WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
THROUGH THE YEARS . . .

These Entertainers Have Been Friends

The longer you know a man . . . or a group of people . . . the more you will know about him . . . or them. That's the way with the folks pictured here; they have been broadcasting on WLS for so long that they know the likes and needs of the WLS audience.

Ted Morse, famed on WLS for his comedy characters of Otto and Little Genevieve, has been with WLS since 1931. The Prairie Ramblers, novelty instrumental and vocal quartet, started on WLS also in 1931. And Jennie Lou Carson, one of the original Three Little Maids of National Barn Dance fame, joined the staff in January, 1932.

Because many of the WLS staff, like those pictured here, have known the Midwest America radio audience a long time, they know what the audience like to listen to, what approach will stimulate listeners to act . . . and to buy. That's why WLS Gets Results!
Plant YOUR acorns in the WPEN market

The Station That Sells

WPEN
PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
The G-E Satellite

will bring

1. Network Television
2. Television Revenue

G-E developments will make it possible to provide television program service in small and intermediate markets as well as large cities.

Master television stations, capable of originating television shows of network calibre, will be located in the larger centers of population. These master stations can be linked together in regional networks by G-E ultra-high frequency radio relay stations. Coast-to-coast hook-ups of regional networks logically will follow.

SATELLITE STATIONS THE NEXT STEP

From this broad framework will stem still other stations—hundreds!...to bring television to the smaller communities—to make it a still more attractive advertising medium for concerns doing a regional or nation-wide business.

Known as satellite stations, these smaller community stations will tie in with their respective regional networks by taking network programs from the nearest relay station, and rebroadcasting them over the local area. The satellite station can also produce and televise its own film programs, under local sponsorship, independently of the networks.

SATELLITE STATIONS ECONOMICAL TO BUILD AND OPERATE

A satellite television station will be relatively inexpensive to install and operate—and will require a minimum of operating personnel.

The illustration at the far right, above, shows equipment required for a satellite television station.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
The G-E disk-seal tube — a development that makes ultra-high frequency relaying possible.

Antenna equipment for a G-E satellite television station.

Mobile pick-up units.

Television Station

to small communities
to local station owners

station of the future. A simple building houses the equipment and a lattice tower supports both the broadcasting antennas and the antenna which picks up the picture and sound signals from the nearest relay station. The small transmitter will have sufficient power to cover the local market area. A receiver-monitor unit, an amplifier unit, and a 16-mm motion picture projector and film pick-up camera complete the essential station equipment.

For local revenue, a 16-mm silent motion picture camera will be used by the satellite station operator to take pictures of products or demonstrations local merchants may wish to advertise. A G-E magnetic wire recorder will add background sound and commentary. Local happenings — parades, fires, dedications, sports, and social events — can be filmed in similar manner to provide other local sponsored programs.

For on-the-spot broadcasts of events as they happen, a small truck may be equipped as a mobile unit.

Let General Electric help you with your preliminary plans. Let General Electric provide your complete television broadcasting system. Benefit from G.E.'s experience in operating WRGB — the nation's most powerful television station.

If you are interested in television broadcasting, plan your visit to Schenectady now — Thursdays and Fridays are our "open house" days at WRGB. If you have not received the G-E brochure, "TELEVISION BROADCASTING POST-WAR," write Electronics Department, General Electric, Schenectady, New York.

* Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.
STABILITY in Omaha!

BYRON HEAD emcee's

The "COFFEE CLUB"
DAILY 7:15 to 8:00 A.M.

On the Air for SIX YEARS

PARTICIPATING FEATURE
MUSIC—GAGS
One hymn set off by bells

TIME TEMPERATURE WEATHER
15 minutes available
7:15 to 7:30 A.M.
at
Rate Card Rate
plus
$7.50 daily production

Participations at rate card rate

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS 1290 Kilocycles

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

Boom Predicted in Sets, Equipment
How Army Will Handle Armistice Flash
'Broadcasting' Names Richards Editorial Director
AAAA-ANA to Study NAB Circulation Plan
Lennon & Mitchell Gets All Lorillard Accounts
How the No. 2 Candidates Compare
—By Prof. Louis Foley
Democrats Arrange Precinct Meetings for Broadcasts
GOP Styles Talks to Commercial Pattern
Scope of House FCC Probe Widened
FCC to Limit AM Ownership
KGA-Wasser Petition Proposes 880 Breakdown
FCC Allocations Hearings May Run a Month
Cold Weather Remedy Campaigns Begin
Straus Advocates Congress on Air
British Advertisers Eye Commercial Radio
Jenkins Explains KSTP Promotion
Ken Dyke in the Jungle
Television Society Discusses Director's Problems
Radio Aids Public in Seaboard Hurricane

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HOLLYWOOD BUREAU
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WASHINGToN
The nation's number 1 city
...NOW... and after the war.
from a study of 12 leading U.S. cities by the Wall Street Journal.

and WOL
is the number 1 station in Washington to sell your products.

BROADCASTING • Broadcast Advertising

One Time-Buyer Tells Another:

"DOLLAR FOR DOLLAR
YOUR BEST BUY
IN AMERICA'S
4TH LARGEST
MARKET!"

National Representatives: Spot Sales, Inc.

970 KC
NEWARK, N. J.

NEW JERSEY'S FIRST RADIO STATION
ILLUSTRATION, courtesy of National Cash Register Co.

ACTION, courtesy of Nern Listeners

Why Nern Listeners?

Because Nern listeners are New Englanders, and because New Englanders have 7.7% of the nation's spending money.*

Yes, but who says that New Englanders listen to Nern?

Well, Nern stations offer a combined primary coverage that blankets New England with more than three times the power of any other combination here. And, because they are all NBC affiliates, Nern stations carry the nation's biggest-audience programs. Each Nern station is dominant in its own area.

H'm... Expensive?

Never! You can get cash register action from 8,296,472 Nern listeners for only $312 for a daytime quarter-hour, with no line charges and with free studio facilities in New York, Boston and Hartford. When you buy Nern, you buy a network.

*Copyright SALES MANAGEMENT, May 10, 1944, issue.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
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<tbody>
<tr>
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<td>1030</td>
<td>Boston, Mass.</td>
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<tr>
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<tr>
<td>WRDO</td>
<td>1400</td>
<td>Augusta, Maine</td>
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</tbody>
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Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD CONNECTICUT
Southern California's Agriculture depends on this transmitter!

Its 50,000 watt, clear-channel signal carries KFI to Southern California's eleven-county agricultural population... and its intelligently-planned Public Service programming to agriculture brings this industry to depend upon it.

Instantaneous mass communication from one source to growers and stockmen throughout the entire Southern California region is vitally necessary to this specialized 1 1/2 billion dollar industry.

Hence KFI's public service obligation... its privilege... its opportunity to build rural listener loyalties.

Local programming in the particular interests and welfare of local listeners... plus the popularity of its NBC offerings... accounts for KFI's leadership in not only the Hooper-surveyed metropolitan district but in the rural areas of approximately a million people.

KFI . . . NBC for Los Angeles
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

PUBLIC SERVICE PROGRAMS FOR THE AGRICULTURE INDUSTRY

The KFI Noon Farm Reporter, aired daily from 12 noon until 12:15 PM., is built upon a constant supply of up-to-the-minute information received from authoritative sources. It presents: news, information on grower-practice, market quotations, weather forecasts.

Through the winter season KFI interrupts its commercial programs to bring nightly frost warnings (8:00 PM., November 15 through February 15) to growers of citrus and other frost-tender crops throughout California and Arizona. KFI is the only station broadcasting this regional service and it is the only station needed to cover all of the frost areas in these states.
Bruce B. Brewer
Partner, Bruce B. Brewer & Co., Kansas City

Says—“Spot broadcasting gets sales increases at low cost, so we like spot!”

• Yes, and Mr. Brewer is right—the final payoff on spot broadcasting really is that it does get sales increases at low cost. We can all talk our heads off about selectivity, flexibility, and the rest of the details. But in the end, it all boils down to sales increases at low cost.

• Here at F&P, we’ve concentrated over twelve years’ effort into helping make spot broadcasting as economical for agencies and advertisers to handle as it is to use. If you will take the trouble to tell us frankly about your problems and needs, we believe we can free you from most of the details which do exist, we confess, in this medium. And do it as conscientiously and as tirelessly as though we were a department in your own organization.
Boom Predicted in Equipment and Sets

Transmitter Ban May Be Lifted This Fall

By JACK LEVY

WITH RECONVERSION time fast approaching as the Allied armies advance into Germany, the radio manufacturing and broadcasting industries are preparing for the greatest boom in equipment production and station construction in the history of radio. Likelihood of a lifting of the WPB freeze on civilian transmitter production is seen this fall.

The end of the European war, ex- pected now by Oct. 31 at the latest, as revealed last week as the basis for substantial restoration of general civilian production, will result in at least a 30% cutback in military orders for radio equipment, War Production Board officials told Broadcasting.

Equipment Boom Seen

This cutback, it was indicated, will mean much more than a corre- sponding resumption of receiver and broadcast equipment inasmuch as the radio industry is now pro- ducing at a rate 10 times greater than the prewar volume. In addi- tion, the release of materials resulting from cutbacks in other in- dustries will likely solve radio manufacturers’ most pressing cur- rent problem. It is expected that materials will be generally avail- able in adequate supply.

It is quite conceivable, in the opinion of John Creutz, chief of the Domestic & Foreign Branch of the Radio and Radar Division, that the collapse of Germany will be fol- lowed by an almost immediate re- turn to prewar civilian production volume without disrupting the flow of needed military equipment for the war against Japan.

In the field of broadcasting equip- ment, the manufacturing industry will be confronted with the heaviest demands it has ever experienced, demands which, if filled, will mean a transmitter output alone in the first reconversion year of at least five times any prewar year. As of Sept. 14 there were pending or on file with the FCC a total of 250 applications for FM stations and 70 applications for television stations.

With the prospect that the vast majority of these will be granted and that the WPB freeze on con- struction will be lifted coincident with the 30% cutback, radio manufac- turers will have on hand orders to equip stations costing in the ag- gregate approximately $30,000,000. This does not take into account ap- plications for new stations still to be received, which are coming in to the FCC at an increasing rate, nor does it include the accumulated de- mands of existing AM stations for replacement equipment.

Radios for Christmas?

In the production of transmitters and other major broadcast equip- ment, demands for which are re- stricted to specialized uses, manufac- turers will be able to plan their schedules for gradual reconversion to normal operations. The time re- quired for making transmitters— nine months to a year—will make possible an orderly and controlled step-up in this branch of the in- dustry.

Always allowing, of course, for military developments which may pro- long the European war beyond its expected duration, there is a good chance that a limited number of 1944 model sets may be avail- able for Christmas gifts this year, although it will be 90 days before any substantial number of sets are available. There is a tremen- dous backlog of consumer demand, existing and susceptible to artificial sales stimulus, which many manu- facturers will not pass up. They are in a position to effect a speedy reconversion to capture the market. Inasmuch as there the lag produc- tion factor in the speed with which manufacturers can get sets into de- alers’ shelves. In some areas, where factories are located close to large markets, the problem should be simple. Where markets are far from the source of production, war- time controls over shipping and transportation will no doubt delay deliveries.

The goal for the first year’s pro- duction after reconversion, Mr. Creutz believes, will be based on 1941 demands and will mean an output of from 10 to 15 million sets. The largest bulk of these will go into homes—as replacements of inefficient and old sets and as extra receivers. The automobile will pro- vide the next largest market, as standard or optional equipment, when new car production resumes and through increased use of cars

How Army Will Handle an Armistice

Modern Setup to Avoid Tragic Hours of Delay in 1918

By MARY ZURHORST

CEASE FIRING! Less than 25 minutes after that order goes out from some meeting place of the Allied and German high commands, the airwaves will carry it to the farthest advance unit, to the fast- est plane and to the remotest ship at sea. By radiotelegraph, Wash- ington, London, Moscow, Chungking, Brisbane, Pearl Harbor, New Delhi will hear the message within 3½ minutes of transmission.

But it is equally important that the Nazi army hear it, too.

An official at the War Dept. specu- lated last week that, “If Ger- man field radio facilities nearly approximate ours, or if we can reach them by radio or by front line PA systems, then there is a strong possibility that the time be- tween the signing of the uncondi- tional surrender terms and notifi- cations of troops can be set at a considerably shorter period than in the last war.”

At 5 a.m. in 1918 the Armistice was signed in Paris, and six hours were allowed for word to reach the men in the field, so that hos- pitals did not close until 11 a.m. In those hours hundreds of men died.

How it Works

A hypothetical situation will trace the line of communications for such a message:

An official German spokesman de- cides to meet with the Allied com- mand for surrender. As the quickest facility available, he uses radio to contact Allied headquar- ters.

Within the hour, listeners through- out the world will know of the situation—not only civilians but also fighting men via short- wave relays. Thus, authenticity will be lent to the moment when the German Army in the field is notified of surrender either by its own radios or by ours.

Then, the meeting held, terms agreed upon, the end-of-war mes- sage goes out in code over the Signal Corps communications fac- ilities. If the negotiations take place at theatre headquarters, the order to lay down arms is trans- mitted to a network comprising army headquarters (1st Army, 3d, etc.), and the corps whose radios are on the same frequency. Corps headquarters, after passing the coded order through the message center and passing inspection of the commanding officer, relays it on another frequency to the di- vision network.

The same process continues on down through the regiment, bat- talion, company, and out into the individual units—tanks, jeeps, planes, walkie-talkies.

In less than a half-hour after

(Continued on page 61)

BOBCASTING • Broadcast Advertising

September 18, 1944 • Page 11
Lennen & Mitchell

Get All Lorillard

Major Changes Are Planned In Net Program Lineup

P. LORILLARD Co., New York, effective Nov. 30 shifts advertising of Old Gold cigarettes to Lennen & Mitchell, New York, and the following Jan. 1 a major change in its network advertising with two new shows replacing current programs on NBC and CBS. To handle these and other programs for Andrew Jergens Co., the agency is opening a Hollywood office.

With the new appointment, L&M, agency for Lorillard’s Beechnut cigarettes and various cigar and pipe tobacco brands, will again be handling all the company’s advertising. Agency handled Old Golds for 15 years up until January, 1941, when the product went over to J. Walter Thompson Co., New York. Current radio under latter agency has included seasonal sponsorship of Old Golds in Chicago. Network programs include Allen Jones and Woody Herman’s orchestra on CBS Wednesdays, 6-8 p.m.; and Jackie Gleason, Harry Von Zell on NBC Sundays, 10:30-11 p.m.

The two Old Gold shows will be Comedy Theatre, weekly dramas of stage and film comedies, with stars reenacting their original roles in most cases, and an audience participation show titled Which Is Which. Studio audience for the latter program will choose from among six celebrity impersonators, and the voices of six guest celebrities hidden behind screens are those of the person himself, or an imitation. Money prizes will be awarded.

Richard Himber’s orchestra has also been signed.

Lorillard has taken the Wednesday 9:30-10 p.m. period on CBS for one of the programs, beginning Oct. 5, and will continue to use its NBC Sunday 9:30-10 p.m. spot beginning Oct. 29 for the other, with decision pending as to which program will start point Sunday nights, a spot Lorillard thus discontinues Alan Jones in the Wednesday 8:30-9 p.m. spot on CBS following the Oct. 18 broadcast, and Jackie Gleason on NBC the following Oct. 22.

Travis Wells, radio time buyer and assistant to S. James Andrews, radio director and talent buyer in New York, will go to Hollywood to succor Mr. Jergens. Edith Hohan, now talent agent in the radio department of the Wm. Morris Agency, New York, will serve as business manager. Offices have not yet been selected.

In addition to handling the two Old Gold shows, L&M’s Hollywood office will also be handling Andrew Jergens Co.: Mystery Time, which replaces Chamber Music Society of Lower Basin Street on 160 Blue stations Sunday 9:15-9:45 p.m., beginning Oct. 8 in behalf of Woodbury soap.

Richards Is Named Editorial Director In ‘Broadcasting’ Staff Realignment

APPOINTMENT of Robert K. Richards, newspaperman and broadcaster, as editorial director, and promotion of several department heads is announced by Broadcasting.

The realignment was reported to the board of Broadcasting Publications Inc. at a meeting last week, by H. Paul Hoff, editor and publisher, and becomes effective Oct. 16. J. Frank Beatty, managing editor for the last ten years, continues in that capacity at Washington headquarters. He was named associate editor in New York for a decade, becomes New York editor in charge of the New York bureau. John N. (Bill) Bailey, who joined Broadcasting a year ago, is associate editor in Washington.

Maury Long, advertising manager for the last four years, takes over sales as business manager, and will continue his supervisory activities over advertising. He has been with Broadcasting since 1936.

S. J. Paul, assistant advertising manager, becomes New York advertising manager. He joined Broadcasting in 1940.

Bernard Platt, circulation manager, takes over a newly established Service Bureau, which includes supervision of the production of the Broadcasting Yearbook. Functions of the Service Bureau will be expanded when wartime limitations are lifted. Mr. Platt joined Broadcasting in 1932.

Mr. Richards, since early 1942 has been Assistant Chief Radio Censor in Washington. A native of Urbana, O., and a graduate of Ohio State University, Mr. Richards is 32. He was editor of his school paper in his senior year.

In 1934-35, Mr. Richards was a copywriter with Campbell-Ewald, Detroit. He then served successively as continuity editor, WAIU Columbus (now WHKO), 1935-36; reporter, rewrite man and copyreader, Cincinnati Post, 1936-38, during which time he also was a newscaster, WCP0; production director, WSPD Toledo, 1938-42. When J. Harold Ryan, president of NAB, left WNEW in December 1941 to become assistant director of censorship in charge of radio, Mr. Richards came to Washington as his aide in January 1942. Subsequently he was in charge of assignments for John Ryan and served in that capacity under John E. Fetter, WKZO Alcamozzo, who succeeded Mr. Ryan last April.

Mrs. Richards is the former Betty Greene of Urbana. They have a six-year-old daughter.

AAA and ANA to Pass on NAB Plan For New Radio Bureau of Circulations

ANOTHER step in the project toward creation of a Radio Bureau of Circulations occurs next Friday in New York with presentation of the full plan by the NAB to radio committees of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Hugh Felton, president, the Washington Mutual Network, was editor of the Research Committee and now a member of the NAB Board, will make the presentation in the auditorium of the Biltmore, with ANA the host.

Simultaneously, NAB President J. Harold Ryan announces appointment of Roger Clipp, WFIL Philadelphia, as chairman of the technical subcommittee of the Research Committee. He served as chairman of the technical subcommittee in formulating the coverage plan. Messrs. Ryan and Clipp and Paul F. Peter, research director of the NAB, also will participate in the presentation.

The plan, proposing a standard method of coverage measurement for all radio, was unanimously approved by the NAB Executives War

Conference in Chicago last month. A permanent bureau would be set up to operate the project, which would entail a controlled mail ballot every two years to one million listeners at a cost of $1 each. The cost would be absorbed by subscribing stations.

Before the plan can be effectuated, approval of both ANA and AAA is required. The AAA Radio Committee already has indicated its approval [Broadcasting, Aug. 28, Sept. 1].

New GF Series

GENERAL FOODS Corp., New York, on Oct. 2 starts a 13-week promotion for Jell-O with five-minute newscasts and quarter-hour transcriptions on three New York stations. Station call for this thrice-weekly quarter-hour musical show on WOR and WNEW and five-minute newscasts thrice weekly on WQXR and WNEW. Agency is Young & Rubicam, New York.

CBS Election Plans

CBS is understood to be planning rearrangement of its entire program schedule after election time, to Mr. Palmer, director of news and special events, has called O&O news chiefs to New York for a meeting Sept. 24.

BROADCASTING • Broadcast Advertising

NOW A PIN-UP is the July 3 BROADCASTING cover, depicting radio, at war, writes Sgt. Ralph S. Durkin, program manager of WXO “on the Northern route to Tokyo”, in an Army station which broadcasts transcriptions from the Armed Forces Radio Service and five newscasts daily, received via shortwave from the West Coast. Sgt. Durkin in civilian life was with KMBC Kansas City. “Radio’s news magazine,” writes Sgt. Durkin of BROADCASTING, “is almost as well come around these parts as a letter from the folks at home.”

Welles’ Postwar Series For Waltham Watch Co.

SUMNER WELLES, former Under Secretary of State will be heard on Mutual Wednesday 10:15-11 p.m. under commercial sponsorship beginning Oct. 11, in a series of talks on world peace and postwar policies. With no products to sell at present, Waltham Watch Co., will sponsor the program for institutional purposes omitting all middle commerce. Talks out of deference to the importance of Mr. Welles’ topic.

Program represents Waltham’s first major advertising effort in recent years, and its first network series. The basic Mutual network of 75 outlets has been ordered and the program will be picked up. Tentatively titled Time For Decision, also the title of Mr. Welles’ recently published book, the program will originate from Washington, Palm Beach or Maine, wherever Mr. Welles is located. Contract, for 52 weeks, was placed through H. B. Humphrey Co., Boston and New York.

Palmer Named Manager of KGO; Follows Searle

T. B. (Bev) PALMER, who has been chief engineer of KGO and the Blue’s San Francisco operations since the formation of the Blue Network Co. in February 1940, has been appointed manager of KGO, Blue O&O station. He takes office immediately, replacing Don Neal, who moves to Hollywood Sept. 18 to take over his duties as general manager of the Blue’s western division.

Mr. Palmer joined NBC in 1943 as studio field engineer serving successively as control relief supervisor, junior supervisor and one week before he joined the Blue, field supervisor.
No. 2 Candidates Show Radio Flaws

Truman Reveals Nasal Tone Quality;
Bricker Has ‘Relaxed’ Manner

BY LOUIS FOLEY
Professor of English and Language Consultant
Western Michigan College of Education, Kalamazoo

A VERITABLE “presidential campaign of the air” is ahead. FDR is the past-master of the microphone. Gov. Dewey for voice appeal bids fair to run him a tight radio race. What about the No. 2 men? That question was posed to Prof. Louis Foley by the editors of BROADCASTING. His critical analysis of the FDR-Dewey radio techniques [BROADCASTING, May 15] have been widely quoted. Radio observers in recent days have detected a decided improvement in the radio delivery of Sen. Truman, presumably resulting from the tutelage of J. Leonard Reinsch, radio director of the Democratic National Committee, on leave from his post as director of radio of the Cox stations (WSB WIOD WHIO).

What sort of performance may we expect of them? From their previous public utterances we may form some notion of what they will have to offer.

Senator Truman’s speech of acceptance at the convention in Chicago has again and again, and at this moment that we can easily review it here:

“You don’t know how very much I appreciate this very great honor which has come to the great state of Missouri. (Applause) There is also connected with it a very great responsibility, which I am perfectly willing to assume. It’s been my privilege to be a United States Senator for the past nine-and-one-half years, and I expect to continue the effort which I have been making in that — uh — capacity as a United States Senator to help shorten the war and win the peace under the direction of the great — our great leader Franklin D. Roosevelt. (Applause) There’s not much more that I can say to you, except that I accept the honor with all the humility that a — uh — uh — citizen of the United States enjoys in this position. Thank you very much.

Now of course it will be said at once that this was an impromptu speech, and that it is unfair to judge a man’s speaking ability in such circumstances. With all due allowance, however, it may also be said that the true inward quality of one’s speech is best revealed when he is caught off guard. Then any pose which he may have cultivated will drop off, and he will just be his really natural self. Moreover, there is no need to insist too strongly upon the “impromptu” aspects of Truman’s remarks at Chicago. After all, the Missouri Senator is 60 years of age, he has been prominent in politics for a good while, and he must have surely envisaged his nomination as at least a possibility for which to be slightly prepared in advance.

Sen. Truman has been described as very “practical” in politics. As we listened to the convention by radio, it was easy to recognize in his voice and manner the personality of a man who is forceful in going after what he wants, and is not lacking in shrewdness.

We may well imagine, however, that he produces a better total impression by his physical presence than he can with his voice alone. To make friends and influence people in committee meetings or even in the open Senate, one can give a general impression that offsets, covers up, or reduces the effect of things that are shown up in all their rawness by the merciless mike.

Vocal Mechanisms

In fact, the microphone at Chicago revealed more than the actual text as we have reproduced it here. It registered a certain nasality of tone which might soon become unpleasant to listen to; it marked the lip-laziness of enunciation in such words as “privilege”, “uh-uh”, and “it’s been” which sounded exactly like “spin”. But there is more in this matter than mere vocal mechanics in pronouncing words. Though Mr. Truman spoke for only one minute, his speech is noticeably wordy or repetitious. An experienced public speaker might be expected to say quite as much in even less time, besides saying it better.

In the few words of that acceptance speech, there is obvious emphasis upon the idea of his personal humility. His tone of utterance, however, did not strike us as being noticeably humble. He sounded indeed like a person rather well pleased with himself and quite confident of his complete worthiness. He was “perfectly willing” to assume the “responsibility”, along with the “honor” which he “accepted”.

There may appear to be a certain relationship between these remarks and something else which he had said a good while ago. He was, he said, not a lawyer—“just a farmer who happens to be in the Senate. But I understand words.” So again what ostensibly begins as a modest self-abasement turns out to be more like a boast. Perhaps he did not fully realize how much of a boast it was. At any rate, an impartial observer may be permitted to doubt whether he really does “understand words” well enough to warrant any particular boastfulness.

Greats That Grate

He said that he accepted the “honor”. He was not called upon, in fact, to do anything of the sort. Even if he had refused to be a candidate, the honor of having been nominated was already forever his. Then he spoke of his willingness to assume the “responsibility”. That, however, he need not and cannot do unless and until he is elected; he can only seek to have that responsibility entrusted to him.

Moreover, in considering him as a speaker, it is pertinent to notice that his “understanding words” does not involve knowing how to handle them easily without unpleasant combinations of sound, as in “except to accept”, especially with the two words practically identical in pronunciation to “alas, accept”.

Explain it as one will, astonishingly often this phenomenon of sound-combinations which annoy or pointlessly attract attention will reveal upon analysis a misuse of a word or an inexactness of grammar. And he does not “understand words” well enough to realize that using great no less than five times in those few sentences makes it distract from the intended effect instead of heightening it.

On the opposing side, Gov. Bricker shows up less well in some re- (Continued on page 4)
Republicans Styling Programs In Commercial Show Pattern

Ford Bond, as ‘The Republican Reporter’, Acts As Special Events Man on GOP Broadcasts

RADIO STAFF of the Republican National Committee has developed a new technique in political broadcasting. It is a continuation and extension of the common practice in commercial broadcasting of using a special announcer, distinct from the one who identifies the station or network, to give the special messages.

Where the usual political broadcast opens with an announcer at the scene of the meeting announcing the speaker and describing the hall and the excitement of the audience, the Republican technique eliminates the special events announcer and substitutes “The Republican salesmen,” speaking from New York. Following the network identification and the courtesy announcement on behalf of the sponsor who pays for the airtime, the policy speech, “The Republican Reporter,” Ford Bond, veteran network announcer, states the nature of the program, including the special distribution, designed as an audience-building operation instead of a simple description.

True Commercial

When this “opening commercial” concludes, usually after about 20 seconds, program is switched to the scene of the meeting where the dignitary who is to introduce the Republican Presidential candidate steps to the microphone and, after a few seconds of applause, introduces Gov. Dewey in a single sentence: “Ladies and gentlemen, I have the pleasure to present to you the next President of the United States,” leaving virtually the entire broadcast period for the main address.

If the speech should not fill the broadcast time, instead of switching to a network studio for two or three minutes of organ music the program goes back to Ford Bond who is standing by with a sheaf of Republican news items which he reads until the time is almost up, always concluding the broadcast with announcement of the next scheduled Republican talk.

Developed by Radio Director Turbull, Assistant Radio Director Wals (Ted) Church, and Mr. Bond, this new political radio format is believed by the party leaders to make political broadcasts true commercial programs.

Special Programs

Revamping last week’s broadcast schedule, the Republican National Committee added a broadcast by Congressman Everett Dirkson of Illinois on MBS, Sept. 15, 5:16-8:30 p.m., and added a broadcast scheduled for Sept. 14, and added a special program, Governor Dewey’s Neighbors, on NBC, 9:9:30 p.m., Sept. 15. This broadcast comprised two pickups, one from Pawling, N. Y., with a group of Gov. Dewey’s neighbors giving their impressions of him, and one from Owosso, Mich., where his boyhood friends and acquaintances did likewise.

During the coming week the Republican network will be heard Sept. 18 on CBS and Sept. 19, 21 and 22 on NBC as he addresses meetings in Seattle, Portland, San Francisco and Los Angeles. Next Monday, Sept. 25, he will broadcast on NBC from Oklahoma City.

SOCIALIST PARTY BUYS WQXR TIME

SOCIALIST Party is sponsoring talks by Norman Thomas and Darlington Hoopes, Presidential and Vice-Presidential candidates of the party, on WQXR New York, Sept. 17, 5:30-6 p.m. These talks are to be recorded for submission to the Army for shortwaving to the troops on Sept. 20, according to a spokesman at the party’s New York headquarters last week.

Transcriptions of these talks will also be broadcast on 39 stations throughout the country, it was stated, and this plan will probably be followed for the four remaining programs to be sent to the troops overseas. Plans also are being made for other domestic broadcasts for the Socialists, but are not yet completed, it was said.

Voting Precinct Meetings Arranged By Democrats for Political Broadcasts

SECOND radio campaign speech of Democratic President Franklin D. Roosevelt will be broadcast on the full Mutual network, Oct. 6, 10:10-10:30 p.m. EWT, J. Leonard Neinas, radio director of the Democratic National Committee, announced last week.

Talk to Teamsters

Broadcast will also include talks by Democratic National Chairman Robert E. Hannegan and Mrs. Gladys A. Tillett, assistant national chairman, and following the President’s speech the network will be broken up into State groups for brief messages from state Democratic candidates for governor and senator. Approximately 125,000 voting precincts in 48 states are ranged for listening to the broadcast, with a party worker in each district responsible for arranging a meeting of at least 10 of his neighbors.

First Roosevelt broadcast, on Sept. 23, 9:30-10 p.m., as he addresses the convention of the International Brotherhood of Teamsters in Washington, will be broadcast on both CBS and NBC. Party has also purchased the 11-11:15 p.m. period on the Blue Network Sept. 20, for a talk by Quentin Reynolds, and the 7:7-30 p.m. spot on the Blue, Sept. 27, for a special women’s program.

Party’s farm series of quarter-hour programs to be broadcast in the early morning hours between 6 and 7 a.m., on more than 30 stations from New York to the Dakotas, gains under way this morning on a Monday-through-Friday basis and continues right up to the end of the campaign, concluding on election day, Nov. 7. Series will feature interviews with Sen. Harry S. Truman and other Democratic leaders and Harry F. Byrd, Secretary of Agriculture Claude Wickard; James Patman, president, National Farmers Union and other party leaders as well as farm leaders, merchandisers and cashiers.

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Blue Names Berry

GIL BERRY, assistant sales manager for the central division of the Blue Network, has been appointed sales manager, succeeding Joe Mehlhorn, who had been manager of KCMO Kansas City (BROADCASTING, Sept. 4), according to Ed Borroff, vice-president of the Blue central division. Mr. Berry was formerly sales manager of WENR Chicago spots sales and prior to that associated with NBC spot sales. Robert Mecke, salesmen, will take over Mr. Berry’s duties.

NAB Code Committee Plans Oct. 12 Meeting

TO CONSIDER possible changes to the NAB code of ethics, to which most of the country’s stations voluntarily subscribe, the NAB Code Compliance Committee will meet at the Roosevelt Hotel, New York, Oct. 12-13. Previously, a meeting had been scheduled for Sept. 25, following informal consideration of code provisions by the NAB Board of Directors in Chicago Aug. 31 after the Executives War Conference.

Richard Frankensteen, vice-president of UAW-CIO, has been invited to address the meeting. Talks are expected to be of interest and likely to be of lively controversy over efforts of CIO to “obliterate” provisions of the code which ban the sale of time for the dissemination of controversial issues.


Free Time Granted Socialist-Laborites

Buy Quarter-Hours on WQXR $100,000 Fund

AVAILING itself of the privilege of demanding free time equivalent to that secured by the general public for acceptance speeches, the Socialist Labor Party has secured quarter-hour periods on the four major New York networks for acceptance speeches of Edward A. Teichert, Presidential candidate, was broadcast on CBS Aug. 27. Vice-Presidential Candidate Aria A. S. was broadcast simultaneously on Blue and Mutual Sept. 16, 7-7:15 p.m. Technically not an original acceptance speech, the similar broadcast is scheduled for NBC Sept. 22, 10:45-11 p.m., with a talk by Mr. Albaugh on the CIO Political Action Committee, titled “Socialism Versus Hillmanism.”

Considers Net Time

Party is considering buying one or two network broadcasts towards the close of the campaign. In the past bond issues have been purchased on WABY Albany, NY San Francisco and WQXR New York for regular weekly quarter-hour broadcasts, with the KYA network broadcasts and WQXR slated to start Sept. 29 each Friday, 10:30-11:45 p.m., continuing till Nov. 3. In addition, the party or has or will have broadcast on commercial stations. Mr. Teichert as he continues in a cross-country tour heading east, or by Mr. Al baugh on KSTP Minneapolis-St. Paul, and state network WQXR, Oct. 14; WHO Des Moines, Sept. 15; WGN Chicago, Sept. 23; WSBT South Bend, Sept. 24; WOWO Indianapolis, Sept. 25; WLEU Erie, Pa., Oct. 4. Talks by Mr. Teichert are designed as an audience-building operation instead of a simple description.

Eric Haas, editor of Weekly People and U. S. Senate candidate, on WQXR, 10:30-11 p.m., Sept. 18, fresh from a tour on “Socialism Means Jobs for All.”

 Latter broadcast and a previous half-hour on the same station by Mr. Haas were two of five programs to be selected to have rebroadcast overseas. The others are the Blue-Mutual program, the CBS and the NBC broadcasts.

The party's overall campaign budget is $100,000, with radio allocation undisclosed.

Carey Salt Places

CAREY Salt Co., Hutchinson, Kan., begins sponsorship Oct. 16 of a five-minute transcribed program titled Nothing But the Truth, presented by Carey McQueary, five times weekly on the following stations: WAPI WALA WSFA WLSW WQUN WLSN Wuli WABO WALB WGST KWLM KMJY WRDW WMAZ WTCO WJDX to the WDS-WAB WSM-WAB WP, WOAI KFAB WBQ WABF KGFJ KFLR KFBI KTLU WHO KFAM KXOK KNGC. Contracts for the weeks placed by Mr. Junkin Adv., Chicago.

Page 14 • September 18, 1944

BROADCASTING • Broadcast Advertising
Des Moines is the only city in Iowa with population over 100,000—has less than 7% of Iowa’s total people—contains only 5% of WHO’s potential audience in daytime primary coverage area.

Hence Hooperatings for Des Moines may be practically worthless for evaluating WHO’s influence outside the Des Moines City Limits.

To get the facts for you, we asked Hooper to survey Des Moines AND several other cities 30 to 115 airline miles from Des Moines. Eight were selected — five of the eight being within range of other Des Moines stations, and six of the eight having their own radio outlets.

The results are such as to amaze even the most enthusiastic of WHO’s proponents. An excerpt:

**WHO OUTSIDE ZONE—EVENING HOOPERATINGS**

<table>
<thead>
<tr>
<th>Share of Audience—Sunday thru Saturday</th>
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<tbody>
<tr>
<td>WHO</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>6 - 7 P.M.</td>
</tr>
<tr>
<td>7 - 8 P.M.</td>
</tr>
<tr>
<td>8 - 9 P.M.</td>
</tr>
<tr>
<td>9 - 10 P.M.</td>
</tr>
<tr>
<td>6 - 10 P.M.</td>
</tr>
</tbody>
</table>

*No listeners found in sample.

Please note that, in the above Hooperatings, WHO was not compared with any one “competitive” station. WHO was stacked up against all other groups and combinations of stations. The evidence is that even if you use all other network stations in Iowa, and omit WHO, you cannot expect to get adequate coverage—you cannot secure as much listenership as if you had used WHO alone!

Ask us or Free & Peters to show you the complete Report. Without it, no fully informed evaluation of the Iowa radio situation is possible.
Scope of House FCC Probe Widened

Fly Interference With War Charged; Inquiry Now in Recess

By BILL BAILEY

TWICE leaving the current topic—investigating the sale of WFTL Miami by Ralph A. Horton to the Fort Industry Co.—the House Select Committee to Investigate the FCC last week branched out into a three-phase probe which included, besides the WFTL case, charges that Commission Chairman James Lawrence Fly "interfered" with the work of Navy personnel present during the investigation.

Mr. Fly announced he had learned that certain possible results "detrimental to the care of a high-ranking Naval officer" might come about if he questioned Mr. Fly. "Because of the future career of the Naval officer I feel it best not to continue," he said.

Chairman Fly was summoned before the Committee Friday morning for an interview by Rep. Louis E. Miller (R-Mo.) on secret meetings the Committee held in executive session by two "high-ranking Naval officers." Accompanying the FCC chairman were Commissioners Clifford J. Durr and T. A. M. Craven, present at the meeting.

Minority Demands Action

When the Committee assembled, Rep. Miller announced he had learned that certain possible results "detrimental to the care of a high-ranking Naval officer" might come about if he questioned Mr. Fly. "Because of the future career of the Naval officer I feel it best not to continue," he said.

Following the meeting Reps. Miller and Richard B. Wigglesworth (R-Mass), minority members, in a public statement called for Committee action demanding that President Roosevelt lift an executive ban against Army and Navy personnel appearing before the Committee.

In a news release late Friday Mr. Fly renewed the old feud between himself and Rep. E. E. Cox (D-Ga.), the Committee's first chairman; Eugene L. Garey, former general counsel, and Committee minority members, by asserting the Miller-Wigglesworth statement "follows the same pattern of unfairness and cheap political trickery that characterized the "tax hayday". He referred to Rep. Miller as "the St. Louis politician" and Mr. Garey as the "sometime counsel for this Committee."

Charging that Rep. Miller "chose to run out" after calling him for investigation, Chairman Fly said, "he continues to build up a continuous record which can only result in the degradation of the great congressional power of investigation."

Chairman Lea, meantime, adjourned hearings until mid-November. "During the recess the staff will investigate several transfers, including the Bulova stations, and when the Committee meets again we'll take up the most important ones," said Rep. Lea. When hearings were resumed last week, the WFTL sale opened, and Rep. Miller accused the FCC of favoritism in the decision to approve the sale.

The WFTL phase was highlighted by the appearance of Andrew W. Bennett, Washington attorney, who was heard and reprimanded by the FCC for violating the regulations governing his "executive session." He was accompanied by Chairman Fly with instigating Adm. Hooper's "detached duty."

WMCA Sale Revived

Echoes of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, were heard last week when Rep. Miller, during questioning of Mr. Fly, developed that the FCC is trying to subpena the income tax records of Thomas G. Corcoran, former confidant of President Roosevelt, and Charles G. Guthrie, both attorneys for Mr. Noble at the time of the sale.

The FCC chairman declared he was ready "now or any time" to go into the WMCA case. It was the majority vote of the Committee to defer further inquiry after hearing two days' testimony from Mr. Flamm last February that led to the resignation of Eugene L. Garey.

(Continued on page 68)

Fly Reveals FCC to Limit Ownership of AM Stations

FCC regulations limit the number of AM stations any one individual or corporation may own.

Fly Commission regulations have limited the number of FM stations to six and television outlets to five and added: "There may be something comparable in the AM field." Pressed by Mr. Sirica as to why the FCC set a policy in the FM and television fields and didn't in standard broadcasting, the FCC chairman declared: "Because we got in the FM and television fields in the beginning."

 Asked by Rep. Magnuson (D-Wash), whether the Commission contemplated a hearing on the licensing regulation "in the near future" and whether the FCC had discussed "that subject recently," Chairman Fly asserted:

"Yes the Commission has had some informal discussions when the issue has come up. It came up when the question of CBS divesting itself of the Charlotte station (WBTF) was being considered. Columbia would have divested itself of the Charlotte station but would have retained a substantial interest and also a substantial interest in Lincoln (KFAB).

"We have informally discussed something applicable in the AM field, comparable to that in the FM and television fields.

During the noon recess Mr. Fly said that while no definite policy had been formulated in the Commission, there was a feeling that AM station ownership should be limited to the "present maximum." Pressed further to explain the "present maximum" Mr. Fly said CBS owns eight stations; Fort Industry owns seven, NBC "that number" (NBC owns six stations) the commission had the doubt whether Columbia would want to cut back. He indicated, however, that the maximum should be based on the present gross number of stations, which would be eight—owned by CBS. He declined to comment as to minority interests, other than to refer to his testimony before the Committee which gave rise to the speculation that Columbia's proposed 46% interest in KFAB Broadcasting Co. was looked upon by the Commission as too big for a minority holding.

"I wouldn't vote now," said Mr. Fly when asked by Broadcasting for further details. "I'd have to study the situation. The Commission would hold hearings, I suppose, and give it serious study before any action is taken.

Fear of Control

"Unless we place a limitation on the number of stations in the AM field, one of these days a handful of big corporations will control radio."

There was speculation that the Commission might be considering limiting the number of stations to be owned by six, in view of Mr. Fly's statement that the AM limit was:

(Continued on page 67)
The Navy Calls It “Recognized Risk”

The Navy will take a chance on losses . . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk-taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three-way basis so many shrewd time buyers are adopting these days. Choose your station on the combination of . . . Coverage, Popularity, Cost-per-listener.

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

If you have a job to do in this, the 6th largest market of the country, when you choose radio . . . choose W-I-T-H, the successful independent station.

W I T H
Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
FCC Hearings on Allocations Expected to Run Full Month

WITH THE filing of appearances last week by 60 parties in all phases of radio and communications as well as 350 others, all of whom are newcomers, public hearings to run at least a month from Sept. 28 are foreseen by FCC officials in the unprecedent number of proceedings destined to shape the postwar allocations for all radio services.

While many of the companies did not specify time to be consumed, quick estimates were that the proceedings unquestionably would run through most of October. The hearings probably will be held from 10:30 a.m. to 5 p.m., Mondays through Fridays, with the Commission sitting en banc. Customary practice has been for a luncheon recess between 12:30 and 2.

Entire Spectrum Embraaced

Of the 60 appearances, 21 are from groups or interests identified with broadcasting or in related television or FM fields. From the rest, dip at the handip, testimony dealing with the new broadcast services will predominate. Testimony also will be heard from representatives of 178 posts to extend existing broadcasting band below the present 550 kc limit to provide three additional 10 kc channels (540, 550 and 520).

Basic technical evidence will be by the Radio Technical Planning Board, created a year ago by industry groups in cooperation with the FCC, to devise recommendations looking toward postwar developments. The entire spectrum, ranging from 10,000,000,000 kc, with the exception of the low frequencies below 550 kc, has been made available for filing its formal appearance last Friday when broadcasting went to press but had received permission to submit testimony at the Sept. 11 deadline had expired.

The FCC is expected to issue shortly a statement on the order in which testimony will be heard from groups and the estimated time of appearances. The Commission is shooting for a Dec. 1 deadline in preparing its recommendations in compliance with the suggestion that the docket be in such a shape that plans be whipped into final shape for forthcoming postwar international telecommunications conferences on allocations.

One of the commission has already indicated the order in which services will be heard, listing the broadcast services at the top of the 17 different categories to testify. This testimony will be followed by the reports of each of the RTPB Panel chairmen [Broadcasting, Aug. 21]. Approximately 10,000 licenses, as well as other interested groups, are filing notices of the proceedings.

The plan is to have the examina-
here comes
here comes
THE BIGGEST
SHOW
IN TOWN!
Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to headline entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States—and this campaign presents it proudly—urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skillfully planned "arms" of the campaign for—

"The Biggest Show in Town!"

---

1. **Live Announcements** — in which CBS stations remind their audiences constantly of new and pleasant listening "coming right up"—at a conservative average rate of 1400 a day.

2. **Star Recordings by CBS Evening Headliners** — The audience of each CBS station hears the actual voices of the stars in informal teaser-invitations to listen to their next regular programs.
Planned Plus. Approximately ten-scribed and number and chain break announcements on some 100 stations in the Smith Bros. markets throughout the country. Agency is J. D. Tar-cher Co., New York.

Pierces’ Proprietaries, Buffalo, in a 38-week campaign that started Sept. 5, is using five minute and quarter-hour news programs and one-minute transcribed spot announcements on some 120 stations at the rate of approximately six announcements per week for Dr. Pierces’ Favorite Prescription, Vitamin, Petroleum and Golden Medical Discovery. Agency is Duane Jones Co., New York.

Grove Active
Grove Labs., St. Louis, which has already started some radio promotion of 4-Way Cold Tablets, begins its major efforts early in October, using five, ten and quarter-hour news and musical programs on about 100 stations. One-minute live and transcribed spot announcements and chain break announcements at varying intervals will also be used. Tablets are advertised on the Leland Stowe network, Sunday 6-7, Monday and Friday, 11:55-12 noon, on MBS. Agency on latter show is Russell M. Seeds Co., Chicago.

Pinex on 100
PINEX Co., Fort Wayne, Ind. (Pi-nex cough remedy), will begin spon-sorship, Oct. 5, of one-minute an-nouncements, the quarter-hour pro-grams and chain breaks on approxi-mately 100 stations for 22 weeks. Agency is Russel M. Seeds Co., Chicago.

New Pearson Office
OPENING of Kansas City offices by John E. Pearson Co., station representatives, effective Oct. 2 was announced last week by John E. Pearson, owner. Owen H. Balch, formerly general manager of KSAL, Salina, Kan., will manage the new offices.

IT DIDN'T HAPPEN IN CHICAGO
Failure of Ryan and Damm to Discuss Merger charges Conference Distraction

WHO STOOD up whom apparent-ly was the post-NAB Executives Weekend Conference question on discus-sions looking toward a possible fusion of FM Broadasters Inc., with the NAB?

In a letter to BROADCASTING on Sept. 7, Walter J. Damm, presi-dent of FMBI and directing head of the Milwaukee Journal stations, explained that he had made an engagement with J. Harold Ryan, the Chicago owner, to discuss the question of “cooperation” between the two trade associations but that Mr. Ryan had failed to appear. His letter to the editor stated:

“In accordance with the resolu-tion of the Board of Directors of FMBI, adopted at its meeting in Chicago, Ill., on Aug. 28, 1944, ac-cepting the NAB’s invitation to confer on cooperation between the NAB and FMBI, I arranged with Mr. Ryan that afternoon to meet with him at 5 p.m. on Wednesday, Aug. 30, in my suite at the Ambas-sador Hotel. I was in my rooms, or within telephone reach in the hotel, from 7:30 p.m., Tuesday until 3 p.m. Thursday. Mr. Ryan did not keep the appointment, nor was any message received cancelling or pscotating it.”

Call Not Returned
When queried last Tuesday, Mr. Ryan stated that he had met with Mr. Damm but that he could not recall whether it was for Wednesday or Thursday of the War Conference week. He said he had attempted to contact Mr. Damm on Wednesday and had left his name but that the call was not returned. Then, in the helter-skelter of War Conference activity, he had no occasion to check again until Thursday afternoon, only to find Mr. Damm had checked out.

Upon his return to Washington Sept. 7, Mr. Ryan declared he wrote Mr. Damm in detail assert-ing he did not know who stood up whom apparently as long as FMBI had a promotional or propaganda aspect, some barrier would be set up toward a total fusion. Mr. Ryan explained that the NAB was equipped to handle overall industry problems and that NAB and FMBI in effect represented two methods of doing the same thing. It was evi-dent, Mr. Ryan stated last Thurs-day, he had talked with Mr. Ryan and had arranged to confer with him in Washington during the al-location hearings before the FCC, which begin Sept. 28.

Consolidated Adds
CONSOLIDATED PRODUCTS Co., Danville, Ill., has announced the addition of four stations to its advertising schedule for promoting sales of Semi-Solid Buttermilk Emulsions. The four new stations are WCCO Minneapolis, KFQX St. Joseph, KFAB Lincoln, and KFAS Pasadena. Agency is Bert S. Git-tins Adv., Minneapolis.
British Advertisers Disclose Desire To Employ Radio on Commercial Basis

NATIONAL advertisers in Great Britain are deeply interested in use of radio on a commercial basis, according to a census taken by the Incorporated Society of British Manufacturers.

In sending a questionnaire to 450 national advertisers, the society found that 103 of the 205 replying firms expressed readiness to regard themselves as potential users of commercial radio after the war. Of the remaining 102, 63 were in categories which could not be expected to use commercial radio.

The bulk of pre-war radio users described their participation again as likely and showed preference for a British operated station, though not by a large margin. Before the war a number of European stations with strong signals carried commercial programs which reached the British audience.

Of 125 non-users of radio, 40 replied that a policy which would use commercial radio, 67 that they would not. Among these non-users, 64 said they would favor opening one or more BBC stations for commercial sessions, with 48 replying in the negative. Asked if they would use a British commercial station, 40 of the non-users said yes and 61 said no.

Asked if they had any "rooted objections" to radio advertising, 5 of the pre-war users said yes, 68 no; 21 of non-users said yes, 80 said no.

Era of Salesmanship

POST-WAR growth will require international perspective, with an age of salesmanship heavily based on radio as a main factor, according to an article by Howard Thomas in the London Star. The writer points out that America, with its bolder and more expensive radio policy, has led the world in radio service. Therefore, he writes, radio must continue to be of the highest merit of British goods to the rest of the world.

WAVE Recruiting Series Adds 12 New Programs

NAVY program Something for the Girl, a WAVE recruiting campaign, will be extended to include 12 more shows, following arrangements on the Coast. Recording for a series of 14 has been completed. Shows are recorded either as broadcast, as portion of the actual broadcast with the rest of the program rewritten and narrated for the discs, or they are programs made especially for the series.

Programs being cut in New York for the latest series are: Hour of Charm, Stage Door Canteen, Andre Kostelanetz and Lily Pons, Sammy Kaye, U. S. S. Hunter (a special show, from a WAVE training center), Allan Jones and Woody Herman. Tentative shows from the West Coast are: Bergen McKelvey, Ginny Skye, Allen, Kay Kyser, Bing Crosby, Johnny Mercer.

THE KATZ AGENCY has been appointed representative of WHOM Jersey City, effective immediately. Station previously had no national representative.

Free Time Offered Dewey on WOSH

Candidate Given 37 Minutes For Answer to Roosevelt

FOLLOWING the letter of Sept. 7 to President Roosevelt [BROADCASTING, Sept. 11], announcing that his station would carry no more sustaining broadcast of President Roosevelt’s radio address until after the November election, Myles H. Johns, president of WOSH Oshkosh, Wis., wrote Gov. Thompson to support the Republican candidate for President, offering him 37 minutes free time “to be used at any time between now and the first week in November, at your convenience.”

Mr. Johns informed Gov. Dewey that under Secs. 3.421, 3.423 and 3.424 of FCC Rules & Regulations for Broadcast Services, the station felt bound to give the Republican candidate equal time to answer President Roosevelt’s address from Bremerton, Wash., which the station intended to run.

“This offer is being made not because of any political beliefs or inclinations on my part, but rather to promote fairness and to comply with the law,” the Governor said. Mr. Johns wrote Gov. Dewey. The station president sent copies of letters to Mr. Early and Gov. Dewey, requesting the Commissioners to act, advising the Commission “This action has been taken not to raise any political issue, but rather to be sure that at no time will there be any willingness to adhere to the FCC’s Regulations and Practices.”

A White House spokesman said the letter to Mr. Early had been referred to the Democratic National Committee, since the Committee would be paying for all of the President’s time between now and November, and according to the agreement, it was not construed, however, as political, but rather as a report of the President to the people on his trip to Hawaii and Alaskan waters.

WRGB Video Test

WRGB Schenectady, the GE television station there, will promote five different products on Sept. 29 as a test demonstration of how department stores can utilize television on either a coaxial cable internal system or for general advertising of a regular telecast station. Representatives from approximately 25 leading department stores will be given 90 minutes arranged in cooperation with the Associated Merchandising Corp., program will include the GE Carboline Underwear, Textron (new synthetic fabric), Elizabeth Arden’s cosmetics, McCaul’s patterns and fashions, and the U. S. Time Corp., makers of Ingersoll watches. Cooperating with the station in program arrangements are: Ted Long and Jo Lyons, of BBDO, who are working on the Carter spot; Jean Kuhnel, of the Thompson, Textron agency; A. M. Behrens and Mrs. A. Winslow of Elizabeth Arden; S. Cunningham and W. J. Boll, of the U. S. Time Corp.

OWI PACKET, WEEK OCT. 9

Check the list below to find the wave message announcements you will broadcast during the week beginning Oct. 9. OWI transcriptions contain six 50-second announcements suitable for specific reference. The second break on each side of a disc may be given to your clients about them. Plan schedules for best timing of these important war messages.

See OWI Schedule of War Messages 129 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET</th>
<th>WORK</th>
<th>PLAN</th>
<th>PHN</th>
<th>AFF</th>
<th>Ind.</th>
<th>AFF</th>
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<th>GROUP</th>
<th>KW</th>
<th>OI</th>
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See OWI Schedule of War Messages 129 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Page 28 • September 18, 1944
3. **SPECIAL RADIO “GUEST CRITICS”** — The big-timers—Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly not about their own programs—but about their friendly rivals on the CBS “Biggest Show in Town.”
Big 1000-line and 1200-line advertisements to proclaim the best-of-listening for every evening of the week—in over 200 cities and towns throughout the nation—bought and paid for jointly by CBS stations and the Network.

The amazing illustrations are from the pen of the dean of American theatrical illustrators—Al Hirschfeld of The New York Times. Composed in the true spirit of big-time entertainment, the advertising sharks tell us that these advertisements will reach new highs in readership. Certainly they’ll make “listership!”
and throughout the stations and

THE FRANK SINATRA SHOW
WED. AT 9:00 P.M.

THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
SUNDAY AT 9:30 P.M.

POST'S RAISIN BRAN PRESENTS
ADVENTURES OF THE THIN MAN
FRI. AT 8:30 P.M.

BROMO-Seltzer PRESENTS
VOX POP
MON. AT 8:00 P.M.

THE MOORE - DURANTE SHOW
FRI. AT 10:00 P.M.

THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
SUNDAY AT 9:30 P.M.

POST TOASTIES PRESENT
BABY SNOOKS
SUNDAY AT 6:30 P.M.

JELL-O AND SANKA COFFEE PRESENT
KATE SMITH
SUNDAY AT 8:00 P.M.

CAMELS PRESENT
THE MOORE - DURANTE SHOW
FRI. AT 10:00 P.M.

WABC 880
COLUMBIA NETWORK

COLUMBIA NETWORK
PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, to the 70 sponsored products of the brilliant pageant of CBS programs.

"THE BIGGEST SHOW IN TOWN"—tonight and every night
These stations of the CBS Network

Akron ............... WADC
Albany, Ga. .......... WGPC
Albany, N.Y. ........ WOKO
Albuquerque .......... KGGM
Anderson .......... WAIM
Asheville ........... WWIN
Athens .............. WGUA
Atlanta ............. WGST
Atlantic City .......... WBAB
Augusta ............ WRDW
Austin ............. KTBC
Baltimore .......... WCAO
Bangor .............. WABI
Beckley .............. WJLS
Binghamton .......... WNBW
Birmingham .......... WAPI
Bisbee .......... KSUN
Boston .............. WEEI
Buffalo .......... WKWB
Burlington .......... WCAX
Cedar Rapids .......... WMU
Champaign .......... WDWS
Charleston, S. C. .... WCSS
Charleston, W. Va. .... WCHS
Charlotte .......... WBTV
Chattanooga .......... WDOD
Chicago .......... WBBM
Cincinnati .......... WCKY
Cleveland .......... WGAR
Colorado Springs .... KVOR
Columbus, Ga. .......... WRBL
Columbus, Ohio ......... WBNS
 Cookeville .......... WHUB
Corpus Christi .......... KEYS
Dallas .......... KRLD
Danville .......... WDAN
Dayton .......... WHIO
Decatur .......... WSOY
Denver .......... KIZ
Des Moines .......... KRNT
Detroit .......... WJR
Du Bois .......... WCED
Duluth .......... KDAL
Durham .......... WDN
El Paso .......... KROD
Erie .......... WERC
Evansville .......... WEOA
Fairmont .......... WMMN
Fort Myer .......... WINK
Frederick .......... WFMD
Fresno .......... KARM
Gloversville .......... WENT
Grand Forks .......... KILO
Great Falls .......... KFFB
Green Bay .......... WTQQ
Greensboro .......... WBIG
Harlingen .......... KGCS
Harrisburg .......... WHP
Hartford .......... WDRW
Hopkinsville .......... WHOP
Houston .......... KTRX
Indianapolis .......... WFBR
Ithaca .......... WHCU
Jacksonville .......... WMBR
Jamestown .......... KSJB
Kalmaroo-Grand Rapids .......... WKZO
Kansas City .......... KMBC
Keene .......... WKNE
Knoxville .......... WNOX
Kokomo .......... WKMO
Lawrence .......... WLAW
Lincoln .......... KFAB
Little Rock .......... KLRA
Los Angeles .......... KNX
Louisville .......... WHAS
Macon .......... WMAZ
Mason City .......... KGLO
Memphis .......... WREC
Meridian .......... WCO
Miami .......... WQAM
Milwaukee .......... WSN
Minneapolis-St. Paul .... WCCO
Missoula .......... KGVO
Montgomery .......... WCOV
Muncie .......... WLBC
Nashville .......... WLAC
New Orleans .......... WWL
New York .......... WABC
Oklahoma City .......... KOMA
Omaha .......... KOIL
Orlando .......... WDBO
Paducah .......... WPAD
Parkerburg .......... WPAR
Peoria .......... WMBD
Philadelphia .......... WCAU
Phoenix .......... KOY
Pittsburgh .......... WJAS
Portland, Me. .......... WGAN
Portland, Ore. .......... KOIN
Providence .......... WPRO
Quincy .......... WTAD
Richmond .......... WRVA
Roanoke .......... WDBJ
Rochester .......... WHEC
Sacramento .......... KROY
St. Augustine .......... WFOY
St. Louis .......... KMOX
Salt Lake City .......... KSL
San Antonio .......... KTSA
San Francisco .......... KQW
Santa Fe .......... KYSF
Sarasota .......... WPAB
Savannah .......... WTCS
Scranton .......... WGBI
Seattle .......... KIRO
Shreveport .......... KWKH
Sioux City-Yankton .... WNAX
South Bend .......... WSBR
Spartanburg .......... WSPA
Spokane .......... KFPP
Springfield, Ill. .......... WRTX
Springfield, Mass. .... WMAS
Springfield, Mo. .......... KRTS
Stockton .......... KCDM
Syracuse .......... WFL
Tampa .......... WDAE
Topeka .......... WBB
Tucson .......... KTUC
Tulsa .......... KTBL
Uniontown .......... WMBS
Utica .......... WIBX
Washington .......... WTO
Waterbury .......... WBYI
Watertown .......... WYNY
Wausau .......... WSAU
West Palm Beach ......... WJNO
Wheeling .......... WKW
Wichita .......... KFH
Wichita Falls .......... KXFT
Worcester .......... WTAG
Youngstown .......... WKBN

This is CBS...the Columbia Broadcasting System
For Outstanding Audience Promotion on

BLUE NETWORK PROGRAMS

... so reads the citation which was awarded to WFIL, by The Blue Network, as a result of a recent poll among Advertising Agency Account Executives.

Through the individual stations which comprise it, The Blue Network fulfills its obligations of service to the public and to the advertiser. The network and the stations fine work in acquainting the public with the programs broadcast over their facilities has merited the accolade of all advertisers. While all the stations on The Blue Network have done a magnificent job in the promotion of programs, WFIL is justifiably proud that its work has been cited outstanding.

We feel grateful to The Blue Network and to the advertising agencies using The Blue Network for their clients ... for singling out WFIL for doing a job which we have always felt our duty to perform without any special recognition.

WFIL
560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
TEXT of the letter from George B. Storer, president of Fort Industry Co., to Chairman Leo of the House FCC investigating committee, dated Sept. 11, follows:

Dear Mr. Leo:

In order that the record before your Committee might be full and complete and the position of the Fort Industry Co. made perfectly clear, I should like to submit the following comments in connection with testimony heretofore taken before your Committee concerning the acquisition by my company of Station WFTL Ft. Lauderdale, Fla.

Was The Price Paid For WFTL Unfairly Low?

The purchase price we offered Mr. Horton was $75,200. He accepted the offer six days before he was to have taken charge of Mr. Fly in Atlanta. One year and five months have elapsed, and Mr. Horton is still apparently satisfied with the deal. If he feels that he has been unjustly treated in any way, he should so advise us and we shall be glad to consider any reasonable request. Up to the time of this hearing, we had not been advised of any dissatisfaction with the deal by Mr. Horton but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of the responsibility in the operation of WFTL, which was verified by his testimony in the present hearing.

The price we offered Mr. Horton, according to his own statement, represented a profit of $25,000, or better than 10% of his investment. At the time we made this offer, WFTL had been operating on 1000 watts only two weeks; I think $25,000 profit on such a new enterprise is not unfair.

If the Committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl F. Hoffman and Mr. Stephen A. Vetter. Mr. Hoffman was to advance Mr. Horton $40,000 for which he was to obtain an ownership of 34%. This was on Dec. 26, 1939, when WDSU was licensed to operate at 1000 watts. At that time, 600 watts had been authorized for WPTL. According to this, the division on that date was worth $116,000. Three and one-half months later, when WFTL was awarded its 300,000 more than $155,000 more than Hoffman did. Does this look like we were trying to cheat Mr. Horton?

The price we paid was actually above the market value of similar stations when changed hands at or near the same time. Only a few weeks after our purchase of WPTL, or on June 1, 1943, WDSU New Orleans was sold for $200,000. This was rather late, as we paid for WPTL in spite of the fact that New Orleans in the vicinity of 500,000 population as contrasted with Miami with a population of 200,000, and WDSU has a substantially more powerful license contract, being in the Blue Network.

Upon seeing Mr. Horton here in Washington at this hearing for the first time since the evening of April 6, 1943, I could not help but be impressed with his very apparent vigorousness and healthy appearance as contrasted with his harassed and gaunt condition before we disposed WPTL. Mr. Horton has no hesitation in the idea that WPTL was stolen from its former owner instead of having been purchased for more than $75,000 in cash. I wonder if the next investigation of this purchase will be to determine whether we paid more than it was worth and hence were trafficking in Washington. (Deletions from record on objection by Mr. Sirica.)

Was Mr. Horton Deceived on the Value of the Hoffman-Vetter Contract?

Mr. Horton testified that both Mr. Ben- nett and myself informed him that in our opinion the contract between Mr. Horton, Mr. Hoffman and Mr. Vetter, dated Dec. 30, 1942, violated the Communications Act of 1934, as well as the Rules and Regulations of the FCC.

What Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time, so far as I am personally concerned, I still believe that the contract in question violated the Act and the Regulations. I, therefore, did not decease Mr. Horton when I told him that was my opinion.

Did I Use a Priority on the Phone Call of Mr. Hoffman and Mr. Vetter?

The photostatic records of the telephone company, in the possession of the Select Committee, conclusively show that the call was no priority call. A photostat of this record is also in my possession.

Any imputation in this letter is in the record of this hearing to the contrary is entirely false and completely baseless. Did We "Break" the Horton-Vetter-Hamann Contract?

Mr. Sirica has repeatedly referred to our "breaking" the Hoffman-Vetter contract. Actually no such thing occurred. Carl Hoffman loaned Mr. Horton $30,000 and sold him equipment he valued at $15,000, or a total of $45,000. More than six months later, Mr. Hoffman voluntarily surrendered his rights under contract for $40,000. He made a profit of $15,000. I wouldn't call that "breaking." With respect to Mr. Vetter, the contract of December 1942 was an employment contract, and a bonus contract to reward him with a 10% interest in the station if he did a certain gross business.

In fact, we tried at intervals, from April 1942 to January 1943, to take care of Mr. Vetter," as Mr. Horton says I agreed to do. But Mr. Vetter's demands were so exorbitant that we were unable to agree.

However, on Jan. 12, 1944, we did come to an agreement with Mr. Vetter—to employ him for five years on exactly the same terms as had Mr. Horton, and to give him the exact money equivalent of a 10% ownership in the station. I would call that "breaking." Mr. Vetter's contract.

As a matter of fact, we agreed to pay Mr. Vetter $16,700 over and above what Mr. Horton agreed to pay.

My conscience is entirely clear of any misdeeds in this matter; and I would welcome a full and impartial investigation by Mr. Sirica or anyone else.

We would greatly appreciate the incorporation of this letter in the record.

New Advertisers Start Commercial Video Show:

FASHION PROCKS Inc., Cincinnati, last week presented its first television program on WABD New York, the DuMont station. Powers models displayed 15 dresses, with Helen Lewis as announcer. RKO Television Corp., New York, produced the program for Keeler & Stites Co., Cincinnati, with Thomas Hutchinson, producer and William Sautler, designer.

Another advertiser experimenting with television on WABD is Felix Tausend & Sons, New York, manufacturers of Cel-O-sheen tablecloths. Tausend, Oct. 8, will present The Savoy Opera Guild in Gilbert and Sullivan's trial by Jury." The "commercial" will show glass china and silverware from Black Star & Gorkow New York, displayed on Cel-O-sheen tablecloths. Program will be produced and directed by Norman D. Waters & Associates, New York, assisted by the Television Workshop.

Vogue Foundation Plans VOGUE FOUNDATIONS Inc., Newark, is launching a spot radio campaign on five or six eastern and midwest stations using women's participation programs from three to five times weekly. Drive started Sept. 1 on WMAI, Washington, and is to begin Sept. 18 on WCAT Philadelphia, WNAC Boston and WTAM Cleveland, with plans to extend to Chicago and Buffalo if time availabilities can be secured. Commercial copy, prepared in house, will be sold by airmail to build up "Vogue Foundations" as a brand name. With only limited stocks of corsets and brassieres available, promotion is limited to general descriptions, with no mention of price. Listeners are offered tips on what to look for in purchasing foundations. Agency is Williams Adv., New York.
Five and a Half Tons of Spending Money Daily

Denver's biggest money-making concern, the United States mint, broke all previous records in coin production for the fiscal year ended June 30, 1944. Average daily production was five and a half tons and during the year stamped out 453,338,600 separate coins of all sizes, from half dollars to pennies.

Denver is frequently called "The Little Capital of the United States". Next to Washington, D. C., Denver is one of the principal administrative centers of the United States with 185 offices of departments, bureaus and divisions of the government which are on a permanent basis, representing all the departments whose heads are members of the President's Cabinet except State.

The Denver Mint, therefore, is just one of the government activities in this area which before the war employed 11,550 persons, who with several thousand additional employees in federal agencies with wartime and post-war functions will continue to have jobs and buying power when peace comes.

COLORADO FARMERS are having one of their best years in history. Cash receipts from farm marketings during the first 5 months of 1944 were 25% greater than during the same period in 1943.

SEVENTY-TWO-YEAR-OLD Colorado Fuel & Iron Company at Pueblo, up to the war the largest producer of coal and steel west of the Mississippi, is today turning out the greatest volume of products and byproducts for war and civilian needs in its history.

THE CONTINUED PROSPERITY of Colorado's farmers, miners and industrial workers is reflected in Colorado's retail sales, up 6% the first six months of this year and Denver's bank debits, up 12% during the same period.
Jenkins Tells Executives of Agencies
Story of KSTP Promotion Campaign

THE STORY of the promotion campaign conducted by KSTP Minneapolis-St. Paul to effect the best possible audience relations, dealer relations and civic relations for the station and its advertisers, was presented by Ray C. Jenkins, KSTP commercial manager, to about 100 advertising agency radio executives at luncheon meetings held last Tuesday and Wednesday at the Hotel Ambassador, New York.

Farm Coverage
In addition to the daily program listings in the Twin City newspapers, KSTP uses two-column by eight-inch space daily to promote special programs, Mr. Jenkins reported. Other city promotion includes movie trailers, posters, billboards, car cards, window displays, participation in civic events, cooperation with civic, church and fraternal organizations.

In the station's rural areas, advertising is run in 344 country newspapers, a Farm Forum appears in paid space in 81 farm journals and 40 papers carry a column on the KSTP Sunset Barn Dance, while the station's farm program has a column in farm magazines. KSTP has exhibits at state and county fairs; its Barn Dance troupe has made personal appearances; the farm service director distributes memo pads listing the station's farm programs. A "Family Album," issued last spring, was purchased by 12,000 people who sent dimes to KSTP as a result of eight one-minute announcements.

For its advertisers, KSTP has developed what it calls "Planalyzed Promotion," individual direct mail campaigns to jobbers, dealers and distributors, each designed in accordance with the distribution problems of the particular advertiser. Lever Bros., General Mills, Procter & Gamble Co., Colgate-Palmolive-Peet are among those who have praised the system.

KPLM Transfer Sought

VOLUNTARY assignment of license of KPLM Minot, N. D. from John B. Cooley, sole owner, to a partnership composed of Mr. Cooley, Ethel B. Cooley and Carroll W. Baker, was requested in an application filed with the FCC last week. Purpose of the shift, according to the application, is to insure continuation in case of the death of Mr. Cooley. No money is involved in the transaction, but "valuable consideration" was given in application instead. Mr. Cooley holds major interest (80%) in the partnership, Minot Broadcasting Co., while remaining share is equally divided between E. B. Cooley, commercial manager of KPLM, and C. W. Baker, chief engineer.

Radio Goes GI in the person of these ex-industry men now with AES station Noumea in New Caledonia. The members, Clifford A. Fink (seated), theatre radio officer for the "Mosquito Network" of the South Pacific, and Mr. Cooley, formerly an engineer with WFRU Columbia, Mo., and RSN St. Louis. Sg. Masterson has been an announcer with KGDR Long Beach, KOY Phoenix, KMPX Beverly Hills, and with the Blue Network in Hollywood.

WOR WGN INCLUDED IN LAMBERT 'QUIZ'

LAMBERT PHARMACAL Co., St. Louis, which last March started sponsorship of Quiz of Two Cities on local stations, last Sunday extended the feature to WOR New York and WGN (Chicago). Utilizing a direct wire hook-up between the two Mutual stations Quiz of Two Cities presents a contest between teams of four from each city, Sunday 3:30-p.m. Through special cut-outs, the teams in each studio do not hear the questions given to the opposing team, and only the audience follows the score. Cash prizes go to the winners, and each participant and member of the audience receives Listerine Toothpaste, product promoted on the program.

List of stations now carrying the feature singly or in pairs includes, in addition to WOR WGN—WIR WGAR KRLD KOMO KGW WNAG WEAN WTCJ KJH KFRC KJJO KGOM KEO, WOW WBEN WHAM KTRH. Agency is Lambert & Feasley Inc., New York.

Navy Conferences

BECAUSE of the accelerating pace of the war in the Pacific, the Navy has started a series of background conferences for accredited correspondents of the four major news services, and newsmen from the Washington bureaus of leading newspapers. The deputy director of Navy Public Relations, Capt. George W. Campbell, USN, just promoted to that rank, held the first conference with radio and pressmen last Monday at 2:30 p.m., the hour set for the weekly meetings. Either the Navy Public Relations director, Rear Adm. Aaron S. Merrill, USN, or Capt. Campbell, will be present each week to answer questions and give general background news of Naval operations.

WASHINGTON: Envisioned as a giant ground-wave network to give a nation-wide audience any kind of news or entertainment it wants, the system is to be controlled by the Navy and to have three parts: a program and news network; a rival network; and a network for the Armed Forces, R. M. Nasby, Junior, said in an interview.

WINS is carrying the first network advertising, which is transcribed and presented on Sunday nights for the armed forces. The program is on Sunday at 8:45 p.m., and is sponsored by the Navy and the Bureau of Public Relations. The show is transmitted from the War Department in Washington, and is seen and heard by the nation.%0A%0AARE YOU LISTENIN'?

5,000 WATTS 980 KILOCYCLES

NASHVILLE people listen to W S I X. Surveys prove how much more they listen morning and afternoon.

W I X's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within W I X's Primary Area live 803,981 people (1940 census) who transacted a total retail business of $200,589,000 for the year ending 9-30-43 (Sales Management). W I X'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 W I X.

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for W I X broadcasts — no wonder Nashville listens!

THE KATZ AGENCY, National Representatives
People live in one world, yet always seek another. When they hear of new things, they want to taste them, feel them, see them, have them!

The story of a good product, well told via radio, will create desires... lead to trial buys. It is thus that the difficult hump between seller and buyer is leveled, and in the quickest possible way. From then on, it's up to the product, and makers of good products welcome this sort of situation.

Manufacturers and distributors of consumer-goods will find, in the stations of Westinghouse, a most efficient present and post-war sales-force... an irresistible force... that moves objects off shelves and into homes.

Through Westinghouse stations, you can broadcast the story of your product to five great consumer-groups... our audiences in the marketing-areas of Boston, Springfield, Philadelphia, Pittsburgh, and Fort Wayne. See NBC Spot Sales for available time.
FRANK LEE Hat Co., Danbury, sponsor of Dale Carnegie in Little Known Facts About Well-Known People on 30 Mutual stations, Thursday 10:15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 8 inches.

NEW SPENDABLE INCOME

From this tri-state area comprising parts of Texas, Arkansas and Louisiana comes one-fifth of the nation’s supply of oil and the second largest supply of natural gas. Increased activity in the exploration, drilling and production of this resource has meant increased spendable incomes for the people of this area. The most effective means of influencing the buying habits of these people is to place your advertising message on powerful, 50,000-watt KWHH.

Ticket Office Promotion
CORNER window of the downtown ticket office of the Louisville & Nashville and N. C. & St. L. railroads is being used for promotion by WLAC Nashville. Station maintains a billboard arrangement in the window with publicity “stills” of leading programs.

News Schedule
TO THOSE requesting tickets to NBC broadcasts at Radio City goes a complete schedule of news programs heard on WEAF, NBC’s New York affiliate. Schedule is printed on an easel-type desk piece 12 by 3 inches.

NEWSPAPER ADVERTISING

FRANK LEE Hat Co., Danbury, sponsors Dale Carnegie in Little Known Facts About Well-Known People on 30 Mutual stations, Thursday 10:15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 8 inches.

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KXOK Booklet
LATEST sales brochure of KXOK St. Louis presents coverage data: listings of local advertisers and Blue Network and national spot advertisers; briefs of civic activities, promotion activities and talent, in addition to tabulations showing counties covered with number of families in each, retail sales and other data of interest to the radio advertiser. Illustrated and loose-leaf bound in heavy book cloth, the booklet is prep- pared by M. Medearis, promotion manager of KXOK and the St. Louis.five book owners and operates the 5,000 w outlet.

* * * KGER Brochure
LATEST promotion piece of KGER Long Beach, Cal., singles out the California warworkers as typical of the “1,000,000 or more ‘ordinary guys’—men and women—who live in Los Angeles and Long Beach” and who spend part of their leisure time listening to the radio. Brochure defines KGER as “the people’s station” and shows a war worker, carrying full dinner pail, with copy stating that KGER is the “ONE Southern California Station made for folks like Joe!"

* * * WIBW Token Holder
LATEST promotion piece of WIBW Topeka, Kan., is a cardboard mailing piece, done in four colors, with a handy ration token holder attached. Copy says, “To keep your ration point change quickly available, use this handy token holder; to keep your Kansas sales volume on the increase, hire WIBW.” A return postal attached brings current tabulations, a copy of the “Kansas Radio Audience for 1944,” and extra token holders if desired.

* * * Health Week
ANNUAL “Health Week” sponsored by 73 advertisers in the drug field and conducted by Drug Topics, trade publication, will be titled “National Health Aid Week” this year, Oct. 6-16, and will be promoted through the radio programs of the participating firms, about 90% of which use radio. Appropriate spot announcements are being offered to radio advertisers, and to individual network outlets by Drug Topics.

* * * CBC Booklet
A BOOKLET outlining the school broadcasts for the 1944-45 school year has been published by the Canadian Broadcasting Corp., titled Young Canada Listens. The 52-page booklet gives the full program of school broadcasts, hints on proper reception, and a contest for teachers for a dramatized version of Robert Louis Stevenson’s Black Arrow.

* * * KVOA War Maps
MAMMOTH maps bearing the legend “Keep Tuned to KVOA for Complete War News” have been set up in one of the leading Tucson, Ariz., stores with the catch phrase “Watch the Allies Squeeze the Axis.” Maps are changed daily to show advances on all fronts. One map shows the European theatre, the other the Asiatic.

NEWSPAPER ADVERTISING

FRANK LEE Hat Co., Danbury, sponsor of Dale Carnegie in Little Known Facts About Well-Known People on 30 Mutual stations, Thursday 10:15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 8 inches.

NEW SPENDABLE INCOME

From this tri-state area comprising parts of Texas, Arkansas and Louisiana comes one-fifth of the nation’s supply of oil and the second largest supply of natural gas. Increased activity in the exploration, drilling and production of this resource has meant increased spendable incomes for the people of this area. The most effective means of influencing the buying habits of these people is to place your advertising message on powerful, 50,000-watt KWHH.

Ticket Office Promotion
CORNER window of the downtown ticket office of the Louisville & Nashville and N. C. & St. L. railroads is being used for promotion by WLAC Nashville. Station maintains a billboard arrangement in the window with publicity “stills” of leading programs.

News Schedule
TO THOSE requesting tickets to NBC broadcasts at Radio City goes a complete schedule of news programs heard on WEAF, NBC’s New York affiliate. Schedule is printed on an easel-type desk piece 12 by 3 inches.

KXOK Booklet
LATEST sales brochure of KXOK St. Louis presents coverage data: listings of local advertisers and Blue Network and national spot advertisers; briefs of civic activities, promotion activities and talent, in addition to tabulations showing counties covered with number of families in each, retail sales and other data of interest to the radio advertiser. Illustrated and loose-leaf bound in heavy book cloth, the booklet is prep- pared by M. Medearis, promotion manager of KXOK and the St. Louis.five book owners and operates the 5,000 w outlet.

* * * KGER Brochure
LATEST promotion piece of KGER Long Beach, Cal., singles out the California warworkers as typical of the “1,000,000 or more ‘ordinary guys’—men and women—who live in Los Angeles and Long Beach” and who spend part of their leisure time listening to the radio. Brochure defines KGER as “the people’s station” and shows a war worker, carrying full dinner pail, with copy stating that KGER is the “ONE Southern California Station made for folks like Joe!"

* * * WIBW Token Holder
LATEST promotion piece of WIBW Topeka, Kan., is a cardboard mailing piece, done in four colors, with a handy ration token holder attached. Copy says, “To keep your ration point change quickly available, use this handy token holder; to keep your Kansas sales volume on the increase, hire WIBW.” A return postal attached brings current tabulations, a copy of the “Kansas Radio Audience for 1944,” and extra token holders if desired.

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NEWSPAPER ADVERTISING
WHY PORTLAND, OREGON PEOPLE PREFER KGW

MAYOR EARL RILEY OF PORTLAND

SAYS: "In all of Portland's many projects for the happiness and well-being of servicemen and women, KGW has played a leading part. We are grateful for the many fine examples of co-operation with Portland's own George A. White Servicemen's Center. The KGW broadcasts there always rate high in entertainment with the boys. By publicizing the Center in public service programs, KGW helps immeasurably in the recruitment of volunteers, without whose hard-working help the servicemen's snack bar wouldn't be the success it is."

Scenes from Portland's George A. White Service Center, reproduced on this page, indicate very inadequately the extent of the activities of this popular local "canteen". And, as usual, the KGW staff is "in there", putting a capable, collective shoulder to the wheel to help keep the Center going. By KGW standards public service programs must be interesting, entertaining and constructive.

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
COLUMBUS BOYS’ Choir will present concerts of popular, classical and religious music in a weekly quarter-hour series to be heard on Mutual from WHKC Columbus beginning Oct. 1.

IN COOPERATION with the fashion department of the R. H. Macy, now owner of WQXR New York, station will present a series of five broadcasts highlighting the opening Oct. 24 of the newspapers third annual fashion show. Anna Fettigner, regular 11-11:30 a.m. period on WQXR will be turned over to discussion of fashions and the show itself by various members of the industry on Oct. 11, 18, 25. Programs will be jointly conducted by Miss Fettigner and Virginia Pope, Times fashion editor, and originator of the show.

CITY COLLEGE of New York on Sept. 28 will start a 15-week television (non-technical) and radio announcing and dramatic course, both in the evening. Course will be conducted by Gerald O. Kaye, advertising manager of Bruno Inc., commercial television consultant to RCA, New York. Jo Benson, publicity director and Ted Cott, program director of WNEW New York, will instruct radio classes.

KBCF Cheyenne, Wyo, has arranged for 21 play-by-play football broadcasts this fall. The 11 game Fr. Waven schedule will be aired as well as contents with Great Lakes, Iowa Pre-Flight and the 2nd Air Force. Said to be first serial to be released by television in installments, Embargo Productions started on WXYZ Hollywood Sept. 8. Written by J. Gordon Wright, quarter-hour series will be enacted by stock players of Paramount Pictures Inc. on the studio lot. Klaus Landsberg is director of television for Television Productions Inc., Paramount subsidiary, and owner-operator of WXYZ.

Blue Demonstration
DEMONSTRATION of radio’s worldwide news-gathering facilities was given Sept. 12 before the Washington Rotary Club by the Blue network. Correspondents were brought in from Belgium, Pearl Harbor and Chungking. Earl Godwin, Blue commentator, introduced the correspondents with Jack Edmonds, program director of WAML Washington, in charge of production.

AMERICAN MERCURY Inc., New York, magazine publishers, is releasing to a selected list of 200 stations American Mercury of the Air, a 52-week series of quarter-hour programs, available for local sponsorship. Pattegron after the “Living Newspaper” idea, programs present dramatizations of topics of public interest, with Bernadtd Dulles, chairman of the American Bar Association, of Huber Hogue & Sons, New York, as scriptwriter, directed by contract representing the YOR Recording Division is cutting the discs. Magazine previously published the headlines for production locally.

WIND Chicago, on Sept. 11 moved to larger headquarters from the 2nd floor to the 10th floor in the 250 N. Michigan Blvd., Chicago. Station will originate all shows from the new quarters for service of a new network. Correspondents will be based in various parts of the world, when studies in Gary, Ind. will be used.

NEW YORK City’s postwar program to provide educational and returning servicemen—a plan for a $1,250,000 public work’s program to provide jobs for 250,000 persons will be described on WNYC New York’s municipal station in a series of 12 half-hour broadcasts Peace Time Jobs, beginning Sept. 16. Series will be presented in cooperation with the New York City Planning Commission. City officials will review plans for new schools and other projects, while Mayor H. H. LaGuardia will summarize the entire project in final broadcast Oct. 27.

WEEKLY guide to New York, distributed in all the leading hotels. The Herald has inaugurated a service for out-of-town hotel guests who want tickets to broadcasts, by publishing a list of tickets available to visitors and where tickets can be procured.

WOWO Ft. Wayne in celebration of invasion of Germany by American troops has presented a program reviewing briefly World War II up to the last minute bulletins.

WMCA New York last week started a series of nine quarter-hour transmitted programs, designed for presentation by metropolitan area chambers of the American Red Cross, to stimulate interest in HRC nutrition classes. Titled Food For You, program features factual talks on nutrition by Melva Buaikie, HRC national nutrition director, with Wallace Kadidley, head of the radio division. U. S. Dept. of Agriculture, and dramaticized stories on food problems.

KBS Coverage Brochure
KEYSTONE Broadcasting System discloses the results of a survey of listening by C. E. Hooper Inc., New York, in 15 cities having KBS stations in a survey of TV owners on the cover campaign poster with the words “Elected: Local Favorites Win In Hooper Poll.”
RACY is our business...

IN WAR . . . IN PEACE

Through D-Days into V-Days . . . Our Unchanging Production Watchword and Workword is ACCURACY . . . PRECISION to help speed the end of war . . . EXACTNESS to help point the way to and plan for THINGS TO COME . . . Expansion, Perfection, New Performance in the Industry that Promises Unlimited Progress in Peace.

WHEN YOU ARE READY, there is time now . . . though closely prescribed . . . for CRECO to Prepare a Limited Number of Standard, FM and Television Applications.

PROJECTED PRECISION
Machine Multiple Lapping of Quartz Crystal Blanks to Within 15 kes. of Finished Frequency and Flat to .0002 in.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Evening Star Bldg.
WASHINGTON, D. C.

Everett L. Dillard, General Manager

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Received 53,000 pieces of mail. • Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. • Public appearances booked as far in advance as Christmas week of 1944. • Receives mail every week from an average of 21 states. • Trained more than 100,000 persons for stage and radio. • Called by "Billboard", "The most remarkable woman in America in her line of work". • Rates Who's Who, Women of the Nation, and the International Blue Book.
WOMEN'S PROGRAM DIRECTOR

VICKY

WOMEN'S PROGRAM DIRECTOR

3 YEARS · 6 DAYS WEEKLY

50,000 WATTS CBS
Radio's 'V-Day' Task

THE END of Nazism is in sight. Allied armies are on German soil. Unconditional surrender is ahead. Elaborate plans are being made for "V-Day." Broadcasters, ever alert, will herald the event on traditional split-second schedule. There will be clanging of bells, shrieking of sirens, parades, confetti and ticker-tape snowing down on Wall Street.

That's the story we pick up in the daily news reports. But isn't it all premature. Victory in Europe and the crushing defeat of the Nazi tyrant is inevitable. Yet it is but half the job. There's still the Jap. Several million American husbands or brothers are under arms in the seas, in the air... all in relentless pursuit of the Jap.

Is the war over for them? Is it their V-Day? This anomalous situation—the first in world history—calls for restraint. A duty devolves upon the broadcaster. Those with fighting sons or husbands or brothers in the European theatre will have reason to rejoice when the firing ceases. But those with kin in the Pacific, will still look to that other day ahead.

The broadcaster can't go all out. He must keep in clear view the other war. Broadcasters have met all other war crises, and they'll meet this one.

Justice James F. Byrnes, director of War Mobilization, last week, in his report to the President on return to civilian production when Germany surrenders, made the cogent suggestion we have yet seen to distinguish between victory in Europe and in the Pacific. He coined the phrase "V-E Day" in the Victory in Europe. He suggested "V-J Day" to denote victory over the Jap.

That makes good, simple sense. Broadcasters should put the quietus on V-E Day as a symbol of total victory. Rather, all America should observe the occasion by praying for a speedy V-J Day.

Ho Hum!

PICK UP almost any issue of Editor & Publisher and you'll find (usually on the editorial page) some blistering blast against radio. Editor's there is a challenge—to radio or to this journal.

The latest decry "pig-in-the-poke" buying of radio time. It alludes to the recent WPB statement that 28% of all American radios have needed repairs this year, and 15% won't work at all. It calls upon radio promptly to reduce its rates by 15%.

Editor & Publisher, of radio, turns Biblical and avers: "Ears have they and hear not." To which we are constrained to rejoin: "Eyes have they but see not." As we read the WPB statement, 85% of the owners reported that they had sets in working order. Only 5% of the homes reported they had none working. More than half of the 28% which reported sets in need of repair since the first of the year said they had no difficulty whatever in getting repairs.

What wasn't said was that nearly half of the nations radio homes have more than one set, and that No. 2 set may be giving service.

Then there was overlooked, unwittingly or not, the Census Bureau-OCR estimates on radio homes. In April 1940—when the decennial census was made, there were 30,800,000 radio homes. Last April the official estimate was 33,716,400 radio homes—a figure which more than offsets the 8% of homes without working radios.

Radio hasn't attempted, business-wise, to capitalize on the misfortunes ascribed to the war. Newspaper accounts haven't been raided because of paper rationing. Nor have rates been boosted because of demand for time.

Advertisers measure media by results. In the Aug. 7 Broadcasting there appeared a breakdown of expenditures for 1943 by the 100 leading national advertisers. Their wisdom won't be questioned. Of $298,477,527 spent for all media, the four major networks alone received for time and facilities $126,097,816.

Magazines (including American Weekly and This Week) received $103,188,268 and newspapers $61,299,500.

So without working up our blood-pressure in these hectic, sweltering days, we opine: "Nothing succeeds like success.

SWRODS will be forged into plough-shares when Germany collapses. Much of the tremendous plant capacity now being used for radio and electronics manufacture will be converted to civilian production. With no allocations yet fixed for FM and television, some manufacturers plan to turn out sets of pre-Pearl Harbor vintage, using the same dies, jigs and circuits. Something should be done, lest the market be glutted with cigar-box, one-purpose sets.

Let's Tell 'Em

"WE FOUND a lot of lack of interest in legislation in Congress." Thus did Don S. Elias, of WWNC Ashville, N. C., chairman of the NAB Legislative Committee, explain to the NAB Executive Committee in Chicago one of the potent reasons why the White-Wheeler Bill (S-814) was shelved. Only a few knew what radio was all about, except that when one didn't like a particular program a flick of the dial brought in something else.

But radio has at last assumed that the public relations job necessary if it is to have legislation in keeping with the times. The Legislative Committee plans to circularize NAB members, giving each an armful of verbal ammunition to fire away at Senators and Representatives on the why of broadcasting. Every NAB member is asked to keep his respective Senators and Representatives informed.

With radio on the threshold of its greatest expansion—into television, FM and facsimile—there arises even greater need for legislation replacing the obsolete Communications Act of 1934 as amended, which embodies provisions of the Gold Radio Act of 1927.

Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Wallace H. White Jr. (R-Me.), acting Minority Leader, know the need for legislation. So does Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. But by and large the members of Congress haven't been as close to communications as these three stalwarts and a few others. They just haven't been told.

LT. COMDR. JOHN HARRISON HARTLEY

TEAMWORK is the watchword in the successful career of Lt. Comdr. John Harrison Hartley, USNR, just arrived in Chicago to supervise radio and news facilities on the staff of Adm. Chester W. Nimitz, USN, commander-in-Chief, U.S. Pacific Fleet and Pacific Ocean Areas.

Teamwork is second nature to Jack Hartley. By coincidence and the fortunes of war the original team of Schechter, Hartley & Feldman, long known as the NBC news and special events battery, once more will be working together, this time under AAF, former NBC director of new and special events, is radio officer on the staff of Gen. Douglas MacArthur in the South Pacific. Comdr. Hartley, his former assistant at NBC, has been detailed the added duty of setting up radio facilities to expedite reports from the Central Pacific [BROADCAST Aug. 28]. Arthur Feldman, who became Schechter's assistant at NBC when Jack joined in 1941 for Navy service, has just arrived in the Southwest Pacific as Blue Network correspondent [BROADCASTING, Sept. 11].

The Radio Section of the Navy's Office of Public Relations, of which Comdr. Hartley is the head, has been recognized as one of the smooth-running, most efficient agencies of Government. Attesting to Comdr. Hartley's ability is his new assignment, in which he will supervise the transmission of news and radio to the area commanded by Adm. Nimitz.

Jack came up the hard way. Son of Capt. James William and Emma Ford Hartley, he was born June 1, 1910, in Barrow-in-Furness, Lancashire, England. His father, a British merchant marine officer, came to America during World War I to become marine superintendent of the Barber Steamship Line. On Jan. 19, 1919, Capt. Hartley's family, including young Jack, arrived in the U. S. aboard a ship that brought back American soldiers from Europe.

Jack immediately enrolled in the Brooklyn Model School, a model school for the Maxwell Training School for Teachers. He attended Brooklyn Technical high school and later entered Brooklyn Polytechnical Institute night school. His father's death, however, on March 10, 1931, cut short his college education after almost a year and Jack went to work on a fulltime basis.

Meantime the call of the sea was in his blood. Besides he needed extra money, so in his high school days Jack went to sea every week.

(Continued on page 42)
NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE . . .

IN AGRICULTURE
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$221.8 (MILLIONS)

IN INDUSTRY
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$1,420.6 (MILLIONS)

WPTF
IS NORTH CAROLINA'S
No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

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

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*KOÁ Tale of 412 Cities
**Ross Federal Survey

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Beaton Directs KWKK

WILLIAM J. BEATON, account executive of KMPC Hollywood, has been appointed general manager of KWKK Pasadena, Cal. He succeeds Howard Tullis, who resigned to form his own advertising agency. Prior to joining KMPC at Mr. Beaton was with advertising and promotion departments of various Los Angeles newspapers.

Mr. Beaton

BARNEY CRAWSTON, for six years broker for producers of syndicated radio programs, Sept. 20 will join the Blue Network as a salesman in the cooperative program department, following his discharge the preceding day as a lieutenant (jg) in the Army Air Force. Mr. Cragston will contact national and regional spot advertisers, turning over all orders to Blue stations and their representatives.

ALBERT G. FINK and Oliver Miller, former members of the sales staff at WJW Cleveland. Both formerly had been associated with Standard Brands.

CHARLES E. WILSON, former vice-chairman of the WPB, has been elected president and a director of General Electric Co. He had held that post from January 1940 to September 1942, when he was called to Washington by the President. Mr. Wilson succeeds Leonard Swope, resigned. Owen D. Young, chairman of the board, has also resigned.

WILLIAM PABST, who resigned two years ago as manager of KPRC San Francisco to accept a commission as a lieutenant in the Navy, resumed his duties this week as station manager. Dan Donnelly, who has been acting manager during Mr. Pabst's absence, becomes assistant manager.

HARVEY FREEMAN has been appointed manager of KVRX Fort Worth, Ont., replacing Ted Morrow who has joined the Toronto office of National Broadcasting Sales. Mr. Freeman has been appointed commercial manager of CFBF to replace Mr. Freeman.

KENNETH McCLELLAND, personnel manager of the Hallicrafters Co., Chicago, is chairman of the newly-organized Radio-Radio Personnel Group, which places special emphasis on employment of returned veterans.

BEHIND the MIKE

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS • DAY & NIGHT

WEB & CO., National Representatives

Page 44 • September 18, 1944
THERE'S MANY A REASON for WMFM's popularity

By combining the qualities that Milwaukee and Wisconsin listeners have always wanted, WMFM has established itself as Wisconsin's prestige-building, sales-promoting station.

Take High Fidelity, for example. WMFM's superb FM equipment brings a warmth, a realism that is far in advance of standard radio. Along with higher fidelity comes the welcome relief from static and interference. WMFM listeners are happy about their freedom from disrupting crackles and fading.

The outstanding WMFM programming further enhances the inherent advantage of FM. From the WMFM studios in Milwaukee's ultra-modern Radio City comes a sound, well-planned schedule that features better programs, keyed to the wants and needs of the community.

WMFM has everything that a radio listener wants. And WMFM has the formula that wise advertisers are taking advantage of.

When considering the Wisconsin market, you must consider WMFM. Plan now to include WMFM in your fall schedule.
Try to fool him!

He's an American—every dog-gone home-spun inch of him. Ten to one, his stiltwalk sons or grandsons are slogging along with the infantry guys who are slugging their hearts out for Democracy.

He's a family man—shrewd but tolerant—rough like a row diamond, and a liberal but not fussy buyer of merchandise. You can't fool him.

He's one of thousands of Americans who, with their families, make up America’s famous direct-response audience—the audience served by WMMN and which is making advertisers wholly happy!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Page 42 • September 18, 1944

Our Respects to

(Continued from page 40) summer during 1925-27, first as deck boy and working his way up to petty officer. He made 17 trips to England in those three summers.

In 1927 Jack got a job with the New York Telephone Company, working 4 p.m. to midnight while attending school from 9 a.m. to 3 p.m. After two years he went to NBC as assistant receiving set supervisor. In those days NBC provided receiving sets for clients and business contacts. It was Jack’s job to help install them and keep them operating.

Then came a promotion at NBC. Jack Hartley was detailed to maintenance and construction in the engineering department. In 1932 he was made building maintenance supervisor, having charge of all mechanical maintenance except broadcasting equipment. After handling a good part of the NBC move to Radio City, Rockefeller Center, in 1934, Jack went after a bigger job. The assistant director of special events left in March 1935 and Jack asked for the post. He got it.

Three months later the news and special events departments were consolidated under Abe Schechter and Jack was named assistant director. Art Feldman joined the staff as assistant to Hartley.

In the Navy

Came the war clouds over Europe and finally the war in September 1939. Seven months later Jack Hartley, believing that eventually the U. S. might become involved, applied for a commission in the Naval Reserve and was commissioned lieutenant (junior grade).

When the Navy Dept. Office of Public Relations began to expand and a Radio Section was created with Lt. Comdr. Norvelle Sharpe as its head, Jack was offered the post of assistant. The late Secretary of the Navy Frank Knox held, however, that Hartley could serve better as a civilian than as a junior officer so he resigned his commission and on June 2, 1941, joined the Radio Section as a civilian.

The following Dec. 8 Comdr. Sharpe was transferred to the Welfare and Recreation Division, Bureau of Naval Personnel, where he later was made a full commander. Mr. Hartley became chief of the Radio Section and served in that capacity as a civilian until March of this year when he was re-commisioned and ordered to active duty as Officer-in-Charge.

Even though his rank is that of a lieutenant commander, Jack dislikes being called “commander”, explaining: “A commander should be qualified to command a ship. I’m not.”

Whether or not he can command a vessel, his command of the Radio Section is not a controversial issue among the network and station news, program and special events personnel. They’ll tell you Skipper Hartley knows his radio.

On his Radio Section team are Lt. Comdr. Charles Dillon, USNR, executive officer and former radio director of the American Red Cross; Lt. Marvin F. Royston, engineering officer; formerly with NBC and presently on leave from the White; Chief Warrant Officer Joseph E. McCormack, USNR, assistant to the engineering officer; Lt. Hazz Kenyon Markel, (WR) USNR, WAVES and women’s activities liaison officer and former educational director of KOIROS; Lt. (j. g.) Caroline E. Robbins, (WR) USNR, administrative officer; Radio Tech. 1/c Charles Chrismom.

Versatile

In the New York branch office at 580 Fifth Ave. are: Lt. Thayer Cumings, USNR, Officer-in-Charge, formerly of BEOO; Lt. Armand S. Deutsch, USNR, assistant, who in civilian life was with McKee & Albright, Philadelphia; Lt. Phyllis Verna Merrick, (WR) USNR, assistant and liaison officer for WAVES and women’s activities.

With Comdr. Hartley in the Pacific are Lt. James C. Shattuck, USNR, who will head a station in Guam; Lt. Royston and Radio Tech. Chrismon. Comdr. Hartley is supervising installations and start of the service from Guam and Pearl Harbor. Lt. Shattuck, recently back from Europe, was commended by Adm. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe, for his “planning and execution of radio coverage” of the Normandy invasion [Broadcasting, Sept. 4].

Comdr. Hartley’s career has been one of variety. In addition to his seafaring, technical and radio experiences, he is a musician. While living in Brooklyn he was assistant organist at St. Bartholomew’s Protestant Episcopal Church, known as Brooklyn’s “little church around the corner.” When he went to Washington he sang bass-baritone in the choir of the Washington National Cathedral of Sts. Peter & Paul. His last service there was the consecration of Bishop Angus Dun as head of the Episcopal Church in Washington.

On Aug. 9, 1941, Comdr. Hartley married Maxine Winifred Cook, then assistant drama editor of the New York World-Telegram and daughter of Max B. Cook, promotion and aviation editor of Scripps-Howard Newspapers. On Oct. 9, 1943 Maxine and Jack became the parents of twins, James William and Mary Anne. During his absence overseas his family will visit relatives in Sarasota, Fl.

As for NBC, Comdr. Hartley had ideas about living in a tion’s capital, so he took with him to Washington boxing gloves and tennis equipment. But, to him, “They’re still in the ment, unused. I haven’t any recreation. If the office has me going in circles, the have to.

Comdr. Hartley brushes any idea that he’s a “neon man” for, he explained, the Section is so organized “should I drop dead, Charlie can take charge. If he’s a Hazz Markel can take over, so on down the line. Our whole operations is to facilitate coverage of the Navy by radio, not to do it ourselves. Our job is to serve the industry.”

To that end the Washington and New York offices have three scheduled telephone calls daily over Navy facilities when program schedules are checked and notes compared. In addition, each office keeps a complete daily log. If one or more officers are away, others can carry on. Copies of the log are exchanged each night so that both offices are completely informed at all times.

Jack Hartley’s method of work operation dates back to New York when as a radio writer of Schechter, Hartley and Feldman handled news and special events for the network, whose initials they meant, according to Jack, NBC—Never Behind Columbia.”

CHATTANOOGA

IN THE HEART OF TVA

WOODY CLEVELAND

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYNER CO.

BROADCASTING • Broadcast Advertising
THE ONLY SINGLE MEDIUM

Completely

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.

"The Heart of an Empire"—where assessed valuations of real estate zoomed to an all-time high of $90,816,070 for 1944, an increase of $7,168,806 or 8.6% over the previous year. KHQ, too, is the "Heart of an Empire." Its veins carry its choice programs throughout the 37 counties in its primary coverage, building unequalled Consumer Acceptance. Invest in KHQ's Complete Coverage.
JOHN HENRY, announcer of KFI Los Angeles, has shifted to KYOO Tulsa as producer-sports announcer.

BRUCE KAMMAN, NBC New York and Chicago producer, has joined the network’s Hollywood production staff.

RICK FREEERS, James J. Will, Charles Morton and David Hutton, television producers, have joined Independent Television Producers of the West Coast, Hollywood.

JACK WELLS, released from the Army after three years service, has joined the announcing staff of KODY North Platte, Neb.

HOMER LANE, with NBC before entering the Army in December 1942, has joined CBS as assistant to the supervisor in network operations, replacing William Walker, who has been named sales service manager of WABC New York outlet.

DICK ESKELESON has been appointed assistant production manager of WBBM Chicago.

BETTY JONES, formerly in the publicity department of WBBM Chicago, succeeds Peggy Byrne, resigned, as publicity writer and trade news editor.

CHARLOTTE INGALLS, former market editor of WBBM, has joined the WBBM Chicago news staff.

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBBG centers the richest and most popular area in all the southeast.

5000 W.
WBBG
GREENSBORO, N. C.
Represented by Hollingberry

PAIGE TO WHOM

JACK PAIGE, promotion director of WAXY Yankton, S. D., has been appointed to a similar post at WHOM Jersey City, which has been added to Cowles group. Mr. Paige, who also handled promotion for the second annual Midwestern Farmers Day, is expected to come East around Oct. 15 to take up his duties. The post at WHOM is a new one. Gladys Miner has been added to the staff as secretary of Craig Lawrence, newly appointed general manager of WHOM. Miss Miner comes from the Katz Agency and previously served with WWNC Nashville, N. C. and Air Features.

DON DOOLITTLE, announcer for more than a year at WJJD Chicago, has been promoted to chief announcer.

MARTIN GOSCH, former Hollywood radio producer, and now with MGM in production capacity, is the father of a girl.

1ST LT. GENE FILIP, who was wounded in action, has received a medical discharge from the Army and has returned to the news staff of WON Chicago.

RANNY DALY, production manager of WING Dayton, O., has returned to the station after two years’ service as sergeant in the Marine Corps.

RICHARD DICKOFF, new to radio, has joined the announcing staff of WMAM Marionette, Wis.

RAY BUSUM, program director of KPO-NBC San Francisco, has resigned effective Oct. 15 to join Republic Pictures as writer.

WINFIELD LEVI, former promotion director of WSAI Cincinnati, last week was promoted to captain, Air Corps, Space Control Office, in Miami. He is slated shortly for overseas duty.

SIG ROUSH, Stan Trout and Ed Henry are new additions to the announcing staff of WHIO Dayton. Bill Hamilton, former WHIO program director, has accepted an assignment in the Navy and is stationed in Maryland. Mary Waters has joined the WHIO continuity department. Betty Jane Bushie is a new addition to the newsroom staff of WHIO.

CONSTANCE DEVER, traffic manager of WORL Boston, was to be married Sept. 16 to Charles A. Reynolds, Boston accountant.

STAN LOMAX, sportscaster of WOR New York, has been re-elected to his second year as president of the New York Sports Broadcasters Assn. Other officers elected include Bill Stern, NBC, and Sam Taub, WHN, WMCA, vice-president; Tom Slater, MBS, secretary; Jim Dolan, CBS, treasurer and Ted Husing, CBS, chairman of the board of directors.

JAMES McMILLEN, formerly of WING Philadelphia, and Roma Carpenter, a graduate of the American Academy of Dramatic Arts, New York, are two new additions to the announcing staff of WTTO Columbus, Md.

FRANCIS X. ZUZULO has joined Mutual’s press department, assigned to night duty with emphasis on handling news stories. Mr. Zullo has been associated in the past with the radio department of the UP. He comes to Mutual after two years’ service as captain in the Army.

THOMAS GRANDIN, Blue Network war correspondent who has been attached to the network’s London station, was in this country on sick leave, recovering from injuries received while on assignment in Normandy. He returned about three weeks ago.

Students Placed

OVER half of the 110 students available for employment following graduation from this year’s Summer Radio Institute conducted by NBC in conjunction with Northwestern U., had been absorbed by the industry less than two weeks after the close of the session, according to Judith Waller, co-director of the Institute, and public service counselor for NBC’s central division.

JAMES McKENZIE, soloist in the Don Large Chorus at WJR Detroit, has been named director of the chorus, succeeding Don Large, director for 13 years, who now is serving in the Naval Reserves. James McKen"
WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air... that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.

2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.

3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.

4. Simplified Circuits—require a minimum of tubes ...no tricky wiring.

5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
AMERICAN INSTITUTE of Food Products, New York, in behalf of the products it tests and approves for member companies, will sponsor For Women Only on WHN New York, Monday through Friday, 11:30 p.m. for 52 weeks, starting Oct. 2. The Institute also sponsors The Food & Home Forum on WOR New York. Business placed direct.

MARKING its first use of radio, Benjamin & Johns, New York, will promote Bien Jolie corsets on WOR New York in a weekly Sunday quarter-hour program, Voice of Broadway, which began Sept. 10. Dorothy Kitzigen, columnist, presents Broadway and Hollywood news. The series is a test, and will be handled through Alfred F. Tolar Adv., Newark.

MARLON CONFECTIONS Co., New York, Sept. 11 was to enter radio for the first time in a test campaign on WHN New York using a three-week five-minute musical program and Dick Gilbert, president, will test it on a weekly quarter-hour basis. Business placed by Accurate Adv., New York.

PERSONNA Blade Co., New York, which has been using spot radio in New York, has appointed J. D. Zarcher & Co., New York, to handle advertising. There are no future radio plans at present.

C. D. WING, former account executive of Maxon Inc., Detroit, has been named director of advertising and sales promotion of the Nash Motors division of Nash Kelvinator Co., with headquarters in Detroit.

SHIPSTAD & JOHNSON, Chicago, in a five-week campaign ending Sept. 20, is using a total average of 30 transcribed one-minute and station break announcements daily in 16 Southern California stations to promote Los Angeles showing of Ice Polites of 1956, Allied Adv. Agencies, Los Angeles, has the account.

TIDEWATER Associated Oil Co., San Francisco, on Sept. 24 starts a schedule of 20 Pacific Coast college ad servicemen football games on KMPC Hollywood. Placement is through Buchanan Co., San Francisco.

PACIFIC AVIATION Co., Los Angeles (employment), in addition to three weekly announced advertising will start airing Institute

Thursday night. Placement is through DeLureen & Co., Los Angeles.


GROVE LABS, St. Louis, starting Sept. 17 sponsors three-weekly five minute transcriptions on WSPA, Spartanburg, S. C., Consolidated Drug Co., for Pernis and Kodolak, has renewed half hour of Hit Parade, after summer layout.

SLACK Furniture Co., St. Louis, has started its 15th consecutive year of advertising on KMOX St. Louis. Schedule for the next year calls for 82 quarter-hours.

PERFECT CIRCLE Co., Toronto (Ontario), has started five announcements on 10 Canadian stations, and six-weekly newscasts on CHUM Toronto. Account was placed by McDonald, Eastman & Co., Toronto.

LYMAN AGENCIES Ltd., Toronto (Ontario), has started spot announcements three and five times weekly on 25 Canadian stations. Account was handled by Ronalds Adv. Agency, Toronto.

FOLLOWING acquisition of controlling stock interest in Schuster Candy Co. by Universal Match Corp., this trio representing both companies gathers for discussion of postwar expansion plans. To lo tare Harry Golden, sales manager of Universal Match; S. M. Rosenberg, vice-president and director of sales for Universal Match, and its agency; Paul B. Trent, vice-president, and sales managers of Schuster Candy, Schuster will continue operations under its same management, it was stated.

THE TT Co., Toronto (Ontario), has renewed spot ads sales of Trichol. On CFRB and CHJY Toronto. Account was placed by G. C. Smith & Son, Toronto.

GILSON MFG Co., Guelph, Ont. (heating equipment, washing machines), has started weekly Home- Town Philosopher on CFRU Toronto. Account was placed by R. C. Smith & Son, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

KELLOGG Co. of Canada, London, Ont. (cereals), has started transcribed musical shows five times weekly on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

LONDONERRY Ice Cream Mix, San Francisco, is sponsoring Los Holts (transcribed) on KGO San Francisco, Monday through Friday, 11:30-12:30 p.m. (PST). Contract, placed through Briarish, Von Norden & Staff, San Francisco, is for 13 weeks.

CHURCHES OF CHRIST, Glendale, Calif. (religious), on Sept. 3 started weekly quarter-hour program featuring Rev. Gene Valentine on 13 ABC Pacific stations, 9-9:15 p.m. (PWT). Contract is for 52 weeks. Station list includes KPMC KTRB KFBK KRON KPKI KWKL KVOC KWKV KVIJ KVI KPRO KRRN KSAN KFQ. Placement is through V. G. Freitag Adv., Los Angeles.

WBNX broadcasts daily to Metropolitan New York's racial groups which com- prise 70% of the population. These mil- lions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX pro- gramming and public service, the rea- son why so many of country's largest advertisers today are using WBNX con- sistently. If your products are manufac- tured in Greater New York, WBNX should be on your list. Write WBNX, New York, N. Y. for availability. Or call Release 5-0322.
For minimifidians ONLY!

A minimifidian according to Websters unabridged is "one who doubts."

This ad is directed only to those who doubt that station WIZE is Springfield, Ohio's dominant advertising medium.

As a little added proof we show one of the many letters from our files of success stories.

A letter like this speaks for itself. Just remember, to reach and sell this market you must use WIZE. No other media or outside station can do it for you.

---

BLUE NETWORK

WIZE
Springfield, Ohio

WEED AND COMPANY NATIONAL REPRESENTATIVES
FACTS FOR YOUR FILE ON THE...

Los Angeles-Long Beach Market

Heart of the Southern California market, greatest west of the Mississippi, is the Los Angeles-Long Beach area. Here are concentrated hundreds of the West’s leading industrial plants, employing more than a million men and women. Total population of this vast, rich area is now over three million! And Los Angeles-Long Beach has probably the greatest future of any major market in the nation!

1. PER CAPITA INCOME AMONG HIGHEST IN NATION

2. KGER ANNUAL BILLING UP MORE THAN 73% SINCE 1940

The average annual per capita income in Los Angeles is far above the national average... in Long Beach, it’s the highest in the nation! Reason is that employment and wages are at all-time highs. KGER’s programs are tailored-made for this audience of working people with money to spend!

Bennett Bates, on inactive duty after two years in the Marine Corps, has rejoined Erwin, Wasey & Co., New York as vice-president.

Jean E. MacLatchie and Ted Byron have joined the copy department of N. W. Ayer & Son. Miss MacLatchie, formerly in the copy department of Ivey & Ellington, Philadelphia, will work in the Philadelphia office and Mr. Byron, formerly on the production staff of OWI, is in the New York office.

John Smith, formerly head of his own advertising agency in Los Angeles, has joined the media department of Export Adv. Agency, New York. Mr. Smith will make a study of South American radio.

Jean Bruyere, former production manager of Chess, Dallas Reach Co., Newark, previously with Paris & Pearl, New York, and the Paris office of McCann-Erickson, New York, has been named production manager of Doherty, Clifford & Shufield, New York.

Burbach to Agency

George M. Burbach Jr., joins the radio department of McCann-Erickson, effective Sept. 18. He has been eastern sales service supervisor of MBS for the past year and prior to that time was with NBC for eight years.

C. F. Henthorne, formerly with Henri, Hurst & McDonald, Chicago, has joined the Buchen Co., Chicago, as account executive.


Ruth Knight Barrett, former production manager of McCann-Erickson, Minneapolis, has joined Almon Brooks Wider Inc., Chicago, as production manager.

Leah Brown, formerly advertising and promotion manager of Seals Fifth Ave., Chicago, has joined the copy staff of Weiss & Geller, Chicago.

Dr. Ralph L. Power, Los Angeles radio counselor, has been elected permanent secretary-treasurer of the newly formed Trailer-Seal’s Chowder & Marching Club, which consists of ex-inspectors from San Francisco Signal Corps inspection Zone.

Scott Ittner, former advertising manager of the Heine Hotels, St. Louis, has joined the Gardner Adv. Co., St. Louis, in an executive capacity.

Robert Boyd, formerly with Wm. G. Rambeau Co., Chicago, station representatives, and most recently with Associated, has rejoined the sales staff of Wm. G. Rambeau Co., Chicago.

Harrington Will Resume Y&R Radio Post Oct. 2

Thomas F. Harrington, vice-president and director of radio of Young & Rubicam Inc., New York, who has been on leave of absence to recover from an illness, will resume his executive duties Oct. 2, according to Sigmund S. Larmour, president. An announcement of Mr. Harrington’s recovery and return to active duty had been made to the Y&R radio staff the preceding week at a luncheon at the Hotel Biltmore, New York.

Associated with Mr. Harrington in supervising Y&R radio activities are Hubbell Robinson Jr., vice-president and executive manager, who has been acting radio chief; Joseph A. Moran and Harry Ackermann, associate directors. Mr. Robinson will supervise day-by-day operations in the radio department, while Mr. Harrington will serve as overall coordinator and supervisor of all Y&R radio in general. Mr. Robinson left New York last week for the West Coast.

W. C. Gilchrist

William Clifton Gilchrist, 47, director of Cockfield Brown & Co., Toronto advertising agency, died at Toronto Sept. 8. Born in Buffalo, he came to Sarnia, Ont., as a boy, and after returning from overseas during the First World War, joined the newly formed Cockfield, Brown & Co. He had been a director of the agency for 11 years.

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

Advertisers like to keep their programs on the Baltimore station that does the job!

Real friends stick with you through the years. And when that happens in radio... when advertisers renew contracts year after year... look for two big reasons—service and listeners!

WFBR has been delivering plenty of both in Baltimore for a long, long time... that's why advertisers stay with us!

Here are the facts!

A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years... then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3 for six years. These are just our oldest consistent advertisers. The great majority of WFBR's advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along... that in Baltimore, a market of a million, it's just good business to put your shows on WFBR.

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KDKA Pittsburgh
Park & Tillot, New York (Time), 5 as weekly, thru Charles M. Storm Agency, N. Y.
Grove Labs, St. Louis, 3 as weekly, thru Russel M. Seeds Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheat), 3 as weekly, thru Rogers & Smith, Chicago.
Rumford Chemical Works, Rumford, R. I. (baking powder), 3 as weekly, thru H. E. Humphrey Co., Boston.
Seab & Kate, New York (Pertusa), 1 as weekly, thru Erwin, Wasser & Co., N. Y.
Hubinger Co., Keokuk, l.a. (Quick Elastic Starch), as weekly, thru Kellogg, Inc., St. Louis.
Quaker Oats Co., Chicago (Full-O-Pep feeds), 1 weekly, thru Sherman & Marquette, Chicago.
Standard Brands, New York (Blue Banana Margarine), 3 as weekly, thru Ted Bates Inc., N. Y.

WJZ New York
Moulton's Cleveland, 5 as weekly, thru Erwin, Wasser & Co., N. Y.
Loder's Inc., Reading, Pa. (cough drops), 2 as weekly, thru J. M. Mathes, N. Y.
Oriental Chemical Co., Long Island City, N. Y. (Sen-Sen), 2 as weekly, thru Badger, Brown, and Hersey, N. Y.

CKSO Sudbury, Ont.
Tig Top Tavern, Toronto (chain stores) 3 as weekly, thru McConnell, Eastman & Co., Toronto.

WLW Brooklyn
Penix and Ford, New York (My-T-Fine detergent), 16 as weekly, 12 weeks, thru BBDO, N. Y.
New York Telephone Co., New York (Dyke), 6 as weekly, thru BBDO, N. Y.

KFKI Los Angeles
Sparklets Drinking Water Co., Los Angeles. (Sparklets); 3 as weekly, 32 weeks, thru Remington M. Co., Hollywood.
Santa Fe Railway Co., Los Angeles (embossed), 6 as weekly, thru Burruss Co., Chicago.
Pine Forest Co., Manassas, N. Y. (Herb Oil), 3 as weekly, 15 weeks, thru J. M. Mathes, N. Y.
Sunway Fruit Products Co., Chicago (Freshie), 3 as weekly, thru Sorenson & Co., Chicago.
Wilson's Products Co., New York (polish), 4 as weekly, thru Duane Co., N. Y.
Crowell-Collier Publishing Co. (Philadelphia), 58 as weekly, thru Arthur Kudner Inc., N. Y.
General Electric Co., New York (Manda lamps), 266 as weekly, thru BBDO, N. Y.

WLAG LaGrange, Ga.
Portman Mills, Atlanta (No-2 Pure flour), 26 as, thru Eastburn & Siegel, Atlanta.
Moore Photo Labs, Grand Rapids, 26 as, thru Eastburn & Siegel, Atlanta.
Lone Drug Co., Atlanta, 28 as weekly, thru Eastburn & Siegel, Atlanta.
Pine Inc., Memphis (St. Joseph Aspirin Penetrate), 10 to 25 weeks, thru BBDO, N. Y.

KYW Philadelphia
Grove Labs, St. Louis, 5 as weekly, thru Russel M. Seeds Co., Chicago.
Geiser Co., Keokuk, Ia. (starch), as weekly, thru Ralph Moore, St. Louis.
Dr. D. Jayne & Son, Philadelphia, 9 as weekly, thru J. M. Korn.

Kapas Pasadena, Cal.
Consoliated Products, New York, 3 as weekly, thru Bert S. Gittins Adv., Inc., N. Y.
Oakite Co., New York (Oakite), 3 as weekly, 15 weeks, thru Cohn & Holden, N. Y.

WHOP Hopkinsville, Ky.
Grove Labs, St. Louis (Paso ointment), 6 as weekly, thru Remington M. Co., Hollywood.

KQW San Francisco
Bell Brook Dairies, San Francisco (milk), 5 as weekly, thru 11 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Hunt Bros. Packing Co., San Francisco (canned foods), as weekly, thru Harvey Messangerale, San Francisco.
20th-Century-Fox Film Corp., San Francisco (Walters), 16 as weekly, thru Pierce Proprietaries, New York (Golden Medical Discovery), 9 as weekly, thru Duane Jones Co., N. Y.
Milena Jewellers, Oakland (jewelry), 2 as weekly, thru Ailman Inc., N. Y.

WABC New York
Galvare Chemical Co. (Skat insecticide), 3 as weekly, thru J. Walter Thompson Co., New York.
Twentieth Century Fox Film Corp., New York, 7 as weekly, thru M. H. Hackett, Inc., N. Y.

KFI Los Angeles
United Artists Studio Corp., Los Angeles (mammals), 3 as weekly, thru Glasser-Gallay & Co., Los Angeles.

Atlantic Broadens Football Schedule

High School and Pro Games Are Added by Oil Company

ATLANTIC REFINING Co., Philadelphia, which last month announced plans for sponsorship of high school, college and professional games [Broadcasting, Aug. 14] has issued a schedule for each group of games to be broadcast.

An announcements comprises the Atlantic Football Network and covers the Atlantic seaboard as far south as Miami and an area westward to Cleveland. 89 colleges and 21 pro professional games will be covered, including a number of games in the Midwest.

Sponsorship of the eight Navy games marks the first time that a commercial radio sponsorship of the Naval Academy's team has been authorized. Six home and two out-of-town games are scheduled.

Station schedules are:

WBRA WARM WBAX WAIL WUW

The Atlantic Football Network for 1944 consists of:

WBNF WNAU WBBF WNIB WBNF WBNF WBNF WWKB WBAL WBNF WBNF WEST WENY WBNF WBNF WBNF WBNF WBBW WBNF WBAL WBNF WBNF KKSB WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF WBNF

Sets for Canada

RADIO SETS will be among the items to be allowed to be manufactured for civilian use, with an easing of war production, it is learned at Ottawa. It is expected that the signal communication equipment in 1945 will be only at half the 1944 production for war use, according to the present war outlook. Plans are all ready to allow the radio industry to resume production in order to take up the slack which will come in any event in a few months' time, and which may come sooner if the European war ends suddenly. Currently some 35,000 people are employed in radio communications and instrument manufacture.

Capt. Denslow Recovering

CAPT. WILLIAM R. DENSLOW, now on leave as farm director of WGN Chicago, is in a field hospital overseas recovering from combat exhaustion, according to word received last week. Capt. Denslow, liaison officer for a tank battalion, was captured during his tour of duty after 61 days in France.
"This is all we have left, Henry—advertising on WGN has somewhat simplified our inventory."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11  
50,000 WATTS  
720 KILOCYCLES  
ILLINOIS

MUTUAL BROADCASTING SYSTEM
No. 2 Candidates Show Flaws

(Continued from page 13)

spects than Gov. Dewey as a broad-caster. He has much more limited range in voice-pitch. His diction is less clean-cut than Dewey's. This is largely because he does not, as a rule, enunciate his consonants with that sharpness which helps to give a biting precision to Dewey's vi-brant, dynamic utterance.

Bricker lets down sometimes into a "relaxed" manner of pronuncia-
tion of which Dewey is never guilty; he is capable of saying "compny" for company, "constu-
tooshni" for "constituent", "intrust" for interest, "nd" or "n" for and.

On the other hand, occasionally he gives to certain words an exagger-
ated distinctiveness, an over-
preciousness, which reminds one of the more or less standard affecta-
tions of pulpit oratory. To give an effect of emphasis, he spaces out words and even splits them into separate syllables: "po-lit-i-cal", "ques-tions", "per-fec-tion", "e-lec-
tions", "pee-pul!"

Some of his little mannerisms, no doubt cultivated unconsciously, are of the kind that are really down-right incorrect: "unknown", "stay-bility", "doo-mestic". He has a slightly British way of pronounc-
ing "courage" and "American"; he has learned to say "program" in-
stead of the natural, logical, correct American program.

Yet though Bricker rates below his chief on the purely linguistic side of speaking, he may perhaps rank somewhat higher than Dewey in the handling of rhetorical effect when, that is, he is really speak-
ing. He chooses words well for ef-fective impression, and has a genu-
ine gift of originality in his man-
ner of saying things, a creative ability to hit off an idea with a combina-
tion of words that makes you see the thing in a new light.

He has the knack of the allitera-
tive phrase which works such magic in English—"running cultists", "dictatorship and despotism"—and he has also the good sense not to overwork that bit of technique. In fact, he may well offer a positive contribution to Republican cam-
paign oratory in the way of a cer-
tain warmth of color and emotional-
ism which at times makes Gov. Dewey's speeches seem slightly cold by comparison. We may be pretty sure that Bricker will hold up his end.

Room for Improvement

When he reads from a manu-
script, Bricker has a tendency to depart from the natural pitch and timing of living speech. He will break up sentences in queer ways, as if influenced by faulty punctua-
tion. The visual effect of a type-
written sheet makes him pro-
nounce "a" or "the", or subordinate phrases like "with them" or "of it", the way we pronounce such words when we single them out and men-
tion them, but not when we actual-
ly use them in a sentence. Some-
times he misreads his script and has to correct himself. In short, he has room for improvement in oral reading. He falls too easily into an intonation which simply does not bring out the natural rhythm and emphasis of idiomatic English.

We need not be surprised, how-
ever, if Gov. Bricker improves rapidly in his broadcasting habits. He showed at Chicago how he could rise to an occasion, and he can dis-
play the same ability in lesser mat-
ters. Comparison of his public speeches with his addresses made exclusively by radio proves that he knows something about adapting himself to radio audiences. No doubt it is the same quality of adaptability which has earned him an excellent reputation in press conferences and interviews.

The effect might seem ironical or even rather ridiculous, if a Vice-
Presidential candidate were a bet-
ter speaker than his running-mate, the nominee for the supreme office. Perhaps there have been times in the past when just such an effect would have been felt, had radio been functioning then as now to make the general public aware of it by focusing attention upon the voice alone. At all events, the pres-
ent campaign involves no such situ-
atu. As a radio personality, neither candidate for the Presi-
dency is in any danger of being out-
classed by his immediate subordi-
nate.

On the Democratic side, the top-
ranking pair are far apart in their quality as speakers. In contrast to the very effective voice and "charm" of the President, Mr. Tru-
man's efforts appear amateurish at best. The Republican team is much better matched. Dewey has his points of clear superiority over Bricker, but they are not too many or too great. The man from Ohio will not do badly on the air; his opponent from Missouri is not likely to be nearly so impressive in any way.

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There's a heck of a lot more to the WIBW market than just the farmer in the field. There are tens of thousands of work-
ers in the huge plants and giant industries which manufacture, process and distribute farm products.

Remember too, the thousands of small towns and trading centers with their grain elevators, feed businesses, hardware and farm implement stores, doctors, dentists, and lawyers. Purchasing power has risen in each of these centers with the increased agricultural wealth in WIBW's six-state area.

These non-farm people are also con-
sistent WIBW listeners because their in-
come hinges directly upon the success of the farmer . . . their best customer. Yes, remember the other side of WIBW.
Coming! Television: the greatest show on earth! Glamorous musicals and the stage's most brilliant dramas! Boxing and ball games, races and wrestling! Parades, movie premieres and political conventions...running bumper to bumper in the most magnificent pageant ever dreamed!

There are sweet sales opportunities for your products and your services in Television's exciting peacetime parade. Today, effective commercial techniques are evolving in experimental programs conducted (for the past 18 months) by DuMont in collaboration with leading advertisers and their agencies. Sight-plus-sound selling is ready to roll! DuMont pioneering gave television its first really clear picture reception. DuMont engineering has lowered telecasting costs to the point where they make economic horse-sense. DuMont experience assures you of the maximum value, in peacetime, for every penny of your television time-buying dollar...you'll find it profitable to look into television. Get in touch with DuMont. Get in touch today.
Out of the Jungle--An Army Hookup

Eight Stations Cover New Guinea War Theatre

I ARRIVED in this forward area base the other day in the midst of one of New Guinea's drippiest, most drenching downpours—jeeped out to quarters and believe it or not—the first thing that greeted my eyes was a copy of the April 3rd issue of Broadcasting on the floor—muddy, bedraggled—but still BROADCASTING! What a field day I had getting caught up on radio—1944 model!

It's a long haul from here to that cozy office I used to have at NBC in Rockefeller Plaza—but I'm still in the radio business!

For the past ten months I've been

A NATIVE thatched hut in New Guinea has replaced the Radio City office for NBC's former advertising and promotion director, Ken R. Dyke. Now a lieutenant colonel, Information and Education Officer, U.S. Army Forces in the Far East, Col. Dyke writes Broadcasting of his Pacific radio activities. A top sergeant in 1917, his career between wars has included advertising director of Colgate-Palmolive-Peet Co., NBC executive posts, and OWI Director of Bureau Campaigns. Because of defective vision, Col. Dyke was turned down repeatedly by the Army before he finally was given his overseas assignment in late September, 1943.

Under our section we operate among other activities the SWPA "Jungle Network," consisting of eight stations stretching from one end of Guinea to the other! There's

a, 1,000 watt, a 450, a 250 and the balance 50's.

As you know there are Armed Forces Radio Stations operating all over the world—and we're the SWPA Network. Obviously, our "Jungle Network" is a network in name only—no line hookup—but we have a master-schedule setup by us at headquarters for all stations, which you might call "network time"—and periods set aside for local "station time". And no FCC to argue about it!

My radio officer is Maj. Ted Sherdeman, ex-NBC and CBS, and among our station managers Lt. Wynn Orr, ex-NBC (Chicago); Lt. Dick Wells, ex-NBC and WHO, and father of Iowa Broadcasting System; Capt. Ham Nelson, Y&I, and a flock of enlisted men with NBC, CBS, Mutual and independent station experience, including Tom Moore, J. Walter Thompson, WOR; John Dietrich, Ohio State U. Station (WOSU); Al Cohen, WXYZ, WYR; Ham O'Hara, CBS; Rolf Bayer, freelance radio actor and announcer; Bob Darby, KYW; Karl Schmidt, WHK, WHA, WHBC, WIBA and young Scott Bowen, WIBX. There's one thing about radio men—as soon as they hear a station is about to be activated in an area they're like old fire horses—they flock in from every outpost within ear-range, ex-actors, sound effects men, commercial salesmen, program directors, writers—who are now everything from paratroopers to staff officers—and we all get together, till a canteen and jungle juice or state-side beer an. the bull-session sounds just like.

Toots Shor's or Louis and Armands at noon time in the good old days.

In the Raw

This is really radio in the raw, brother! Digging in a station site on a jungle hillside—getting the engineers to smack a bull-dozer through the undergrowth to clear the studio base (and discovering the Mills Brothers quartette in the process)—setting up business and a Radio City opening in a thatched hut, with Papuan boys as pages—Jack Benny via transcrip-

tion at the regular time Sunday night (and all the other top CAB ratings in their regular niches) for the first flash of the
PORTRAIT OF A HOUSEWIFE ENJOYING "GLOOM DODGERS"

She has just started the children off to school and her husband off to work. Quiet steals into the home. She takes time out for relaxation from the endless tasks of housework—time out to tune to the gay humor and whistleable music of GLOOM DODGERS, New York's own daytime variety show. She enjoys the music, singers, instrumental soloists, quick-witted emcees, the brilliant array of guest artists plus the latest news every hour. Built solely to give listening pleasure—GLOOM DODGERS—offers complete escape from the constant toil of a busy home, with as many as 10% of all homes in the New York area tuned to this program.

LOTS OF FUN FROM NINE TILL ONE • MONDAYS THRU SATURDAYS
Ask a WHN representative about the new sales policy for this program.

WHN NEW YORK 1050
50,000 WATTS IN THE NATION'S No. 1 MARKET!

50,000 WATTS IN THE NATION'S No. 1 MARKET!
newsroom out of flash bulletins throughout the evening and until 2 a.m.—then a call of commendation from the Commanding General of the area—that’s better than a raise back in Rockefeller Plaza!

Then the trials and frustrations of “sweating it out” waiting for transportation—for example this week we’re ready to move into two forward areas—our transmitters, generators and personnel all ready to go—but that good old New Guinea rainy season has grounded all planes and naturally ammunition and rations and ordnance have to be moved first in a coastwise strip SO-O we sadly wait dock and strip-side—but within the next two weeks there’ll be two more AFRS stations pumping out on the jungle air in a couple of spots where the Nips were pretty active a couple of months ago.

As to commercials—well, our

announcing.....

AN INCREASE IN POWER

From 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY

FROM 1230 TO 1480

WHBC CANTON, OHIO

NOW A BASIC MUTUAL OUTLET

Covering the Electric Furnace Steel Capital of the World . . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"

adds “it can’t be worse than those FCC hearings in 1941”!

Seriously, radio has a real place in this war. In addition to its tactical uses,” broadcasting over these field stations is making its major contribution to troop morale. The cooperation of advertisers and radio talent in making transcriptions of all the top shows available to the Armed Forces through Tom Lewis’ efficiently functioning AFRS headquarters, Morale Service Division, Los Angeles deserves and gets highest citations from all of us out here.

Weekly Newsmap

In addition to radio, we’re editing a weekly “Newsmap” covering the progress of the war on all fronts which is posted in every outpost in SWPA; an eight-page “Maptalk” with background material on the war and operations, for news discussions which are held each week; an SWPA newsmagazine, shown twice a month in all GI movie theatres; and our educational program includes an Armed Forces Institute in which we have over 20,000 GI’s enrolled in correspondence courses. How’s that for a batch of GI’s who fight or work all day and still have time to do a little brainwork. You’d be amazed.

Radio at Night

The dean is an ex-Mission County superintendent of schools. These guys work all day on the roads of Guinea, up to their knees in mud or dust, and at night are doing this amazing, educational activity—alorganized and instructed by their own men! Believe me it’s thrilling and inspiring!
What's the Rush?

It's the telephone rush. Every night thousands of service men and women dash to the nearest telephones to talk with families and friends at home. Most of the Long Distance calls from camps and naval stations are crowded into a few short hours.

Many circuits are likely to be crowded at that time and it helps a lot when you "give 7 to 10 to the service men."

BELL TELEPHONE SYSTEM
the original transmission, every unit with a radio receiver, barring isolated cases of sets out of order, is notified.

The basic network structure is flexible and varies constantly, especially in the case of the mobile warfare being fought today. For instance, artillery units can be tuned to the same frequency as division artillery headquarters, or can operate on the battlefront frequency. Or reconnaissance groups deep in enemy territory can be linked by vehicular radio direct with division headquarters.

Many of the message centers are now located in trucks and other vehicles. The networks, fundamental units with two or more stations on the same frequency, continue operation under all conditions.

Plane radios, on shortwave, can be linked with whatever group to which they are attached. All can be reached within a few minutes, no matter what the origin point of the message. Although ground forces keep contact with alternate methods other than radio—telegraph, telephone, flag signals, courier, the inevitable grapevine, and other means—planes rely almost exclusively on radio. All ships can receive a message from headquarters of command instantaneously.

The German army can be reached by our powerful shortwave radio at SHAENF and by ABSIE, the radio station in England responsible for transmission of innumerable vital messages to the Germans and the European under¬ground forces. The stations are monitored constantly by the German.

"Propaganda radios, shortwave interception and the PA systems, used successfully countless times at the front—notably at St. Malo—will probably be the more effective in announcing cessation of hostilities in view of the natural disposition of the Germans to give up in their present confused state," a War Dept. spokesman told Broadcasting.

Nazis Listen In

"In fact, the Nazi is more apt to hear the surrender news from our radio stations than from his," he said, "because the German army is on the run and their lines of communication are probably badly dis¬organized. But to predict his reaction is difficult. He may not trust the news heard on our airwaves."

"One fact, though, I am sure of," he continued, "Gen. Eisenhower will notify our men in the field immediately—even before the War Dept. gets word. And that is as it should be."

In World War I negotiations for the meeting of the German delega¬tion and Allied Grand Headquarters were conducted through the Nauen and Paris wireless. On Nov. 9, the terms were presented to the Germans, then sent by courier to the German government headquarters. Because of the distance involved and the destruction of the roads, combined with constant firing, the German delegation was given 72 hours in which to answer.

After 47 hours the courier reached German headquarters. At 10 a.m., Nov. 11 he returned to the meeting place of the delegates. As the Armistice was signed in Paris at 5 a.m., "it was generally as¬sumed here," a New York Times reporter wrote from Paris, "that the German envoys within French lines had been instructed by wireless to sign the terms."

So early radio, or wireless as it was then called, played a part in that peace, too. Today, radio will doubtless be used throughout entire negotiations, and the needless, costly delay of other methods will be abolished.
**Equipment Boom**

*Continued from page 11*

all the AM sets they can produce for some time to come.

Some of the largest manufacturers of radio equipment, especially those who will carry the brunt of military requirements for the war against Japan and those who were producing FM sets before the war, plan to produce combination sets shortly after reconversion. They will rapidly shift to combination sets exclusively and will continue on this basis as long as the two systems of broadcasting operate side by side.

As for television sets, Mr. Creutz believes the volume of production following reconversion will be determined by developments in telecasting. Manufacturers are ready to go ahead with video receivers immediately after the cutback is put into effect and expect to have sets on the market within a few months after the Nazis surrender. Some industry circles entertain the opinion that a million sets will be made in the first year after reconversion, but Mr. Creutz thinks the volume will be much less. He feels that problems attending the development of television relays will limit the market for receivers to the large cities for many months ahead.

The end of the European war will be followed by increased activity on the part of broadcasters, particularly as new FM television stations come into operation. It is likely that the rule requiring owners of both AM and FM stations to carry at least two hours of unduplicated programs, waived because of war manpower shortages, again will be put into force. With hundreds of new FM stations broadcasting, there will be thousands of additional personnel required for programming, technical and clerical duties.

Mr. Creutz believes it will not be many years before there will be twice the number of stations in operation as at present, as the result of FM. He foresees a greater competition between stations, comparable to that which has existed among newspapers which reached a saturation point as the result of economic factors rather than technical discoveries which now provide more room in the radio spectrum.

**Simon Ackerman Adds**

SIMON ACKERMAN Clothes, New York, men's clothing store, has added a weekly quarter-hour musical program, *The Master Voice*, on WOR New York to its list of programs and stations in New York. Contract is for 52 weeks. In addition to using five one-minute transcribed spot announcements six days a week on WBRY Brooklyn firm also sponsors five-minute, quarter-hour and 25-minute news and musical programs on WMCA WOR WINS and WLIB New York. Agency is Ehrlich & Neuwirth, New York.

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**THIS LITTLE ADVERTISER**

*went to market*

*(but he wasn't any "pig")*

Last July J. W. Landenberger & Company of Chicago decided to test the voice of WENR and one of its most ardent disciples, Beulah Karney. They wanted to see if that heretofore winning combination would draw any requests for Footlets, those miniature socks that protect stockingless feet from shoes and vice versa.

Two one-minute announcements were planned but look what happened!

2200 letters were received within twenty-four hours of the first plug. The client, overwhelmed, cancelled the second one. In all, 5169 requests came pouring in.

*We quote: the result was twice the total returns received from another similar test on another station—end of quote—AND:*

*Quote: we want to take this opportunity to thank you and Miss Karney for your cooperation and to assure you that we are thoroughly sold on WENR—end of quote.*

Just goes to show what can happen when you don't confine your message to Chicago but tell it to no less than one tenth of the nation—at a lower cost per 1000 families than any other Chicago station.

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**WEND**

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales

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

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former general counsel of the Committee.

When hearings opened Tuesday morning Chief Investigator Barker took the stand to discuss what Mr. Sirica outlined as three phases of WFTL: (1) operations loss of the station; (2) removal of the antennas and (3) wartime priorities for carrying out a 10,000-watt construction permit.

Mr. Barker outlined the operations losses of WFTL, how the transmitter was moved after the Navy had requested it and finally he told of priorities obtained from the WBP when Chairman Fly wrote the WBP requesting such priorities after WBP had rejected the original application of WFTL. Concluding his testimony Mr. Barker said his conclusions were taken from records submitted by the Committee.

Mr. Fly said the Commission requested priorities for the 10,000-watt equipment to 'back up' the Navy. He added, after further questioning, that Commissioner Paul A. Walker voted against moving WFTL to Miami.

Bennett Testifies

Tuesday afternoon was devoted to questioning Mr. Bennett, who denied that he represented both Mr. Horton and Fort Industry without the knowledge and consent of both parties. He told of a trip to Detroit to confer with Condr. Charles, Mr. Seward, Mr. Edwards, and Mr. A. Pixley, then general manager of Fort Industry stations, and of going to Fort Lauderdale, where he told Mr. Horton of his conversations with the Fort Industry officials. Mr. Sirica questioned the witness about his affiliation with the National Independent Broadcasters and attempted to wring from Mr. Bennett an admission that Chairman Fly virtually controlled the NIB. Mr. Bennett said Mr. Fly was interested in the small broadcasters and was his.
he couldn't recall Mr. Bennett's "exact words" but he got the impression the Fort Industry Co. was paying the attorney's travel expenses.

"No mention was made of any fee except that I assumed he would get a fee if the transfer went through," said Mr. Horton. Mr. Sirica announced his case was concluded.

Charles R. Denby Jr., FCC general counsel, and George P. Adair, chief engineer, explained the legal and technical phases of removing the WFTL transmitter and increasing its power. Mr. Fly took the stand in his own defense to explain he went to Atlanta in April 1942 to address the American Communications Assn. and in 1944 to confer with A. N. Williams, president of Western Union, and to inspect a monitoring station and other facilities.

Mr. Sirica read from a newspaper clipping a story about the 1942 speech in which Joseph P. Selly, ACA president, was quoted as saying the FCC chairman was a "powerful opponent" but "now he's on our side."

"I want it to be a matter of record that I have an interest in small independent broadcasters," said the chairman. He and Mr. Sirica exchanged words and the general counsel, pointing a finger at Mr. Fly, declared:

"You're not going to run this Committee as you'd like to do it. After all, you've conducted a lot of examinations before the Commission and you bear down pretty hard."

**Miller-Fly Clash**

Rep. Miller wanted to know how the Committee became interested in the WFTL investigation. Mr. Barker explained it as follows:

"The investigation was started by a visit on March 25, 1943, by Maj. Joseph E. Keller. He told me he should see a man named Robert M. Tigert in Fort Lauderdale. Keller said he was with the FCC four years as secretary to Commissioner Thad Brown. He's on leave from the law firm of Dow & Lohmus. Mr. Garey and I went to Fort Lauderdale. Tigert said he had talked it over with Dan Maloney, former son-in-law of Gov. Jim Cox, and decided to give WFTL the works."

Mr. Barker said the original investigation was into rumors that money used to finance WFTL at the time came from dog track interests and involved a former henchman of Al Capone. He made it clear the investigation disclosed some rumors as false. Sale of WFTL was incidental, he said, to the original investigation.

Mr. Miller began his examination of Chairman Fly in one of the most vitriolic sessions the Committee has seen. Mr. Fly testified that the Defense Communications Board, now the Board of War Communications, was suggested by the Army Chief Signal Officer and the Director of Naval Communications.

Congressman Miller began reading from a transcript which he later identified as a statement given the Committee by Rear Adm. Hooper. He read the statement bit by bit and asked Mr. Fly if he agreed. To most of the assertions the chairman replied:

"That's wholly false."

Mr. Fly denied a purported statement by Adm. Hooper that the FCC chairman opposed legislation authorizing wire-tapping in Hawaii as "absolutely false." With reference to the 2,500,000 fingerprints of government officials which evidence before the Committee shows were not delivered by the FCC to the FBI until after Pearl Harbor, Rep. Miller read:

"At least two or three times Naval Intelligence came to me to try to get me to force the FCC to turn over the fingerprints to the FBI. Is that a correct recital of what transpired, Mr. Fly?"

"It is not, sir," indignantly replied the FCC chairman. As to wire-tapping Mr. Fly asserted that "either or both Naval Communications and Signal officers of the Army were tapping some time before Pearl Harbor."

**More Denials**

Rep. Miller read excerpts to the effect that seven out of ten directors of the ACA were "known Communists" and that, "It was decided not to disqualify Communists" on the BWG committee. To that charge Mr. Fly retorted:

"That's just a plain hallucination. Are you asking questions or just making the headlines?"

"You'll find out," quipped Rep. Miller. He continued to read: "Fly and Selly were like that (holding up two fingers). . . . We had started on the Communists. When we got that pressure, we asked where it came from and were told the White House."

"That's totally false," ejaculated Chairman Fly.

"You're thoroughly experienced in the Communist party amongst radio operators, aren't you," asked Rep. Miller. Mr. Fly said he wasn't. He bounded as "not true" a statement he had promoted himself as chairman of the DCB and during the ensuing argument which touched on the telegraph merger and monopolies. Mr. Fly asserted:

"I have continually sought permission from Congress to have an international monopoly. He expressed the belief a monopoly was the only solution to international communications.

As to Pearl Harbor, Adm. Hooper's statement, as read by Rep. Miller, re-

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**Moon**

**RADIO RECEPTION,** which has been found to vary with the phases of the moon, according to Dr. Harlan T. Stetson, director of the laboratory for cosmic terrestrial research, MIT, is best immediately before and at the time of a full moon. Mr. Stetson revealed this phenomena last week before a General Electric science forum in Schenectady.

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**Old Judge Active**

**OLD JUDGE COFFEE,** St. Louis, began sponsorship of one-minute spot announcements Sept. 11, on KWK Wilkox, all of St. Louis, WGBP Evansville, WAOV Vincennes, for 13 weeks. Firm also renewed one-minute announcements and five-minute news shows on approximately 15 stations for 13 weeks. Agency is Ruthrauff & Ryan, Chicago.

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**AT THE PEAK!**

Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast... delivering broad coverage with maximum dependability.

**BLAW-KNOX DIVISION**

**OF BLAW-KNOX COMPANY**

2038 Farmers Bank Building

PITTSBURGH, PA.

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**THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE**

**United Press**

**BROADCASTING • Broadcast Advertising**

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Salt

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

National Representative

JOHN BLAIR & CO.

Page 64 • September 18, 1944

Reach the ACTIVE SALT LAKE MARKET

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

National Representative

JOHN BLAIR & CO.

Page 64 • September 18, 1944

Reach the ACTIVE SALT LAKE MARKET

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

National Representative

JOHN BLAIR & CO.
Direction of Video Discussed by ATS

Opening Meeting of Society Is Held in New York

CAPT. JOHN G. T. GILMOUR, studio manager of the General Electric Co. television station, WRGB, Schenectady, before entering the service; Busby Berkeley, Hollywood director, and Breitaigne Windust, stage director, spoke on "Direction for Stage, Screen and Television" at the opening meeting of the American Television Society's 1944-45 season, held last Thursday at the Museum of Modern Art, New York, new meeting place of ATS.

Director's Problems

Capt. Gilmour told the group that if a television director has a background of motion picture or stage direction he can produce better video shows. Problems such as lighting, camera technicalities and make-up, he said, will be so improved after the war that the work of the video director will be comparatively easy.Television actors appear to get a "lift" from performing before an audience, he said.

Mr. Berkely said the greatest problem Hollywood directors will have to face in video production is that of having actors memorize a complete show for a single presentation. There can be no retakes in a video production, he said. Though technique may be different in stage, radio, television and screen presentations, he said, the fundamental and basic principles of acting are always the same.

Mr. Windust said stage directors should familiarize themselves with television so that when they enter the video field they will not be completely bewildered.


Lt. McIlwaine Assigned

Lt. ROBERT H. McILWAINE, USNR, reported Sept. 11 to special duty in the Radio Section, Office of Public Relations, Navy Dept. in Washington. A former writer with J. Walter Thompson Co., Mr. McIlwaine joined the Navy in 1942 as a publicity officer for the North African invasion, in which he participated. In May 1943 he was made a senior gunnery officer with the task forces of the Sicilian and Salerno invasions. Lt. McIlwaine has been awarded the Silver Star for "gallantry in action" during the Tunisian campaign, and a Secretary of the Navy citation for the record of his gunnery crew and his organization of rescue parties during the Salerno action.

ASCAP TO PROVIDE SIXTH LOAN DISCS

ASCAP has offered talent and facilities for a series of quarter-hour transcriptions to be used during the Sixth War Loan Drive, it was announced last week by the ASCAP War Finance Division. In addition, the organization will absorb all production costs for the discs, which will be available for local sponsorship, it was stated.

To be sent to all stations, series is expected to consist of 12 separate programs which will commemorate the role of music on the American scene during ASCAP's 30 years of existence.

John G. Payne, ASCAP general manager, has assigned Robert Murray, director of public and customer relations, to work on production of the discs in cooperation with Maj. R. H. Kafka, War Finance coordinator of music. The David Broekman orchestra will handle the music for the programs.

Treasury last week also announced Sept. 21 as production date for the first of a special series of individual transcribed discs which WFD hopes to offer during the Sixth Loan. Written by Lynn Murray, CBS orchestra leader, and Pvt. Millard Lampell, radio writer, quarter-hour discs will be based on the President's Liberation Day prayer. To be titled "Liberation," program features Frederic March as narrator. Music is by Lynn Murray and orchestra with Burl Ives as soloist.

Dr. Horton to CBS

DR. DONALD HORTON has joined CBS as research psychologist to direct television audience research, according to John K. Churchill, CBS director of research. A research associate at Yale University Institute of Human Relations since 1940, with a Ph.D degree from that university, Dr. Horton has specialized in the study of family and community reactions to technological and social change in American life. In 1943-44, he served as special consultant to the Army Air Forces Division of the War Department, on education and training.

Durham makes 25% of nation's cigarettes

WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.

September 18, 1944 

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RADIO COVERAGE for the Pacific operations will be in the hands of these network representatives, photographed as they were leaving from National Airport in Washington, Handling news of the Pacific fleet will be (l to r): James Fleming, CBS correspondent; Gene Rider, CBS engineer; Francis McCall, NBC correspondent; Edmund Franke, MBS, and Fred Frutchey, NBC, engineers who accompanied the party.

CALIFORNIA GOLD RUSH, 1944

The Gold Rush of '49 was only a dress rehearsal for the Rush of '44. Today the great Central Valley area and Western Nevada is experiencing an agricultural and industrial boom unparalleled in history.

Retail sales in the 41 county Beeline Area were over 2 billion dollars in the last 12 months.

WHAT IS

The Beeline

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

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

---

MCCLATCHY

Broadcasting Company

Sacramento, California

---

No. 1 Station in a No. 1 Market

RUNN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

BROADCASTING • Broadcast Advertising

---

John T. Griffin established KTLU in 1933, having purchased a small station in Chickasha, Okla., which he removed to Tulsa. He purchased KOMA in 1939 from Hearst Radio for $315,000.

He is survived by his widow, a son, Pvt. John Griffin, now in military service in Pennsylvania, and a daughter, Marjorie Griffin Leake, of Dallas. Mr. Leake is manager of the Griffin Grocery Co. operations in Texas.

Mr. Griffin maintained his home in Muskogee and supervised operations of his many properties from there. Manager of KOMO is Kenyon Brown, while KTLU is directed by John Easa.

Petrillo to Appear At Platter Hearing

New York Meeting Deferred By NLRB to Sept. 28

AT THE REQUEST OF James C. Petrillo, president of the American Federation of Musicians, the National Labor Relations Board has again postponed its hearing on the question of platter turning jurisdiction in NBC and Blue owned stations. NLRB has set Sept. 28 as the new date in order to allow Mr. Petrillo to appear.

The hearing was originally set for Aug. 28 but was postponed to Sept. 20 [BROADCASTING, Aug. 21, Aug. 28] at the request of Joseph A. Fadway, AFM counsel.

The proceedings were instigated by the National Assn. of Broadcast Engineers & Technicians to recover jurisdiction over turntables at the network-owned stations in Chicago. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at WENR and WMAQ was later withdrawn and charges the network with unfair labor practice in continuing to give AFM jurisdiction.

Affects Future Plans

The outcome of the NLRB hearing will have a direct hearing on Mr. Petrillo’s plans to force the employment of musicians as record turners exclusively in stations throughout the country. His efforts to take over turntable functions at all network owned stations brought threat of a strike last May by NABET technicians at all NBC and Blue owned stations, resulting in a National War Labor Board order maintaining the status quo until the question of jurisdiction is determined.

Should the NLRB decide that jurisdiction over turntables properly resides with the technicians, Mr. Petrillo’s virtual monopoly on platter turning in Chicago would be broken. A WLB regional panel recently voted against demands of the union to force employment of additional musicians by WJJD Chicago for platter turning operations [BROADCASTING, Sept. 4].

Meanwhile, broadcasters awaited action by Director of Economic Stabilization Fred M. Vinson to enforce compliance by Mr. Petrillo of the WLB directive terminating the two-year strike against the Victor and Columbia recording companies. OES officials said a decision may be expected in a matter of weeks.

DuMont Expansion

SALE of 225,000 shares of Class A common stock, to help finance production of television transmitters and sets when priority restrictions are lifted, is sought by Allen B. DuMont Labs. in a registration certificate filed with Securities & Exchange Commission. Van Alstyn, Noel & Co. and Kobbe, Gearheart & Co. will handle the stock. DuMont also announced that its new live talent television studio of WABD New York begins operation Sept. 17, giving multiple-studio telecasting facilities to the DuMont station, permitting continuous live talent shows.
KVSO Shift Sought

APPLICATION was filed with the FCC last week for voluntary assignment of license of KVSO Ardmore, Okla., from The Ardmoreite Pub. Co. Publisher of the Ardmoreite, to John F. Easley, editor of the paper and major interest holder in the publishing company. Transfer is for "valuable considerations" application stated. KVSO operates on 1240 kc with 250 w local sunset and 100 w night.

RCA Video Ads

"CA has launched a national campaign to promote television, listing 46 television manufacturers who will be ready to supply video sets after the war. Schedule calls for 1,000-line insertions in 20 newspapers in cities that have or are planning television stations. Ads, which will run from time to time, 1944-1945, will carry no mention of RCA. Agency is Ruthrauff & Ryan, New York.

Fred Allen Off

WITH Fred Allen definitely not returning to the Tekanna Star Theatre on CBS Sunday 8:30-10 p.m., Texas Co. is retaining James Melton and Al Goodman's orchestra, summer replacement, and Oct. 1, adds Alex Templeton, pianist-composer, as a regular feature. Five actresses have been signed to alternate on the program by Henry Souvaine Inc., producer. Agency is Buchanan & Co., New York.

Reichold Concerts

REICHOIL CHEMICALS Inc., Detroit, will sponsor network broadcasts of the Detroit Symphony Orchestra beginning Oct. 21 on MBS, Saturday 8:30-9 p.m., according to Grant Adv., New York, appointed last week to handle institutional advertising for the company.

WESTERN ELECTRIC CO., New York, at a meeting of the board of directors Sept. 12 declared a dividend of 20 cents per share on its common stock. Dividend is payable Sept. 29, 1944, on stock of record Sept. 22, 1944.

Fly Reveals

"Fly Reveals (Continued from page 16)"

...tion should be "comparable" to that of the FM and television fields. Supporting that theory is the provision in the White-Wheeler Bill (S-814), which would limit the number of stations in any one band in a certain area. In that connection Mr. Fly reported that he was inclined to have the provision. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the proposed measure with Sen. White (R-Me.), acting Majority Leader.

Although CBS withdrew its application to transfer WBT to the KFAB Broadcasting Co., Lincoln, by which it would have acquired a 45% interest in the KFAB company, it was learned that the Commission informally had apprised CBS and KFAB that it would not be inclined to look with favor on the transfer. It was felt by certain Commissioners that CBS should own no more than a third interest.

While the Commission has no regulations limiting the number of stations any one corporation may own, there has been an unwritten "policy" in that connection. Andrew W. Bennett, Washington attorney who testified before the House Committee last Tuesday, said he called upon Mr. White to determine to have the Commission oppose a second station for the Fort Industry Co.

When Mr. Sirica pointed out that there was no regulation placing a limit on stations, Mr. Bennett replied: "But there was a policy." He didn't elaborate.

Acme on MBS

ACME WHITE LEAD & Color Works, Detroit, on Oct. 1 will begin a two Sunday mystery shows on Mutual. Firm has been named for the 5:30-6:00 (EWT) period to present The Shadow on 35 stations west of Chicago, and on those Mutual stations in the East that do not carry the program for Delaware, Lackawanna & Western Coal Co. In the latter areas Acme will sponsor the Return of Nick Carter, 3:30-4 p.m., with plans to sponsor this program on the full Mutual network at a later date. Both contracts are for 26 weeks. Agency is Henri, Hurst & McDonald, Chicago.

KWB to Blue

KWB Corpus Christi, Tex., operating daytime only with 50,000 w on 1010 kc, Oct. 1 becomes affiliated with the Blue Network as a supplementary station to the Southwestern Group. Total number of Blue affiliates is now 196. Station is owned by Century Broadcasting Co.

Griesedieck Drive

GRIESEDEICK BREWERY, St. Louis, began a one-minute campaign on the following stations: KBTM WSOY KWOC KDRO KPVK KWQG WCBD WTAX WIPF WTAK WOTK WOY Sept. 18. Eight-week contracts were placed by Ruthrauff & Ryan, Inc.

POLICY ONSPOTS CHANGED BY WLW

ACCEPTANCE of all announcements on WLW, Cincinnati, as of last Friday, Sept. 18, will be judged by the WLW program department on the basis of program content as well as the product and commercial content. Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, announced last week.

Mr. Dunville said that certain announcements will be barred from adjacencies to regular programs "that in our sole opinion would not be in the interest of good programming." Content alone would not decide its acceptance. "Further,"

Mr. Dunville said, "we will not guarantee the acceptance of an announcement in a time period on a continuing basis and reserve the right at any time to consider the announcement not in the interest of good programming. If the preceding or following program changes its format or general appeal.

"Current advertisers whose announcements conflict under this new regulation will be afforded the opportunity of (1) changing their spot announcements to periods which will be acceptable; (2) changing the announcement either from a transcribed to a live basis or to another transcription that will be satisfactory; or (3) canceling the announcements without short rate."

WE REACH NO SOULS IN BAREFOOT (Ky.)!

Or heels, either—we don't reach nuthin in Barefoot, Kentucky. But we're pretty callous about them pore people, because we've got quite a job here in the Louisville Trade Area, giving practically exclusive NBC service to nearly a million consumers in this concentrated, worth-while market. If you want "shoes for baby", you can make the where-with-all at WAVE!

Louisville's WAVE

5000 WATTS . 970 KC

N. B. C.

National Representatives

Free & Peters, Inc.,

September 18, 1944 • Page 67
Dewey and Reynolds Heard by Troops Abroad

A TRANSCRIBED version of Quentin Reynolds’ talk before the Democratic Convention will be shortwave to American troops abroad today (Sept. 18) as the first in the series of political addresses under Army auspices. Transcription of the Philadelphia address delivered Sept. 7 by Gov. Thomas E. Dewey, Republican presidential candidate, will be broadcast Sept. 18 as the Republicans’ initial campaign talk to the troops overseas.

These broadcasts will be followed by similar addresses presented by speakers for the Socialist party, Prohibition party and Socialist-Labor party in accordance with Army provisions for equal opportunity for all political parties with Presidential candidates in six or more states. Each party will have five broadcasts in all, two 30-minute and three 15-minute addresses, all recorded versions of speeches broadcast to the public in the United States. [BROADCASTING, Sept. 11].

MacHarrie Back at Blue

LINDSAY MACHARRIE has been named New York production manager of the Blue Network, reporting to Adrian Samish, national production manager. Mr. MacHarrie returned to the Blue’s production staff last April having left the net-work in Sept. 1942, to serve with the American Red Cross in London, handling programs shortwave to this country. He became director or ARC public relations in London in March, 1943, returning to this country earlier this year.

V-Day Prayers

WASHINGTONIANS want a quiet, prayerful V-Day when Germany is defeated, according to a survey made by Kenneth Banghart, WRC Washington newscaster, in his morning news show. Mr. Banghart asked his listeners to voice their opinions, and the next day 270 letters were received, the majority desiring to observe V-Day in quiet prayer.

Y&R London Office

YOUNG & RUBICAM, New York, will open a London office Jan. 1, 1946, with George D. Bryson, contact executive of the agency, as managing director. Mr. Bryson, prior to his joining Y&R, was a member of the sales organization of Redbook Magazine. Due to leave for London in October, Mr. Bryson will be accompanied by Lorimer B. Slocom, vice-president and manager of the agency’s foreign department. Mr. Slocom returned recently from England where he made preliminary arrangements for opening the new office. No announcement was made as to accounts that will be handled. Offices now include five in the U.S. and two in Canada.

KTON Names Wessell

KENNIS WESSELL, former professor at Denver College of Music, has been added to the staff of KTON Oklahoma City as studio director. Mr. Wessell, reportedly one of the outstanding voice development instructors in the southwest, brings to KTON a rich background of professional experience in voice production and music.

Alex Campbell Named WIBC General Manager

ALEX CAMPBELL Jr., former commercial manager of WKAT Miami Beach and afterward sales executive of WBBM Chicago, has assumed the general managership of WIBC Indianapolis, recently acquired by the Indianapolis News. Mr. Campbell started in radio in New York in 1931 and for last 14 years was with WKAT. He

Mr. Campbell resigned last March in anticipation of a staff-purchase transaction, but what that failed to develop he joined WBBM. He was there from June 15 until last month, when he re-signed to take over the manage-ment of WIBC.

Mr. Campbell announced the appointment of Joe Higgins, formerly advertising manager for Crawford MacGregor, Dayton, and more recently with Airtemp in that city, to the sales staff.

Stuhler, Morris Named

TED BATES Inc., New York, last week announced the appointment of William B. Stuhler as vice-president in charge of radio production—a new post—and Morris as executive on Standard Brands Inc., New York. For the past year Mr. Morris has been assistant to Gardner Cowles Jr., president of the Iowa Broadcasting Co., Des Moines, Register Tribune and Look Magazine, working with him in Washington and Des Moines on various Cowles enterprises and operations, including recent station transactions. Mr. Stuhler, who will handle advertising on Standard Brands desserts for Ted Bates, was until recently radio assistant to the general advertising manager of General Foods Corp., New York.

Radio Reports Inc., New York, has issued a complete index to the New York Weekly Digest of Radio Opinion, January-April, 1944.

Cover the Rich Lehigh Valley

WICT

Western Broadcasting Company

A Service of Talk of America's Mutual Network

FALL TEE-OFF of NBC Maxwell House Coffee Time occasioned this
Hollywood gathering of agency clan with sponsor when series resumed
on Aug. 31. Confabbers (1 to r) are Clarence Gehman, president of
Benton & Bowles, New York, agency servicing account; Walter Craig,
agency vice-president in charge of radio who returns to his New York
headquarters in late September; Betty Buckler, manager of agency's
Hollywood office; Al Kaye, program producer; J. K. Evans, vice-president
of General Foods Corps., Maxwell House Coffee Time sponsor.

TWO NEW STATIONS
GRANTED BY FCC

PETITION for reconsideration and
grant of application for a new
standard station at Ann Arbor,
Mich., filed by Washtenaw Broad-
casting Co., was granted by the
FCC last week, in accordance with
procedure outlined in the Com-
mision's Jan. 26, 1944 policy re-
garding the use of restricted ma-
terials for construction purposes.
Granite District Radio Broad-
casting Co., Salt Lake City, at the same
time was granted reconsideration
and grant of its application for a
new standard station, also upon
conditions relating to the Jan. 26
construction policy.

Facilities for Ann Arbor are
1050 kc with 250 w and daytime
operation only. The Salt Lake City
outlet will operate on 1400 kc with
250 w and unlimited time.

Washtenaw Broadcasting is
owned by A. E. Greene (40%),
president, who owns Greene Clean-
ters & Dyers, Ann Arbor; Paul G.
Greene (40%), secretary-treasur-
er, who is half-owner of Johnson
& Greene, road contractors, and
Ed. F. Baughn (20%), vice-presi-
dent, an employee of KRLW Wind-
slow-Detroit.

Imperial Oil Test

IMPERIAL OIL Co., Toronto (gas-
oline) has started a test pair
of Esso Reporter newscasts on
CKY and CKRC Winnipeg Ac-
count was placed by MacLaren Adv.
Co., Toronto.

RAYTHEON to Sponsor
'Meet Your Navy' Show

RAYTHEON MFG. Co., Newton,
Mass., marking its first use of net-
work radio, will promote radio tubes
and equipment on the Blue Net-
work as sponsor of Meet Your Navy
the U. S. Naval Training Center,
Great Lakes, Ill. and featuring mu-
sic and entertainment furnished
by servicemen, the series has been
sponsored by Hall Bros. Inc., Kan-
sas City for greeting cards since
Aug. 21, 1942 in the Friday, 8:30-9
p.m. period. Under the new spon-
norship Meet Your Navy will shift
to the Saturday 7:30-8 p.m. spot,
with a delayed broadcast for Moun-
tain and Pacific Coast areas at mid-
night. Business was placed through

Hall Bros. has taken the Sunday
3-3:30 p.m. spot on the Blue
Network, for 32 weeks, effective
Oct. 15 for a program yet to be
announced. Full network is expect-
ted to be used. Agency is Foote,
Cone & Belding, Chicago.

RTPB Video Meeting

TELEVISION Panel (6) of the
Radio Technical Planning Board
will hold a special meeting Sept.
19 in New York to give recon-
sideration to the specific location of
the experimental television
broadcast channel and to relay
channel assignments between 300
mc and 1000 mc. Requests of Panel
6 for these channels were found
to be in conflict with those of other
services at a recent meeting of
RTPB Panel 2, on allocation, and
an attempt will be made to re-
solve this conflict before the next
meeting of Panel 2 in New York
Sept. 22 and especially before the
start of the FCC hearings on al-
locations Sept. 28 in Washington.

This is a... 'plus' market

Approximately one-
half of Washington's
Million and a Quarter
population is gainfully
employed. The greatest
concentration of spenda-
ble income in any similar
area on earth.

For complete coverage
of this market you need
WINX. The station that
has endeared itself to the
community by a constant
interest in their needs and
desires.

Let WINX do the
PLUS job in this all-
important PLUS market.

MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

BLAZING NEW SALES IN IDAHO

WKBO
Harrisburg, Pa.
Wildroot Hair Tonic

KSEI
POCATELLO - IDAHO

NOW ON

GEO GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
RENTAL PICKwick, KANSAS CITY 6, MO.
SAN ARTHUR & CHURCH PRODUCTION

September 18, 1944 • Page 69
FCC OKAYS SHIFT OF WJLS TO 560 KC

FCC last week announced findings of fact, conclusion and order granting application of WJLS Beckley, W. Va., for a construction permit to change frequency from 1240 kc to 560 kc, with power of 250 w day and 100 w night and unlimited hours of operation. Grant is subject to the condition that the petitioner submit certain data on proof of performance.

Citing a significant increase in service and expressing certainty that the applicant was financially able to carry out the proposed operation, the Commission statement concluded "In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient and equitable distribution of radio service as contemplated in the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

The new operation also would not affect interference to WFTL Philadelphia, intervenor in the proceedings, the FCC statement contended.

Commissioner Jett dissented to the action while Chairman Fly and Commissioner Wakefield did not participate. Applicant proposes, when equipment becomes available, to apply for power increase to 1,000 w day and 500 w night, operating as a class III outlet.

WFTL last week had not decided any further legal remedies it will pursue. It operates on 660 kc with 1,000 w.

C. B. Heller Overseas

C. B. HELLER, former commercial manager of WFTL Lime O., is now on his way to England on an OWI assignment. He will be a newcomer in England for OWI's Overseas Branch, having previously been in the cable and wireless division of OWI's News and Features Bureau. In March of this year, Mr. Heller left WLOK to accept an appointment with the Overseas Branch in New York. He was a newspaperman before entering radio.

Set Mfrs. Meeting


AMERICA THE BEAUTIFUL, in the person of Venus Ramey, Miss America of 1944, visits the Copacabana in New York with (1 to r): G. Bennett Larson, manager of WWDC, Washington; Joe Weed, Weed & Co., national representative; Joseph Katz Co. & chief owner of WWDC, Washington. WWDC sponsored Miss Ramey's trip to Atlantic City, where she won the beauty contest.

CBS SPIKES RUMOR OF PALEY LEAVING

RUMORS that the Atlass brothers, Ralph and Leslie, Chicago radio pioneers, were trying to buy control of CBS have turned out to be somewhat erroneous. In the first place, it is not the Atlass brothers—it's the Atlas Corp., Floyd Oldum's investment trust, which has recently transferred to its own name about 35,000 shares of CBS stock acquired during the year.

In the second place, it's not control. There are currently 1,717,076 shares of CBS stock outstanding. So the Atlas Corp. owns slightly more than 2%, in contrast to the Paley holdings of approximately 326,000 shares, or slightly less than 20 per cent.

Hasn't Resigned

Another recurrent rumor—that William S. Paley has resigned as president of CBS—is scored as "absolutely untrue" by top CBS executives, who say that during his recent flying visit to New York from his wartime duties in London with the Office of War Information, Mr. Paley expressed a strong desire to return permanently to his office at CBS as soon as possible, adding the guess that this might well occur before the first of the year.

Denny Advocates Filing Of 15-25% Transfers

Denny Advocates Filing Of 15-25% Transfers

EDITOR, BROADCASTING: Broadcasting magazine for Sept. 11, 1944 contains the following at page 59:

"Reps. Magnuson and Miller engaged in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Den- ny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as now 1%. The section now has to be amended to meet control of a station."

Actually, I testified as follows (Tr. 9747):

"In my opinion Section 310 (b) should be amended so as to give the Commission control over the transfer of smaller interests. I would advocate that the Commission be given jurisdiction over transfer of 15 or 50 or certainly 25 percent interests. I think if a man owns a 15 or 25 or 50 percent interest in so important a mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out, who he is and approve his ownership."

The draft amendment which I submitted for the record (Tr. 9765) provides that the Commission must consent to any transfer which will result in the transferee holding an interest of 20% or more.

I feel that this typographical error is a matter of some consequence, as it would be unnecessarily burdensome to require written consent for transfers of interest as small as 1%. Accordingly, I would appreciate your correcting this error.

/8/ CHARLES R. DENNY  General Counsel, FCC

Sept. 12

Do you Know

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

HOLLISTER CRYSTAL CO.

Boulder Colorado  BROADCASTING  Broadcast Advertising
WNEW-WABD Tie-In

WNEW New York has completed arrangements for tie-ins with WABD New York, DuMont station, effective Oct. 1. The AM station is taking over the Sunday, 9-9:30 p.m. period every three weeks on WABD to present television adaptations of its own programs, with Ernest Plumm, Paulette Stone, Hollywood Commentary, and Raoul Henry's Spanish Lesson scheduled for the three television programs. Possibly is to give WNEW staff experience in the medium. WABD in turn receives promotional advantages, and WNEW will inaugurate a series of television forums.

STERLING Drug Inc., New York, on Sept. 27 for 10 weeks runs on 188 ABC stations, Monday thru Thursday, 9-10:30 p.m. Agency: Botsford, Cincinnati.


Coca Cola Co., Atlanta, on Sept. 18 for 12 weeks runs Victory Parade of Sports figures, Saturday, 8-8:30 p.m. Agency: D'Arcy Adv., New York.

Network Changes

ALLIS-CHALMERS Co., Milwaukee (industrial), on Oct. 1 runs for 8 weeks Boston Symphony Orchestra on 181 Blue stations, 8-8:30 p.m. Agency: Compton Ad., N. Y.

HELBSROFA Watch Co., New York, on Sept. 27 runs 10 weeks for a Flash from the West on 112 MS stations, Sun., 6-6:30 p.m. Agency: William H. Williams Co., N. Y.


The emphasis on the three-sona specific.12 total Program stations, Sun. 8:30 Oct. 18.

Tell You Believe Dog on Oct. 18.

ABC Agency: Crut-chenh's story, partially Par- n a. San Francisco.

BRISTOL MYERS Co., New York (Mumps), on Nov. 3 continues Parker Family on 160 CBS stations, Fri. 8:15-9 p.m. (repeat 11:15 p.m.) Agency: Doherty, Clifford Shield, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville, Ky. (Raleigh Dog Food), on Sept. 16 replaces Sixth Street on the NBC, Wed. 7-8:30 p.m. (CWT), with Carol's Smoky Valley show. Continues for 6 weeks thru Rausel M. Seeds Adv., Chi-

ENGLANDER Co., Brooklyn (spring mattress), on Sept. 18 replaces WOOF Dog Food on 45 CBS stations, Fri., 9-9:30 p.m. with Undercover Carriage. Agency: Burns, Inc., N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanut oil, salted peanuts), on Sept. 17 shifted Adventures of Lancer on 8 CBS Pacific stations, from Wed. 8-9:30 p.m. to Sun. 8-9:30 p.m. Agency: Arwin, Wasey & Co., San Francisco.

FOREMAN & CLARK, Los Angeles (chain clothes), on Sept. 4 for 22 weeks, added KROD, Tue., 8:30-9 p.m., and KLOH, Sun., 9-10 p.m. Agency: Boteford, Constantine & Gardner, Los Angeles.

Peeps on the Future

There's more than 200,000 urban population in the TRI-CITIES, one of the most sparsely populated markets in the West, both in size and in buying power. . . a market larger than Nashville, Des Moines, or Grand Rapids. So call on WBFH's SELLING POWER to help you get a good screen out in this full-sized, prosperous market. WBFH is the local, result-getting station.
Actions of the FEDERAL COMMUNICATIONS COMMISSION—September 9 to September 15 inclusive

Decisions...

SEPTEMBER 12

Wabashana Broadcasting Co., Ann Arbor, Mich.—Granted permit for recombination and grant new CP station, 1060 kc 250 w unlimited; conditions.

Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Granted reinstallation and grant new CP station, 1400 kc 250 w unlimited; conditions.

WERC Erie, Pa.—Granted CP change 1490 kc to 1230 kc.

Mr. John W. Jones, Co-Consulting Engineer, Columbus, Ohio.—Denied without prejudice application for reinstallation of application CP new standard station.

WING Dayton—Granted CP make changes DA and move transmitter; conditions.

Fletcher Broadcasting Co., Grand Rapids, Mich.—Adequate decision on order denying petition of WBBF for reestablishing or other relief directed against FCC grant of Fletcher Broadcasting application for new standard station.

KARM Fresno, Calif.—Denied without prejudice petition for application of modified CP limit, license change 1460 kc to 1200 kc and make changes.

KPKW Pasco, Wash.—Granted 90-day extension to file application for transmitter site approval.

KALC Portland, Ore.—Granted CP change 940 kc to 920 kc.

Mr. Karl F. W. Kegley, Commercial Director, WGMH television station, Springfield, Mass.—Granted new CP station, 1530 mc unlimited; conditions.

KQPB Anchorage, Alaska.—Granted CP station, 3680 kc 10 kw unlimited; conditions.

KTKN Kelchikan, Alaska.—Granted CP renewal for period ending 3-1-47.

Columbia Broadcasting System, New York—Granted CP new experimental television station on channel 460-476 mc; conditions.

National Broadcasting Co., Cleveland—Placed in pending file application new commercial television station.

Badger Broadcasting Co., Madison, Wis.—Placed in pending file application new FM station.

SEPTEMBER 13

Chattahoochee Broadcasters, Marietta, Ga.—Granted motion postpone consolidation appeal filed Oct. 7 to Nov. 17 on applications of Chattahoochee Broadcasters and Marietta Broadcasters for new stations.

WVO New York—Granted motion filed by Murray Master and Meyer Meister for order to take depositions. re transfer WVO.

Tentative Calendar...

SEPTEMBER 13

KGKO Fort Worth, Tex.—License renewal.

WHAP Fort Worth, Tex.—Same.

WFAA Dallas, Tex.—Same.

SEPTEMBER 13

KFVP Los Angeles—License renewal.

KWF Philadelphia, Pa.—Same.

KBOO Sioux Falls, S. D.—Same.

SEPTEMBER 13

WGAM Miami, Fla.—Made license use auxiliary.

WOBL Boston—License renewal.

Applications...

SEPTEMBER 13

Fidelity Broadcasting Corp., Boston—CP new FM station, 610 kc 4,660 sq. mi., $66,000 estimated cost.

WGJH Newport News, Va.—CP new FM station, 44,700 kc, 5,600 sq. mi., $177,000 estimated cost.

WXG West Lafayette, Ind.—Mod. CP for extension completion date from 9-34-46 to 5-15-47.

KGA Spokane, Wash.—CP change 1510 kc to 860 kc, increase 10 kw to 50 kw, install new transmitter and make changes DA-N.

SEPTEMBER 13

WINS New York—Mod. CP as modified authorizing increase power, install new transmitter and changes DA for extension completion date from 11-8-44 to 11-11-45.


King Trendis Broadcast Corp., Detroit—CP new commercial television station, channel 440-476 mc, 1 kw A1 emission.


Columbia Broadcasting System, St. Louis—Same.

WTCN Minneapolis—CP new FM station, 43,900 kc, 16,135 sq. mi., $109,000 estimated cost.

KFCP Los Angeles—Mod. CP authorizing move transmitter and install new antenna for extension completion date from 9-24-46 to 11-1-46.

KPQ Wenatchee, Wash.—Extension special service authorization to operate by indirect method on channel 17 with 200 w N 1 kw unlimited to 1-1-46.

Columbia Broadcasting System, Pasadena, Cal.—CP new experimental television station, channel 440-476 mc, 1 kw unlimited.

SEPTEMBER 15

WBT North Birmingham, Ala.—CP new FM station amended to change frequency to 44,100 kc from 22,880 kc, same antenna type transmitter, antenna and transmitter location.

WMFC Lapeer, Mich.—Mod. License change hours, 9-10 a.m. daily except Sat.

KARM Fresno, Calif.—Denied without prejudice petition for application of modified CP limit, license change 1460 kc to 1200 kc and make changes.

EDMUND MCKENZIE, former studio engineer of CKAC Montreal and CKY Winnipeg, has joined CWFA Post Arthur, Ont., as control room operator.

JACK E. BANNON, former chief engineer of WLOK New Orleans, is now overseas with the OWI as engineer.

STANLEY A. BECK, formerly with KPTV Duluth, Ia., has been named chief engineer of WIND Dayton, O.

W. L. MORTON, chief engineer of WENT Glens Ferry, N. Y., on Sept. 8 married Rene Villon of Sherman Oaks, Cal.

DOUG JOHNSON has been named chief of studio maintenance for WSFA Studio, Durg. S. C., succeeding Alvin Lanford, who has been induced into the Navy. New, taking the place of control room staff is David Woodruff.

CHARLES HAMILTON, studio engineer at WBYC, Boston, is the father of a boy.

REX G. BEETTS, Jonathan L. Smith, Joseph F. Deert and Ernest E. Samb, engineers of KFI Los Angeles, have joined Blue Hollywood engineering staff, assigned to KECO, network's outlet in that city.

ELMA OOSTDRADE, secretary to General Reaves, chief engineer of KPO San Francisco, has started as apprentice engineer in the KPO control room.

LESLIE J. WOODS has been named manager of the Industrial Radio Division of Pico Corp., with headquarters in Detroit. Martin F. Shum has been appointed assistant manager of the division.

DAVID JEFFERIES, formerly with the OWI in Alaska, has been named chief engineer at WNBK, Cumberland. New members of the transmitter staff are Ralph Wigrarn and Marjorie Moncrief.

FRANK SCHOLES has been appointed chief engineer of CKWS Edmonton, taking the place of George McCurdy who has been moved to the Toronto office of Northern Broadcasting Publishing.

MAX WEINER, chief engineer of WNEW New York, has returned to his post after several months illness.

WJAC Johnstown, Pa.—CP new FM station, 14,400 kc, 21,792 sq. mi., $55,900 estimated cost.

WKYT Lexington, Ky.—CP as modified authorizing additional 50 kw television station for extension completion date from 10-22-45 to 10-27-45.

WAGF Duluth, Minn.—License to change hours from D to unlimited with PT.

KVBD Ardmore, Okla.—VOL. assign. license from Ardmore Tele-Pub Co. to F. Easley.

Texas Broadcasters, Houston—CP new standard station amended to 1580 kc, 250 w unlimited to 1-1-46.

CKFI Fort Frances, Ont.—Authority to transmit programs from International Falls, Minn. to CKFI.

THE TONE OF TOMORROW”...

THE BARON-TONE ORCHESTRAL CONVERSION UNIT

A NEW TONE CABINET FOR THE ELECTRIC ORGAN

THE BARON-TONE Co.

1072 South La Cienega Boulevard

Los Angeles 35, California
### Classified Advertisements

#### PAYABLE IN ADVANCE—Minimum $1.00.

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<td>Wanted 10c per word. All others, 15c per word. Bold face copy costs 20c per word. Ad must be all light face or all bold face copy. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcast Advertising Magazine, 870 National Press Bldg., Washington 4, D. C.</td>
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#### Wanted (Cont'd)

**Help Wanted (Cont'd)**

| Chief Engineer—Engineering school graduate. Must be thoroughly experienced in all phases of construction, maintenance and operation of medium and large Class B and C station equipment. Significant knowledge of television and film is needed. Must be able to get along with men and understand FCC rules, forms, etc. This is an opportunity to take charge of a modern facility and become a key executive. Box 686, BROADCASTING. |

| Program-producer manager. Seven years' experience and small station operation as musician, announcer, actor, producer, program manager. Prefer major market. Box 687, BROADCASTING. |

| As chief engineer I have over one hundred years' experience in all branches of radio and television. Will be available in a few weeks. Box 688, BROADCASTING. |

| Sales representative of small sales with success story, wants better position. Minimum Salary: $75.00. Box 689, BROADCASTING. |

| Announcement—4F, married, experienced, good all-round man, seeks better opportunity. Box 690, BROADCASTING. |

| Permanent position wanted by experienced staff announcer-sportscaster. 2½ years metropolitan and some college experience. References and transcription immediately available. Box 690, BROADCASTING. |

| Experienced and highly recommended time announcer available. Five years reeved of success. Draft exempt. Box 691, BROADCASTING. |

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#### Service Directory

**AM & FM TELEVISION**

**Now Designing for Post War**

**64 Liberty St., N.Y.C. Bedson 3-2297**

**United Manufacturing Corp.**

**Custom Built Broadcast Laboratory Equipment**

1121 Vermont Ave., Wash. 6, D. C.

**District 1440**

**Advertising Agencies Without Canadian Connections**

**RECORDINGS REG'D**

533 Dominion St. Bldg., Montreal, Canada

**For Complete Production and Recording Facilities**

**AM & FM**

**Write Us**

**SITUATIONS WANTED**

**Wanted—Graduate—Experienced announcer, acting, writing, Third class operating engineer. Box 666, BROADCASTING.**

**Wanted—Graduate—Experienced announcer, acting, writing, Third class operating engineer. Box 666, BROADCASTING.**

**Wanted—Graduate—Experienced announcer, acting, writing, Third class operating engineer. Box 666, BROADCASTING.**

**WANTED**

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

**Wanted—250-Watt station for cash. Box 677, BROADCASTING.**

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

**WANTED**

**For Sale**

First check received for $1,000.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myers H. Johns, 231 W. Wisconsin Avenue, Suite 1004, Milwaukee, Wisconsin.

For sale—250-watt station in good condition for immediate sale. Box 648, BROADCASTING.

Will sell 250-watt local full-time network station. New York State. Write Box 650, BROADCASTING.

250-watt network station in south for sale or lease. Box 675, BROADCASTING.

**Miscellaneous**

Japanese dialect for plays, dramas, etc. Am not oriental. Will send sample disc. Box 687, BROADCASTING.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

**Wanted to Java, Federal or RCA FieldIntensity Measuring Set for sixty or ninety days use. American Broadcasting Corp., Radio Blvd, Lexington, Kentucky.**

**THE SCHOOL OF RADIO TECHNIQUE**

(Amercia's Oldest School Devoted Exclusively to Radio Broadcasting)

**8 Weeks Evening Course**

**9 Weeks Day Course**

**September 19**

**October 2**

**Tarned by Naughy Professors & Advanced students, includes:**

- Station Practice
- Newscasting
- Continuity Writing
- Dialogue Writing
- Voice Improvement
- Co-ed. Moderate rates. Inquirie Call or Write for Booklet B.**

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

**September 18, 1944** Page 73
Seaboard Stations Aid Public As Hurricane Causes Damage

Local Stations Active in Giving Warnings and Tropical Storm

THE tropical hurricane that swept the Atlantic seaboard last Thursday was heralded by broadcasts warning of impending storm conditions. Eyewitness descriptions broadcast on the spot and followed by bulletins aired to inform residents of the expected storm. Weather bureaus were in contact with the stations, and warnings were issued. Mitophone units were installed in weather bureaus, police and Red Cross headquarters, atop office buildings and on remote coastal locations.

Nature of the storm made it chiefly a matter for local stations rather than networks and the local broadcasters rose to the occasion, injecting a sense of urgency into their programming.

New York Silence

In New York the storm silenced several transmitters for intervals varying from intermittent breaks of 15 or 20 minutes for WINS to much longer periods for other stations. WOR was off from 8:37 to 5:15 p.m., WNYC from 3:40 to 11:54, WBNX from 6 to 11:52.

WEAF was silenced at 7:49 when its second power line went out but got back on the air from 8:12 to 9:32, as well as by means of an offer made earlier by WOR to the other network stations and using its 5-kw gasoline motor power auxiliary. Another offer will be made by WOR's power sources failed and it had to take back its emergency equipment, first time in 10 years this has been necessary. On Friday morning WOR went back to 50 kw at 8:47 and at 9 a.m. WEAF resumed operations via WOR's emergency transmitters.

WOR's hurricane broadcasts began at 11:30 p.m. Wednesday when Benjamin Parry, chief meteorologist in the New York Weather Bureau, made the first of more than a score of broadcasts on weather conditions.

WHN had a man stationed at the Weather Bureau and WOR news chief, and Paul Kiliam of the station's news staff, set out in the afternoon for Smithtown, Long Island, and Bridgeport, Conn., respectively, broadcasting news of the storm to the station and to MBS during the evening hours. Don Goddard, of WEAF, reported from Riverhead, L.I., and his station and NBC until WEAF's power failure silenced him along with the station.

A Blue Network crew of three announcers and two engineers started for various Long Island points but impassable roads halted them at Baldwin, from where they broadcast on a network storm round-up that included an eyewitness report from Atlantic City, one of the places hardest hit by the storm. This pickup and an earlier one came from WPPG Atlantic City via WFLI Philadelphia, over a direct tie-line between the two stations.

CBS listening post at Brentwood, L. I., was hard hit, losing its power supply and its lines to the network. Most of the roof of the building was blown off and the antenna was blown down. The network's FM station in New York, WABC-FM, had its antenna badly blown around but was able to continue without interruption. WABC, like other stations, broadcast storm bulletins but the only program cut out on the network was the Chesterfield Passing Parade, which was halted midway by line trouble in Utah, not to be blamed on the hurricane.

Most New York stations broadcast information about stoppages in subway service and similar emergencies. WNYC, municipal station, acted as official clearing house for official city news, remaining on past its usual signoff hour to render this service.

Hartford Hit

Hartford, Conn., stations, which performed outstanding public service in the disastrous Ringling Bros. and Barnum & Bailey circus fire last July, again came to the fore during Thursday night's hurricane. The storm hit its peak shortly behind midnight. WTIC and WDBC were off the air about a half hour each. WNBC and WTHT remained on the air.

Shortly after the storm struck about 8 p.m. WNBC's power line-developed a hum and Manager Richard W. Davis made emergency arrangements to move operations to the transmitter at Newman, 7 miles away. At 9 p.m. two regular loops between studios and transmitters went out, but WNBC went on the air with auxiliary transmitters and power, although the power was cut from 5 kw to 1 kw.

WNBC was back on normal operations Friday morning. At the height of the five-hour storm, the 200-foot tower of WSAP Portsmouth, Va., went down and WTAR programming service emergency announcements for WSAP. WTAR sent Clyde Moser, announcer, to Virginia Beach and Bill Johnston to Wloughby. The main transmission line of WTAR went out, blanking the station briefly but emergency equipment was set up and broadcasting resumed. WGH Newport News ran a line into the Norfolk Weather Bureau and broadcast bulletins.

After the storm WTAR beamed a program to Richmond, Va., to reassure people in the interior that the danger had passed. Storm announcements also were carried by WRVA Richmond, with studios in Richmond and Norfolk. All stations in the area worked late Wednesday day keeping listeners informed of the progress of the storm toward Norfolk.

WEIM Fitchburg, Mass., served as information center for the State Guard, Red Cross, Civilian Defense and police, and prepared and relayed bulletin after bulletin on closing of war plants and movements of the hurricane. All local commercials were canceled after 9:30 p.m.

KSAL Appointments

Robert J. Laubengayer, owner of KSAL Salina, Kan., will take over management of the station, effective Oct. 2. He replaces Owen H. Balch, who will manage Kansas City's office of John E. Pearson Co., station representative. Ray Jensen, formerly with KOAM and KSUR, has been appointed KSAL assistant manager.

CBS Starts Fall Promotion Drive

Net to Use Top Talent Discs, Newspaper Ads, Posters

CBS FALL Program Promotion Campaign for 1944, which the network describes as the "most comprehensive and most effective ever undertaken in radio," began Sept. 1, to continue through Oct. 14, longer in cities where newspapers and magazine ads were used. Advertising within the four-week period. Built around the central theme, "The Biggest Show in Town," the drive promotes all CBS Fall evening and Sunday afternoon sponsored programs, 68 in all.

Radio promotion for use by the network's 141 U. S. affiliates includes 14 recordings made by Kate Smith and Ted Collins, her producer, devoted to the new Sunday program line-up on CBS; recordings by Fred Waring's Pennsylvanians, Burns and Gracie Allen, Jimmy Durante and Gary Moore and other network stars, acting as guest critics of the network's fall program schedule and inviting listeners to listen to their shows recorded by the top CBS talent; and 680 individual local announcements.

Network will broadcast 120 times each, covering each day of the week on CBS and illustrated by Al Hirschfeld, New York theatrical artist, have been distributed for local promotion and will appear over 200 cities, paid for jointly by the stations and the network. Some illustrations appear on posters and postcards sent to each station for use in local station promotion. Stations have also received full promotion and publicity material for these programs.

BORDEN SHOW PLANS $150,000 PROMOTION

MORE THAN 500 newspapers in some 180 cities throughout the country will be used to promote the Borden Co. Ed Wynn program, 'Happy Island,' which had its premiere Sept. 8 on 182 Blue Network stations, Friday, 7-7:30 p.m. Borden will spend more than $150,000 in a magazine-newspaper and display advertising campaign to run for six weeks. $35,000 will be spent in a weekly series of ads on the radio pages of the newspapers and $60,000 has been appropriated for program bulletins. In the Saturday Evening Post, Newsweek, Time, the American Weekly, Collier's, Life and Look magazines. One hundred and fifty posts and 1000 display ads will be used.

Esiee the cow, Borden symbol, used in space advertising, is doing the commercials for 'Happy Island,' being characterized by Hope Emerson, stage and radio actress. Arrangement has been made for it to be shot in one of the two 80,000-foot air wishes to permit Borden's 52 local dealers throughout the country to promote their products, milk and ice-cream.
Livestock Raiser

Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

VICTORY THROUGH FOOD

All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the Heart of America—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.
WKY is heard regularly by more people than is any other Oklahoma station.

WKY's audience, morning, afternoon and night is far greater than that of any other Oklahoma City station.

WKY is the top favorite among farm listeners in Oklahoma.

The favorite station of most Oklahomans for news is WKY.

WKY is by far the most listened-to of all Oklahoma City's stations!

Some of the Things the New Oklahoma Radio Study Tells Advertisers!

Just off the press is the first statewide survey of radio listening habits and preferences ever made in Oklahoma. This fact-packed study, conducted by the author of the well known Iowa and Kansas studies, Dr. F. L. Whan of the University of Wichita, is a complete diagnosis of Oklahoma listening in cities, villages and on farms.

As for station preferences of listeners in Oklahoma one fact stands out above all others: WKY IS THE DECISIVELY DOMINANT STATION OF OKLAHOMA! WKY is heard regularly, morning, afternoon and night, by more Oklahomans in cities, villages and on farms than any other station. It is Oklahoma's favorite station for news and market reports. It shows, as has every survey before it, that WKY has by far the greatest audience of any Oklahoma City station. It shows that the best buy for radio advertisers in Oklahoma is WKY!

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