarter-hour newscast featuring Alex Dreier on 24 NBC midwest stations, Mon. thru Sat. Contract is for 22 weeks. Agency: Henri, Hatry & McDonald, Chicago.


COLGATE-PALMOLIVE-Peet Co., Jersey City, on Sept. 29 renews Colgate Sports Newsline, on 67 NBC stations, Fri. 10:30-10:45 p.m. Agency: Sherman & Marquette, N. Y.

“YOU CAN take it from me,” Ben Abrams (x), president of Emerson Radio & Phonograph Corp, tells Everett Sloane, “you did a good job as Grandpa Vanderhof.” Everett Sloane (center) played that part in the radio adaptation of You Can’t Take It With You, premiered on Mutual, under Emerson sponsorship. William H. Weintraub, president of the agency handling the account, joins in the praise.

MAPLE LEAF MILLING Co., Toronto (four) on Oct. 11 renews Jolly Miller on 26 CBC Dominion network stations, Wed. 8-8:30 p.m. with repeat to western stations: 11:30-12 midnight. Agency: Cockfield Brown & Co., Toronto.

CANADIAN IRONIZED Yeast Co., Windsor, Ont. (ironized yeast), on Oct. 8 renews Big Town from CBS on 26 CBC Trans-Canada network stations. Tues. 8-8:30 p.m. Agency: Pedlar, Ryan & Lukas, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (coffee), on Sept. 11 renews Nabob Coffee Time on 3 eastern Canadian stations, Mon. thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Montreal.

RCA VICTOR Ltd., Montreal (institutional), on Sept. 21 renewed The Voice of Victoria to June 14, 1948 on 21 CBC Trans-Canada network stations. Thurs. 8-8:30 p.m. Agency: Spilka & Mills, Toronto.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 8 for 12 weeks renews Elery Queen on 14 NBC stations, Sat. 7:30-8 p.m. (repeat, 7 NBC stations, 11:30 a.m. Agency: Ruthrauff & Ryan, N. Y.

PHARMACO Inc., Newark, N. J. (Feen-A-Mint), on Sept. 166 for 6 weeks renews Double or Nothing on 198 MBS stations. Fri. 9:15-10:00 p.m. Agency: Ruthrauff & Ryan, N. Y.

HUDSON BAY Co., Winnipeg (chain department store and for post), on Oct. 28 renews Red River Barn Dance on 6 CBC Prairie region stations, Sat. 11-12:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.


UNION OIL Co., Vancouver (gasoline), on Aug. 30 renewed for 13 weeks Grand Old Songs on 5 CBC western stations, Wed. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

BRITISH-AMERICAN OIL Co., Toronto (gasoline), on Sept. 7 renewed Fighting Navy on 26 CBC Trans-Canada stations, Thurs. 6-6:30 p.m. Agency: J. Walter Thompson Co. Toronto.

COLGATE-PALMOLIVE-Peet Co., Toronto (Palmolive shave cream, Doo), on Sept. 9 renewed Share the Wealth on 25 CBC Trans-Canada stations. Sat. 8:30-9 p.m. Agency: Creme, Toronto.


Network Changes
H. J. HEINE Co., Pittsburgh, on Sept. 11 resumes Information Please, replacing Trans-Canada Network stations. Sat. 9:30-10 p.m. Agency: Mason Inc. Co., Toronto.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 8 discontinued Trans-Canada Network stations, Fri. 8:30-9 p.m. and on Sept. 15 starts program on 125 CBS stations, Fri. 8:30-9 p.m. Agency: Benton & Bowles, N. Y.

LOCKHEED AIRCRAFT Corp., Burbank, Calif. (institutional), on Sept. 9 shifted A Man Named "X" from 72 CBS stations, Sat. 9:30-10 p.m. to 131 Blue stations, Sat. 10:30-11 p.m. Agency: Foote, Cone & Belding, Los Angeles.

GENERAL FOODS Corp., New York (Postum), on Sept. 1 shifted The Aldrich Family from 130 NBC stations, Thurs. 8-8:30 p.m. to 122 CBS stations. Fri. 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

RCA Camden, N. J. (institutional), on Sept. 3 shifted Music America Loves Best from 185 NBC stations, Thurs. 7:30-8:30 p.m. to full NBC network. Sun. 4:30-5 p.m. Agency: J. Walter Thompson Co., N. Y.

NOZEMA CHEMICAL Co., Baltimore (Nozema cream), on Sept. 2 shifted Mayor of the Town on 97 CBS stations from Mon. 9-9:30 p.m. to Sat. 10:15-10:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

RAINIER BREWING Co., Los Angeles (Beer), on Sept. 6 shifted Club Good Cheer on 11 Blue Pacific stations from Sat. 8:30- 9 p.m. (FWT) to Tues. 9-9:30 p.m. (FWT). Agency: Buchanan & Co., Los Angeles.

YOUR MARKETS ARE MOVING South!
We sell the new Savannah Seaboard Market—at the low- est per-person cost of any market.

RADIO STATION KTBS
Shreveport, La.
NBC AFFILIATE
Announces the Appointment of
Edward Petry & Company
AS NATIONAL REPRESENTATIVES

Page 54 * September 11, 1944

WRC
NATIONAL REPRESENTATIVE
GEOGRF PHOLLINGCROF,
CORPORATION
REPRESENTED BY NBS SPOT SALES
Washington
sent. I told him (Horton) he'd have a better standing with the Commis-

si-on if he'd put all this before the Commission above board.

"Why didn't you tell Mr. Bennett to bring the contract to the Com-
mision and file it so the law de-
partment could pass on it?" asked Mr. Sirica.

"That's precisely what I told Mr. Horton," replied Chairman Fly. "I did not give any opinion as to the validity of this contract. I don't think I ever saw that contract up to this minute."

"Isn't it a fact that you went to Atlantis to help your friend Bennett and your friend Storer get that sta-

tion," demanded Mr. Sirica.

"I resented that question—no," was the reply. Mr. Fly said he was "sur-
pised" to learn that Mr. Bennett represented both the seller and buyer, as the testimony had brought out.

Mr. Horton told of his financial difficulties, of borrowing $50,000 from Mr. Hoffman and of execut-
ing the agreement with Mr. Hoff-
man and Mr. Vetter. He said when Mr. Bennett told him Fort Indus-
try wanted to buy he "told them I did not see how I could sell because I had a contract which might ma-
ture into an interest in the sta-
tion." He added that Mr. Bennett advised him the contract was "very bad" and a "violation of rules of the FCC."

Mr. Horton testified that while Mr. Fly didn't read the contract in his presence at the Atlanta meet-
ing, the FCC chairman "was fa-
miliar with the salient features" and indicated "that it should have been filed. I got the impression Mr. Fly believed certain phases of it were violative of the rules of the Commission," he added.

"I'm confident Mr. Fly didn't say it was totally illegal," continued Mr. Horton. "He said, "What do you want to do?" and I told him my sta-
tion had been a source of trouble and I wanted to sell." Mr. Horton added that he had made up his mind to sell to Fort Industry before go-
ing to Atlanta to meet with Mr.

Mr. Hoffman related details of his agreement with Mr. Horton and of a night visit by Mr. Horton and James A. Dixon, Miami attorney representing Comdr. Storer, with an armored truck and $65,000 in cash to pay his notes. He rejected the payment but later settled for $60,000. Mr. Hoffman said he did not construe the contract as violat-
ing the Communications Act.

Mr. Magnuson and Miller en-
gaged Mr. Denny in a lengthy ex-
change regarding Commission reg-
ulations and Sec. 310B of the Com-
munications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it man-
datory for licensees to file with the Commission any transfer of stock, as low as 1%.

The section now has to do with control of a station.

Tells of Contract

Emmett C. Choate, Miami at-
orney who represented Mr. Vet-
ter in litigation after the sale of WFTL to Fort Industry, testified he examined the contract of Dec.
30, 1942, and studied the Communi-
cations Act and could find no viola-
tion. He told the Committee he also studied FCC regulations, and said that in his opinion the regulations called for "more than the Com-
munications Act requires."

Mr. Choate outlined details of hi court fights and told how the Federal court remanded the case to State court on the grounds that the Communications Act was not in-
volved.

Comdr. Storer, recalled to the stand Friday, said it was his opinion that under FCC regulations the contract of Dec. 30, 1942, should have been filed with the Commis-

si-on. Questioned closely regarding Mr. Bennett's status, Comdr. Storer said he was under the impression that Mr. Bennett was 'free to rep-

ressent,' although he had heard that Mr. Bennett at one time did represent Mr. Horton.

Under cross-examination Friday Comdr. Storer said he wasn't present at the Atlanta conference be-
tween Mr. Fly and Mr. Horton, that he felt "it was a matter be-
tween Mr. Horton and the Com-
mienion". He added that although Mr. Horton had made an oral agreement for the sale of WFTL he felt that Mr. Horton "should make a complete disclosure to the Commission."

"Would you prefer to have the opinion of your friend, Fly, rather than the opinion of the whole Com-
mission?" asked Rep. Miller. "No," replied the witness, "as a matter of fact it would have to be decided by the whole Commission."

Pressed on Thursday as to why he wanted to buy WFTL Comdr. Storer said he had a home in Florida and "wanted an excuse to go there in the wintertime". He estimated Fort Industry's "present book value" at "some 900 thousand dollars". Asked what the sale price would be, he said he didn't know and when Mr. Sirica suggested "three or four million dollars", Comdr. Storer replied: 'It might well be'.

Messrs. Denny and Hyde and Walker W. White, administrative assistant to the FCC general coun-
sel, all testified that they had s
enched Commission files and could not locate the original of a letter dated April 19, 1943, and delivered to Mr. Hyde by Mr. Bennett.

Mr. Dixon of the Miami law firm of McKay, Dixon & DeJarnette, who represented Fort Industry in the transaction, said he under-
stood Mr. Bennett represented both Mr. Horton and Fort Industry "with the knowledge and consent of both parties". Attorneys said this was a common and accepted practice.

Mr. Pixley took the stand briefly to relate details of employing Mr. Dixon. He denied there was ever any intention of "breaking" the Dec. 30, 1942, contract.

WPB Orders Revoked

TWO limitation orders, one for tubes, the other for replacement parts, have been revoked by the WPB, it was announced last week. Order L-76 covering tubes, which was originally issued in the spring of 1942 to stop production of several hundred different types of tubes which are no longer needed, WPB officials said. The other order, L-293, cov-
ering replacement parts for home radios, has been repealed to allow production of home replacement parts on the same production lines as are running for other purposes, the WPB revealed. Distribution and production of these items are now being scheduled under General Scheduling Order M-289, according to WPB.

Cleveland, Ohio, November 11, 1944
Debut Is Delayed By Bricker Talk

Other Broadcasts Scheduled By Republican Candidates

PREMIERE of the new Lockheed Aircraft Corp. program, A Man Named X, has been postponed from Sept. 9 to Sept. 16 in order that the Blue can join the other nationwide networks in broadcasting the speech of Gov. John W. Bricker of Ohio, accepting the Republican vice-presidential nomination. The Bricker address, scheduled to be made before the Republican Editorial Assn. at French Lick Springs, Ind., was broadcast as a sustaining public service feature by all networks, which a week earlier had broadcast the acceptance talk of Sen. Harry S. Truman of Missouri, Democratic vice-presidential candidate, also on a sustaining basis. Gov. Bricker was to have been heard from 10:30-11 p.m.

Other Talks

In addition to the addresses of the Republican presidential nominee, the broadcast of the new [BROADCASTING, Sept. 4]—Gov. Dewey will also broadcast Sept. 25 from Oklahoma City, 10-10:30 p.m. on NBC.

Republican National Committee has also scheduled a broadcast for Sept. 14, with network, time and speaker to be announced, and one for Sept. 18-19, 8-10 p.m. on NBC, with the speaker to be announced.

CBS Coast Additions

CBS has increased its news staffs in the Pacific and West Coast in preparation for impending increase in the tempo of operations against Japan. CBS correspondent James Fleming, back from Overseas, Eugene Rider, formerly CBS technician-reporter in London, have been assigned to duty in the Pacific. In addition to doing on-the-spot broadcasts they will also make recordings of action on Navy portable film recording equipment. Theodore Liebert, also of CBS, has arrived at Pearl Harbor to work with Wehby Edwards. Philip Wood- yatt, former CBS news manager in New York, and prior to that head of CBS San Francisco news bureau, has been appointed to direct the news bureau in San Francisco. CBS correspondents already in the Pacific Theater include William J. Dunn, assigned to Gen. MacArthur's command, and Glen Akins at Chungking.

Sterling Ins. Test

STERLING Insurance Co., Chicago, will begin sponsorship of 5 and 15-minute musical and news shows on approximately 60 stations, October 16, 26-week contracts were placed by Neal Advertising, Chicago.

Present the Facts, Nimitz and King Tell Broadcasters, and Aid in Pacific War

RADIO CAN do much toward winning the war with Japan, after Germany falls, by broadcasting the facts, the Navy said in a radio address to commanding officers, told the NAB Executives War Conference in Chicago late last month [BROADCASTING, Sept. 4].

Speaking on transmissions which went down to the Conference, Adm. Ernest J. King, USN, Commander-in-Chief of the U. S. Fleet and Chief of Naval Operations, and Adm. Elmo R. Zumwalt, Commander-in-Chief, U. S. Pacific Fleet and Pacific Ocean Areas, assured broadcasters that the Navy soon will provide facilities for the origination of newscasts from the far-flung Pacific areas.

Adm. King warned against over-optimism and declared the "fanatics of the military" of Japan "buries anything that Germany has to offer. . . . To defeat them will be one thing; to force them to surrender will be another. These irrefutable facts must be repeated again and again. . . . We must present fully and freely, we need have no further concern about the current wave of over-optimism."

"The broadcasting industry is performing and can continue to perform a most important public service by preventing the war in proper perspective and the services are needed, and will be increasingly when the conflict in Europe ends and the spotlight is focused on the war in the Pacific."

Adm. Nimitz, touching his talk in the vernacular of broadcasting, said the "United States has forcibly extended its primary coverage thousands of miles to the West and our program featuring the combined forces of the Army, Navy and Marine Corps has been heard clear and loud in the Aegean, the Gilbert Islands, Marshall Islands, in the Carolines, Marianas and Bonin Islands."

"The program to bring Japan to unconditional surrender will be heard with ever increasing volume in Japan itself," he continued.

"There will be no fading in our resolve to carry it through and we are prepared to meet with such an interference as may be encountered. . . . We will not remain static in producing and presenting this program for victory in the Pacific. We are confident that we will have the cooperation and support of the entire radio industry."

Knox on MBS

KNOX Co., Los Angeles, will promote Cystex Tablets on 80 Mutual stations Sun., 4:30-5 p.m. as sponsor of What's the Name of That Song, audience participation program. Originating from the West Coast, with Bud Williamson as m.c. Program invites contestans to identify old-time songs, awarding cash prizes for correctly giving the title, title first line of chorus and sing first two lines. Audience joins in by writing in the songs. Program was originated at the Don Lee Network, where it has been sponsored by the same firm, later expanding to the full Mutual Network as a sustaining agent. Harry M. Allen, Los Angeles.

Hope Resumed

PEPSODENT Co., Chicago (toothpaste, powder), on Sept. 12 sponsors Bob Hope Show on 129 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Series stars Bob Hope, recently returned from entertaining the fighting forces of South Pacific theater, with Jerry Colonna, com- e, and featured by guest George Gobel, ved, vocalist of the radio program. Barbara Jo Allen (Vera Vague) completes full line-up. Skinner Engstrom has been assigned musical director. Writing staff comprises Albert Schwartz, Nor- man Sullivan, Allen Weisz, Ray Allen, Fred Fox, Paul Laver, Roger Price, Chester Castellaw. Al Cap- staff is produced of Foote, Cone & Belding agency servicing the account. With initial broadcast at Moline (Cal.) Marine Air Base, troops in Borden, Nova- ronto, Canada, on Sept. 19 for opening of annual Canadian W. Stamp drive.
Frigon is New CBC General Manager

Appointments of Manson and Bushnell Also Announced

CANADIAN Broadcasting Corp. last week announced the appointment of Dr. Augustine Frigon as general manager, with Donald Manson assistant general manager. Ernest Bushnell has been promoted to director general of programming.

When the CBC displaced the Canadian Radio Commission in

8% Transcription Sales

Levy imposed by Canada

A SALES TAX license and an 8% sales tax are being levied on Canadian transcription companies, advertising agencies developing their own radio programs, independent producers, sponsors who do their own recording, and stations making transcriptions for broadcasting, it was learned recently. The ruling was received by Hal Williams, Dominion Broadcasting Co., Toronto, from the Dept. of National Revenue, Ottawa, after representations had been made to the department earlier in the summer.

To have gone into effect Sept. 1, a delay 'til Oct. 1 was requested to allow all companies affected to become informed of the operation. It is expected the ruling will cause considerable difficulty of a technical nature, and may bring the cost of certain types of recordings out of line with their commercial values.

National Peanut Council

Plans 3-Year Campaign

NATIONAL PEANUT Council, Atlanta, in a proposed three-year campaign for the peanut industry, has requested a $300,000 budget to include research, publicity and advertising. Largest allocation will be $230,000 to be spent in radio and public relations. Research and publicity work is already financed for the balance of 1944.

According to a booklet issued by the Peanut Council, radio plans call for sponsorship of women commentators on daytime programs in major markets throughout the country. Regarding radio, booklet states "to be effective, the plan must be a continuous one for at least three years." To finance the campaign, funds will be raised by members of the NPC with allied business and organizations contributing. Agency is J. Walter Thompson Co., N. Y.

Republic Promotion

REPUBLIC Pictures Corp., New York Sept. 11 concludes a five-day campaign in connection with the Sept. 9 premiere in New York of "Storm over Lisbon." Schedule called for from two to eleven announcements during the week breaks weekly on each of the following stations: WJZ WBYN WHN WEAF WABC WINS WOR WMCA WOV WNEW. Agency is Donahue & Coe, New York.

RECORD CKCL PRICE; STAFF ASSIGNMENTS

SAID to be the highest sum ever paid for a Canadian station, consideration of $5000,000 was reported last week as the amount involved in the purchase of CKCL Radio (now CKEY, Broadcasting, Aug. 28), by a group of Canadian financiers headed by Jack MacKenzie, former general manager of Northern Broadcasting & Pub. Co., who is said to hold controlling interest in the $1,000,000 outlet and is president of Toronto Broadcasting Co., partnership formed to take over operations of the station.


Eddie Guest of CKCL has been appointed production and program chief, and Don Insley, former program director of CHEX Peterborough, the director of continuous programming.

Stinson, formerly of WLW WIOD and CKLW, is producer and newscaster. Other newscasters are Lorre Greene, former chief announcer of Canadian Broadcasting Corp.; Michael Fitzgerald, Toronto freelance, and Allett and Abbott, Associated Press news, formerly of CKPC Brantford, Ont. Announcers are Jack Thompson, formerly of CHEX and CKCL; Roy Dunn, formerly of CKWS Kingston and CHEX; Phil Sandy, formerly of CHEX.

Hal Stubbs, former farm broadcaster of CBC Toronto, heads the farm program department. Block program m.c.'s are Lorne Greene of Toronto free and Larry Kent, formerly of CBC; Joe Crysdale, CKCL, Bruce Tremere, formerly of CKCL.

Ernie Swan of CKL remains as chief engineer. Sonia Barnett, secretary to Jack Cooke at Northern Broadcasting, has moved to the same position at CKEY.

Church Radio Plan

A PROPOSAL for an extensive program of broadcasting, which may reach $10,000,000 a year, is in a report recommendation of a commission on church and radio presented Sept. 6 to the General Council of the United Church of Canada meeting at London, Ont. The commission is headed by Dr. James M. Whitney, president of the U. of Saskatchewan and former general manager of the Canadian Broadcasting Corp.

The report recommended spending $75,000 on broadcasting in 1946. Other recommendations include the appointment of a national executive with specified responsibilities; establishment of a central office of supervision and direction of an aggressive program of evangelism and education through broadcasting; instruction of radio technique for ministers who become directors of stations; Board of Governors was asked to provide funds for a permanent secretariat for the National Religious Advisory Council.

NOT BORED are the newly-elected board of directors of the Canadian Western Assn. of Broadcasters, who met Aug. 13 in Banff, Alberta.

Two on the third time; Gerry Gaets, CKRC Winnipeg; A. A. Murphy, CFQQ Saskatoon; Frank "Tiny" Elphicke, CKWX Vancouver.

Dr. Frigon Mr. Bushnell

1936, Dr. Frigon became assistant general manager. As a member of the three-man royal Commission which investigated radio in Europe and the United States, Dr. Frigon recommended nationalization of broadcasting while also allowing the operation of privately-owned stations. Three years later he was chairman of the Quebec Electric Commission, and is an engineer by profession.

Mr. Manson, who was formerly executive assistant of CBC, was secretary of the 1929 Broadcasting Commission. Before joining CBC in 1936, he was assistant controller of radio for Canada.

General Foods' Shifts

GENERAL FOODS Corp., New York, on Oct. 2 will start Two on a Chair, a mystery-drama, on CBS, Monday through Friday, 2:15-3:30 p.m., for Postum, LaFrance and Satina. In a reshuffling of General Foods' daytime shows, program replaces Joyce Jordan, M. D. (Postum, LaFrance, Satina, Post's Raisin Bran), which shifts to the CBS 2:15 p.m. period, now occupied by Portia Faces Life (Grape Nut Flakes, Wheatmeals). Later show on Oct. 2 replaces We Love and Learn (Post's 40% Bran Flakes) in the Monday through Friday 8:15-8:30 p.m. period on 150 NCB stations. We Love and Learn will be discontinued by General Foods on Sept. 25. Agency is Young & Rubicam, N. Y.
**NET ALLOCATIONS PROVE SUCCESSFUL**

TWO-THIRDS of the programs participating in the Network Allocation Plan of the OWI (weekly packet) are presenting their war messages interestingly and effectively, according to an OWI Domestic Radio Bureau analysis of 550 monitoring reports submitted by staff members and volunteers between July 10 and Aug. 6.

The survey, the first to be released, covered 257 network programs, representing 72% of all OWI allocations scheduled on commercial networks during the first week. 18% of the messages were rated "excellent" and 59% "good" or "above." The reports show a slight edge over evening programs.

The tabulation of the answers to the four questions: (1) where the message was placed—opening, middle, closing, with script; (2) by whom given; (3) techniques; (4) length—revealed that the majority of war messages are delivered by announcers at the close of the program. 65% of the 257 programs spotted allocations in the closing; 15% in the middle; 9% in the opening and 5% repeated throughout the broadcast. Announcers delivered 6%; program stars 25%; guests 4% and unidentified actors 2% of the allocations.

**NAB Kit Mailed**

NAB has mailed to all stations a copy of the radio kit to be used in the National War Council task force, accompanied by a letter from J. Harold Ryan, NAB president. The OWI Radio Section has designated Sept. 25-Nov. 1 for all War Fund radio allocations. The NAB kit contains material on radio information such as station breaks, live spots, and human interest stories on the National War Council.

**ANACIN CO. CITED IN FTC COMPLAINT**

ANACIN Co. Jersey City (proprietary) has been charged in a Federal Trade Commission complaint with disseminating false advertisements in newspapers, periodicals, pamphlets, circulars and other literature which misrepresents the therapeutic properties of Anacin tablets and fails to reveal their potential danger to health when administered indiscriminately. Complaint did not mention radio advertising.

The former Blackett-Sample-Hummert, Anacin agency, was also cited in the complaint. The respondents have been granted 20 days to answer.

**Colgate Stipulation**

STIPULATION by Colgate-Palmolive-Perco Co., Jersey City, that it will cease certain claims for its Palmolive line is not expected to affect materially the sponsor’s radio advertising claims. Prior to the Federal Trade Commission announcement of the stipulation, the company had claimed that the FTC had undermined its advertising efforts.

**FM Station for FCC**

WSFXC are the call letters of an FM station the FCC will establish in Washington to secure technical data on FM. Station will be operated by engineers in the engineering division, on 50 w on any frequency between 42,000 and 50,000 kc, with both wide and narrow band transmitters. FCC hopes that some data will be obtained in time for use at the FCC allocations hearings Sept. 28.

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**Russell Joins Probe**

APPOINTMENT of Louis J. Russell, veteran FBI investigator, as a staff member of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel. A native of Louisville, Mr. Russell's career began as a professional ballplayer when he was 18 with the St. Louis Cardinals, and he has served in the American Assn. In 1934, while attending Columbia U., Washington, D.C., he served for the FBI and subsequently served as supervisor of criminal accounting with the New York City Police and the Jersey City Police. He is now with the FBI in Washington.

**Cuba Honors Newsmen**

FOR FAIR and impartial coverage of the Sept. 4, 1953 revolt of the Cuban Army sergeants and privates, led by Brigadier General Fulgencio Batista, the Cuban president several weeks ago, honored 14 Cuban and American newspapers. Some of them have with CBS. Decorations went to Edmund A. Chester, CBS director of Latin American Relations, then chief of the Latin American Department of Associated Press; Lawrence R. Haas, CBS director of shortwave news, then manager of the United Press Caribbet Division, Havana; and Alex Garcia, CBS Havana correspondent, then assistant to Mr. Haas.

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Release of Radio Equipment Awaits General Reconversion

Production Cutbacks May Open Manufacturing Facilities to Their 1939 Level

RELEASE of transmitters and other equipment vital to converting broadcasting will have to wait until the sweeping reconversion "blueprint" is put into effect and it is learned how the 40% production cutbacks will affect radio, it was learned last week from Ray C. Ellis, director of the WPB Radio & Radar Division. As far as radio receiver sets are concerned, the most recently as 30% by Radio & Radar officials would take civilian set production facilities back to the high 1939 level.

Restrictions will be removed after V-Day in Germany, Mr. Ellis said, but it is impossible to tell at this time just what restrictions.

General Cutback Effect
As to how the general reconversion, which is planned after the defeat of Germany, would affect broadcasters' needs generally, official of the Radio & Radar Division indicated that the production cutbacks planned in the "blueprint" would open up civilian manufacturing facilities to their 1939 level. The "reconversion blueprint" was developed by Charles E. Wilson's production executive committee before he resigned as executive vice-chairman.

MBS Service Program To Have 'Host' Sponsors

A PROGRAM designed to smooth the way for the wounded service- man's return to civilian life will be presented on 245 Mutual stations Tuesday, 8:30-9 p.m., under the joint auspices of the Army, Navy and American Red Cross and with different commercial firms as "hosts" each week, paying time, talent and production costs.

Tentatively titled We Live Again and expected to start in mid-October, the program will originate in various service hospitals. Bob Hope and Joe E. Brown, co-chairmen of the "performers committee," speaking from Hollywood will hold two-way radio conversations with combat casualties. In addition, guest stars will join the men at the hospitals in staging the broadcasts. Format of this part of the program will be flexible and adapted to the talents of the visiting celebrity.

An approved list of acceptable sponsors has been drawn up and each invited to take part in the weekly broadcasts. Series is slated to run 52 weeks. Sponsors are not expected to be released until the first 18 broadcasts are accounted for.

CIO to Monitor Labor News Trend

CIO POLITICAL Action Committee in New York, this week puts into operation a radio monitoring system to determine how labor news and programs of the PAC itself is being handled. Where unfair or insistently unfavorable treatment is reported, the PAC will ask cooperation of stations in more impartial handling—where coverage is found, stations will be publicly commended, according to Leila Sussman, who is heading the new Radio Monitoring Service as radio content analyst.

Both network and local news programs will be monitored, Miss Sussman said. A select list of 30 network news programs with the largest audience, will be covered from New York by Miss Sussmann and various volunteers, who will be assigned to one or more periods. All regional directors are being asked to set up committees to cover local news programs throughout the country. It was still too early last week to determine how wide local coverage would be.

News monitoring system will be uniform for both groups. Each monitor will be supplied with a code check sheet, listing 15 different topics relating to labor, and including the PAC. Monitors while listening merely have to check after any subject that is mentioned whether treatment was favorable, unfavorable, neutral, or balanced.

All sheets will be turned in each week to New York headquarters, where results will be tabulated and summarized by Miss Sussmann. Findings will be made public from time to time, and they will be available for study at any time to anyone. Sheets and results will be returned to local monitoring committees for their own use.

WOSH BOYCOTT
Station Will Not Broadcast Roosevelt Speeches

WOSH-Oshkosh, Wis. has refused to carry any of President Roosevelt's speeches "until after the forthcoming election", because of the so-called "political" nature of the President's Bremerton address, according to a letter sent Stephen S. Egan, secretary to the President, by Myles H. Johnson, WOSH President, on Sept. 7. The text follows: Dear Mr. Early: This letter is to inform you that after careful consideration, I have decided that this radio station will be unable to carry any of the President's speeches until after the forthcoming Presidential election. This decision was reached because I honestly believe that the President's recent public address was "political" in its entirety. Our station is carrying only the voice of the public in the form of the President's speeches in behalf of or by candidates for both President and other federal and local offices, all of which are being paid for by a group of advertisers, themselves. Consequently, in order to comply with sections 1.421, 1.423 and 8.434 of the FCC Rules and Regulations for Broadcast Services, I have decided it is necessary for our station to accept future President's speeches of Mr. Roosevelt's except at regular published advertising rates. In this way we will not only be complying with the FCC regulations but also operating under a policy fair and just to all political aspirants. Sincerely yours, Miles H. Johnson.

Vocal Security

Two speakers might make the same speech; one depress; one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

Winston - Salem, North Carolina
Representative: The Walker Company

FIRST IN ALASKA

790 KC KFOD 1000 W
ALASKA BROADCASTING CO.
Mat-Su. Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

KOVERAGE

The popular CBS Station
EL PASO, TEXAS

KMEU

OUT-DISTANCES

ADAM, Inc.

COMPETITION

in the field of radio.

Magazine on 75

AMERICAN Poultry Journal, Chicago, sponsored by Oct. 30 of a thirteenth-week five-minute transcribed program on 75 stations. Simmonds & Simmonds, Chicago, is agency.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
SEPTEMBER 2 TO SEPTEMBER 8 INCLUSIVE

Decisions

SEPTEMBER 4

WTEL Philadelphia—Granted license to
cover CP increase power and changes in equipment.

WSGN Henderson, Ky.—Granted license to
cover CP increase power and changes in equipment.

KTVW Yakima, Wash.—Granted mod.
CP for extension completion date from
9-1-44 to 10-11-44.

EXACT MEASUREMENTS

Frequency Measuring

Radio Engineering Consultants.

Radio Engineering Consultants
Frequency Modulation


• Evening Star Building, Washington, D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. Dl. 1205
Washington, D. C.

HENRY R. SKIFTER

H. R. SKIFTER DONALD M. MILLER

CONSULTING RADIO ENGINEERS

ENGINEERING SERVICES

AVAILABLE AFTER VICTORY

Applications . . .

SEPTEMBER 5

WBBU Anderson, Ind.—Granted transfer
control from Leo M. Kernett and Cora C. Kernett to G. B. McDonald, Robert E. Hausman and Earl H. Schmidt for
46 4-4-45.

WCAR Posttiea, Mich.—Granted special
service authorization to operate at 6 a.m. to local sunrise from 9-14-44 to 4-4-45.

National Broadcasting Co., New York—
Granted extension of authorization to transmit
programs to CBC CBL and other CBC stations.

KCMO Kansas City—Granted mod. CP
for extension completion date from
9-1-44 to 10-11-44.

The Philadelphia Inquirer, a Division of
Triangle Publications, Philadelphia—Same.

SEPTEMBER 5

Amendment to the September
8

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The Philadelphia Inquirer, a Division of
Triangle Publications, Philadelphia—Same.
Help Wanted

Wanted—Announcer. Experienced newscaster, also capable of routine studio work. 5 kW network affiliation, preferably for major network station. Opportunity for advancement. Salary commensurate with qualifications. Interested parties please send all data in first letter. Reply confidential. Box 649, BROADCASTING.

Transmitter engineer for 5 kW midwest station. Must hold Radiotelephone First Class license. Also, control room operator. Salary $49 per week. State experience and training, and enclose a snapshot. Box 546, BROADCASTING.

Account Executive to join recognized midsize Chicago agency in a new business development role. Requires home office agency experience, excellent references, good contacts and strong sales ability. Give complete details in first letter. Our executive staff is familiar with this advertisement. All replies will be kept in strictest confidence. Box 612, BROADCASTING.

Medium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping M.A. Accounting, handling billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

Wanted—Announcer—should be good enough to draw top pay with Blue affiliate. Include all information you first letter and you may report for duty. Box 614, BROADCASTING.

Wanted—5 kW progressive NBC affiliate in major market. $45.00 for 40 hours this fall. Talent desired for our new NMIC which must make $80.00 to $100.00 weekly. Box 669, BROADCASTING.

Wanted—First-class operator, some experience. Radio Station WMFF, Passaic, N. J.

Copywriter—if you are a good radio copywriter, particularly with retail experience, and have a strong sense of personality, you may be the one we seek. A well established agency where there is real opportunity for growth, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of your work. Janssen Advertising Company, 1st Floor, 80 Central Tower, Akron 9, Ohio.

Chief engineer—wants 250 watt Mutual station, or 500 watt non-defense area. Give experience, salary requirements first letter, KFPA, Helena, Montana.


Wanted—First class operator, program director, announce and sales for associate Mutual station. Room in Normal, Illinois. Reply confidential. WTNA, Normal, Ill.

Wanted at Ono, California, operator-announcer holding restricted telephone permit. Give experience, draft status and salary required first letter. WPAD, Paducah, Kentucky.


Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Staff announcer, NBC regional affiliate fine working living quarters included. All good application education, experience, family, wages desired. KGHL, Billings, Montana.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face costs 20c per word. Ad must be of light face or all bold face counts. Copy words for blind box number. Deadline Monday preceding issue date. Send box reply to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Copy writer, experienced. Good position with leading midwest newspaper. Good salary, based on your experience, for man who can produce salable commercial, announcements, and samples. Scripts with first letter, to Elmer Knopp, WTPR, Flint, Michigan.

Aggressive, young news editor with flair for promotion and publicity. Announcing experience helpful. Give full details in application. KGHL, Billings, Montana.

Announcer—Frequent ad-id versatile personality announcer with continuity and production ability. KTDF, Twin Falls, Idaho. Located in non-defense area with post war stability. Send photo, draft status. Reference, transcription.

Situation Wanted

Available—station manager. 8 years radio experience now in fifth year as station manager. Age 50, 49, draft status, B. A. degree. Familiar with all phases broadcast, including sales, management, continuity and on-the-air work. Single. eastern home or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 558, BROADCASTING.

Chief engineer, radio broadcasting, communications, ten years diversified experience. Specialist audio facilities. References exchanged. Draft ineligible. Salary $100 per week. Box 622, BROADCASTING.

Station manager or chief engineer, now employed average six to eight weeks. Age 55 with financial success in those two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcasting for farm but do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking company. Please, refer Box 655, BROADCASTING.

Radio engineer, first class license. Prefer connection with station in midwest. Fifteen years broadcasting. Please give complete information first letter. Box 586, BROADCASTING.


Classified Advertisements

Situation Wanted (Cont'd)

West coast woman director and announcer, who has had considerable experience, desires directing, producing or announcing position in network station at the most $300 monthly salary. Details and application on request. Box 642, BROADCASTING.

Two young men, thoroughly trained, dependable, single, 4F, desire announcements at station. Will go anywhere. Box 643, BROADCASTING.

Sports announcer—Six years experience all sports, including championship fights, football, basketball, baseball. Present employers unable to carry this football fall. Would like to broadcast again. No objection to games on a 10%--basis, on an eastern station. Having successfully handled national accounts on network stations, I know I can make a good job. Box 644, BROADCASTING.

Station manager or assistant. 10 years radio experience successfully filling every position of management, engineering, and sales. Eight years previous location, key man in West Coast network operated station. Complete knowledge broadcasting, including sales, production, programming, motion pictures, etc. Plenty of selling and executive capacity. Include complete experience. No application too bold. Experience by training and study to develop skilled all around man. An idea man, natural organizer, capable of acquiring the necessary sales connections, 40 years old, married, one child, draft exempt. Box 468, BROADCASTING.

Production man—11 years experience: now producing program director for a large NBC station. Desires position with larger station or NBC or Regional Network. Knows all phases of broadcasting, 4F, married, college education, married, two children, entering radio. Equipped by training and study to develop self. An idea man, natural organizer, capable of acquiring the necessary sales connections, 40 years old, married, one child, draft exempt. Box 468, BROADCASTING.

Platter, Jockey! Not just another record spinner, but a real personality, able to produce an A-1 morning show. For 4 years experience announcing, writing, producing and directing morning show. Now Chief Engineer at a metropolitan midwestern station. Box 654, BROADCASTING.

Program-production manager. Seven years experience large and small station operation. Has done good work for producer, program manager. Prefer major market. Box 657, BROADCASTING.

United Manufacturing Corp., Division of B. S. Recording Co., Custom Engineering and Laboratory Equipment, 1121 Vernon Ave., Ypsilanti, D. C., District 1640

Your Canadian Distribution

Is Assured thru WALTER P. DOWNS LTD., 633 Dominion Bldg., Montreal, Can.

Present Lines: PRESTO RECORDING TUBES, FORDA CORP., AMPLIFIER TUBES AUDIO DEVELOPMENT CO.

For Your Programs in Canada

“Ak Adakus” JOHN ADKINS DISTRIBUTION

HERITAGE TRANSISTOR, 57 Yande St., Toronto

Situations Wanted (Cont’d)

Woman with broad business experience in sales, office work, including stenography, wishes permanent position in radio advertising field in Chicago, agency, station or radio station. Salary $600 first month. Available October Ist. Box 661, BROADCASTING.

Announcer with 3rd class ticket and twelve years radio experience in east coast mountain states. Available October 1st. Box 662, BROADCASTING.

Network-announcer, educated, traveled, business background, medical discharge. $36. Box 647, BROADCASTING.

Attention, western stations! Two young industrious women with good training in announcing, writing, sell. All phases. Must be able to type, ad script writing, programming and radio technical desires. Address together. Write Box 658, BROADCASTING.

Woman, college experienced in announcing, continuity, dramatic writing, controlling board, turntable, directing, journalism. Will go anywhere. Box 660, BROADCASTING.

Wanted to Buy

Wanted—Any type vertical antenna, Phone collect Central 6869, Chicago, Mr. Clifford.

Wanted—Farm or garden property in local station. Box 890, BROADCASTING.

Wanted—RCA MI-4565 Lateral pickup head, one good, for $14.50. Will pay equal value in copper ground wire. Box 659, BROADCASTING.

Wanted to buy—Frequency and modulation monitors. Also 200, 2100, 1000 watt equipment—either wire or write. Box 656, BROADCASTING.

Wanted—Frequency monitor and modulation test equipment, Phone Central 6869, collect. Chicago, Mr. Clifford.

For Sale

For sale: Presto 8K. Box 546, BROADCASTING.

For sale—RCA 250 watt transmitter in good condition for sale. Box 897, BROADCASTING.

Will sell 250 watt full-time line network station, New York State. Write Box 651, BROADCASTING.

For sale—550 watt network affiliate, southern state. Box 655, BROADCASTING.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 552, BROADCASTING.


The SCHOOL OF RADIO TECHNICAL

(America's Oldest School Dedicated Exclusively to Radio Engineering)

8 Weeks Evening Course SEPTEMBER 19

6 Weeks Day Course OCTOBER 2

Taught by Network Professionals for Beginner thru Advanced students, in:

Stenography
Newscasting
Advertising
Script Writing
Television
Commentating
Voice
Co-ed. Moderate rates, Inquire.

R.K.O. BUILDING RADIO CITY, N.Y. CIRCLE 7-0193

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SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants


Kanso City, Mo.

Washington, D. C.

Hollywood, Calif.

WANTED

Program Director who is commercially minded. Has sophomore college education and has successfully coped with high-tuned competitive schedules on major network stations. Must be able to handle traffic, supervising announcers and production. Columbus regional station in southwest has permanent place with bright future. Excellent experience, qualifications, present salary, photograph, when available and full particulars in first letter.

Box 653, BROADCASTING

Broadcast Advertising

RADIO BROADCASTING—April 1944
NAB Plans Drive To Revise Statute
Committee to Inform Congress Of Legislative Problems

FORTIFIED with the knowledge that Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, advocated national radio legislation [BROADCASTING, Aug. 28], the NAB Legislative Committee plans to go all out for a definitive law early in the fall session of Congress.

That disclosure was made by Don S. Elias, WWMN Asheville, N. C., Legislative Committee chairman, following his annual report a fortnight ago to the NAB Broadcasters Conference in Chicago. At that time he said that because of the war and election this year the Committee had abandoned hopes for legislation this session, but would follow through early next year.

"We went into the fight conscious we couldn't get any legislation this year," said Mr. Elias. "If the NAB Committee worked hard, spent a lot of time in Washington, but we found a lot of lack of interest in legislation in Congress. Few members seemed to know anything about radio's problems, he added.

To Provide Facts

Under plans of the NAB Legislative Committee, pertinent information about the need of legislation tuned to radio's growth will be placed in the hands of every NAB member. In turn the members will be asked to counsel their own Senators and Representatives and to invite them to their respective stations to learn the whys and wherefores of broadcasting.

"What we want is definitive legislation that broadcasters can understand with a Supreme Court decision, to tell us how to run our business," said Mr. Elias. "If regulations are necessary—and they are—then they should be made and not shifted on us. If the FCC has no idea of controlling programs— and they tell us they don't—then it should be written into the law that they shall not. Regardless of who is on the Commission, we need to have it in the law. That's just one of the things we want clarified."

Mr. Elias, referring to Rep. Lea's article in the Aug. 28 BROADCASTING, declared: "Congressman Lea has come out flat-footedly and says we need a new radio law. He has had a chance to study the Act and the Commission. We hope to inform other Congressmen as to our problems. It's a long time since we've had any legislation. It's time Congress acts."

Doughnut Spots

DOUGHNUT CORP. of America, New York, in promoting Downflake for the first time on radio, last week started a 13-week campaign in 12 markets. Pre-recorded spot announcements are used at varying frequencies on WMJS, N.J., WMAQ, KOL, WMAM, WIBX. Agency is Grey Adv., N. Y.

"It's Called a 'Hitch-Hiker'—I Got the Idea From Radio."

FRENCH DRAMA MEETS RADIOMEN

Eyewitness Account of Riviera Landings Sent
"Broadcasting" by Maj. Pellegrin

ABOARD one of the first LST's to hit the Riviera beach in the recent landings in Southern France, Major Frank E. Pellegrin, executive officer in charge of operations, and former NAB director of broadcast advertising, and KGJ, Omaha commercial manager. He and several other radio officers [BROADCASTING, Aug. 28] went in period with a mobile 299 radio transmitter.

They did several recordings aboard the boat, then, after an hour and a half of H-Hour they were sending press and radio copy to Rome, "where it was held for release of the communiqué and then pooled for the world press. The communiqué on the landings was set up at 12:10 and at 12:10-10 Chester Morrison of NBC, who had won first place in the pool of correspondents, there, won the air to the 299 by telegraph.

Five Spools to Rome

"Five spools [of wire recordings] went back to Rome that night by courier plane," Maj. Pellegrin wrote. "We hit the beach and set up a grove of trees, and Wickham had the transmitter going over guns on the beach. After dark, we put out a night time call and radio copy. . . . Late that first evening [ Lt. Carl] Zimmerman set up at 12:10 and Morrison, Vaughn Thomas [BBC] and Eric Sevareid [CBS] all got through with D-Day beach各界 high frequency.

The major tells of an especially dramatic encounter with one of the captured German generals. "A couple of nights ago," he writes, "Gen. Tupper and I were called to Gen. Patch's headquarters, there, in a dark little office, lit only by two candles, a German major general, our first important captive, was brought in. He was Maj. Ludwig Bieringer, the Nazi "administrador" for this district.

"He sat down in the eerie candle light with us in the shadows—a regular Hollywood setting accentuated by his monocle, graying hair, cigarette, gorgeous uniform of pale blue with red slashes down the legs, complete with shining boots, an Iron Cross and a row of ribbons. He spoke with unusual frankness; only a portion of the interview could be released.

"Immediately on news of our landing the French patriots had taken after him, besieged him in a hospital where he had taken refuge, and French bullets were cracking through the windows at the very moment when our troops, like the old cavalry column in the movie serials, came charging into the town for a nick-of-time rescue.

"He wrote of the magnificent French resistance and aid given to our forces—by the Maquis as well as by gentle old ladies in fragile shawls. . . . These are a magnificent people," he continues, "they have never lost their pride, their self-respect, their fierce loyalty and their frightening hatred of the Nazis. . . . The way these French people say, "Le Dosshe!" and spit, leaves little for the imagination."

GF Expands Talent

GENERAL FOODS Corp., New York, in starting the Kate Smith Hour program on CBS Sept. 17, 7-9 p.m., has lined up Harry Savoy, comedian, and Jack Miller and his orchestra as permanent talent for the show. Ted Collins, producer of program, will act as m.c. Agency is Young & Rubicam, N. Y.

WPB Names Folger

JAMES A. FOLGER, former president of the J. A. Folger Co., San Francisco, has been named chief deputy chairman for field operations of the WPB, it was announced last week by WPB vice-chairman Donald D. Davis.

HOARD of Directors of Decer Rec- nition Corp., which declared a regular quarterly dividend of $0.30 per share, payable on Sept. 20, the old stockholders of record on Sept. 18, 1944.

Whan Survey Sees Okla. Listening Up

Number of Battery Sets Show Decrease Over Year Ago

BATTERY scarcity is becoming a less important factor in Oklahoma listening, according to a survey conducted in the State by Dr. F. L. Whan, U. of Wichita. The survey was made in SW OKlahoma City. Conditions of the batteries, with the effect of such conditions on listening, is brought out in the survey which shows that of families who had more than a year ago, only 15.7% utilized batteries, sets, and 41.7% used high-line; of families listening less than a year ago, only 15.7 utilized batteries, while 17.7% had high-line powered sets. This reveals that the number of battery sets is diminishing and battery scarcity will become a diminishing problem.

Radio ownership by type, condition of set, and classification of listeners by living standards, geographical location, age, sex, and education are given in Dr. Whan's exhaustive survey.

Better than 1943

The spiral bound booklet, tab-indexed for ready reference, contains classifications of the 6,422 Oklahoma families interviewed, dividing them into families listening to population. Of the families reached in Dr. Whan's study, 96.9% have sets in their homes, of which 4% had reported reports in not in working condition. Morning, afternoon and night listening is shown pictorially on maps done in four-color, which break the state up into counties and show listening preferences at different times of the day.

One section of the survey is devoted to a comparison of 1944 listening to those of 1943. With 43.1% of families reporting they spent more time listening to radio in 1944 than in 1943. Only 17.1% reported spending less time listening in 1944.

The survey concludes with a tabulation showing the frequency and reasons for listeners writing to radio stations over a three-month period. Largest percentage of those writing came from those, both of low and high income groups, who wanted to make a purchase. Next in order of requests was "to enter a contest," followed by response to a station offer, response to a station plea, and last, unsolicited letters.

Latinos Tour GE

A BRILLIANT future for television in South America was forecast by a group of seventeen Latin Mats who recently made a visit to the GE plant in Schenectady where they inspected the company's broadcasting facilities. New York on a scholarship is Walter Hennessy, son of Brazil's Leopoldo Hennessy, of Peru, and Jose Valladares, of Cuba. Their tour through the GE plant was under guidance by Charles Feah, who formerly lived in Guatemala before joining the GE electronics department.
By night, in picturesque Vincennes,
Heroic ghosts walk
Among the long moon-shadows of familiar spires
That once probed through forest roof,
To pierce the darkness of a pagan wilderness,
And grope for day's last lingering glow of sunset.

From statues wrought in bronze,
From granite crypts and graves of common clay,
They venture forth—
Some clad in priestly black,
Some in soldierly buckskin,
Some in the bright garb of Creole peasants.
Some few in beaded loin-cloths—
To walk beside the lyrical Wabash.

There's Clark, Vigo, Father Gibault,
And legendary Alice of Old Vincennes;

There's Bishop Brute, Madame Godare,
Tecumseh, in the shadow of Old Treaty Tree,
Meeting with William Henry Harrison;
Upstairs in Old Legislative Hall,
Spectral lawmakers line the hard benches... 
While modern Vincennes rests,
A quiet, serene town, in an age of mighty cities.

Yet, there are those to whom the glory of the past
Is still a living heritage for the present,
A challenge hurled into the face of the future—
Folks, for instance, to whom the heritage means Home.
And folks like us, who admire, and second, the challenge.

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DIVISION OF THE CROSLEY CORPORATION
From 1919 to 1944... RCA has pioneered in the science of radio and electronics... from world-wide wireless to national network and international short-wave broadcasting... from electron tubes to electron microscopes and radiothermics... from television to radar.

Twenty-five years of service to the Nation and the public have made RCA a symbol of achievement and progress... it is a monogram of quality in radio-electronic instruments and dependability in communications throughout the world.

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RADIO CORPORATION OF AMERICA

LEADS THE WAY... in Radio... Television... Phonographs... Records... Tubes... Electronics