**TOPS IN TUCSON**

What sales results have said again and again — what audience response has told station and advertiser — Hooper says, too: KTUC IS TOPS IN TUCSON. Not just morning, not just afternoon or night but ALL THREE TIMES — morning, afternoon and night.

Note, too, that outside stations ("others") make no dent in Tucson listening. Tucson people listen to their own stations — and ALL the time, most of them listen to KTUC: 62.8% in the morning, 54.3% afternoon, 52.2% night, according to Hooper City Zone Station Listening Index for Spring, 1944. For further details, contact KTUC, the "station that is doing things" (and is listened to) in Tucson. Let your sales story reach the audience that is "Tops in Tucson."

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**KTUC**

**TUCSON, ARIZONA — CBS**

1400 Kilocycles — 250 Watts

LEE LITTLE, Manager
WKY’s “Farm Reporter” Is MAKING NEWS All Over Oklahoma!

SINCE his first program on August 9, WKY’s Farm Reporter has been making news, north, south, east and west in Oklahoma. Most important, he has been making a hit with farmers.

WKY's new farm service department is quickly becoming the focal point toward which the important agricultural information of the state gravitates and toward which farm folk look daily for up-to-the-minute farm news and ideas.

The five-a-week quarter-hour broadcast at noontime is all meat; the kind of information farmers can use to farm better and live better. Saturdays, the program originates in some outstanding farming community with prominent farmers of the district participating.

The expanding activities of the farm service department have already necessitated an addition to the staff.

WKY already has the largest farm audience of any station in Oklahoma. WKY’s Farm Reporter will make them better farmers and better customers as time goes on.
Never have there been such high payrolls as are in Detroit today; never so much take-home pay.

What are war workers doing with their lush dollars?

Mostly, they are buying War Bonds in such quantities that Michigan is at the head of the 48 states in payroll deductions for Bond purchases. And, they’re making double and triple monthly payments on mortgages—in many cases mortgages are being paid off in lump sums.

Recently, a Detroit News reporter surveyed the situation for story material. He discovered that “easy money” was being spent the hard way—with surprisingly little waste. He learned that debts are being paid off; that bills are met promptly; that bank savings accounts are in an upward spiral. Everywhere there is a sober realization that in the tomorrows ahead, today’s dollars will come in mighty handy.

All this adds up to tremendous postwar buying power. No matter what happens in the reconversion period, Detroit will be one of the Country’s prime markets for years to come.

Keep your eye on Detroit, and remember that WWJ is the most listened-to station in this great market.
As the outstanding advertising medium, radio itself highlights the 1944-45 NBC Parade of Stars with two half-hour evening network All-Star programs on September 19th and September 26th and five daytime half-hour programs during October 2nd - 6th. All this in addition to thousands of locally produced star programs and announcements.

A smashing campaign of NBC-bought newspaper ads in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Los Angeles over a nine-week period in papers having a daily circulation of 20 million, supported, of course, by the intensive year-round campaigns of NBC affiliated stations in their own areas.

A new medium - movie trailers in nearly 1,000 theatres in 117 NBC affiliated station cities. Lowest estimates indicate over 30,000,000 people will see the four-week film campaign. A new film each week will feature top NBC stars.

A comprehensive package of individualized program promotion material for every NBC commercial program containing 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper and photo mats . . . thousands of car cards, posters, publicity releases and photos.
In August NBC announced the new Parade of Stars as a year-round operation ... and outlined some of the preliminary details.

Now, with the opening of the fall season, NBC and its 143 stations have begun a four-pronged program promotion drive using:

On-the-air programs, both network and local—
A hard-hitting newspaper advertising campaign in all NBC-owned station cities and production points supported by newspaper ads of NBC affiliates—
Specially-built movie trailers in 117 NBC station cities from coast to coast.
All-inclusive program promotion material (the Parade of Stars Bandbox) sent stations in mid-August.

As a result, NBC advertisers will have even greater audiences for their programs which have habitually dominated the attention of the listening public.

Tested in 1942 and 1943, the new NBC Parade of Stars represents the ideas and promotion devices that have consistently proved successful in building listeners to radio programs.

The 1944-45 NBC Parade of Stars is no "shot-in-the-arm" seasonal promotion but a year-round program promotion designed to induce listeners to keep their dials tuned to the 143 stations of "The Network Most People Listen To Most."
Today -

When You
Think of
NEW ORLEANS

... You Think of
549,281 RATION BOOKS NO. 4

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
What is COVERAGE?

NASHVILLE, TENN.

WSIX with its 5,000 watts on 980 kc covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Well selected Blue and Mutual network programs, with numerous topnotch local broadcasts, furnish strong listener appeal. Here’s a powerful sales force ready to serve you. Selling costs per dollar in Nashville are lower when you use WSIX.

For availabilities, write or wire this station or

THE KATZ AGENCY, INC.,
National Representatives
It takes
DEAS to make a network
... here are four notes on a good one

Practice whistling these notes: B, E, F#, B. If you can do it like The Whistler, maybe millions will listen to you, too. When the Pacific Coast hears those four somber and meaningful tones, it steel itself against terrifying suspense.

The mystery of The Whistler has held rapt public attention for two solid years. Today, it ranks fifth among 40 radio shows produced expressly for Coast Networks. Columbia Pictures has made one successful movie out of it, now has another in production.

Its sponsor on Columbia Pacific whistles, too—but happily—as 1800 independent Signal Oil dealers applaud the way those four notes keep their grease-racks and wash-stalls filled. Their business flourishes despite rationing.

With mystery shows crowding the air and bodies lying stacked in studios, we look on The Whistler's successful record as exceptional. Ideas, of course, are responsible... better ideas for plots, better ideas for characterizations, for creating atmosphere, for sound effects. In short—more thought applied to attaining a superior radio production.

The success of The Whistler is another example of what Columbia Pacific thinking accomplishes. We have many other shows (including four of the 10 most popular Western programs)—and some of them may be just what you need. If not, the idea network can invariably custom-make one to your requirements. Our ideas are yours for the asking—from us or the nearest office of Radio Sales.

COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS
"Dash it, Thistlewaite—I said to round up some spots—not some tots!"

We don't know much about tots—but our F&P Colonels really are pretty good at rounding up spots! We're in constant contact with all the stations we represent, by both telephone and tele-type—either know or can quickly find out exactly what's available. And believe us!—our telephone bill attests the fact that we save hundreds of dollars each month for agencies and advertisers all over the Nation!

What spots can we round up for you—now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC to Hear Claims for Spectrum Space

Full TEXT of FCC Public Notice setting forth order of evidentiary rules has been published beginning Sept. 28 on page 30; allocation schedule on page 26; cross-examination procedure on page 60.

Each topic. They, in turn, will be followed by witnesses from other organizations, corporations and individuals. Thus, many instances of RTPB chairman will also represent private industry. In such cases they are expected to combine their testimony, except where their private interests go beyond those to be covered by the RTPB.

After all the testimony is completed, the Commission will receive recommendations from the chairmen of Panels I and 2 based on testimony. That phase is expected to begin about Nov. 1. Evidence from any other person or group having recommendations also will be heard.

Although the Commission originally set a Sept. 20 deadline for exhibits, several of the RTPB panels and individual corporations asked for more time in view of the short time between notice of the hearings and Sept. 20. Consequently the FCC announced it would accept exhibits filed after Sept. 20, although interested parties were urged to get them in as early as possible.

Because of the large number of appearances and desire of the Commission to conclude its hearings and present recommendations to the State. Dept. by Dec. 1, certain restrictions have been adopted with reference to cross-examination. For instance, available for the hearing auditorium for any participants who wish to cross-examine any of the witnesses. The forms request permission, give space for the subject concerning cross-examination, length of such cross-examination and name of person who desires to conduct it, together with his organization.

Educators Active

If the question is appropriate and the subject matter has not been or will be covered by other cross-examination, counsel will ask the question. In each instance the Commission will decide whether to permit cross-examination. Where more than one question is to be asked the Commis-

(Continued on page 80)
ANA-AAAA
Informally Accepted at Joint Meeting Held Friday

UNANIMOUS APPROVAL of the NAB standards coverage measurement plan was informally given last Friday by the radio committee of the Assn. of National Advertisers following a presentation of the plan by Hugh Feitlin, KFAB Lincoln, president of the NAB Research Committee, at a meeting called by the ANA at the Hotel Biltmore, New York.

Vote, given by show of hands following intensive questioning of Mr. Feitlin on details of the plan, was participated in by representatives of the radio, timebuying and research committees of the American Assn. of Advertising Agencies and by a number of advertising executives of national advertiser membership of whom joined the ANA radio committee in expressing their informal approval of the uniform system of measuring station coverage.

Formal Approval Expected

Official endorsement of the NAB plan of the ANA and the AAAA is expected within the next month, following its presentation to the respective boards of directors. At those meetings, it is also anticipated that each group will appoint a committee to work with a similar NAB committee in drafting articles of incorporation and by-laws governing operations of a bureau to supervise the creation and carrying out of the plan. All three organizations—ANA, ANA, and AAAA—will be represented on the bureau.

ALLOCATION PLAN STUDIED BY PANEL

FINAL meeting of the Allocations Panel (No. 7) of the Radio Technical Planning Board before the start of the FCC hearings on allocations for all radio services, Washington, Sept. 28, wound up with a number of overlapping requests from various industry groups. Another meeting will be called in Washington following the initial stage of the hearings to make further efforts to eliminate these conflicts before the time arrives for the detailed presentation of frequency needs.

All-day meeting of Panel 2 in New York completed the task of charting the requests of the various service panels of the RTBP during the morning session and in the afternoon attacked the task of resolving those conflicts existing among the groups. Despite the overlapping requests, chiefly involving conflicts between television and broadcast radio, nautical radio services, many of the latter currently devoted to Government use, appeared to be immovable in the recent proposals of the Interdepartment Radio Advisory Committee, enough progress was made to justify the calling of another meeting. Dr. C. B. Jolliffe, RCA, chairman of Panel 2, presided.

Vote NAB Survey Plan

After the committees have been appointed and articles of incorporation and by-laws have been drafted, the NAB research committee will request the NAB board for an appropriation to cover the initial expense of setting up the bureau.

Paul West, ANA president, presided at the meeting, introducing J. Harold Ryan, NAB president. D. B. Stetler, advertising director of Standard Brands and chairman of the ANA radio committee, conducted the discussion, during which Frederic Gamble, AAAA president, voiced the need for a broad and coverage measurement program.

NAB delegation at the meeting.

KSF D on NBC Basic

KSF D, 1,000 w station, San Diego, Cal., operating on 600 kc, and after Aug. 19, 1948, a supplementary NBC affiliate, on Oct. 1 becomes a basic network station.

Congress Adopts Worldwide ‘Free News’ Pact Resolution

CONGRESS went on record unanimously last week in favor of an international pact protecting the “right of interchange of news” on a world-wide basis “without discrimination as to sources, distribution, rate or charges.” After adopting the resolution, a compromise of resolutions introduced by Sens. Taft (R-D.) and Connally (D-Tex.) and Rep. Fulfright (D-Ark.), both houses adjourned last Thursday until Nov. 14.

Aside from the reconversion bill and hearings by the House Select Committee to investigate the FCC, Congress conducted little other major business in its eight weeks following the major political conventions. President Roosevelt failed to send to the Senate a nomination to the FCC post-vacated last July by Lt. Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co.

Hyde Is Mentioned

Whether the White House plans to make a recess appointment could not be learned. While one is possible, on Capitol Hill it was speculated that the President probably would withhold the FCC appointment until after election. Among those favorably mentioned for the post is Rosel H. Hyde, assistant general counsel in charge of broadcasting and a Republican.

Sen. Durell K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, planned to leave the capital soon after adjournment. He scoffed any likelihood that radio legislation would be revived this session.

“When radio finally decides what it wants in the way of legislation, maybe we can get together,” he commented last week.

On the House side Chairman Clarence F. Lea (D-Cal.) of the Interstate and Foreign Commerce Committee, which is responsible for radio legislation one of his first orders of business in the new session, he indicated. Although Rep. Lea is expected to be replaced as chairman of the Committee should the Republicans win a majority in the House, nevertheless he declared that as an ex-WW II chaplain and one of the Congressmen, he is convinced of the need for new legislation.

During the recess his Select Committee staff plans to delve further into station sales and transfers in an effort to determine whether or not the Commission has shown favoritism in granting certain transfers. Chairman Lea also indicated his Committee is studying FCC rules and regulations to determine whether the Commission has gone beyond the intent of Congress.

The Connally “free news” resolution, introduced by him and was drawn up by a subcommittee of the Senate Foreign Relations Committee, headed by Sen. Alben W. Barkley (D-Ky.), Majority Leader, and including Sen. Wallace H. White Jr. (R-Me.), acting Minority Leader. Text follows:

“Resolved that the Congress of the United States expresses its belief in the worldwide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means which do not discriminate as to sources, distribution, rates or charges; and that this right should be protected by international compact.”

Blue Asks Special V-E Sponsor Copy

Heavy News Schedule Likely Constructive Shows Urged

THE BLUE Network’s proposed policies for V-E Day broadcastlin, were set forth in a letter sent Fri day to the Networks by Chairman Harry L. LaRoche, vice-chairman of the board, asking that they inform the Blue of plans for handling programs and commercial announcements on that day.

Letter placed strong emphasis on the responsibility of both broa - caster and advertiser to counteract a possible over-exuberance and let down in effort following Germany’s defeat, and to channel the antici pated wave of elation into “constructive effort which will shorten the war with Japan.” V-E Day, the letter pointed out, presents to both a net work and client a real opportunity; to drive home to the listening pub lic certain important points vital; affecting the morale and effective needs of those at home on the fighting fronts.

Prominent Speakers

“The Blue Network,” the letter announces, “is planning not only to provide its audience with all the news available on V-E Day but in our sustained periods we intend to bring to our microphones the most distinguished and informed speakers and the most outstanding facts turing our country and the world to illuminate the above point of view. It is our desire to work with advertising agencies so that their shows will be in keeping with the Blue Network’s plans for the day Germany surrenders.”

The letter concludes, “Naturally in re building of your show it becomes apparent that you would want to substitute a different type of commercial than the straight selling copy you now employ for purposes of good broadcasting. We hope that for both the rebuilding of your show and its commer cial, this letter can serve as a pre liminary guide. We may we help you in your plans as soon as possible.”

The Mutual Network has already announced plans for special feature programs [Broadcasting, Aug. 21]. Miller McClintock, president, said: “If we can keep commercial ob li gations without harming our news service to the public, we will do so, but our first consideration will be to provide news.”

NBC and CBS have not announced definite plans but have, in effect, indicated that treatments of commercials also would depend on circumstances attending the nature of the news and its release.

Covel to Associated

BRETT COVEL, formerly promotion manager of the Wilder stations, previous manager of WSAI Cincinnati, has been named program and promotion manager of Associated Radio Program Services, a part of Associated Music Publishers, the parent company of Muzak Corp.
Pick out the work boat

It's easy to by-pass the glamour cruise ship in that picture above. You can spot in a flash the hard-working, power-slugging work boat.

And down here in Baltimore radio it's just about as easy to spot the hard-working, sales-producing independent station that does the man-sized sales job in this, the 6th largest market.


Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have... few radio stations have come so far, so fast.

W-I-T-H

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed

September 25, 1944 • Page 15
Cowles Group Asks Change In FCC Chain Contract Rule

Petition Claims Six-Months Clause Restricts, Rather Than Stimulates Competition

CONTENDING that Sec. 3.103 of the FCC Network Regulations restricts rather than stimulates competition, the Iowa Broadcasting Co., through its President and General Manager, Washington law firm, last week filed petition with the Commission requesting an amendment to the rule, one of the eight chain broadcasting stations upheld by the Supreme Court May 10, 1943, Supreme Court decision.

Amendment sought would make it lawful for a station to enter into an original network affiliation contract more than six months prior to the effective date of such contract. Under Sec. 3.103 network affiliation contracts must be entered into “within six months prior to the commencement” of contract.

Rule Works Hardships.

"Sec. 3.103, and particularly the proviso clause of this section, was designed to encourage and permit the continuation of existing network relationships through multiple short-term contracts between a particular network and a particular station," the Iowa Broadcasting Co. pointed out.

No change is requested with respect to renewal or extension agreements.

As the rule now stands, hardships are worked not only on stations desiring to change networks but on new stations, the petition recited.

Under Sec. 3.103, the Iowa Broadcasting Co. pointed out, if a station is affected by the rule, "a station may not enter into an affiliation contract with a network Y for July 1, 1945, Licensee B in the same city has a contract with Network Y, but Licensee B's contract expires Dec. 1, 1944. Under Sec. 3.103, it would appear to be unlawful for Licensee A to make a contract with the Y network prior to Jan. 1, 1945," the petitioner explained. "The Y network must therefore either renew its contract with Licensee B on or before Dec. 1, 1944, or be prepared to forego an outlet in that city for seven months. As a consequence a Y network will invariably renew its contract with Licensee B which in turn forces Licensee A to renew its contract with the X network."

With reference to an applicant for a construction permit and license for a new station, Iowa Broadcasting declared that under Sec. 3.103 it would be unlawful for the new applicant to enter into a network affiliation agreement more than six months in advance of the date on which he receives a license. The date is determined by circumstances beyond his control, such as the need to make a plan, wisely nor enter proper responses on the Commission's application form," the petition continued.

POSSSESSION of WSAI Cincinnati was taken over last Tuesday from Crosley Corp. by Marshall Field, Chicago capitalist, publisher and station owner, with the execution of final contracts. Station was purchased by Mr. Field for $550,000, the sale resulting from the FCC's "duopoly" regulations by virtue of Crosley Corp.'s ownership of WLW, as well as WSAI.

Mr. Field, Clerm Randau, business manager of the Chicago Sun, James D. Shouse, Crosley vice-president, and attorneys representing both sides worked out the terms under which WSAI will continue to share facilities with WLW at Crosley Square, Cincinnati, until wartime restrictions are lifted. Charles Sawyer, Cincinnati attorney and owner of WING Dayton, and WIZE Springfield, represented Crosley. Lewis Stix Weiss, of New York, appeared as counsel for Mr. Field.

Mr. Field announced that no staff changes are contemplated, with Walter Callahan continuing a WSAI general manager. Mr. Rar- dau said applications had been filed for an FM station in Cincinnati whenever materials are available.

Mr. Field declared he had put the station purely for investment purposes. Asked whether he planned to purchase the Cincinnati Enquirer, he said he did not know if it was for sale and that he had "hands full running the Sun in Chicago." He pointed out the WJJD Chicago, which he had recently purchased, has no operat in connection with the newspaper.

Mr. Field also owns PM in New York. Mr. Shouse stated following the formalizing of the transfer the while WSAI and WLW will remain jointly as occupants of Crosley Square, the stations will share one in a joint use of physical facilities and that all management of policy and administration of WSAI pass to the hands of the new owner.

WMBO to MBS WMBO Auburn, N. Y., owned an operated by the Auburn Citizen: Advertising, with 250 w on 3340 kc effective Oct. 1 joins MBS bringing the total number of net work outlets to 247.

Field Assumes Possession of WSAI Station Will Share WLW's Facilities

Radio Executives Appointed Envoy

APPOINTMENTS of two important radio figures—Charles Sawyer, owner of WING Dayton and WIZE Springfield, and Charles H. Shouse, Jr., former executive vice-president of NBC—ambassadorial posts in Europe were confirmed last week by the Senate following nominations by President Roosevelt.

Mr. Sawyer, Cincinnati attorney and Democratic National Committee, was named Ambassador to Belgium and Minister to Luxembourg. In addition to his ownership of WING and WIZE, he is general counsel of Crosley Corp. and a newspaper publisher. He is a former Lieutenant Governor of Ohio and was a candidate for Governor in 1936. He acquired both WING and WIZE in 1940.

Col. Patterson, former Commissioner of Correction of New York, was named Ambassador to Yugo-

KMBC to Be Heard

ORDER denying petition of KMBC Kansas City for amendment of Sec. 2.71 of the Commission's rules and regulations was upheld by the FCC last week. KMBC requested that the Commission take necessary steps to designate frequency 540 kc for standard broadcast use, or that action be taken in order to remove the present obstacles to the consideration of the application filed by KMBC for that frequency. The Commission at the same action designated the KMBC application for hearing. The station now operates on 980 kc with 5,000 w and seeks 60,000 w on 540 kc.

Brach Candy Spots

E. J. BRACH & Sons, Chicago (Brach candy), began sponsorships Sept. 16, of a 15 minute transcription announcements on the following stations: WDAF KCMO WOV KOIL WHO KQBT KST WDGY WFBM WISH KMO KWK WISAI WKRC WCC WWJ WRB WMAQ WINK Thirteen-week contracts were placed by Hill Blackett & Co., Chicago.

Bu-Tay Campaign

BU-TAY PRODUCTS Ltd., Los Angeles (Rain Drop, detergent), in an 11-week $6,000 slogan contest campaign, on Sept. 18 started using from three to six transcribed one minute announcements on 15 stations nationally. List includes KFYD KPSD KGKO KABC KOL KTAR KVOA KVOD KSTP WLOL WOW KHOW KFAB KUTA. In addition daily participation is being sponsored in Home-Maker's Club on KJH Hollywood and Hospitality House on KWW Portland. Firm is also promoting contest on its weekly five minute program The World Tomorrow on 15 Blue Pacific stations, Wed. 1:45-1:50 p.m. (PWT). Agency is Gassner-Galel & Co., Los Angeles.

SEATED (1 to r): Marshall Field, new owner of WSAI, and James D. Shouse, Crosley vice-president. Standing (1 to r): Charles Sawyer, Crosley counsel, named last week by President Roosevelt as Ambassador to Belgium and Luxembourg; Clerm J. Randau, Chicago Sun business mg.
"THE greater the importance of safeguarding the community . . . the more imperative is the need to preserve inviolate the constitutional rights of free speech, free press and free assembly."

CHARLES EVANS HUGHES
CONGRESS AIRING URGED BY COFFEE

BROADCAST of Congressional proceedings and the "complete and continuous" recording of sessions of the Senate and House would be authorized under a joint resolution (HRRes-311) introduced last Tuesday by Rep. John M. Coffee (D-Wash.). The resolution was referred to the Rules Committee.

Rep. Coffee said his resolution was prompted "by a wave of requests from labor unions throughout the country urging the broadcast of Congressional proceedings, similar to those of the New Zealand National Legislature." The campaign, believed started by the International Building Service Employees Union (AFU), Seattle, Wash., spread to both AFL and CIO organizations on the West Coast and then moved East.

Congressman Coffee pointed out that newspapers and radio newscasters cannot cover all phases of Congressional proceedings. He admitted, however, that "a lot of stuff is of public interest" but asserted that "only through radio" can the personalities of Senators and Representatives be impressed on the minds of the people. "Let the people know how we vote on important bills and how we stand," he added.

Although petitions from 25 or more labor unions suggested that Congress could buy or lease necessary time on the networks and powerful independent stations, the Coffee resolution made no mention of commercial aspects, other than to authorize the Capitol architect to sell transcriptions to stations and networks "at cost".

The resolution authorizes stations and networks to "broadcast any proceedings on the floor of the Senate or the House" provided "no station or network shall be required to broadcast any proceeding, nor shall any proceeding be broadcast by either House be broadcast when such House otherwise orders". The architect would be authorized to arrange for broadcasting by stations and networks as well as in-stall recording equipment.

WOC, Davenport, covers the market completely, according to the latest Hooper (May, 1944) which shows WOC's daytime audience is approximately equal to the combined audiences of the next two stations heard. WOC delivers the Quad-City market.

Electro-Voice Produces New Model Microphone

ELECTRO-VOICE MFG. Co., South Bend, Ind., which has just become Electro-Voice Corp., according to Albert Kahn, president, has completed a new model, 600-D Communications Microphone. It is designed for portable public address installations and other mobile communications such as police, airport and utility sets.

The 600-D features a "press to talk" switch which opens the microphone and closes the relay simultaneously. A 9-ounce, high impact molded phenolic case has been built for rough military use. Able to withstand temperature changes from —40 to 186 degrees F., the new microphone has a frequency response ranging from 50 to 8,000 cycles.

SHEPARD TO SEEK VIDEO STATIONS

THOUGH he expressed the opinion that it will be one to five years after the war before television comes into its own as a household feature, John Shepard 3d, chairman of the board of the Yankee Network last week disclosed plans to apply for television licenses for the Yankee station in Providence (WEDN) and Hartford (WNBC, for which the Yankee Network has been negotiating with the Bullets). The Yankee Network had previously applied for a commercial video license for Boston to be operated in conjunction with its key AM station there, WNAC Channel 2, 60-66 me is sought.

Mr. Shepard explained that the high cost of television programs would invariably slow up progress and further stated that costs would force individual stations into networks in order to stay in the black. Initial programs would probably consist mostly of films, some live shows, with three or four persons, and an occasional parade, fire, or sports pickup.

WDRC Branch Studio

WDRC Hartford, has announced opening of a branch office in New Haven, where special educational and cultural programs for Connecticut listeners will originate. First program to originate from the studio was the "College Hour," heard Sept. 17, with Professor Samuel F. Borden, Fassulian professor of diplomatic history at Yale, interviewed by Harvey Olson on the coming peace.
Most Powerful Shortwave Transmitters, Built by WLW, Are Formally Opened

WITH ELABORATE ceremonies planned for the event, including a half-hour dramatic broadcast over NBC, the Bethany transmitters, built by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, were to be dedicated last Saturday as the most powerful shortwave link in the "Voice of America".

Scheduled to participate in the broadcast were Elmer Davis, OWI Director; Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert Sherwood, Director of OWI Overseas Operations, recently returned from abroad; and Clifford J. Durr, 1940 co-founder. The officials were to speak from the Willard Hotel in Washington where a reception and buffet dinner was to be held for the occasion.

Powerful Group

In his address prepared for the program, Mr. Durr referred to the Bethany plant as "the most powerful group of shortwave broadcasting stations in the world", comprising three transmitters of 200 kw power (a quadrillion times the power it takes to light a radium atom) of an underground leader somewhere in occupied Europe.

He called the project "a proud achievement in the story of the 'Voice of America'", a story which is "a tribute to those who have worked without credit and praise to make the Voice of America great—the Americans, the exiles, the men of our Government, to technicians and our fellow members of the broadcasting industry who have taken part in this work."

Mr. Rockefeller recalled the dark days of 1942 before American shortwave facilities were coordinated for the use of the Government.

WLW'S NEW SHORTWAVE PLANT

TNTex on 124

PARK 414 RIVERFRONT, New York, for all-fabric TNTex, with budget dyes 72% above last year’s and the largest in TNTex history for a comparable period, has allocated the largest portion of the increased broadcasting schedule—Sept. 4 for 18 weeks—calls for live and recorded music programs and provides breaks at varying frequencies and local programs include 124 stations. Agency is Charles M. Storm Co., New York.

CBS Sends Resignation To Television Association

TOTAL variance in the points of view of CBS and other members of the Television Broadcasters Assn. on ma, or problems of industry policy has persisted beyond the point where compromise is possible, CBS informed TBA last week in a letter of resignation from the organization.

Letter, written Sept. 14 by Worthington Miner, manager of the CBS television department, to Allen B. DuMont, TBA president, expressed concern over the fact that TBA’s membership does not represent the point of view of the broadcaster, "uncolored by any intimate affiliation with the manufacturing end of the industry."

There is a "wide difference of perspective," Mr. Miner wrote, "between broadcasting units organized as promotional show-windows for the manufacturer and broadcasting units set up for the simple and sole purpose of broadcasting to the public."

Referred to Board

Resignation of CBS from TBA has been referred to the organization’s board, Mr. DuMont said in his reply on Thursday. He expressed surprise at the CBS move and speculated if it "could be an ardent publicity move to dramatize the hopes of the management of CBS regarding allocations."

Radio Helped Take Nazis – Sherwood

OWI Official Sees Tripartite Control of Enemy Stations

THE EFFECT of Allied radio propaganda directed to the German armies in France following the invasion varied with different troops but in some cases large numbers of Nazi soldiers "surrendered to the loud speaker," Robert E. Sherwood, Director of OWI Overseas Operations, told a news conference last week upon his return from Europe.

Mr. Sherwood came to Washington, he said, to confer with Elmer Davis, OWI director, and other officials on plans to curtail overseas operations in Europe and Africa upon the collapse of Germany and to shift emphasis to Japan. He expects many of the radio personnel now in European outposts will be transferred to the Pacific theatre.

Tripartite Control Seen

 Asked what will be done with radio stations in Germany when the European war is over, Mr. Sherwood said that "by the end of the war" the Nazi radio "has never yet been determined but he thought that German radio would probably be put under tripartite control, with Russia, Britain and the U. S. participating. If the stations are found intact, OWI's initial operations will likely be straight news broadcasts to the German people, he said.

"Our principle is Germany," he declared, "will be to convince the people they have lost the war." Mr. Davis, who also participated in the conference, added: "and that they would lose the next one."

Mr. Sherwood said that it is generally accepted by military authorities that psychological warfare played a part in the success of the invasion.

He said that most of the stations captured in France had been destroyed by the Germans.

Mr. Sherwood estimated that OWI would wind up its overseas operations within six months after the surrender of Japan. In the meantime, he said, propaganda activities in the Pacific will be stepped up to fill the stations.

Mr. Sherwood planned to participate in the dedication ceremonies Saturday in Washington of the Bethany Transmitters near Cincinnati, built by the Croxley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, the Bethany transmitters were dedicated Saturday with a broadcast over all shortwave stations in Cincinnati and Washington.

First broadcast from Bethany was made July 1. A month later one transmitter was on the air, broadcasting with 100 kw power and last week was stepped up to 200 kw. The other five are expected to be in operation by the end of the year.

Bethany is already beaming factual news and top American shows to several European and African countries and will soon operate to reach other continents.

Upper photos show three units in the transmitter building, three others being similarly placed on the opposite side of the concourse. Lower view shows part of the forest of 20-foot poles on which are mounted 216 switches which can be manually operated from the ground to connect any of the six transmitters with any of the antennas atop more than 800 poles each 165 feet high.

These antennas are located in a circle around the transmitter house, each beamed to a fixed area overseas. The plant is located a mile and 20 miles from Cincinnat and, in addition to transmitter building and antenna switch gear, contains living quarters for engineers.

FLEETWOOD LA WTON, commentator of KFI Los Angeles, now servicing as a war correspondent in the Pacific, has delivered a series of 80 quarter-hour recordings in that area which are being heard in the stations for broadcast as public service features only through Radio Features Inc., Los Angeles.

BROADCASTING • Broadcast Advertising
WOV has the combination that opens the door to two great New York markets and gives this important station a constant, around-the-clock selling power... night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV is listened to in more metropolitan homes than any other New York independent station... at less than half the cost of the next ranking station. Two great markets listen to WOV... a great combination for sales success.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY, McGillvra, Nat'l Rep.
LaRoche from becoming active for some months, however, but on his return to New York last June he resigned his former post of chairman of the War Advertising Council to devote his full time to the Blue.

Last week, upon assuming his new duties, Mr. La Roche said:

"Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature information force lies ahead. These opportunities will be immeasurably increased with television."

Informative Shows

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field."

"Along with the press, radio is and should be a potent informational force for preparing this country to recognize its obligation to world peace and economic leadership."

"The Blue will venture boldly in this field. Its policy is summed up in the words 'in the service of the people.'"

Rumors of the Blue's reorganization were rife during the recent NAB Executives' War Conference in Chicago, when it was reported that an executive shake-up was impending that would include the departure of Mr. Kobak from the network in the development of which he has played a major part since its separation from NBC more than two years ago. At that time Mr. Noble, Mr. Woods and Mr. LaRoche declared that such rumors were without foundation.

Merle Jones to Manage WOL; Quarton to Retain WMT Post

Transfer of Stations Is Approved by the FCC; Craven Named to Head All Cowles Stations

COINCIDENT with the approval last week by the FCC of the exchange of WMT Cedar Rapids, IA, for WOL Washington, Gardner Cowles Jr., president of Iowa Broadcasting Co., as the new owner of WOL, announced appointment of Merle S. Jones, general manager of KMOX St. Louis, as the new general manager of WOL. William E. Quarton would continue as general manager and that no changes in the WMT staff are contemplated.

The FCC last Tuesday approved the transaction whereby the license of WOL, mutual outlet on 1260 kc with 1,000 w power was exchanged for that of WMT, CBS and part-time MBS outlet on 600 kc with 5,000 w fulltime, with a differential on value of physical equipment. The total consideration specified for WOL was $35,387.41 and that for WMT $35,387.55, with the $5,000 differential paid to the American Broadcasting Co.

Mr. Cowles simultaneously announced that T. A. M. Craven, who became vice-president of IBC last July after seven years on the FCC, will be the executive head and technical advisor of all four of the IBC stations (WOL, WHOM New York, KRNT Des Moines, and WNAK Yankton). Comdr. Craven will headquarter in Washington. Craig Lawrence, IBC vice-president, has established headquarters in New York and is in charge of WHOM with studios in New York and Jersey City. He also will become vice-president of WCOP Boston, which has been purchased from Bulova radio interests for $225,000. This transaction awaits approval of the FCC.

It is understood that the name of Iowa Broadcasting Co. will be changed to Cowles Broadcasting Co. in the near future.

Phil Hoffman has been elected vice-president with headquarters in Des Moines, supervising the operations of KRNT and WNAK. Don Inman is manager of the Yankton-Sioux City station. Mr. Dolph has established new headquarters for American Broadcasting Co. in the Barr Bldg., Washington. He plans to divide his time between Cedar Rapids and Washington, as well as to look out for other American Broadcasting Co. and personal radio interests.

President and principal stockholder of American, as the operator of WMT, is Mrs. Helen Mark.

Appointment of Mr. Jones' successor at KMOX has not been announced, and no date for his leaving CBS has been set. The selection will be made shortly by H. Leslie Atlas, CBS vice-president in charge of central division operations, who said it was likely someone from within the organization would be named.
Realigned Blue Slated to Be ABC Network
LaRoche Directing Head; Woods, Kobak Duties Changed in Reorganization

HANG IN name of the Blue network to American Broadcasting Co. (ABC Network), is expected before the end of the year as a sequel to the executive reorganization last week which placed J. LaRoche, chairman of the executive committee of the Blue, in the position of operating ad as vice-chairman of the board. Arrangements already have been completed whereby American Broadcasting System Inc., holding company of Edward J. Noble, Blue chairman, acquires the names American Network Inc. and American Broadcasting Co.

While official confirmation was withheld, Blue officials did not deny the move toward the name change, which is expected to be announced through a large-scale campaign to promote the new identity nationally. The name "American Network Inc." heretofore has been held by the FM project looking toward establishment of a postwar FM network. With dissolution of that project in the last few weeks (Broadcasting, Sept. 11), it was reported all rights to the name have been disposed of to Mr. Noble's company for $10,000.

Relinquished by WOL
The name "American Broadcasting Co." held by Mrs. Helen Mark as licensee of WOL Washington is being transferred to the Blue organization without financial consideration by voluntary action of Mrs. Mark and William B. Dolph, executive vice-president. The only other licensed company in radio having an "American" name identity is the American Broadcasting Corp., a New York company, which is licensee of WLAP Lexington and KBIR Knoxville. Conversations have been held with J. Lindsay Nunn, executive head in the absence of his son, Maj. Gilmore N. Nunn, in overseas Army service, regarding a waiver. Mr. Nunn told Broadcasting last Friday the transfer would be made.

American Broadcasting Co., by virtue of an action of the FCC last week, becomes the licensee of WMT Cedar Rapids, Ia., under a transaction whereby the Iowa station was exchanged for WOL Washington with the Iowa Broadcasting Co., owned by the Cowles group. Presumably, Mrs. Mark and Mr. Dolph will relinquish the American first began operations under the Blue last June as chairman of its executive committee, following purchase of 12.6% of the stock of the holding company, American Broadcasting System Inc. Under the reorganization announced last Monday by Mr. Noble, Mr. LaRoche was elected vice-chairman of the network's board and, as such, became chief executive officer of the network.

Move is part of a general reorganization of executive responsibilities of the network's officials, the announcement stated. Mr. LaRoche, whose former position of chairman of the executive committee has been abolished, will supervise the programming and publicity activities of the Blue.

Work Realigned
Mark Woods, Blue president, will work directly with Mr. LaRoche in executive responsibility for the network's operation and will assume the chairmanship, carried out by Edgar Kobak, executive vice-president of the network. Under the new line-up, the sales, traffic, stations, engineering, operations and general service departments will come under Mr. Woods.

Mr. Kobak has been placed in charge of the Blue's plans for television, FM, facsimile and international broadcasting. Blue has applications on file with the FCC for FM stations in New York, Chicago and Los Angeles and has announced its intention of filing for a San Francisco FM station as well. Mr. Kobak will also supervise studio construction for the network, which plans construction of a modern studio and facsimile in one of the network's key cities as soon as material and labor are available.

Business Gains
Mr. Kobak will outline plans for the network's program of expansion both physically and into new fields of radio service at a press conference Sept. 27.

In announcing these changes, Mr. Noble said: "A reorganization and expansion of the executive division of the Blue Network Co. has been necessitated by a 60% increase in business in the last year and by a determination to intensify our efforts in the fields of television, FM and facsimile. As soon as the war is successfully completed, these developments will require the building of the most modern studio and facsimile facility in Chicago, San Francisco and Holly wood."

LaRoche Role Foreseen
Expectations that Mr. LaRoche would assume an active role in the management of the Blue have been general in industry circles since his purchase of an eighth of the Blue's interest in the network in May for a reported $500,000. At the same time a similar block of stock was acquired by Time Inc. for a like sum, and smaller holdings were acquired by Mr. Woods and Mr. Kobak. The amount of stock purchased by the latter two executives was undisclosed, but their combined stock was believed to be in the neighborhood of 55%. Mr. Noble purchased the network from RCA for $8,000,000 in cash in October 1943, at that time announcing his intention of inviting management and possibly other interests to participate in its ownership.

A lengthy illness prevented Mr.

OL. 27, No. 13
WASHINGTON, D. C., SEPTEMBER 25, 1944
$0.50 A COPY

BROADCASTING

and

Broadcast Advertising

PROSPECTS for delivering approximately 30,000,000 listener impressions per week for war information campaigns through the National Spot and Regional Allocation Plan were seen last week by the OWI Domestic Radio Bureau as the plan went into its third year of operation with 132 participating sponsors broadcasting 250 programs. The Bureau estimated value of time and talent contributed for the messages at $63,000 per week.

Developed in 1942
The Bureau recalled that when the plan first began in September 1942 it brought in only 2,000,000 listener impressions. The tremendous increase since that time, it was explained, is due to the growth of the number of sponsors which have joined the Plan and to relaxation of restrictions which originally limited participation to programs broadcast in five or more cities.

Operating much like the Network Allocation Plan, the National Spot and Regional Plan was developed in 1942 by the Bureau and the Radio Committee of the War Advertising Council in order to reach the important audiences of increasingly popular regional network shows and spot programs, both live and transcribed. Each of the 250 programs participating carry at least one assigned war message a month and most of them carry more.

The Plan requires that weekly programs carry one war message every four weeks and programs broadcast more than once a week carry two war themes in four weeks. Programs of five minutes or more which are sponsored on two or more stations are eligible for participation.

The Bureau finds that the quality of the messages contributed by the sponsors is high. The appeals are well written and often the entire program is devoted to the war theme. Very few "hitchhike" or "throw away" messages are used by the advertisers, it was stated.

Advertisers sponsoring regional programs eligible for participation who wish to join the Plan are urged to communicate with the OWI Domestic Radio Bureau, Washington 25, D. C.
Largest producer of electronic induction heating equipment, the INDUCTION HEATING CORPORATION utilizes AMPEREX tubes for the "heart" of its products. "Thermonic" set-ups, designed and developed by this company, are giving efficient round-the-clock service in such applications as brazing, annealing, hardening, melting and forging.

Used ever since the first "Thermonic" unit was marketed, AMPEREX tubes have provided consistently satisfactory service in all assignments. This, then, is another high endorsement for the performance of AMPEREX tubes. Consult an AMPEREX engineer for the solution to your present or peacetime problem.

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET • • • • • BROOKLYN 1, N.Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"
Your servant’s buttons are popping again to make room for 4 new awards. First, local newspaper radio editors voted KPO in Billboard’s Annual Publicity Survey. Then came from the same publication. Next, “For maintenance of a superior standard of protection” ... followed by Bells of Freedom award for . Indicating that “official” as well as public attention is keeping tuned to KPO’s the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

**Pulp Radio Drive Declared Success**

Spots Renewed for 13 Weeks In Six Southern States

SPOT CAMPAIGN on 24 Southern stations in six states, urging farmers to help build up paper supplies by cutting and hauling pulpwood and sawlogs [Broadcasting, July 17], has scored definite results, and has been renewed for another 13 weeks, following the conclusion of the first cycle Aug. 31, through Albert Sidney Noble, New York. Drive started July 3 with Periodical Publishers National Committee, Washington, buying six spot announcements weekly, and receiving additional support on the radio programs sponsored by Progressive Farmer, Birmingham, Ala.

According to a tabulation of results obtained from county agents of the U. S. Department of Agriculture and state extension service units through bi-weekly surveys conducted by the agency and the committee, there was a substantial increase in yield of pulpwood and sawlogs during the first six weeks of radio promotion. Farmers in 200 sample counties in the radio campaign area harvested 420,387 cords of pulpwood and 297,156,920 feet of sawlogs, as against 142,633 cords and 62,986,200 feet of sawlogs for the first month of operations, it is reported.

Responding to radio suggestions that they contact agents and foresters for advice on the best methods for cutting and disposing of the wood, 11,792 farmers had requested such information, from 237 representatives by the end of six weeks of radio announcements, according to the survey.

Following a month of broadcasting and supported by direct mail, the PFNC drive received additional support when the Farm Press Forest Products Committee, representing farm publication, delegated representatives to present advertisers with the committee’s story. All prospective cooperating advertisers are receiving an advertising guide booklet “This Battle Must Be Won in Farm Woodlands” accompanied by spot announcement scripts.

**Light & Power Shift**

160 ELECTRIC LIGHT & POWER Companies, New York (institutional), on Sept. 20 started Electric Hour on 133 CBS stations, Wednesday, 10:30-11 p.m. (EWT). With guest policy, and starring Nelson Eddy, baritone, series replaces Report to a Nation. Robert Armbruster has been assigned musical director with Rupert Pry as writer. Charles Herbert has been shifted from New York to Hollywood to handle production for N. W. Ayer & Son, agency servicing accounts. E. R. Dunning and James Hanna, agency New York vice-president and radio department executive respectively, are on the West Coast for start of the show.
$1000.00 in War Bonds for a program title!
FIRST PRIZE $500—TWENTY $25 BONDS

You know the success of "The Texas Rangers" transcribed library, now contracted for by nearly 100 radio stations. You know the success of many other KMBC radio acts and personalities promoted by Arthur B. Church productions, a division of KMBC of Kansas City. The title of "The Texas Rangers" was well established nationally when the library was offered to advertisers and radio stations.

Now a new transcribed library is ready for advertisers and stations—quite different in type from KMBC's famous western and hillbilly acts—a library of sparkling instrumental and vocal novelties by the Midland Minstrels and Bonnie King. You will agree we think that the title of the Midland Minstrels, successful as they have been on KMBC, is local or regional in character, and that they deserve a much better name for their national exploitation.

You've heard Bonnie King on the Columbia Broadcasting System and Decca records with Bob Crosby's orchestra. This KMBC singing discovery, accompanied by modern organ stylist Gene Moore, contributes to this transcribed library voice sex appeal.

Someone at KMBC suggested the title, "The Novelteers, with Bonnie King." It sounded good, but we found it already in use. Certainly an even better title for the new library can be originated.

The rules of this title naming contest are simple. If you are in any way connected with advertising or with radio or with musical entertainment, you are eligible to enter. Send as many titles as you wish. All prize winning titles become the property of Arthur B. Church productions, but none of such prize winning titles need necessarily be used by us. Be sure your entry is postmarked before midnight, October 31, 1944. Announcement of the prize winners will be made in November.

The prizes again—$500 War Bond for the best suggestion, and twenty $25 War Bonds for runner-ups.

SAMPLE RECORDING sent to those interested on request. Price information on the library of 300 selections is yours for the asking.

AN ARTHUR B. CHURCH PRODUCTION  WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MISSOURI
ALP Buys Time To Support FDR

Dramatic Shows and Spots On 20 N. Y. Stations

THE AMERICAN LABOR Party, a New York state organization, in a pre-election radio campaign, is concentrating on the use of dramatic shows and transcribed announcements featuring such talent as night-club, theatrical and radio artists, rather than the traditional straight political speaker. With a radio time budget of about $15,000, the ALP is utilizing available time by making full use of radio showmanship, according to Larry Menkin, free-lance writer-director, who is directing radio and rallies for the organization.

The ALP drive is divided into two phases—"registration," running Oct. 6-14 in New York (Oct. 1-21 in upstate New York) and which will be primarily "non-partisan," and "voting," running from Nov. 1-8, in behalf of the Roosevelt-Truman ticket, with radio material containing open-ends to allow for promotion of local candidates throughout the state. The ALP describes itself as "labor's non-partisan political party for the election of candidates of any party" on their merits. Campaign themes are "Victory and Jobs for All," "Vote for a Better Tomorrow," and "Vote Now C."

Schedule for the drive in New York City calls for a total of 39 quarter-hour live and transcribed programs, one-half-hour live show and a total of 250-30-60 second transcribed spots on WMCA WBLYN WNY WBNX WABC WJZ WEAF. In upstate New York, the ALP will use a total of 28 quarter-hour programs and 250 spots on WOKO WBTN WSAW WSNY WWNY WBBR WWBN WHEC WAGE WFBL WGY WIBX.

The ALP campaign is being handled by William Agency, New York, and Russell & Roberts, New York. Discs are cut by WOR Recording Division.

Canada Listening Report Reflects Summer Change

A CANADIAN program, Soldier's Wife, with a rating of 13.8 led the Elliot-Haynes daytime national program rating report for August, it was reported last week. Big Sister was in second place with a 12.4 rating, followed by Road of Life, 11.5, Ma Perkins, 11.1, Vie & Sade fifth, with 9.6 and Pepper Young's Family, Lucy Linton (Canadian origination) placed seventh, with Right of Happiness, and Woman of America. Largest number of sets in use was for Big Sister, with a report of 17.4, a slight drop from July.

Among French programs on the August daytime national rating, Jeunesse Doree was first with 22.5 and sets in use 22.1, an increase over July. Vie de Famille was second with 19.5, followed by Quelques Nouvelles, Pierre Guerin and La Rue Principale. Nine other French daytime programs were listed.

Music that goes everywhere comes to Chicago's millions...

via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety... classical, semi-classical, light music and dance music... it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

America's No. 1 Network
A Service of Radio Corporation of America

NBC's key midwest station 670 on your dial—50,000 watts

Page 24 • September 25, 1944
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.

"Sentinels of an Empire." Three of Spokane's Flour Mills line up—explaining why Spokane leads the Northwest as a grain inspection center—21,079 carloads of wheat, or an increase of 22% over the previous year. KHQ, too, is a "sentinel of an Empire"—completely covering this rich area at the cost of just one Medium. It's an investment in Coverage, Popularity and Consumer Confidence.
FCC ALLOCATIONS HEARING SCHEDULE

FOLLOWING is the tentative schedule of appearances for the FCC Allocation Hearings, opening Sept. 28 in Washington. Commission officials pointed out, however, that the schedule is subject to change. In cases where witnesses are not listed, none was supplied by petitioners.

On Thursday, Friday, and Saturday (Sept. 28-30) FCC propagation data will be presented, followed by Dr. W. R. G. Baker, Radio Technical Planning Board chairman, and the following panel chairmen: Howard S. Frazier, Panel 4, Standard Broadcast; C. M. Janksy Jr., Panel 5, Very High Frequency (FM) Broadcast; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcast; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senske, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications; Dr. A. N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Jolliffe, Panel 2, Frequency Allocations.

GROUP I
Oct. 4-7

COASTAL, MARINE RELAY, SHIP, MOBILE PRESS and FIXED PUBLIC SERVICE in ALASKA — Chairman, Mr. Pratt, Appearances: AT&T., Mr. Ryan, Amer. Waterways Opera., Mr. Karén, Eastern Transp., Co., Joseph E. Hooper; Wabash Tel., Co., W. R. Parker, W. N. Wanley (tugboat allocation); Tropical Radio Tel., Co., Charles C. Harris, Robert V. Howley.


CBC SHORTWAVE TESTS
SHORTWAVE stations built by the Canadian Broadcasting Corp. at Sackville, N. B., for the Canadian Government, are to be ready for test operations towards the end of October, Dr. A. Frigon, CBC manager, said in Winnipeg recently. The stations will be operating on regular schedule by Jan. 1.

GROUP II
Oct. 10-13

HIGH-FREQUENCY (FM) — Chairman, C. M. Janksy Jr., Panel 5, Appearances: Messrs. Lodge, Goldmark & Co., Mr. McFarlane; Lee Broadcasting System; Lewis Allen & Co., Mr. McFarlane; M. E. Butler, D. A. Lyle, WMFL, Walter J. Damms; Iowa Broadcasting; W. A. Lloyd; Mr. McFarlane; Stromberg-Carlson Co., H. H. Miller, L. A. Miller; Stromberg-Carlson Co., Mr. McFarlane.


TELEVISION — Chairman, David B. Smith, Panel 6, Appearances: American Broadcasting, Mr. McFarlane, Mont Lab, T. T. Goldsmith Jr.; Bahnam & Kats Corp., Paul Hobbs, CBS, Mr. McFarlane, Mr. McFarlane, Peter C. Goldmark; Don Lee Broadcasting, Messrs. Lodge, Goldmark; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane; General Electric, Mr. McFarlane.
Responsibility!

Why did we pick this illustration?

Well sir, we'll tell you! Number One, we had a hunch it might stop you quicker than an orthodox antennae job; and Number Two, we couldn’t help but sense the tremendous responsibility placed upon a shoulder strap!

Just sort of reminded us of our own responsibility which has sprung from an extreme confidence in our judgment and ability to produce among advertisers and their agencies.

For example, may we quote from a recent letter received from an agency with whom we have had a happy association over the years:

"You are the only station to whom I am sending this proposition at this time. Frankly, we will just about stand or fall on the decision you make as to the radio possibilities of this firm, so I know we can count upon you for an unbiased reaction."

BLUE NETWORK AND FIFTY THOUSAND WATTS! YOU CAN BANK ON US!

123 Primary Area Counties in the Steel and Coal Belt of the Nation.

WWVA
WHEELING, W. VA.

One of America's most highly personalized broadcasting operations.

September 25, 1944 • Page 27
**Hooper Service Expansion Includes Data for Non-Subscriber Programs**

C. E. HOOPER Inc., New York, beginning with the Sept. 15 evening report on Network Hooper Ratings, expands its service on four counts, including the release of data on “sponsor identification” and “program audience composition,” for non-subscriber as well as subscriber programs. Reports will also list the agency placing each commercial network program, and will give the rating for the previous year, in addition to that for current rent and previous reports except where a major change has been noted.

Top ranking programs listed in terms of numbers of listeners per listening set were released in the Sept. 15 report, as follows:

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<th>Program</th>
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The Sammy Kaye program has the largest number of men listeners per listening set; Gabriel Heat- er’s “Leave It” is the most listened to program.

**The Sammy Kaye program** has the largest number of men listeners per listening set; Gabriel Heat- er’s “Leave It” is the most listened to program.

**Program with the highest “spon- sor identification”** is “The Lone Ranger” the most children listeners.

The report shows an average evening audience rating of 6.8, up 1.0 from the last report, down 0.7 from a year ago; average evening sets-in-up 2.6, up 2.9 from last report, up 0.5 from a year ago; and average evening available audience at 72.8, up 0.9 from last report down 1.8 from a year ago.

**Charlie McCarthy** heads the list of “First Fifteen” evening programs, followed by Joan Davis with Jack Haley, in second place, and Radio Top Tre- third. The list continues, Mr. District Attorney, Wal- ter Winchell, Soren Guild Theatre, Lowell Thomas, Take It or Leave It, H. V. Kaltenborn, Frank Morgan, Mr. and Mrs. North, Al Judson, Fanny Brice, and the most children listeners.

**Charlie McCarthy** heads the list of “First Fifteen” evening programs, followed by Joan Davis with Jack Haley, in second place, and Radio Top Tre- third. The list continues, Mr. District Attorney, Wal- ter Winchell, Soren Guild Theatre, Lowell Thomas, Take It or Leave It, H. V. Kaltenborn, Frank Morgan, Mr. and Mrs. North, Al Judson, Fanny Brice, and the most children listeners.

Television Broadcasters Make Conference Plans

**PLANS for the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, were outlined by O. B. Hanson, NBC general chairman of the conference committee, and J. R. Pop- pel, head of North, Aldrich Fami- st, chairman and coordinator, at a commit- tee meeting in New York Sept. 15. Following committees were established and their chairmen ap- pointed:


### SETTING NEW RECORDS

The oil industry is on the move in KWKH-land. Busy are the rough- neck, driller, pumper, gauger in meeting the demand for increased oil production in this tri-state area from which comes one-fifth of the nation's supply of oil. Resulting from this accelerated activity is a high effective buying income, per worker. To influence the buying habits of the thousands engaged in this industry, advertisers are using powerful, 50,000-watt KWKH more than ever before.

**Minwax Adds**

MINWAX Co., New York, has added WOR-New York to its list of stations promoting Freen Floor Wax, sponsoring a thrice-weekly quarter-hour program, effective Sept. 11 for 52 weeks. Participation programs are used thrice and twice weekly on W2J WQXR New York; WTC Hartford, Conn.; KYW Philadelphia. Agency is R. T. O’Connell Co., New York.


**NEW RADIO SERVICES** (Railroads, buses, taxicab)—Chairman, unassigned. Appearances: AT&SF, Mr. Ryan; Amer. Trucking Assn.; Nat. Assn. of Taxicab Owners. Clewell, Byers, Daniel Shevsk, Lawrence W. Johnson, Oliver W. Moore.


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**REPRESENTING THE BROADCASTING INDUSTRY**

Shreveport Times Station

Shreveport, Louisiana

Represented by the Brabham Co.

CBH * 50,000 WATTS

A Shreveport Times Station

Shreveport, Louisiana

Represented by the Brabham Co.

CBH * 50,000 WATTS

A Shreveport Times Station

Shreveport, Louisiana

Represented by the Brabham Co.

CBH * 50,000 WATTS

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Shreveport, Louisiana

Represented by the Brabham Co.

CBH * 50,000 WATTS

A Shreveport Times Station

Shreveport, Louisiana

Represented by the Brabham Co.

CBH * 50,000 WATTS

A Shreveport Times Station

Shreveport, Louisiana

Represented by the Brabham Co.
“Hoosier Hop” is a typical Indiana contribution to radio, as typically Hoosier as James Whitcomb Riley himself. A wholesome, tuneful, fun-packed variety-hour that carries the spirit of real American home-life. Mountain and western music, old ballads, comedy-acts, novelty-numbers, and rural rhythms by thirty of the Midwest’s most popular entertainers.

“Hoosier Hop” originates at WOWO in Fort Wayne, and brings the atmosphere of the Midwest to a nation-wide audience over the Blue Network. Presented now (Saturdays, 10 to 10:55 P.M., C.W.T.) as a sustainer, it is ripe for sponsorship. Unbeatable plus-value: One August, 1944, personal appearance drew an audience of 8,000 in a town of 33,000 population! WOWO or the Blue Sales Department has all the details.

BUFFINGTON'S FAMOUS

“HOOSIER HOP”

on the Blue Network, Coast to Coast

Saturdays, 10:00 to 10:55 P.M., C.W.T.
FULL TEXT of FCC Public Notice No. 77820, outlining the schedule of hearings on allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10-30,000,000 ke under Docket 6681, follows:

Notice is hereby given of the order in which the Commission will receive evidence concerning various services. Because of the difficulty of securing hotel and railroad reservations the Commission is endeavoring to estimate when each of the particular services will be reached. It should be pointed out, however, that it is impossible to forecast accurately in advance data which may be given in the hearing. The commission will end and another begin and all dates used are approximate only. However, every effort will be made to adhere to the schedule as closely as possible.

The hearings will open on Sept. 28 at 10 a.m. at the Interdepartmental Auditorium (Construction Ave. between 11th & 14th Sts.). For the first three days of the hearing, Sept. 29, 30, and 31, general information and data will be presented. The

Order of Allocations Hearings

<table>
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<th>Topic No.</th>
<th>Services</th>
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<td>8</td>
<td>Fixed Public Service (other than Alaska)</td>
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<td>9</td>
<td>Coastal, Marine Relay, Ship, Mobile, Press, and Fixed Public Service in Alaska</td>
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<td>Standard Broadcast</td>
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<td>13</td>
<td>High Frequency (FM) Broadcast</td>
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<td>(Geophysical, Relay Press)</td>
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<td>21</td>
<td>New Radio Services</td>
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</tbody>
</table>

Upon the completion of all this testimony, the Commission will again receive evidence from the chairmen of Panels I and 2 of the RTPB concerning the recommendations they have made for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations concerning overall allocation. It is estimated that this phase of the hearing will come Nov. 1. Many questions have been raised concerning the Sept. 20 date specified in the Commission's order for the filing of exhibits. These letters indicate in many instances it is impossible to comply with the Sept. 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by Sept. 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing.

Cantor Back

BRISTOL-MYERS Co., New York, on Sept. 27 resumes Eddie Cantor in Time to Smile on NBC Wednesdays, 9-9:30 p.m., after a summer rerest, with new regular talent including Leonard Sues as trumpet player and orchestra leader and Emily Kip, comedienne. Nora Martin, singer, Harry von Zell, and Bert Gordon continue. Program replaces Alan Young Show, summer replacement which moves Oct. 3 to Tuesday, 8:30-9 p.m. on the Blue. The comedian writes his own shows, assisted by Jay Sommers, and Will Glickman, Agency is Young & Rubicam, New York.

Signed for Shorts

MORRIS GREEN, stage producer, has been signed to make a series of television [illegible] for Teldec and Motion Pictures Co., New York, it was announced last week by Jack Goldner, President of the company. Subjects for the shorts are to be selected from among Mr. Green's list of Broadway attractions.

Botany Dealer Discs

BOTANY WORSTED Mills, Pasaca, N. J., is distributing to local dealers transcribed spot announcements promoting "Botany 500 Suits—Tailored by Daroff." Some 230 include the work of Hal Beals, Philadelphia, and The Hub, Chicago, have indicated their intention of placing the disc on local stations, according to Alfred J. Silberstein-Bert Goldsmith Inc., New York, agency in charge. Discs were cut by World Broadcasting System. Series comprises 25-30 second and 10 one-minute discs. The company itself, which has its own radio for several years, continues advertising on WQXR New York.

Amertyart-Hart Merger

AMERTYPE RECORDOGRAPH Corp., New York, a subsidiary of F. W. Hart & Co., has merged with Frederick Hart & Co., Poughkeepsie, also a subsidiary of F WP. New president is known as Frederick Hart & Co., Recordograph Division, headquartered at 333 W. 52d St., New York, 19, N. Y.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

"For you a rose in Portland grows..." Each June Portland pays homage to its famous flower with the nationally known Rose Festival, a celebration precious to the heart of every Oregonian. KGW is very proud of its part through the years in this beloved Portland tradition. In the coronation ceremony KGW proves its skill again in making fine entertainment out of public service.

READE M. IRELAND...PRESIDENT OF THE 1944 PORTLAND ROSE FESTIVAL

SAYS..."KGW is a real part of the Rose Festival tradition—which is itself now an inseparable part of Portland. From the selection of the candidates for Queen at the city high schools, through the coronation ceremony itself—KGW cooperates all the way. This year, for instance, the coronation was staged through the cooperation of the whole KGW staff—script writers, announcers, orchestra. KGW always knows the entertainment value of public service—plus...

KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co. Represented nationally by Edward Petry & Co., Inc.

September 25, 1944 • Page 31
Guestitorial

RADIO CAN SELL RADIO
By ARDEN X. PANGBORN
Managing Director, KGW-KEX Portland, Ore.

RADIO CAN SELL RADIO
By ARDEN X. PANGBORN
Managing Director, KGW-KEX Portland, Ore.

Faith in Radio
Our answer at KGW has been that we have sold for other sponsors millions of dollars worth of soap, cigarettes, breakfast food and countless other products. These sponsors buy radio for only one reason. Radio produces results. We believe radio will produce results for radio just as it will produce results for other types of sponsors.

As a matter of fact we believe in advertising. Our campaign was designed to supplement, but in no way to replace, our current campaign in BROADCASTING and other trade publications. We feel trade paper advertising is an essential foundation for any well-rounded station advertising program. And we feel that radio also can be used effectively in any well-rounded station advertising program.

A good deal of thought and planning went into preparation of the New York campaign, which consists of a series of nightly minute announcements over the Times station, WQXR, and its FM affiliate, WQXQ. It was decided that each announcement should present in capsule form one outstanding or unusual fact regarding the Pacific Northwest area served by KGW, so the copy would be of some interest to the general listener, as well as to the specific audience it sought.

If this test series proves as successful as anticipated, we plan expansion to other stations and other markets.

So strongly do we feel on this subject of radio advertising that we are using radio in our own community in a way we believe to be somewhat different from the normal station approach. Faced with sold-out schedules and the usual requests from accounts for program promotion, we have purchased time on two independent Portland stations, KXL and KGW, to promote KGW programs. Currently we use three announcements daily on one of these stations and four announcements daily on the other, both on 20-week contracts.

We found the management of these stations, when approached with the idea, not only willing to sell us time to promote our programs but most helpful in assisting us to select good spots. They agree that radio can sell radio, and that while, at first glance, KGW program copy might seem to be competitive to themselves, anything that increases audience will in the long run be good for all stations.

So, if we must finally get to the point of this "guestitorial", it is simply to put forth the idea that perhaps radio can better serve radio than it has in the past. It is to urge a general re-examination of our own medium toward the end that it may be used more effectively in its own behalf.

CINEMA TELEVISION DESIRES FACILITIES
TELEVISION COMMITTEE of the Society of Motion Picture Engineers last Monday adopted a resolution recommending the immediate postwar assignment of 1500 mc to national theatre television service, comprising 30 contiguous channels, each 20 mc wide, or a band of 600 mc in the radio spectrum between 1,000 mc and 3,000 mc, and 30 more contiguous 20-mc bands, or a 600-bc band between 3,000 mc and 6,000 mc.

SMPE resolution also asks that another frequency band of 10,000 mc to 20,000 mc, in groups of 20 mc channels, be allocated in the radio spectrum above 6,000 mc for future expanded and improved theatre television. Resolution was presented to the television panel (No. 6) of the Radio Technical Planning Board last Tuesday in New York by P. J. Larsen, SMPE representative on the panel.

The initial requirements, the resolution says, are based on providing for 15 agencies in an area. Comparison with 35-mm film presentations demand higher resolution pictures, on the order of 1200 lines monochrome, requiring channels 40 mc wide, or color pictures with 750-line definition, requiring 60-mc channels, the resolution states. An area such as New York City should also provide for two channels for remote pick-ups and two channels for inter-city relays, according to SMPE.

WJJD Chicago has added the United Press wire. Station now has facilities of both UP and AP.
KSD is the NBC basic station for St. Louis. It is more than 225 miles to the nearest other NBC basic outlet.

KSD is the only station in St. Louis with complete Associated Press news service—the AP news wires plus the PA radio wire.

KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standard of programming and advertising acceptance.
BEGINNING Oct. 12, NBC University of the Air will present a 26-week "radio course" Music in American Cities as the third in a series broadcast on Music of the New World. Thursday 11:30-12 midnight. Subject will be approached from three angles—chief historical musical contributions of cities in the Western Hemisphere; compositions about cities; and music written by composers identified with certain cities. Two programs on music of Canadian cities will be prepared and broadcast from Canada by the Canadian Broadcasting Corp. The "University" will publish a handbook containing an explanatory chapter on each program, together with a bibliography and record list, for the use of teachers, students and others following the program. Cost for the volume will be 25 cents.

Purely PROGRAMS

Social Column
SOCIAL activities of local interest and the forthcoming social calendar are now presented weekly by Judy Atkinson of WTAG Worcester. Titled Judy Goes to Town, the social news column of the air will also present latest home furnishing and fashion hints.

Navy Yard Series
COMBINING talents of the Navy, Coast Guard and Marines, the Philadelphia Navy Yard is presenting its first radio series on WCAU Philadelphia featuring vocalists, musicians and a weekly salute.

Orientation
ORIENTATION course for youngsters about to enter the first grade in Piedmont public schools was presented by Jane Dalton of WSPA Spartanburg, S. C., on one of her regular programs. "Wise and experienced second-graders, who had been through the rigors of the first year" also participated in the program to render counsel and consolation to those of their kind about to take the fateful step. Commercials were tied-in with the pre-school induction course, featuring school merchandise offered by Jane Dalton's sponsor, Aug. W. Smith Co., Spartanburg.

Blanket BUFFALO with WEBR

and you cover the Western New York Market

AT LOWEST COST!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO --- well within WEBR's primary service area.

Nationally Represented by
WEED & COMPANY

WEBR MUTUAL NETWORK

BROADCASTING • Broadcast Advertising
PRIZE PACKAGE of the waterfowl family, the Duck is EXCLUSIVE because of its great food-and-feather value ... and because of its adaptability. Flat-billed and happy in lake or puddle, best-known are Mallard and Canvas Back. Latter called “king of waterfowl” because of fine flavor due to feeding on wild celery or eel-grass. Most domesticated ducks are derived from Mallard species.

PRIZE BUY of FM Coverage, K-O-Z-Y is EXCLUSIVE because of its proven value as First FM Voice in the Kansas City Market Area ... because its active acceptance today and throughout the duration already fulfills its Promise of Tomorrow. Step Ahead of the Postwar Swing to FM ... Capture this KOZY COVERAGE now! Rate Card 3 Tells All!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
CBS Claims IRAC Proposals On Video Sustain Net Stand

VINDICATION of the CBS position supporting high-definition, color television as a postwar service, rather than an immediate start of visual radio under prewar standards, is claimed by the network in a brochure hailing the allocation recommendations of the Independent Radio Advisory Committee [Broadcasting, Aug. 14, 21].

Releasing its second "progress report" since issuance of its provocative proposal five months ago for "new and higher postwar television standards", CBS cited the IRAC report as "a 10-league stride...toward better postwar television". The report was considered at the State Dept. treaty preparatory sessions in Washington Aug. 11-12.

Manufacturers Opposed
The IRAC allocation recommendations hewed closely to those espoused by CBS in precipitating the television controversy last April. Paul W. Kesten, CBS executive vice-president and its directing head in the absence of President William S. Paley on war duty with the OWI in the European theatre, has spearheaded the CBS effort. Manufacturing companies and others who have engaged actively in television experimentation have opposed the CBS position.

"We urged last April that amazing wartime progress in the field of electronics be applied to postwar television, that prewar standards be revised as soon as the release of wartime secrets made this possible, that television manufacturers concentrate on the goal as soon as men and materials were available", said CBS.

Alluding to the IRAC television proposals as published in the Aug. 14 Broadcasting, CBS said they bear the "enormous weight of informed and official authority" and open the door wide for the "brilliant 'high-definition' television pictures which CBS has urged". It cited four points:
1. CBS proposed 10 to 16 mc instead of 6 mc channels to permit pictures with twice as much detail, in black-and-white and in full color. IRAC, it pointed out, "proposes channels 16 mc wide or perhaps as wide as 20 mc."
2. CBS proposed that television move "upstairs" in the spectrum above 200 mc as against below 100 mc now. IRAC, it declared, proposes that these new video channels be assigned between 450 and 1000 mc.
3. CBS proposed 30 or more such channels to encourage freer competition and national service. "IRAC proposes 31 such channels", said CBS.
4. CBS proposed that present television service be retained on the lower, narrow channels until service is established on the wider, higher channels. The IRAC proposal, said CBS, "permits precisely this flexible and logical procedure".

CFPA Takes Air
CFPA Port Arthur, Ont., 250 w station, went on the air early in September and was welcomed to the CBC Dominion network with a special program.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the Mutual Broadcasting System

LET'S LOOK AT THE RECORD:

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furthership of war production.

It was... and is... Lewis who speaks for the people... works for the people... champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available... call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.
BOTH HALVES NEED TELLING

for Pacific Coast Selling!

Two halves make up the Pacific Coast...and only Don Lee gives complete radio coverage of both halves.

Surprising as it seems, half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located. Not so surprising is the fact that Don Lee is the only network completely covering this outside half. Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. Don Lee, with 38 local stations, broadcasts from within these mountain-blockaded markets. The largest coincidental survey ever made on the Pacific Coast (G. E. HOOPER, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Hooper reports of the "inside half" are loaded with Don Lee success stories. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. Don Lee's Jack Benny "repeat" release got a higher Hooper than Network B's original broadcast. And Don Lee commentator Gabriel Heatter tops all competing network commentators on his six times weekly broadcasts, according to the August 15 Hooper Report.

For radio results, you can't ignore half the Pacific Coast. Buy Don Lee and be sure of both halves!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
BY THE BILLIONS
METAL--GLASS--PLASTIC

Literally BILLIONS of containers and closures are turned out in Baltimore every year—for, located in Baltimore are the leaders of the industry: Crown Cork and Seal Co., Continental Can, Tin Decorating Co., Owens-Illinois, Swindell Brothers, Maryland Glass Corp., Carr-Lowrey, Buck Glass Co., Standard Cap and Molding—and others.

These products of metal, glass and plastic carry American-made goods to markets all over the world.
This great and growing industry could well support an entire community. But, in Baltimore, it is only one of more than 100 different industrial classifications. And it is this amazing diversification that keeps industrial Baltimore on an even keel and insures a sound and healthy expansion. Baltimore is the fastest growing big city in the East. For more than 25 years its rate of growth has outstripped all other Atlantic Seaboard industrial centers.

To influence this great and growing market, turn to Baltimore's Number One advertising medium—WBAL!

BASIC NBC NETWORK

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Editorial

Allocation of '44

THIS WEEK hearings before the FCC get under way on postwar allocations for all kinds of radio service. The whole usable spectrum—and portions that haven't been harnessed—will be covered. Never before have proceedings of this scope been scheduled.

The hearings will largely be technical. There will be presentations on behalf of 17 different types of radio services—each seeking allotments in the bands ranging from 10 to 30,000,000 kc. As has always been the case, the demand will far exceed the supply of available and usable wavelengths. The Government, for military broadcasters purposes, already has made its bid for a substantial portion of the usable bands. The FCC proceedings have only to do with non-governmental allocations.

While the essence is technical, the economic and social factors inevitably are drawn in. Classes of service must build their cases upon economic need and public interest. The whole future of communications—broadcast, television, FM and facsimile—are interwoven in the basic substance of adequate allocations in areas of the spectrum best suited for their development.

Before set manufacturers can tool up for the FM and television set manufacture they must know the precise allocations, so circuits can be designed. Thus, a race against time is inherent in the proceedings. If V-E Day comes by mid-October as predicted (and we all fervently hope) chances are manufacturers will not await the decision on allocations but will turn out sets with pre-Pearl Harbor circuits.

Veteran broadcasters will recall the efforts in the latter '20s to get the long waves below 550 kc for broadcasting. It is recognized that these lower frequencies are best suited for broadcast transmission because of strong ground wave propagation.

At the International Conference of 1927, the long waves were denied broadcast service on this continent but were used in Europe. One of the topics at the hearings opening this week will be enlargement of the standard (AM) band to include the 640, 530 and possibly the 520 channels. If this happens, expect a mad scramble, FM notwithstanding, for broadcasters know the coverage potential of these frequencies.

Without belaboring the competitive merits of requests for facilities, it is obvious that the greatest bid will be for the lower end of the high-frequency band. The Government services already have pitched their tent in this area. Moreover, there is the difficulty of attempting to get adequate allocation without important information known only to the military, developed through war incentive.

Gleaned from the appearances filed, there is evident an organized movement by educators to get in on the ground floor of postwar FM. Allotted frequencies under the original FM allocations for such non-profit stations are pronounced insufficient, and the educators seek a larger chunk of the FM band for regional and statewide networks.

There is another race against time, too.

The State Dept. has set a Dec. 1 deadline on preparation of proposals for the next International Telecommunications Conference (date to be set after V-E Day). The direct testimony before the FCC will run about a month, it is estimated. Then there will be cross-examination. That may run the hearings into mid-November.

There will be stiff competition for the most desirable portions of the new high-frequency bands. We trust there will be no bickering or quibbling and that the engineers and operating executives will rely upon technical facts in seeking equitable allocations. But there should be no yielding to services or groups whose requirements can be met by wire lines because, next to safety of life factors, broadcast or mass communications constitute the broadest and most effective use of radio.

James C. Petrillo is slated to appear before an NLRB panel in New York Thursday afternoon on the platter-turner grab. Jimmy once told a Senate Committee he wasn’t really serious in asking that platter-turners belong to his AFM, but that Chicago stations surprised him and accepted his original request several years ago. Jimmy’s new story, explaining his deal with IBEW to unionize all record-turners, should prove interesting.

On News Judgment

WITH a German armistice expected momentarily, broadcasters must use extreme care in reporting any unconfirmed reports. In these days what few neutral countries remain are hotbeds of rumor. Not infrequently the so-called unconfirmed reports are planted by the enemy for a definite purpose. And not a few of them are published.

An experienced American newsman seldom jumps to gun flimsy reports of doubtful origin. The announcer—good as he is at the microphone, but with no news experience—might take such reports as legitimate. In fact, some good programs have been interrupted by stations whose announcers felt they had something hot. Frequent interruptions of regular programs can do serious damage to a station’s confidence in its strength and importance.

When the armistice comes we’ll get it through our own reliable channels—the major networks, news wire services and independent correspondents. Let’s not dignify those unconfirmed reports originating in some neutral country and published in some other by interrupting programs with them.

Byron Price, Director of Censorship, Elmer Davis, Director, Office of War Information, the Army and Navy in the last few weeks have cautioned broadcasters and publishers alike to be wary of “false rumors of German surrender or of negotiations looking toward surrender”. A Joint statement by the OWI, War Dept. and Navy Dept. cautions: “If there should be a general surrender, headquarters of the Allied Expeditionary Forces will be the first to know it. Accordingly no rumors of surrender should be accepted unless confirmed by Gen. Eisenhower, who has done too good a job in war reporting to acquire demerits now by broadcasting unconfirmed reports. Let’s keep radio’s record clean.

K

CAPT. FRANZ OTTO WILLENBUCHER

KEEPING abreast of radio law as an avocation while a Naval communications officer has been the priceless preparation for Capt. Franz Willenburcher’s present assignment as Special Assistant to the Director of Naval Communications. The scope of that office cannot be told until the war’s end, but it is now described as one of the largest single communications organizations in the world today. Denoting the significance of his work was his promotion last week to captain.

Handling the legal aspects of that organization, under Capt. Willenburcher, is a staff of top-flight experts in the field of radio law and policy. Among them are: M. M. Patrick, former general counsel of the Federal Radio Commission, and a partner in the office of Hogan & Hartson; Lt. Comdr. Paul M. Segal, of Segal, Smith & Hennessy, and former assistant general counsel of the FRC, who was executive officer for Capt. Willenburcher before his assignment in the Pacific Theatre; Lt. Joseph F. Zias, on leave from the law firm of Loucks & Scharfard; Lt. Ed. Cooper, former expert of the Senate Interstate Commerce Committee, now on inactive duty to assist the Senate with the postwar merger of international communications.

Together with the staff, the newly-promoted Capt. Willenburcher advises the Director on policy determination of Naval communications, legal aspects of the service, and legislative matters of interest to the Navy from a communications standpoint. He forms a liaison with other Government departments in the same field, and advises on treaties and on the administration of the tremendous organization.

Capt. Willenburcher’s past experience peculiarly fits him for the assignment. After graduation from the Naval Academy in 1918, he served overseas in World War I on the transport USS Mongolia and on mine sweepers as communications officer until the Armistice.

After the Armistice he went to Vienna with Prof. Archibald Cary Coolidge, appointed by Wilson to head the Austrian Field Party of the American Commission to negotiate peace. Capt. Willenburcher handled the communications aspects of the reports of this committee, concerned with the Central European Powers, excluding Germany.

At the American consulate in Vienna, he operated a small radio receiving station which provided communications for the peace agency. Messages were received there from Paris headquarters and radio and many European political messages were intercepted that were of great

(Continued on page 48)
Radio appeals to the ear. The station that most appeals to the ear will appeal to most of the listeners. That is simple logic. Ear appeal is why WMFM sets the pace in Wisconsin. Ear appeal is the reason for WMFM's intense listener loyalty. WMFM is Wisconsin's FM station. Crystal-clear and static-free, it offers the listener a quality of reception that is new, superior, exciting.

Add to these technical advantages the other qualities possessed by WMFM. WMFM backs up FM with a schedule that combines better programs with outstanding personalities. WMFM delivers distinctive, quality programs, keyed to the wants and needs of the community.

So it is little wonder that Wisconsin has found a favorite in WMFM.

And it is little wonder that national and local advertisers have found WMFM is Wisconsin's prestige building, sales promoting station.

Get the full story. Find the many advantages in including WMFM in your fall schedule.
Our Respects to
(Continued from page 40)
help to the American commission.
That mission completed, the young officer accompanied Admiral Knapp's flagship on a diplomatic tour of the European waters, from Constantinople to the Baltic.
From 1919 to 1924, he served as communications officer aboard the Chattanooga and the Arkansas, being assigned in June of 1924 to the Third Naval District in New York City as assistant to the legal officer and in the War Planning Office.
Having been interested in law from his youth, Capt. Willenbacher had been studying the law in any spare time he could manage from his naval duties. When he could, he attended night school, and in 1930 he received his LLB from New York Law School. In 1937 when he was graduated from Georgetown U. Law School in Washington as Juris Doctor, he was given the Faculty Award for his thesis in the field of price regulation.
By 1941 he had completed all seminars leading to an SJD Degree from Georgetown U. Law School.

Sea Duty
Meanwhile, he had had several turns of sea duty, was officer in charge of the Navy Motion Picture Exchange, selecting movies for the Navy as a morale service and was, for a year, engineer officer of the U. S. Naval Station, Guantanamo Bay, Cuba.
In 1935 he was called to the office of Adm. Hooper, the then Director of Naval Communications, "I know you are wondering why I chose you," the admiral told him. "I wanted you for your knowledge and your advice in dealing with the legal problems of Naval Communications."
He was then assigned as Commercial Traffic Superintendent, and his job was almost a rehearsal on a smaller scale for the work he is doing now.
After two years in that position he was assigned duty at sea as executive officer and in command of the Heavy Miné Layer, USS Opila. And at his own request he was retired from active duty on Dec. 31, 1935.
Usually a retirement is the end of a story, but with Capt. Willenbacher it could be called a beginning. For a year he was in the legal publishing business. Then in November 1939 he was recalled to active duty. Again it was in the Office of Director of Naval Communications, the director now being Rear Adm. Joseph R. Redman. He served as legal officer and also was in the Plans Division, the section that furnishes legal opinions in national and international communications.
Under the recent reorganization. Capt. Willenbacher has been promoted to special assistant to the director and is his chief. And it comprises the "all-time" radio law firm, all working now on an inter-national scope beyond anything ever possible before.

Iowa Broadcasting Co.
Names Hoffman, Inman, Philip R. Hoffman, manager of KRNT Des Moines, has been elected vice-president of Iowa Broadcasting Co., and Don E. Inman was named vice-president and treasurer of WNAX Yankton, S. D. according to an announcement of the IBC board of directors last week. Mr. Inman was formerly with WMT Waterloo, Ia., and succeeded Mr. Hoffman as WNAX manager when Mr. Hoffman joined KRNT.
In his new post Mr. Hoffman succeeds Craig Lawrence, now general manager of WHOH New York. Mr. Lawrence remains a vice-president and director of Iowa Broadcasting Co., and the South Dakota Broadcasting Co., and a vice-president of WNAX.

KRLD Plans Opening
Of Fort Worth Studios
OPENING of Fort Worth studios for KRLD Dallas-Fort Worth CBS outlet, about Oct. 1, was announced last week by J. W. Runyon, president of KRLD Corp., and vice-president of the Dallas Times-Herald.
Hal Noble, former City Councilman of Dallas and a former official of the Texas Co., has been named manager of Fort Worth studios at 801 Fifth St. Clyde Rembert, KRLD general manager, will also supervise Fort Worth operations.

Not just this year—but every year, continuously
with NATIONAL SPOT and LOCAL TIME BUYERS

1101 E. Inman, Des Moines, Ia.

CHRISTOPHER CROSS, assistant director of Mutui, has been appointed public relations manager of the BBC effective Oct. 1, succeeding Stanley S. S. Cross, who resigned to set up his own office.
HEWEY H. LONG, manager of WRJL New Haven, is resigning from that post effective Nov. 15. Mr. Long is a former manager of WSAI Cincinnati, commercial manager of WBT Charlotte, national sales manager of WAPI Birmingham and Southeastern representative of CBS Radio Sales. He went to WEIL last year from WRJL where he was assistant manager of the WLW Chicago sales office.
FRANK M. FOSBOM, vice-president of WRJL New Haven, has resigned to become chairman of the RCA, has been elected a director of Eversharp Inc.
FRANK M. MCGUINN formerly with KJRS San Francisco, has joined the KGO-Blue San Francisco sales staff.
COL. R. ERNEST DUPUY, chief of SHAPE public relations and former head of news division, War Dept. BPR, last week was awarded the Order of Merit by Gen. Eisenhower for his handling of Normandy invasion news.

"WFDF Flint says post-war planning is OK now."

Page 42 • September 25, 1944

BROADCASTING • Broadcast Advertising
YOU CAN SEE THE SUN RISE IN THE PACIFIC AND SET IN THE ATLANTIC—

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

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

Here are the Wednesday evening figures, 7 to 10 p.m.

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>51.9%</td>
</tr>
<tr>
<td>STATION B</td>
<td>29.9%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>18.1%</td>
</tr>
<tr>
<td>MISC.</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

In some localities radio “fading” is a natural phenomenon as predictable as the sun-rise. Western Michigan is one of those areas. Most people who live here just don’t even try to listen regularly to “outside” stations. They listen to WKZO.

If you’ve been sold on the idea that you get Western Michigan as a “bonus” from Chicago or Detroit, we ask that you take the following anti-baloney steps: (1) Analyze this area’s present or potential value to you; (2) check your local wholesaler or distributor as to the truth of the statements above; (3) let us (or Free & Peters) show you recent Hooper Surveys as to which stations are most popular in Western Michigan. . . . You’ll soon be inquiring about availabilities on WKZO.

*This feat is actually possible in the Republic of Panama. Get out your map and check it!

WKZO

5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
BROADCASTING • Broadcast Advertising
LARRY MEIER, Mutual correspondent who was taken ill while en route by plane to the West Coast, will not proceed to the South Pacific area as originally planned because of his condition. Illness was brought on by injuries received at Dieppe, while covering the European theatre for Mutual.

DOROTHY DRISCOLL, effective Sept. 15 became manager of station traffic of Mutual. She has been assistant to the former manager, Paula Nichols, resigned.

TOM SLATER, director of special features and sports for Mutual, has received an award of merit from the armed service forces for his services in conducting This Is Fort Dix, a 15-minute program originating from Fort Dix, N. J., now off the air.

AL RUIFEL, continuity chief of WSPD Toledo, is the father of a girl.

WAYNE C. HUEBNER, formerly with WTAM Cleveland, has been named program director of WCAH Pontiac, Mich. Other new members of WCAH are William J. Lofbalk, chief announcer, and Glyn Ellis, announcer.

ROBERT ST. JOHN, NBC commentator heard on World News Roundup, is leaving for England. He will continue to be heard in his Monday through Friday 10:15 a.m. spot for Miles Labs, and will also broadcast on the London pickup of News of the World. He may also broadcast from Paris and plans to return to the United States in time for the publication Nov. 3 of his forthcoming book It's Always Tomorrow, by Doubleday Doran Co., New York.

PAUL MANNING, recently returned from Europe where he has been broadcasting for WOR New York, is credited with a big boost to Mutual, left last week on a lecture tour. His Sunday broadcasts on WOR, sponsored by Sperry Corp., New York, will be picked up through special lines while he is on tour.

TED LAWRENCE, former WINS New York announcer, has joined WBYN Brooklyn.

EDWARD SCHROEN, member of the WGN Chicago publicity department, is convalescing at home following an operation at the Swedish Covenant Hospital.

HENRY SCHACT, former editor of the WRC Washington, is the father of a girl.

JACK RANG, former night announcer's clerk of NBC Chicago, has joined WOAI San Antonio.

DAVE LITZ, former traffic clerk of NBC Chicago, has joined the announcing staff of WMAI Cleveland.

PAUL H. RHYMER, III, Maryland's Columbia Outlet, 1927.

October 28th at 8 P.M.

Station WABD Channel 4
New York
Timing, coordination, follow-through.

all these are exemplified in the tennis stroke. All these are the result of habit, of doing the same thing time and again.

Another result of habit is the vast number of listeners which WTIC commands in the Southern New England market. During more than 19 years, the people of this area have come to depend upon WTIC for their radio entertainment. They know what they want . . . and WTIC sees that they get it.

This long established habit is of great importance to national advertisers for it means the existence of a waiting and attentive audience for your sales message.

Acquaint these people with the merits of your product . . . convince them of its value . . . and they will buy it. And buy it they can, for the 3,500,000 residents of WTIC’s primary area possess a spendable income more than 60% in excess of the national average.

Get into the habit of getting results in Southern New England. Put WTIC’s 50,000 WATTS to work for your product.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Frank Davis Missing

Sgt. Frank Davis, formerly of the accounting department of Westinghouse Radio Stations Inc., Philadelphia, is reported missing on an air mission in the Italian war theatre. He had been radio man and gunner in the Army Air Corps with two years of service and had taken part in at least 29 air missions.

Ralph A. Rose, of the Philadelphia AP bureau, has joined WCAU Philadelphia as assistant to Bud Reinhard, news editor.

Eleanor Ulmer, sales promotion manager of KYW Philadelphia, has resigned to join Tide magazine in New York.

Alan A. Hahn, former announcer of WNEV New York and news photographer of CBS, has joined the production staff of KYW Philadelphia.

Alun B. Williams, former night program supervisor of WMCA New York, has been added to the announcing staff of KYW Philadelphia.

Mary Jean Swart, former publicist of the Philadelphia Travelers Aid Society, has joined the program department of WFIL Philadelphia.

Joe Grady, former announcer of WIP Philadelphia, has joined WPTZ Philadelphia television station in Philadelphia.

George W. Slade, publicity manager at WBZ-WBIZ Boston, has been loaned to the local branch of the National War Fund to serve as radio consultant for the Greater Boston United War Fund campaign which opens Oct. 31.

Bob Young, announcer at WWHO-WL, Ft. Wayne, Ind., suffered a broken ankle last week.

Lt. Comdr. Richard A. Velz, former production manager of WMBE Richmond, reported last week for temporary duty in the Radio Section, Public Relations Office, Navy Dept.

Lt. Donald G. Weiss, assistant to Maj. A. A. Schechter, radio officer for Army Public Relations Bureau, Southwest Pacific Command, has been promoted to Captain.

Jack McCormack, announcer at WNAC New York, has been promoted to program-production manager replacing Bill Terry, resigned.

Dr. Shoshunday Smith, music authority, has joined Television Workshop as consultant.

Bill Alsbaugh, formerly of WABR Winston-Salem, is now announcing at WPTF Raleigh, N.C.

Jerry Murray, formerly on the sales promotion staff of the Blue Network, has joined XEPO and WRGB New York, as assistant to Lester Gottlieb, manager of radio publicity. Miss Murray will handle promotion and coordination of network programs. Prior to joining the Blue, she was associated with WOR New York and Printers Ink.

Tom Reddy, free-lance announcer and melee, who has been handling Pitch Bandwagon on NBC, has joined the announcing staff of the Blue Network.

Ed Whitney, who has been in broadcasting for the past 15 years, has resigned as producer of the Blue Network, to retire. He has been handling the Town Meeting of the Air program.

Martin Magnes has resigned from NBC where he directed Arthur Hopkins Presents to become an editor for the American Education Press, Columbus. He will continue as play-by-play announcer for Ohio State football games over WOSU and six Ohio stations and will serve as moderator of the Junior Town Meeting League.

Russ Ryan, formerly of WHK Cleveland, has joined WCAF Chicago as newscaster.

RCA Communications Inc., on Sept. 16 reestablished direct radio telegraph communication between New York and Paris, suspended since June, 1940. Circuit will carry only Government and personal messages for the present. No commercial traffic will be accepted.
Moccasin Bend
from Lookout Mountain

West of Chattanooga, the Tennessee River winds its way between Lookout and Elder Mountains, its course carving out one of the most interesting phenomena of nature. For as the river winds and turns, the land within the turn forms a perfect moccasin from toe to heel.

This moccasin-shaped land is at the present time being considered as a site for Moccasin Bend Park, providing an additional land mark to the many which now make scenic Chattanooga one of the truly beautiful spots in all America.

In addition to its many dazzlingly beautiful natural splendors, Chattanooga is also located in the heart of the TVA power empire, an industrial center of present and growing significance.

The Chattanooga Market From A Time Buyer's View-Point

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.
HARRY A. BATTEN, president of N. W. Ayer & Son, Philadelphia, has been named a vice-chairman of the United Chest Campaign in Philadelphia, which gets under way Oct. 16.

DAVID W. DOLE, associate radio director of Henri, Hurst & McGhee, Chicago, is studying television activities at GE, Schenectady, and contacting television directors in New York agencies as basis for a series of reports he will write for agency clients.

LESTER GOTTLIB, radio publicity director of Young & Rubicam, New York, is the father of a girl.

WALTER GORMAN, released from the Army Transport Service, has rejoined Young & Rubicam, New York, as staff producer.

BARRETT BRADY, formerly in the copy department of Maxon Inc., New York, has joined Warwick & Legler Inc., as copy chief.

JAMES E. HANNA, former radio copy chief of N. W. Ayer & Son, Philadelphia, previously in the agency's Detroit office, has been transferred to New York to serve as radio account supervisor, a new post. Philip A. Young, a member of the Ayer writing staff in New York, has succeeded Mr. Hanna as radio copy chief in Philadelphia.

W. THEODORE OKIE, with J. M. Mathies Inc., New York, since its formation in 1933, has been elected a vice-president.

TOM WALLACE, head of Tom Wallace Radio Productions, Chicago, specializing in package shows, has opened a New York office at 366 Madison Ave.

NELL JANE HOPKINS, formerly with The Katz Agency, Kansas City, has joined John E. Pearson Co., station representatives, as office manager in Kansas City, Kansas Terrace, formerly with the American Red Cross, has joined the Pearson Chicago office. New Kansas City, Mo. offices of the John E. Pearson Co. will be located in the Dierks Bldg., effective Oct. 2 (Broadcasting, Sept. 18).


KENNETH LAITIN, formerly on the copy staff of Young & Rubicam, New York, has been appointed copy chief of J. D. Tucher & Co., New York.

TOWNLEY & ASSOCIATES, new talent firm, has been established at 1175 Bay St., Toronto.


PAUL O. RIDINGS, former director of public relations and advertising at Illinois Institute of Tech., has been appointed director of public relations of McCormick-Brickson, Chicago.

CONNER Co., advertising, has moved its offices from 116 New Montgomery St., San Francisco, to the Flatiron Bldg., 544 Market St., San Francisco.

GERTH-PACIFIC, has moved Los Angeles offices to 412 West Sixth St., and added Ruth Gustavson as copy writer.

WALTER GAYNOR has joined Barnes Chase Co., Los Angeles, as account executive.

JOSEPH SILL, on leave of absence as radio producer-copy-chief of Davis & Beaver Adv., Los Angeles, and now in the Army stationed at Camp Hood, has been promoted to lieutenant-colonel.

TIME OUT for refreshments, was taken by this sponsor-agency-network-talent quintet before huddling on future program plans for NBC Rudy Vallee Show. Procter & Gamble Co. (Drene), sponsors-half hour variety program which started on Sept. 9. Hungry but happy are (l to r): Mann Holmier, producer for H. W. Koster & Sons Adv., agency servicing account; Sidney N. Stroetz, NBC western division vice-president; Rudy Vallee, program star; William Ramsey, radio director of Procter & Gamble Co., and Murray Solen, agency's Hollywood representative.

Franco Promoted

CARLOS A. FRANCO, manager of station relations of the department of Young & Rubicam, New York, for eight years, has been named associate director of radio.


JOHN A. E. MCCLAVE, for 14 years with N. W. Ayer & Son, Philadelphia, has joined Lewis & Gilman, Philadelphia advertising agency, in an executive capacity.

LENNEN & MITCHELL will re-establish Hollywood radio production offices with Travis Wells in charge as manager.

D. H. STEELE, recently returned from Spain where he had been on assignment for the State Dept., has joined Charles Daniel Frey Adv., Chicago, as copy writer.

GENE DUCKWALL and Ray Swanfeld of Footh, Cone & Beling Hollywood radio department, have been transferred to the San Francisco offices.

ROBERT R. MCKEE has rejoined the Philadelphia office of Doremus & Co.

LAWRENCE I. EVERLING Adv., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

BYRON KEATING Co., Cincinnati, advertising agency, has been opened by Byron Keating, formerly with Lord & Thomas, and author of Industrial Advertising. Agency will specialize in industrial accounts and will also handle newspaper and radio advertising for three regional food manufacturers.

FRAUD PROMOTED
CARLOS A. FRANCO, manager of station relations of the department of Young & Rubicam, New York, for eight years, has been named associate director of radio.


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MOS POPULAR GUY
IN LOCAL SKYWAYS

WHQ is the Non-Stop Winner in MEMPHIS

No other station here has given its listeners so much news, music and entertainment. According to our advertisers no other station gives them so many buyers at such low cost. You'll be among the best on WHQ.

News Every Hour on the Hour

DIXIE'S 24 hour STATION

MEMPHIS, TENNESSEE

Page 48 • September 25, 1944
That harassed expression on the face of the agency time-buyer is becoming a mark of chronic suffering. All the good network time is sold. Every day brings another urgent demand from a client. And the time-buyer can foresee that when peakertime products return, the pressure will be enormous.

There is, of course, no way to pump a gallon of advertising into a quart of ears. The time-buyer must lapse at moments into a beaten daze during which he dreams of a new network of transcribed shows, building out of nowhere, with beaming salesmen actually offering him choice ad availabilities, and when a fortune isn't needed to win an audience.

Yet such a network actually exists.

Considerable good time is available, safe from recapture, complete with ratings, on top-notch stations. The transcription book has been building it up for years against this very day.

While transcribed shows are by no means the cure for the time-buyer's torment, any and all possibilities are worth investigating in these days.

Known in some quarters as the Rubber Network because it has a three-way stretch, the use of a transcribed program, on a series of stations permits the advertiser to:

1. Cover only his choice of territories, with no basic network requirements to meet.
2. Broadcast during advantageous local times, without the need for rebroadcasts; stretch the budget to cover box-office talent.

FIRST TEST

The first crucial test of transcribed programs was made on the West Coast when Jack Benny tried a rebroadcast on wax to reach a larger night-time audience. It was a success, as the Blue Network proved this year, on the Don Lee-Mutual net, Benny's night-time broadcast on wax continues to break down any prejudice against transcriptions and is helping to double his rating in the area.

But out here in Hollywood the honors for taking the first big gamble on the possibilities of the Rubbers Network belong to C. P. ("Chick") MacGregor, who nervously and seriously invested a substantial sum in producing a big-name, big-time show on wax, and now has a network that includes eleven 50,000-watt stations and a program that had a March Pacific Hoopertax rating of 1.1.

His adventures with the Rubber Network are worth exploring. For years Chick has been producing shows—probably around 5,000 programs. Most of them went to the networks, via the "Barbed Wire Network." When he finally decided to get into the big time and compete against major network programs in the metropolitan area, he first asked: "What have we got here that others haven't got?"

Movie stars, of course. He made a dicker with them as many as he could, and put together "Hollywood Theater," investing in stars like Herbert Marshall and Arthur Lake, William Holden, Carole Landis, Annabelle, Jon Hall and others. The resultant half-hour dramatic show is now sponsored on the Rubber Network, at times chosen for a minimum of competition and a maximum of available audience, on such stations as WEAF, WMAQ, WBBM, KOA, KSL, KIRO, KOP, KFI, with transcription stations running from 11 to 13 points.

Transcribing a program has not only lost most of the stigmas formerly attached to it, but has demonstrated many advantages. Some of our topnotch radio producers now in this field for a year have discovered the possibilities of transcriptions through the vast overseas network and made a surge toward this method in postwar.

Chief advantage is that movie stars can make records just as they do in pictures, without the need to come on the air, and still make ratings. Other advantages are that the performance can be done at any time, and money is saved. And studios don't have to hold up movie production for a star to get on the air.

If a star makes a fluff, just lift the needle and cut it over again. After the program is cut, it's still possible to make changes before it goes on the air, since transcription engineers are so expert they can dub in a laugh or dub out a word, without detection.

EDIT TO SUIT

Lieut. Col. Tom Lewis of the Armed Forces Radio Section, which handles more than a hundred transcribed shows a week, waxes the half-hour show "Command Performance" by transcribing three quarters of an hour of star entertainment and then dubbing out fifteen minutes of it, using the best of the material like a movie cutter editing a film.

Editing is one advantage; timeliness is another. By planning ahead you can receive your program when the star's latest film is being shown in the theater. Chick has a baseball drama starring Joe DiMaggio ready to broadcast at the opening of the baseball season—as it began in each locality.

Unfortunately, stars have been lacking in the transcribed programs generally being offered. These have, chiefly on getting local sales results, and have not been able to offer a sponsor a prestaged show that can compete with the big-time evening entertainment programs.

When MacGregor proved it could be done, a new and more inviting horizon opened. Now there are several shows being waxed with box-office names featured.

A prestige name requires box-office names. These are not readily available in transcription centers other than Hollywood.

You have the major elements for constructing a program for the Rubber Network:

1. Editing—the method of production, being similar to the movie making, permits mistakes to be corrected. The sponsor can hear his final show and avoid that.

2. Timeliness—a Christmas show can be transcribed in July, if that's when your chosen talent is handy.

3. Stars—use of box-office names can make a transcribed show into the big time.

Some of the arguments for the transcription show in relation to the infinitely variable needs of sponsors are well worth considering. Not all products have national distribution, yet the advertiser cannot afford to buy a network that takes him where his product is not.

On the basis of distribution alone, therefore, the transcription salesmen have long had a good argument.

LOCAL OPENINGS

After selecting the market areas, the radio time-buyer knows he must still have the best stations if he wants a rating. Here is a break for the radio department; there always seem to be local openings even on network periods. At least here you have a hope of finding, during the week, a favorable availability.

Favorite time in Chick's estimation is the 9:30-10:00 P.M. spot, and if it's Sunday night, much the better.

Here's his West Coast line-up as shown in the Pacific Network Hoopertax for March, 1944:

**SKIPPY HOLLWOOD THEATER**

Produced by MacGregor in Los Angeles over KFI Sunday 9:30-10 P.M.; in San Francisco on Friday 9:30-10 P.M. over KQW; in Portland Tuesday 9:30-10 P.M. over KGW; and in Seattle Tuesday 7:30-8 P.M. over KIRO.

Program Set in Use Rating of Audience

Sets 26.7 8.1 30.2

This represents only a small share of the "Hollywood Radio Theater" outlets, and the program rates well above this average in many localities. In Denver, on WHO, the rating is 12.3; in Denver 11.7; in Salt Lake City 13.2, according to the October-February running average. In Los Angeles over KFI it hit 11.9. Compare this rating on a transcribed show with ratings on live broadcasts of comparable value and the no cause to give this show a back seat. On the basis of cost-per-thousand listeners, the story is even better, since a transcription program offers a dozen economies.

Competing with daytime serial dramas is "Betty and Bob," a transcribed 15-minute package produced by NBC Radio-Recordings for NBC-Radio. This is new, but as is true of all daytime serials, the one premium against wax is vanishing.

It all makes a pretty good case for the Rubber Network. Add it up yourself.

1. Distribution—no need to waste money covering a basic network market when your goods aren't sold there.

2. Ratings—Hooper recognizes a spot program as having a network of its own. The sponsor can have his ratings as easily as a major network program.

3. Costs—you can compete with the biggest at a cost within reach.

Facilities for producing transcribed shows are at hand in all the metropolitan areas. Agencies can purchase two or three shows a week as a package, or prescribe a show to be programmed and sold as a package, or select from many excellent offerings. Technically, the records are impossible to distinguish from live shows.

If this little excursion hasn’t brought a solution, at least it may offer a more hopeful note. Until somebody repeals the 24-hour day or finds some other means of opening up new times, the radio department will need considerable ingenuity to continue to satisfy those hungry customers.
CHICAGO MOTOR CLUB, Chicago, will sponsor 10 outstanding college football games for the third consecutive season, starting Sept. 25, at Jack Brickhouse, sports announcer, on WGN Chicago. Agency Service Corp., Chicago, placed the contract.

REFRIGERATION Corp. of America, New York, has appointed Peev Adv. Agency, New York, to handle its advertising. Radio will be used. Appointments also included John Forster, men's specialty shops in New York, a subsidiary of Arnold Constable & Co. Radio will also be used for the latter account.

CALIFORNIA WINE Co., Los Altos, Calif., has signed a 2-year contract for quarter-hour spot announcements on stations throughout California. The 2-year contract was placed by Eda Myerson, Chicago.

ROSEFIELD PACKING CO., Oakland, Calif., to promote Skippy peanut butter, has signed a 2-year contract, effective Oct. 2, for a total of six 12-week segments in various markets throughout the country. The contract was placed by Bob Fielding, Chicago.

WILCO Corp., Los Angeles (Bill Cleary, Stoppelos), in a concentrated four-week campaign started in early September, is using weekly quarter-hour spot announcements on major market stations in California, Washington and Oregon. Agency is Edmond J. Robinson, Los Angeles.


SQUIRT Co., Beverly Hills, Cal. (carbonated grapefruit juice drink), in a fall campaign starting immediately, and with local bottler tie-up, will utilize a series of transcribed announce-ments on stations nationwide. Placement is through Davis & Beaver Advn., Los Angeles.

B. F. DREWES Inc., Philadelphia, owner of men's wear shop, is sponsoring quarter-hour news commentaries of Jesse Howard Monday through Friday on WCAU Philadelphia. Newspaper advertising and direct mailing pieces are being used to promote the store's first radio program. Contract for 26 weeks placed through LeBrun & Lohr, Philadelphia.

LEVER BROS., Toronto (Risman), started Amas 'n Andy Sept. 2 on CIKEY Toronto and CHOF Montreal. Account was placed by Ruthrauff & Ryan, Toronto.

SALVATION ARMY of Canada, Toronto (financial drive), has started spot announcements on 32 Canadian stations. Account was placed by A. McKinnis Ltd., Toronto.

WILCO Corp., Los Angeles (Bill Cleary, Stoppelos), in a concentrated four-week campaign started in early September, is using weekly quarter-hour spot announcements on major market stations in California, Washington, and Oregon. Agency is Elwood J. Robinson, Los Angeles.

Atlantic & Pacific Tea Co. has signed for sponsorship of Breakfast With Ed & Rainbows, quarter-hour program on KDKA Pittsburgh. Contract for 26 weeks was placed direct.


JOHN STUART SALES Co., Toronto (Smith Brothers cough drops), starts on Oct. 1 a spot announcement campaign in some 250 radio stations. Account was placed by Harry E. Fostie Agencies, Toronto.

L. LYNX & Co., (Canada) Ltd., Toronto (Lyons Tea), has appointed Ferrar Adv. Service Toronto. A radio campaign is being planned.

Wichita KFH

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Page 50 • September 25, 1944

WICHITA is a Hoppy City

Get the Facts at any Edw. Petry Office

For permanent sales increases, stay on that Selling Station in Kansas' Richest Market

CBS 5000 Watts Day & Nite

ASK ANY PETRY OFFICE

BROADCASTING • Broadcast Advertising

STANDARD BRANDS Inc., Chicago, (Stan "B" vitamin tablets) begins sponsorship Oct. 3, of Service Men's Center, twice weekly, for 26 weeks on WBBM Chicago, Agency is H. W. Kastor & Sons, Chicago.

LITTLE CROW MILLING Co., War- saw, Ind. (Coco-Wheaties), on Sept. 10 began sponsoring Melody Time, quarter-hour show starring Skip Farrell, heard Sunday on WMAQ Chicago. Contract for 29 weeks was placed through Rogers & Smith Adv., Chicago.

OIL OIL Co., Findlay, O., has signed for sponsorship of 11 top Notre Dame and Big Ten football games this fall on WWOY Ft. Wayne, Ind. Series will be fed to WIBC Indianapolis.

ANDES CANDIES Shops, Chicago, began sponsorship Sept. 21 of a quarter-hour musical show featuring the Kings Jesters, Thursday, on WBBI Chicago. 52 week contract was placed by George Hartman Co., Chicago.

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"One audition of your library sells a client for us!"

says WAYNE SANDERS
Program Director KTUC, Tucson, Arizona

Here's more proof that the associated library gives you more, gets you more. (Even though it costs no more!)

Wayne Sanders of KTUC writes: "Working with ASSOCIATED gives me the feeling that I am producing live-talent shows of a calibre to match anything we receive on the network. The Associated tunes never seem to grow old... which is a tribute to your many colorful arrangements and commercial-minded policy of producing music that is really styled for radio.

"We have found that one audition of your library sells a client for us. We have sixteen of your own programs sponsored, plus a number of others we've developed using Associated transcriptions.

"I've been in radio since 1932—have had ample opportunity to compare library services—and can say without reservation, on all counts: Associated is the finest on the market."

Take a tip from the experience of progressive, successful KTUC. Whether you're a "small-watter" or a "big-watter," ASSOCIATED's big time radio material can help you sell... can help your clients sell!

Why not get the facts now?

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson of SPOT SALES, Inc.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

WOR New York
Sodus Creamery Corp., N. Y. (Creamed Cheese), 6 sp weekly, thru Charles W. Hoyt Co., N. Y.
22 weekly, 52 weeks, thru W. W. Gannett & Co., N. Y.
Meynier Co., N. Y. (seasoning), 5 sp weekly, 52 weeks, thru Needham & Grothmann, N. Y.
Can Mfgs. Institute, N. Y., 5 sp weekly, 59 weeks, thru Benton & Bowles, N. Y.
Florida Citrus Exchange, Tampa, Fl. (oranges and grapefruit), 5 sp weekly, 26 weeks, thru W. W. Garrison & Co., Chicago.
Dusen Bros., N. J. (whole wheat products), 12 sp weekly, 52 weeks, thru Chas. D. Donegal, Philadelphia.
The Wander Co., Chicago (Ovaltine), weekly thru, 16 weeks, thru Hill Backett & Co., Chicago.

KYW Philadelphia
O’Cedar Corp., Chicago (floor wax), 5 sp weekly, 26 weeks, thru American Moore & Wallace, Chicago.
Packer & Gamble, Cincinnati (Dreme), 6 sp weekly, thru H. W. Kastor, Chicago.
Radnor Confectioners, Philadelphia (hand cream), 2 sp weekly, thru E. L. Brown, Philadelphia.
United Wallpaper Factories, Chicago (Star Ready-Pasted Wallpaper), 3 sp weekly, thru MacFarland, Aveyard & Co., Chicago.

WBMB Chicago
Bourdon-Wallen Co., N. Y. (condensed milk), 3 sp weekly, 62 weeks, thru Young & McFarland, N. Y.

KEKA Los Angeles
Carter Products, N. Y. (Arrid), 2 sp weekly, 62 weeks, thru Small & Seiffer, N. Y.
Kapnick Bros., Battle Creek, 4 sp weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WHO Des Moines
American Beauty Macaroni, Kansas City, Mo. (butter), 2 sp weekly, thru J. J. Vista Co., Kansas City.
American Dairy Assn., Chicago, 4 sp weekly, thru Compton Adv., Co., N. Y.

WGNY Minneapolis
Little Crown Milling Co., Winnebago, Ind. (Coco Wheels), 5 sp weekly, 26 weeks, thru Rogers & Smith Agency, Chicago.
Mallory & Mullen Co., Chicago (Mallory tape), 4 sp weekly, 13 weeks, thru Frelan, Fellers & Frelan, Chicago.

WIN New York
Marino Confections Co., New York, 6 sp weekly, thru American Bankers Assn., N. Y.
Millard Products Co., New York (Food polish), 6 sp weekly, thru Duke Jones Co., N. Y.
American Jewel Broaching Co., New York (Matson, other Jewish products), weekly thru, thru W. A. Randi, Inc., N. Y.
Swircos Vitamin Co., Chicago (vitamin), 4 sp weekly, thru Boresens & Co., Chicago.

KFI Hollywood
Yami Yogurt Co., Los Angeles (dairy products), 3 sp weekly, 52 weeks, thru Erwin Wasey & Co., Los Angeles.

KPSA Pasadena

60 FM APPLICANTS FILE BEFORE CBC
OVER 60 applications for commercial FM stations have been made to the Canadian Broadcasting Corp. by Dr. Augustin Frigon, CBC general manager stated at Ottawa recently in reviewing FM and television development in the Dominion. Licensing of the stations rests with the Canadian government, with the CBC advisory.

First FM stations in Canada are to be opened soon by the CBC at Montreal and Toronto, with the Montreal station being located on Mount Royal, and the Toronto station at the University of Toronto. The cable part of the city which is highest, than any of the tall office buildings in Toronto. A number of special receivers will be distributed by the CBC "among a few persons qualified to pass judgment" Radio and department stores are also expected to put on demonstrations, but FM sets for sale are not expected to be on the market in Canada until sometime in 1946. The sets are expected to be similar to those sold in the U.S.

Only broadcast sets will now be built in Canada have been a few experimental ones, and some built by amateurs. The new FM receivers are expected to be used in war emergency case in case of enemy action on wire lines.

Dr. Frigon did not expect that television for public use in Canada would be available for another 15 years.

WFIL Acquires Building Now Hosing Its Studios
WFIL, Blue Network station in Philadelphia, purchased on Sept. 18 the 18-story Widener Building in the center of the city. The building was sold previously by the Widener’s to the Philadelphia Newspapers, Inc., for the Peter A. B. Widener Estate to the WFIL Broadcasting Co., which purchased it for $4,929,100. The building was originally built in 1913. Occupying a lot 150 x 199 feet, it is assessed at $4,929,100. The purchase price to WFIL was not disclosed.

American Gas Project
AMERICAN GAS ASSN., through its executive board, has approved an expenditure of $4,000,000 year for three years in research, advertising and general promotion, the funds to be raised among 50 member gas utility companies. Over-all purpose of the drive will be “to get ready for post-war selling of gas utilities,” according to a spokesman for the association, who said that radio would doubtless be used by the industry. As a group of utility members, organized as Regional Adv. Inc., sponsored Mystery Chef on about 13 NBC Red stations some five years ago. McCann-Erickson, New York, handles the association’s account.
An Open Letter

TO EVERY TIMEBUYER, AGENCY EXECUTIVE AND ADVERTISER

FROM CUBA'S NETWORK RHC CADENA AZUL

Here are the Facts about Radio and the Cuban Market

CUBA today is a major market with a population of 5,000,000 persons. Cuba is prosperous. National income is higher than ever before. And the time to cultivate the Cuban market is RIGHT NOW.

If you have or are planning distribution in Cuba, you should investigate RHC Cadena Azul for advertising your product. RHC is affiliated with the Columbia Broadcasting System, and brings to the people of Cuba the same high quality of network programming and operation that CBS does to the people of the U. S.

RHC maintains a large staff of major radio performers — well known Cuban actors and actresses, vocalists, musicians, writers, directors. This array of outstanding talent produce the finest programs in Latin American, and brings to the Cuban listeners their favorite performers in live talent programs.

The result is that RHC DOMINATES THE CUBAN MARKET. A recent impartial survey made by a group of nationally known advertisers showed that:

1. RHC during the 12-hour period of 12:30 a.m. to 12:30 p.m. has twice as many listeners as its nearest competitor.

2. Some highly rated programs RHC have as much as nine times the audience of the nearest competitor.

3. The Havana outlet of RHC is the station people listen to most in Havana.

Many advertisers, as a matter of fact, are using RHC as a test before expanding into Latin America generally. We have a few selective programs available for sponsorship — programs that are great favorites with the Cuban listener.

For complete information, write, wire or call Humberto D. Gonzalez
220 West 42nd Street, New York 18, N. Y. Wisconsin 7-1166
Don’t let your reputation for promptness lie around on the shipping room floor. When a customer marks his order “rush”—call for Air Express pick-up and get it on its way as early in the day as possible! That’s the secret of fastest delivery by Air Express—a service that moves cargo on swift Airlines schedules around the clock, for war and relocation jobs.

SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

With additional planes and space available for all types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

WRITE TODAY for “North, East, South, West”—an informative booklet that will stimulate the thinking of every executive. Dept. PR-10, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

12:50 PM: Linen the Mail and get the letter in the mail. 1:00 PM: Meet with the President of the Company to discuss the company's financial situation. 1:30 PM: Attend a meeting of the board of directors to discuss the company's strategic plans for the next fiscal year. 2:00 PM: Have a conference call with the company's sales team to discuss the company's sales goals for the next quarter. 2:30 PM: Attend a meeting of the company's senior management team to discuss the company's operational goals for the next fiscal year. 3:00 PM: Have a meeting with the company's legal team to discuss the company's pending legal matters. 3:30 PM: Meet with the company's human resources team to discuss the company's hiring goals for the next quarter. 4:00 PM: Have a meeting with the company's marketing team to discuss the company's marketing goals for the next fiscal year. 4:30 PM: Meet with the company's finance team to discuss the company's financial goals for the next fiscal year. 5:00 PM: Have a meeting with the company's executive team to discuss the company's overall strategic goals for the next fiscal year.
During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves with the Universal components you have been waiting for. Until then — Buy War Bonds.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
RTPB for Canada Planned at Ottawa
Inaugural Meeting Attended By 14 Organizations

A CANADIAN RTPB is being planned, similar to that in operation in the United States, it has been announced. Inaugural meeting for the establishment of the Board was held at Ottawa Sept. 11, with representatives of 14 organizations and the Canadian armed forces attending. Meeting was called as a result of representations made by R. M. Brophy, president of the Radio Manufacturers Ass'n of Canada, and was convened by Walter A. Rush, controller of radio, Department of Transport.

Organizations present signified their agreement that there was a need for such a planning board, which would formulate plans for the technical future of the radio industry and services, including frequency allocations and systems standardizations in accordance with public interest and the technical facts. The Board would also advise the Government, industry and the public of its recommendations.

Like U. S. RTPB

Walter Rush, after calling the meeting together, explained that the Department of Transport would not participate directly in the activities of the Board, but will render assistance wherever it can and will give careful consideration to the Board's recommendations and data. He then turned the meeting over to R. M. Brophy, who was appointed chairman, and explained the purposes of the setting up of such a board to the association representatives. No officers were elected and no chairman of panels were appointed. A second meeting is to be held about mid-October when the Board will be formally established, officers elected and panels formed, along lines similar to the American RTPB. Canadian applications of the RTPB findings will be discussed at these panel meetings.

Those attending were: W. A. Bush and C. C. W. Browne, radio branch, Department of Transport; Dr. A. Frigon, general manager, and Donald Manson, assistant general manager of the Canadian Broadcasting Corp.; Glen Bannerman, Toronto, president of the CAB; Dr. F. S. Howes, McGill U., Montreal, and Ernie Swan, chief engineer of CKEX Toronto, representatives of the Canadian section of the Institute of Radio Engineers; Alec Reid, Montreal, Canadian representative of the American Radio Relay League; R. M. Brophy, Canadian Marconi Co., and CCF Montreal, president of the RCA, along with RCA representatives R. A. Hackbush, Stromberg-Carlson of Canada, Toronto, Alan Oxley, RCA Victor of Canada, Montreal, and W. W. Richardson, RCA secretary; J. W. Bell, National Research Council of Canada, Ottawa; Capt. S. A. Worth, Royal Canadian

ASHEVILLE ranks 6th in population in North Carolina... but it climbs to 2nd place in food sales... ranks with the leaders in drug sales, too... and one of its principal advertising forces... a force which covers 17 counties as well as Asheville, is

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY
Federal Tubes... come CLOSER to the PERFECT VACUUM

Always in the forefront of tube research and development, Federal makes another advance and now has added exhaust units of entirely new and original design to its production equipment.

This latest Federal achievement produces a tube that is substantially closer to the perfect vacuum—a tube with greater efficiency and longer life.

Arranged in banks of eight and operated with identical control equipment, these units exhaust uniformly every size of Federal tube—ensuring a consistent and high standard of quality.

For any communication and industrial power tube need, turn to Federal now—test its reputation that "Federal always has made better tubes."

Federal Telephone and Radio Corporation

Newark, N. J.
U. S. Weather Bureau Praises Radio For Service During Coast Hurricane

REPORTS on radio's public service during the recent hurricane continued to pour in as BROADCASTING went to press last week. A statement praising radio and the press for keeping the public informed of the hurricane's approach was issued by the New York office of the U. S. Weather Bureau through Walter J. Noxon, regional director, and Dr. Benjamin Parry, chief meteorologist.

When the storm struck Atlantic City, Doug Arthur, program director of WIBG Philadelphia, went directly to the Steel Pier there and aired descriptions of the catastrophe direct from the scene. Graphic reports of the disaster were gathered by Mr. Arthur from the damaged boardwalk and from the flooded streets of the city. Bill Markward, Philadelphia Daily News reporter, described the destruction as seen in daylight.

In New Jersey, Eugene Vreeland, a Towaco farmer, bought spot announcements on WPAT Paterson to save loss of 13,000 bushels of peaches, blown to the ground by the storm. Beginning at 7:55 a.m. and continuing through the day, WPAT carried five announcements offering a bushel of peaches for a dollar to those who would come out to the orchard and pick them off the ground. Farmer Vreeland unloaded 10,000 bushels in response to the announcements.

In Hartford, WTIC canceled its regular 5:15 p.m. show to give an outline of precautions the public should take before and during the height of the storm.

Governor Makes Appeal
WBZ Boston supplied full storm coverage until 11-12 p.m. when power lines supplying the WBZ transmitter at Hull, Mass. failed, but WBZA Springfield remained on the air until 2 a.m. with hourly bulletins on the storm.

Personal appeals were made by Governor Saltonstall of Massachusetts and Mayor Tobin of Boston who broadcast warnings over WNAV Boston appealing to residents to keep off the streets. The Yankee News Service in Boston remained on the air until 3 a.m., Sept. 15, breaking in on all programs with storm warnings, late flashes and emergency bulletins. Robert J. Myers, editor-in-chief of the Yankee News Service, attributed the negligible loss of life to radio warnings from WNAV and the Yankee Network. The entire Yankee staff was on hand to receive the thousands of phone calls and requests for urgent announcements, such as cancellation of legion meetings, theatre performances, changes in railroad schedules, and cancellation of night shifts in war plants.

Don Goudland, who covered Long Island for WEAF New York, was offered the only vacant bed in Riverhead, L. I.—in a jail cell. He refused this hospitality. At NBC New York headquarters, Don Par- do, announcer, used equipment set up on the 67th floor of the RCA Bldg. to broadcast a description of the storm at its climax over New York.

Broadcasts From Pier
WFGP Atlantic City went off the air at 5:27 due to power failure, but three minutes later Chief Engineer Blair K. Thron and technician Bud Brandow had emergency equipment working. Broadcasts over the WFGP Network were given directly from the famous Steel Pier by Edgar A. Sweet, WFGP program director, with Ray Starr, announcer, giving first hand reports of scenes along the boardwalk while Announcers Bill Reynolds and Earl Martin stayed by the telephones, operated under emergency conditions, to receive information from newspapers, City Hall, U. S. Coast Guard, and hospitals.

In Worcester, Mass., the entire WTAG staff was mobilized to keep the station on the air until 6 a.m. with weather reports and special bulletins.

WHYN Holyoke, Mass. remained on the air until 2 a.m., two hours past signoff time. Special broadcasts were aimed at various swing shifts which would have to travel from a distance to reach war plants. Superintendents called to ask for bulletins requesting shifts not to report. Announcements were also aired by WHYN in behalf of the USO, Salvation Army and other agencies maintaining shelters for stranded employees. WHYN lost the roof from a workshop shed in the rear of the main building, as well as some shrubbery which was uprooted by the storm.

WNBH New Bedford and WCWB West Yarmouth were in the hurricane's path and lost their 385-ft. radiator antenna, according to Hugh R. Norman, manager of both stations. The WNBH tower twisted off at 10:50 the night of the storm, but emergency equipment was put into operation immediately.

Towers for WPRO
WPRO Providence lost both its 400 ft. towers as a result of the hurricane, according to WPRO, which immediately granted authorization for purchase of new ones. Loss of the two towers marked the second time within the past few years that such a calamity has hit WPRO. Station received permission from the FCC to operate a special antenna attached to the 50-foot stump of one of the damaged towers, using the reduced power of 5 kw day and 1 kw night, for a period of 30 days. Normally station operates 5 kw unlimited.

IF YOU SELL OIL
(OR BEER OR BRUSHES)

Ask your distributor about KDAL, DULUTH

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

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincident
tal daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

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

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives
COME OVER TO OUR PATIO, SEÑOR!

Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born... that Mexico's minerals present an international passport to importance... that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico... there's business and plenty of it. Write for details!
FCC to Hear
(Continued from page 18)

tion may permit the organization's representative to conduct the cross-examination.

What promises to become a lengthy discussion topic is that pertaining to noncommercial educational stations, which will be led by Dr. John W. Studebaker, U. S. Commissioner of Education. More educational organizations have filed for appearances on that topic than have filed for any one other topic.

In addition to discussing radio's overall part in education, the educators plan to seek additional space in the very-high frequency spectrum for FM stations and networks. Testimony will be presented to prove that educational work, both in schools and homes, cannot expand without additional frequencies for noncommercial educational stations.

Another topic which promises to elicit much interest is that of relay systems. Raytheon Manufacturing Co., which will be represented by Joseph Pierson, formerly of Press Wireless; James B. Ferguson, Percy L. Spencer and John C. Trump, will discuss a public transcontinental and intercontinental service based on micro-wave for air safety plane location, television program relay, broadcast program relay, facsimile and photo relay and local broadcasting, telephony, printer and high-speed telegraph.

These services would include, according to the Raytheon filing, "point-to-point and, in the case of facsimile, local broadcast within the immediate orbit of powered or booster relay stations for popular or subscriber reception". Western Union filed to discuss a proposed high-frequency relay system. Representative B. Sullinger, assistant, and J. B. Coleman, chief engineer.

In preparation for the FCC hearings, Committee 2 (technical) of the State Dept. Committee on the World Telecommunications Conference, met last Wednesday and Thursday in Washington to discuss the overall spectrum. A rough draft of findings and recommendations was submitted to the more than 50 members by Dr. J. H. Dellinger, chairman, who also is chief of the Radio Section, Bureau of Standards.

Craven a Witness

"We expect that the work of the RPTB and the results of the hearings of the FCC to be of distinct value to the State Department", Dr. Dellinger asserted as he opened the meeting in the New House Office building. The Commission will be F. B. Brant, Foreign Commerce Committee.

One of the most active witnesses at the FCC hearings will be Lt.-Comdr. T. A. M. Craven, who retired from the FCC last July 1 to become vice-president of the Iowa Broadcasting Co. in charge of technical developments. Comdr. Craven, recognized as one of the outstanding engineers in the country, will discuss FM and television.

George Henry Payne, another former Commissioner, will appear for Finch Telecommunications on facsimile. Rear Adm. Stanford C. Hooper, USN (Ret.), former chief of Naval Communications and another outstanding engineer, will testify for a group of telephone companies, including Southern Commercial, Atlantic, Southwestern, and Texas.

FCC preparations for the hearings have been under the supervision of Harry M. Plotkin, assistant general counsel and chief of the Law Dept. Litigation Division.

Cross-Examination

TEXT of FCC Public Notice on cross-examination during allocations hearings, beginning Sept. 28, follows:

The Commission has received numerous inquiries concerning the procedure to be followed in connection with cross-examination of witnesses. The Commission is desirous of being as liberal as possible in permitting cross-examination of interested parties. On the other hand, it must be realized that because of the large number of persons participating in the hearing it will be impossible to permit unrestricted cross-examination if the hearings are to proceed expeditiously.

The following system has therefore been devised with respect to cross-examination:

Forms have been prepared which will be available in the hearing room. Copies of these forms are attached to this public notice. One side of the form may be used by those persons who desire to ask only one or a few questions of a particular witness. In such a case the person should fill in the form giving the name of the witness and the question he desires Commission counsel to put to the witness. If the question is inappropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question.

Persons who desire more extensive cross-examination should fill out the other side of the form. They should state the name of the witness they desire to cross-examine, the subject matter, the cross-examination will cover, and the name of the person who will do the cross-examining and the name of the organization he represents. This form should be handed to Commission counsel who will pass it on to the Commission which will decide on the basis of each case whether to permit or not to permit cross-examination.

All persons are urged to keep their requests for cross-examination down to a minimum. This is the only way in which the hearing can be handled expeditiously.

NO GAMBLING IN ROANOKE!

When you buy WDBJ and the Southwest Virginia market, you don't gamble on losing a third or half of your audience to one or more other stations.

WDBJ is the only station that covers all Southwest Virginia and WDBJ therefore offers you more actual listening homes than many a 50,000-watt in more competitive situations.

And our rates are based on what you really get—NOT based on a "potential" audience several times larger! For all the facts, ask Free & Peters!

CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives

SERVICE (on all RECORDING PROBLEMS)
COMPLETE FACILITIES FOR:
• Spot Announcements • Remote Pick-ups
• Full Air Check

NORTHWEST

HOTEL
Wildroot Hair Tonic

MANY PRODUCTS FOR MANY ADVERTISERS
NOW ON

WIBX
Utica, N. Y.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 4, MO.

"CAN ARTHUR S. CHURCH PRODUCTION"

U. S. RECORDING CO.
Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
Network Accounts

All Time Eastern Wartime unless indicated

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), sponsor of Blended on 143 CBS stations. Sun. 8:30-9:30 p.m., on Sept. 17, started repeat on 9 Pacific Coast stations. 11:30-12 Midnight. Agency: William Eby & Co., N. Y.

BRISTOL-MYERS Co., New York (Minil-Rub and Sal Hepatica), on Oct. 3 starts The Alice Young Show, Tues. 5:30-6 p.m. on 150 Blue stations and at same time repeats for 52 weeks. Agency: Young & Rubicam, N. Y.


HALL Bros., Kansas City (greeting cards), on Oct. 15 for 9 weeks starts undertermined program on the Blue Network, Sun. 9:30-10 p.m. having discontinued Oct. 6 Meet Your Navy on 164 Blue stations Fri. 8:30-9 p.m. Agency: Foote, Cone & Bedding, Chicago.

ACME White Lead & Color Works, Detroit, on Oct. 1 starts The Shadow on over 25 Mutual stations, Sun. 9:30-10 p.m. and The Return of Nick Carter on about 11 stations Sun. 9:30-10 p.m. Agency: Henri, Hurst & McDonal, Chicago.

WALTHAM Watch Co., Waltham, Mass., (institutional), on Oct. 11 for 6 weeks starts Summer Winters in program tentatively titled Two for Decision on undetermined number of CBS stations. Wed. 10:00-11 p.m. Agency: R. B. Humphrey Co., Boston, N. Y.

REICHOLD CHEMICALS Inc., Detroit, on Oct. 21 starts Detroit Symphony Orchestra on 61 CBS stations Sat. 8:30-9 p.m Agency: Grant Adv., N. Y.

Renewal Accounts

THE TEXAS Co., New York (Texas products), on Oct. 1 reviews Texaco Star Theatre on 125 CBS stations, 54 CBC stations, Mon. 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Sept. 5, spent. 9:30-10 p.m. agency: Teg Bates Inc., N. Y.

E. R. SQUIRE & Sons, New York (Squibb products), on Sept. 30, spent. 9:30-10 p.m. Good Health on 125 CBS stations. Mon. 9:00-9:30 p.m. Agency: Ted Bates Inc., N. Y.

GENERAL FOODS Corp., New York (Palmolive Shave Cream), on Sept. 2, spent. 8:30-9:30 p.m. on 125 CBS stations, at the same time starting Two on a Gleam. Agency: Young & Rubicam, N. Y.

B. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camels & Prince Albert tobacco), on Oct. 2, spent. Thanks to you Yanks on 182 CBS stations Mon. 7:30-8 p.m. (repeat 11:15-12:00 p.m.). Agency: William Eby & Co.

SOCO-VACUUM Oil Co., New York (petroleum products), on Oct. 3 for 12 weeks launches Raymond Gram Swing, commentator, on 139 Blue network stations. Mon. thru Thurs. 10:15-11:00 p.m. Agency: Compton Adv., N. Y.


GROVE Labs Inc., St. Louis (Grove's Cold Tablets, Vitamins), on Oct. 8, spent. 10 weeks Revere Roundup on 88 NBN stations, Mon. thru Fri. 7:45-8:00 p.m. Agency: Robot M. Seeds Co., Chicago.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by Forjoe & Company

THIS little PIG went to market

No need for this fabulous story here and now...

Increase your Washington budget and the market will come to you.

Millions of Dollars in Washington waiting to be spent.

Just tell the large, loyal WINX audience the whys and wherefores...they'll buy.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by Forjoe & Company

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

SAN DIEGO AREA

You must use KFSD to get complete coverage of the San Diego area

Represented Nationally by
PAUL H. RAYMER CO.

New York • Chicago • Detroit
San Francisco • Los Angeles
Radio Aid Lauded By War Shipping

Broadcast Promotion Steps-Up Seaman Recruitment

RADIO is credited with manning "at least 125 Liberty ships"—by the War Shipping Adm. in a letter expressing thanks for aid in recruiting merchant seamen. A total of 10,417 telegrams and letters received at WSA's Washington office were the direct result of three-way radio campaigns Aug. 16-Sept. 9, the letter states in part.

Radio drive consisted of eight weekly Sunday evening dramatized programs Men at Sea on NBC, eight weekly Saturday evening variety programs It's Maritime on CBS and three weeks of announcements on OWI allocation plan. More than 50% of the responses came from qualified applicants, enough to man 125 ships, it was explained. Letter adds that undoubtedly hundreds of others reported to port offices and unions since local recruiting stepped up during the broadcasts.

Caldwell Drive

DR. W. B. CALDWELL, division of Sterling Drug Inc., Monticello, Ill., starting Sept. 25, will resume sponsorship of one-minute announcements on part of the Keystone Broadcasting System and 170 stations. Company will also participate in the WHO Des Moines Barn Dance, beginning Sept. 30. Agency is Sherman & Marquette, Chicago.

Paramount Spots

PARAMOUNT Pictures, New York, in connection with the New York premiere Sept. 20 of "Frenchman's Creek," started a series of participations of local programs and transcribed chain-break and one-minute spot announcements on WAZF WJZ WOR WABC WNEW WMCA WHN WQXR New York; Promotion of films started Sept. 11 and continues through Oct. 7. Agency is Buchanan & Co., N. Y.


DAVID S. COOK, editor of the Stromberg-Carlson Co. house organ, Speaker, has been appointed sales promotion manager of the company. He will be in charge of company's sales training program and will direct Stromberg-Carlson publications activities.

DAVID B. PECKHAM, former comptroller of sales of Western Electric Co., has been appointed comptroller of manufacture, filling vacancy caused by the death of John M. Stahr. Clifford W. Smith, former assistant comptroller of sales, moves up to succeed Mr. Peckham.

GERTRUDE R. SIMONETTI has been added to the operating staff of WSNY Schenectady.

FRED MOORE has rejoined the engineering staff of WPIL Philadelphia.

HIRSCHEL FRICKER, new to radio, has joined the transmitter staff of KFAR Fairbanks, Alaska.

CHARLES KOCHER, former FCC inspector in Cleveland, is now chief engineer at WXYZ Detroit and will be responsible for the engineering duties of the Michigan Network.

PERRY AJKN will assist in the control room of WBJO Greensboro, N. C., while attending Guilford College this fall.

JARVIS MFG. Co., Glendale, Cal. (aircraft, agricultural equipment), has appointed Pacific Adv. Service, Los Angeles, to handle its advertising.

There are 5,777,051 people in WOI's primary area . . . and in this same area there are 958,390 radio homes. In these homes—among these millions of Texans—WOI is preferred by more listeners than any other station in this big and prosperous market.

Because it rings so many doorbells and is welcomed in so many homes, WOI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!
Shaken in Wreck

THREE radio men aboard the Dewey special train wrecked last Monday in Oregon were shaken up, according to Kenneth Bachtart, of WRC Washington, who is making the trip for NBC. For him for NBC was Keith William, engineer. Don Fryor, of CBS Washington, was with the special. Bob Evans, of CBS, left the train at Seattle. NBC's equipment was damaged but quickly repaired. CBS had no equipment on the train. Henry J. Turnbull, radio director of the Republican National Committee, received a black eye.

Ideas Exchange Urged

URING interchange of ideas through international shortwave after the war as a means of preserving peace, Commissioner Clifford D. Durr of the FCC addressed the Christ Church Forum in New York last Wednesday on "Building for a Better World." Mr. Durr said: "Ideas which lead to war must not be permitted to grow and the only effective weapons against such ideas are contrary ideas, and information. Here our modern methods of communication can and must play their essential role." He envisioned a network of military surplus communications equipment to civilian use after the war to expand all phases of communications, including telephone, telegraph and radio.

‘Vie & Sade’ Replaced

PROCTOR & GAMBLE CO., Cincinnati, sponsor of Vie and Sade on NBC and previously on CBS for a number of years, on Oct. 2 replaces the program with Rosemary, another daytime serial, written by Elaine Carrington, author of P & G's Pepper Young Family and When a Girl Marries on NBC. New show centers around the story of a secretary and her boss who move from a small town to a government job in New York where the young lady catches romances. Series will be heard Monday through Friday 11:15-11:30 a.m. on 65 stations for White Laundry soap (Benton & Bowles), on 23 stations for Ivory Flakes (Compton Adv.) and on 4 stations for Dash (Pedlar, Ryan & Lusk). Program will be sponsored by Benton & Bowles, New York, individual producer still to be named.

OWI Radio Bureau Staff Realignment

Ludlam Names Bailey, House, Mrs. Cunningham, Rosenberg

APPOINTMENT of Mrs. Marjorie Cunningham, formerly with the Radio Section of the Office of Civilian Defense, as assistant chief of the Special Assignment Division, with headquarters in Washington, was announced last week by George P. Ludlam, chief of the OWI Domestic Radio Bureau.

Mrs. Cunningham succeeds Mrs. Betty Carter who has resigned. Mrs. Carter is owner and publisher with her husband, Maj. W. Hodding Carter, of the Greenville (Miss.) Democrat Times and was on leave of absence with OWI.

Other Changes

Several staff changes were also announced by Mr. Ludlam, chiefly affecting the New York operations of the Bureau. Harold Rosenberg has been named deputy chief of the Bureau in charge of the New York office and will continue as chief of the Special Assignment Division.

Harry P. Bailey, formerly an assistant in the Special Assignment Division, has been appointed assistant deputy chief of the New York office.

Jerome Prooks, assistant copy chief of the Radio Bureau, has been made chief of the copy and production section of the editorial and production division with New York headquarters. He will be responsible for the production of recorded spot announcements distributed to local stations throughout the country under the Station Announcement Plan.

Lee House, with the Radio Bureau since 1942, has been appointed chief of the traffic section of the editorial and production division, headquarters Washington. Mr. House was formerly associated with WLW in Cincinnati. Roderick Hofshagen, assistant station relations chief in the Radio Bureau's Chicago office, has been promoted to Assistant Deputy Bureau Chief in Chicago.
INFORMAL "idea conference" developed at KLZ Denver between (1 to r) Charles Pekor Jr., CBS press; Roger Rambeaux, KLZ publicity, Robert J. Landry, head of CBS program writing, and John Prince, KLZ writer, when the two network representatives coincidentally met in the offices of the Denver outlet a short time ago.

MBS LOOKS AHEAD ON ANNIVERSARY

IN ANTICIPATION of the tenth birthday anniversary of Mutual in October, Miller McClintock, MBS president, last week issued a summary of the Network's growth from four stations in 1934 to its present total of 247, and in a statement on the occasion said that the year ahead offers a period of challenge to the radio industry unsurpassed in broadcasting history.

"As proud as we at Mutual are of the great expansion of the network," said Mr. McClintock, "we are thinking not in terms of the past but of the future, a future that promises fulfillment of the miracle of radio." He added that the shareholders and affiliated stations of Mutual "stand firmly with the rest of America in a business to assume responsibility for the tremendous task ahead of us in the postwar world."

The summary shows that on the eve of its celebration, the Mutual network is entering its 11th year on the air with gross billings during the first nine months of 1944 showing an increase of 45% over 1943.

WAC Names Katz

JOSEPH KATZ Co., New York and Baltimore, has been appointed by the War Advertising Council as volunteer task force agency to produce 90-sec. radio programs on the use of local stations. Current plans call for an initial series of 12 quarter-hour programs which may be offered for local sponsorship. Production on first of the Treasury discs was reported to have been started last week.

Canada Loan Drive

PLANS for paid broadcasts for Canada’s Seventh Victory Loan, which opens on Oct. 23 for $1,300,000,000, are now nearing final stages, with allowances being made, it is understood, for a sudden termination of the European war during the campaign. All spot broadcasts and announcements will be sponsored by national and local advertisers. Network programs on all 73 English-language stations consist of half-hour dramas and hour-all-star variety shows. Plans for French-language programs are not yet available. The campaign is in charge of the National Radio Committee, which includes broadcasters, agency executives, and government department heads.

New Bristol-Myers Show

BRISTOL-MYERS Co., New York, has so effective to promote Ipana, Mum and Ingram’s shaving cream in the Tuesday 9-9:30 p.m. period it has secured on the Blue network. The starting date is understood to be set for Nov. 14 on a hook-up of 149 stations. Fred Brady, comedian, is reported to be signed to team with Grace Fields, with Myron Dutton directing, but no confirmation of these details was forthcoming from the network or Dorothy, Clifford & Shenfeld, New York.

Dr. Sloan Drops W&L

ADVERTISING for Dr. Sloan’s Liniment, a product of William R. Warner & Co., New York, handled by Warwick & Legler Inc., New York, for a number of years, will no longer be handled by that agency after Jan. 5, 1946. Product is promoted on Gangbusters on 91 Blue stations, Monday 9-9:30 a.m. Selection of a new agency is not expected to be a set for some time, according to a company spokesman. No change in radio plans has been indicated. Through Warwick & Legler, Warner has advertised the liniment on various "crime" shows, including Warden Lawes’ program 20,000 Years in Sing Sing, in 1939 Youth vs. Age, quiz show, on NBC Blue and Red networks, and from October 1940 until the present on the Blue Gangbusters, the Phillips H. Lord production.

Barn Dance’ Promotion

PARAMOUR PICTURE film version of National Barn Dance, sponsored on Saturday 9-9:30 p.m. by Miles Labs Inc., Elkhart, will receive heavy promotion in this and other Miles’ network programs before the premiere in Chicago Oct. 14 and continuing through Oct. 27. Arrangements for promotion on the air were made by R. M. Gillham, advertising and publicity director of Paramount, with Walter Wade, president of Wade Adv., Chicago, representing program’s sponsors, and George Cook representing WLS Chicago, which originates for NBC.

THE "COWBOYS" SPONSORED BY THE SPEARMAN BREWING COMPANY

WAGA PRODUCED FOR 8 STATIONS

OUTSTANDING PROGRAMS AND PRODUCTION

WAGA ATLANTA

5000 WATTS ON 500 CYCLES REPRESENTED BY HEADLEY-REED CO.

Do you know

Ultra low-drift Crystals

are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.

Boulder Colorado

September 25, 1944 • Page 65
Election Coverage
Arranged by CBS
Night Schedule Rearranged
After 8 p.m. for Results
Most extensive coverage of a
Presidential election in the history
of radio is planned by CBS for
the night of Nov. 7, the network
announced last week. Paul White, di-
rector of news broadcasts, said the
entire evening program schedule
will be rearranged after 8 p.m. to
give listeners all details of the bal-
loting. Other networks said last
week that they are working on elec-
tions-night plans but have nothing
ready to announce as yet.
Elmo Roper, Fortune magazine
public opinion analyst, will join
the CBS news and commentator
staff to analyze returns. Staff will
be seated on a platform in CBS
Studio 22, which will be equipped
with batteries of phones, teletypes
and time ticker, facing a large
blackboard on which returns will be
tabulated as they come in.
Full details of the CBS election
coverage were to be discussed by
Mr. White and new directors of the
CBS owned and operated sta-
tions at a meeting scheduled to be
held in New York Sept. 24.

DEWEY DEMOCRATS
PLAN RADIO DRIVE
AMERICAN Democratic National
Committee for Dewey, New York,
through various local affiliates
throughout the country, such as the
ad campaigns for Dewey, Jefferson
Democrats for Dewey and All-Party
Ticket, is planning quarter-hour
radio talks on stations in 10 to 15
major cities, including Cleveland,
Chicago, Detroit, Milwaukee, Los
Angeles, San Francisco and New
York, beginning around Oct. 1.
In New York, the ADNCD has
signed for two quarter-hour per-
iods on WMCA, Nov. 1 and Nov.
6, 9:15-9:30 p.m., for live talks.
Committee is negotiating for time
on WEAF WABC WJZ and has
been declined time by WOR New
York, on grounds that all time
available for politics has been
granted to parties with candidates
on the ticket, according to John
J. O'Connor of New York, chair-
man of the executive committee.
The committee may use network
radio, he said.

Chimney Sweep Spots
G. N. COUGHLAN Co., West
Orange, N. J. (Chimney Sweep
soot destroyer), on Oct. 2 begins
sponsorship of spot announce-
ments, musical clock participation
programs, and quarter-hour shows
on WREX WWJ WOCO KYK
WLW KOIN WCAU WJJS KIRB
HTC WEFT WOW WSPD WJAR
WVVA. Contracts are for 13
weeks through Roche, Williams &
Cleary, New York and Chicago.

WHAT ARE YOUR
POST-WAR PLANS
in the
DETROIT
AREA

N. J. Political Circle
JOINING in the flurry of cam-
paigns and counter-campaigns to
influence New Jersey citizens in
casting their vote Nov. 7 for or
against the adoption of a new
State constitution, the New Jer-
sy Committee for Constitutional
Revision is planning a radio drive
on nine stations in the State to
urge a "Yes" vote. Plans call
for sponsorship of 30-second and
one-minute spots, five and fifteen-
minute programs on WATF WPTF
WTMJ WSNJ WBAB WPGC WCAM WHOM,
beginning probably around the middle of
October, with the possibility of ex-
panding to New York and Phila-
delphia. Agency is United Adv.,
Newark.

GOP Buys Time
REPUBLICAN National Commit-
tee has purchased the 8:15-8:30
p.m. period on MBS, Wednesday,
Sept. 27, for a broadcast by Con-
gressman Everett Dirksen of Illi-
nois, who was also heard at that
time on Mutual last Wednesday and
on several previous Wednesdays.

N. Y. Democrats Name Klinger
THE WOMEN'S Division of the
N. Y. State Democratic Committee
has appointed Klinger Adv., New
York, to handle a pre-election cam-
paign and will sponsor three-weekly
quarter-hour transmissions of drama-
tic or straight talk material on 14
New York stations, beginning Sept.
25 and continuing through Nov. 8.
Station list, which will be expanded,
includes WENY WMBO WBT
WGC WHCD WJTN WMCA WBEN
WFUE WHEC WGBL WBIX
WATN.

CBS, MBS Carry
FDR Precinct Talk
BROADCAST of President Roose-
velt and other Democratic Party
spokesmen to the Party's precinct
workers Oct. 5 will be carried on
CBS as well as Mutual. Leonard
Reinsch, radio director of the Dem-
ocratic National Committee, an-
nounced last week. He also said
that Fredric March, stage and
screen star, will speak on the
women's program the Democrats
are sponsoring Sept. 27 on the
Blue.
On Oct. 1, a program aimed at the
negro voters will be broadcast on
MBS, 4:40 p.m., under Demo-
cratic sponsorship. Details have yet
to be completed, but the broadcast
will probably originate from a
meeting in Harlem, Negro district
of New York.

Last week the Democratic Na-
tional Committee sponsored the
broadcast of a talk made Thursday
by Vice-President Henry A. Wal-
lace at a New York rally held by the
Independent Voters Committee
of the Arts, Sciences and
Mutual 10-10:30 p.m. President Roose-
velt's first campaign speech, made
to the convention of the Teamsters
Union, was broadcast Saturday,
9:30-10 p.m., on NBC and CBS.
On Sept. 24 Secretary of the In-
terior Harold Ickes addressed the
convention of the American Uly
Congress in Pittsburgh, his talk
being broadcast on MBS, 4:40
p.m., sponsored by the ASC.

WHAT ARE YOUR
POST-WAR PLANS
in the
DETROIT
AREA

Naturally you want a good slice
of profits from America's Third
Market after the war. The sure way to secure it is to include
CKLW in your plans now! $5000 watts at 800 kc, gives you
the largest concentrated coverage of the entire area at the
lowest dollar cost. Let's get together and go over your
post-war sales picture in this market now!

Union Guardian Bldg., Detroit
J. H. McGillivary, Inc.
Representative

5,000 WATTS
5,000 WATTS
DAY AND NIGHT
800 KC.

MUTUAL BROADCASTING SYSTEM
BROADCASTING • Broadcast Advertising
'VOTE' DISC PLAN OFFERED BY ASSN.

NON-PARTISAN Assn, for Franchise Education, New York, whose chairman is Henry J. Kaiser, shipbuilder, is engaged in raising funds to finance production and distribution of recordings designed to encourage people to register and vote. Plan calls for a series of 10 discs of jingles, dramatic sketches and straight copy appeals, to be offered gratis to all radio stations for use the week before election.

Content would be strictly non-partisan, according to a spokesman for the organization, which held its first meeting in New York last week. Members of the national committee are said to include Gardner Cowles Jr., president of the Cowles stations and Iowa Broadcasting Co.; Maj. George Fielding Elliott, CBS commentator; Clifton Fadiman, NBC m.c.; Palmer Hoyt, owner of KGW Portland, and Raymond Graham Swing, Blue Network commentator.

Maltex Regional


JUST BEFORE the B-29 Super Fortresses took off for their first raid of strategic targets in the industrial heart of Japan in June, Lt. Col. Edward E. Vojnovic, vice-president and Chicago manager of Edward Petry & Co., was there somewhere in China to see things were shipshape. Since transferred to Washington at Army Air Forces headquarters, Plans Section, Col. Vojnovic was Material Officer for the famed XX Bomber Command [BROADCASTING, June 19, 1944]. Public relations officer of the XX Command is Maj. Hugh Higgins, former promotion manager of WRC Washington, who worked with Col. Vojnovic in China.

Alice E. Lovejoy

ALICE E. LOVEJOY, 28, script reader of the Blue Network in 1942 and a member of the Women's Airforce Service Pilots (WASP), was killed Sept. 13 in a plane crash at St. Port Isabel Channel, Tex. She leaves her parents, a sister and a brother.

20,226 NEIGHBORHOOD FOOD STORES...

...doing a $410,344,000 a year business in central and eastern New York and western New England, brought together to form a vast, essential market—the WGY Community.

1,045,717 radio families in an area made up of 97 cities*—only WGY can combine them into a single community.

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

State Political Hookup Opened in Pennsylvania

A PENNSYLVANIA statewide regional network for political business has been set up by Ben Levy, president of WCAU Philadelphia. Political parties and candidates will be able to purchase blanket coverage, with 16 to 20 stations available. The hook-up, set up by Gil Babbitt, publicity and special events director of WCAU, includes: WSAN WFBG WERC WHP WJAC WKST KDRA or WJAS WOKK WRAK WARM WGBE WJPA WRAK WBBR WBAX WGAL WEST WAZL WYRD WYBO.

The first business placed for the political network is that of the State Republican Committee, using a weekly 15-minute period, and a spot campaign, six times daily, of 30-, 50- and 100-word announcements. A similar schedule, using 20 stations, is being arranged by the State Democratic Committee.

SHIFTS GRANTED TO WLAY, WGCM

CONSENT was granted by the FCC last week to the acquisition of control of Muscle Shoals Broadcasting Corp., licensee of WLAY Muscle Shoals, Ala., by Frank Mitchell Farriss Jr. through purchase of two-thirds of the station for $16,000. A director of the Smith Packing Co., Nashville meat packers, Mr. Farriss now becomes sole owner of the station through acquisition of the third-interests of Joseph W. Hart and Joseph C. Russell, architects.

Assignment of license of WGCM Gulfport, Miss., from WGCM Co. to a co-partnership, WGCM Broadcasting Co., was also granted. There is no change in ownership. The transfer application of WTAD Quad Cities, III, on voluntary assignment from Illinois Broadcasting Corp. to Lee Broadcasting Inc., at the same action was designated for hearing. Lee Broadcasting is a new corporation in which majority stock is owned by Lee Radio Inc., which operates KGLO Mason City, Ia. [BROADCASTING, July 10.]

N. Y. Club Course

RADIO Production Clinic sponsored by the Advertising Club of New York as part of its advertising and selling course, opens Oct. 9 with Eugene S. Thomas, sales manager, WOR New York, as chairman. Among those who will conduct clinic meetings are: Julius F. Seebach Jr., program director, and Roger Bower, program producer, WOR; Frank Dahm, free-lance script writer; Joseph A. Moran, associate director of radio Young & Rubicam Inc.; Dorothy Lewis, coordinator of listener activities. NAB.

Armour Replaces

ARMOUR & Co., Chicago, effective Oct. 2, will replace Dateline on CBS Monday 7:16-7:30 p.m. with a new series of Hollywood news and human interest stories on prominent personalities, conducted by Hedda Hopper. Miss Hopper has been heard during recent hours on CBS Pacific Coast Netork. Agency is Foote, Cone & Belding, Chicago.

CLIFF ARQUETT "Glamour Manour"

Yes, indeed, WINN

KEEP 'EM REMEMBERING in Louisville with

BASIC BLUE PROGRAMS

BROADCASTING • Broadcast Advertising

September 25, 1944 • Page 67
ASCAP Honors Pischke

VAIL W. PISCHEKE, of the legal staff of Kirkland, Fleming, Green, Martin & Ellis, Washington radio lawyers, has received the ASCAP copyright law award for 1944. The award, consisting of $100 in cash and an illuminated scroll, was made to Mr. Pischke for his paper, "Plural Liability of Musical Copyrighted Compositions." Mr. Pischke, an alumnum of Notre Dame when he participated in radio shows on WSBT South Bend, joined the Washington radio law firm this year.

AD COUNCIL SEEKS WAR THEME CHANGE

TWO IMPORTANT advertising campaigns of the major war agencies can be dropped in whole or in part, and several new drives may be developed, according to a study of home front information campaigns made by the War Advertising Council in the light of recent military successes.

The Council announced that it was advising advertisers, agencies and media to limit and change emphasis hereafter on the Food Fights for Freedom program, and to discontinue Dec. 1, a nationwide recruitment campaigns for women workers. According to War Manpower Commission estimates, the latter drive may be confined to getting workers for specific plants in specific areas by that date.

One of the new campaigns, which has been accepted by the Council in connection with the Retraining and Reemployment Administration, and the OWI, will probably be directed both to civilians and returning servicemen, with the aim of speeding rehabilitation and training of veterans. Recruiting for the Merchant Marine, which is expected to become a more pressing need after Germany's collapse, will be the object of another campaign now in preparation by the Council.

The WAC emphasizes, however, that many current drives must continue and be intensified after the fall of Germany and throughout the war, with Japan—notably, War Bonds, the fight against inflation, paper salvage, and conservation.

Army Query Protest

CHARGING a questionnaire sent out by Army District 1, Detroit, of the Sixth Service Command, Chicago, is an "imposition" on all stations receiving it, the NAB last week filed formal protest with the War Dept., Washington. A station member not identified by the NAB, received a questionnaire from the First District public relations office, seeking information about each quarter-hour on the particular station from noon to 5 p.m.

Seven questions were asked about each 15-minute spot, one of which was: "Is this program satisfactory to your station?" At the same time the NAB urged members to notify its headquarters in Washington immediately of any doubtful questionnaires. The NAB Research Committee is working with a Committee on Government Questionnaires to reduce unnecessary forms. Government questionnaires must be cleared by the committee.

KROS Control Transfer

TRANSFER of control of the licensee corporation of KROS Clinton, Ia., is sought in application filed with the FCC last week. Sale of 56 shares (27.5%) by Peter Matzen, president, to W. S. Jacobson, secretary-treasurer of the Clinton Thrift Co., for total consideration of $6,500 is involved in transaction. Mr. Jacobson now holds 50 shares and Mr. Matzen 102 shares.

Francis H. Leggett & Co. (food products), Oct. 2, begins sponsorship of "Meet Medora Krexomy," Monday, Wednesday and Friday 2:30 p.m. on WBYD New York. Show will be produced by Joseph Jacobs Organization, New York.

To Honor Novik

MORRIS NOVIK will be tendered a testimonial luncheon in tribute to his work as director of WNYC, New York municipal station, and as coordinator of the New York Radio Committee Sept. 28, by a group of New York network and station officials.

UP in Brussels

UNITED Press reopened its bureau in Brussels last week, with John A. Parris of the London staff in charge. UP reported. This is the third UP bureau to reopen since June, as Re- nolds Packard is back in Rome and Henry T. Gorrell and Richard D. McMillan have restored service in Paris.

Stability Counts

NOW ... AND IN THE POST-WAR PERIOD

The rich markets of Richmond and Virginia, covered by Station WNWL, are stable markets ... the market you would want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WNWL's constancy we present the following facts:

- 70.8% of the National Advertisers on this station are renewals.
- 88% of the Local Advertisers on this station are renewals.

Advertisers don't renew contracts unless the medium they use pays off in results.
VIDEO EXPANSION TOLD TO AD CLUB

THE PRESENT 10,000 television-equipped homes in the United States should increase to 741,000 within 15 months after television sets are available at $200 — and within ten years, television equipped homes should multiply to around 30,000,000, Eugene S. Thomas, sales manager of WOR New York, told the Advertising Club of New York, at its first fall meeting Sept. 15. Mr. Thomas, director of the Advertising Club, attributed the statistics to Thomas F. Joyce, manager of RCA Photigraph & Television Dept.

He said that the five kinds of commercials paying off successfully in television include visual, dramatized, remote pick-up, film and animated or mechanical attention getters. Mr. Thomas said that "instead of adding up all the known costs to get the charge to the advertisers, we should work the other way — calculate what the television audience is worth to the advertiser, and keep costs under that." 

If the television program sells four as much soap as a radio counterpart, he said, a time and talent budget three or four times that of the radio show will make sense. Besides appealing to both the ear, Mr. Thomas said, television will appeal to a high-class pocketbook, as ownership of $200 video set will indicate existence of better-than-average purchasing power.

American Net Programs Maintain Canadian Lead

AMERICAN NETWORK shows lead the September evening national ratings of Elliott-Haynes Ltd., Toronto, with Radio Theatre having a rating of 25.5, followed by Edgar Bergen & Charlie McCarthy with 20.1, and Album of Familiar Music in third place with 18.4. A Canadian quiz show Treasure Trail is fourth, with Words At War-fifth, Bing Crosby Music Hall, Waltz Time, Aladdin Family, and Fishing Navy (Canadian origination). Big Town, Share the Wealth (Canadian origination), Lumi`n Abner, Victory Parade (Canadian origination), Green Hornet (Canadian origination), Vacation Serenade and Canadian Cavalcade (Canadian origination), following in that order.

French language evening programming suitability for September is topped by Course au Tresor with a rating of 26.8 (up 10.2 points from August), followed by Le Cafe Concert, Secrets du Dr. Morhanges, Radio Theatre, and Les Amours de Ty-Jos.

ACA IS NEGOTIATING ON ANNOUNCER FEES

AMERICAN Communications Assn. (CIO) is negotiating for an agreement with WLIB Brooklyn for commercials for announcing union, which won recognition for the announcers several weeks ago. A contract is held for an agreement with WLIB for several years.

Negotiations for a new agreement with WARM Scrantoin, Pa., began Sept. 12, with issues involved including increase in pay and improved working conditions for studio technicians. Outcome is subject to WLIB approval. Renewal of agreements with increases in wages for studio technician and announcer was negotiated successfully by the ACA with WCAO Baltimore and WDAS Philadelphia.

Other Negotiators

Notices for reopening of negotiations for new contracts have been sent to WHN and WNEW New York; WNYT Buffalo; WHAT and WIP Philadelphia. Also, by mutual agreement management of WFEN Philadelphia, negotiations for renewal of contract covering announcers and all office workers will be begun after the time provided for in the current agreement.

With preparations for renewal of agreements in progress, dispute between KYW Philadelphia and the ACA was settled amicably and a joint WLB form has been filed by the parties requesting wage adjustment retroactive to August 21, 1945. Recent approval of a new contract between ACA and WCAU Philadelphia provided for increased wages and better pay to technicians.

Hearings were ordered by the NLRB at Palm Beach, Fla., for Sept. 1 on a petition filed by ACA for sole and exclusive bargaining agent for all employees of WWPG Palm Beach. Outcome has not yet been determined.

SPORTS CO. SPONSORS

MacGregor-Goldsmith, Cincinnati (sporting goods), a new sponsor for 1946, 30 will begin sponsorship of the first of a series of ten collegiate football games on WJJD Chicago, WJW Cincinnati, and WJR Detroit. Dick Bray, of Cincinnati, will do the announcing. Agency is Hugo Wagenseil & Assoc., Dayton, O.
34 Canada Outlets Get Power Boosts
But Many Lack Equipment To Go From 1 to 5 kw.

THIRTY-FOUR Canadian broadcasting stations have been notified by W. Ziv Smith, Commercial Manager of Radio, Department of Transport, Ottawa, that they can increase their power from 1 to 5 kw under a new impetus to Dominion growth. The stations are located in all parts of the Dominion.

A forecast of these power increases was given some time ago [Broadcasting, May 16] by August Frigon, Canadian Broadcasting Corp. general manager, before the Parliamentary Committee on Broadcasting, when he stated that possibly 60 Canadian broadcasters could go to 5 kw under the Havana Treaty.


Few of these stations have at present the equipment to make the increase, and some are not yet operating on the full 1 kw for which they are licensed. But, with equipment expected to be available soon after the end of the European war, a number of the 34 Canadian stations are ready to go to the limit of their frequency allocation.

Conkey on 20

G. E. CONKEY CO., Cleveland, began sponsorship of one-minute announcements Sept. 18 three to five times weekly, and quarter-hour programs on October 20 on 20 stations. The 26-week contract was placed by Rogers & Smith, Chicago.

Thadeus W. Jacobs

THADEUS W. (Tad) JACOBS, for five years with Frederic W. Ziv Co. as southern representative, died Sept. 3 in Atlanta. He is survived by his wife, daughter, and mother.

TWISTED WRECK is all that remains of the CBS New York FM antenna after the hurricane hit it. Antenna is 85 feet high and is located at 560 Fifth Ave., New York.

New to Networks

BLUE NETWORK, in a review of new and returning commercial programs this fall, reports that out of 18 new shows on the network, six are sponsored by advertisers new to network radio—Chatham Mfg. Co. (blankets, fabrics), sponsoring Chatham Shopper, Sat., 7-10:30 p.m.; Raytheon Mfg. Co. (radio tubes and equipment), Meet Your Navy, Sat., 7-10:30 p.m.; Reader's Digest Assn. (magazine), Town Meeting, Thurs., 8-9:30-10 p.m.; Scripoph Mfg. Co. (pencil leads), George Hicks, Sun., 1:15-3:15 p.m.; Leader Labs. (institutions), Do the Doctors Talk It Over, Fri., 10-11:30 p.m.; and John H. Brock Inc. (hair shampoo), Beautiful Music, Wed., 3-3:45 p.m.

RCA, RMA ‘Interested’

ALTHOUGH not filing appearances, RCA and Radio Manufacturers Assn. both notified the FCC that their organizations were interested in all phases of the allocations hearings beginning Thursday in Washington and would send observers. RCA also filed in behalf of its subsidiaries, NBC, RAC, Radiomarine Corp., but said RTPB speakers would cover their interests.

Cereal on 35

CAMPBELL CEREAL Co., Minneapolis, will sponsor minute announcements, quarter-hour and half-hour shows on 35 stations for 26 weeks. Agency is Campbell-Mith-um, Chicago.

“OUR FIFTH YEAR”

for Kohlers Dry Cleaners, WMFM

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising
Held Las believed his audience to tant, interested listened to more. "Even where their station theirer, get since that children use hours, influence of Daytime Urges "It fixed time," he added, is housewives interviewed he said, and sets can only is by use useful to them most preference which next program the program important in society, have been a daily schedule cancels one commercial and postponed another to carry the Town Meeting, a sponsored program. wcpo previously was committed to be a double header game between the Cincinnati Reds and Philadelphia Phillies and had to cancel the Town Meeting." Performing rights to symphonic and concert music of SACEM, French performing rights society, have been acquired by ASCAP from the Alien Property Custodian, which seized them following the German occupation of France. Previously the copyright had been controlled in the United States by Elian-Vogel Co., Philadelphia.

Dick Hottelet, Columbia war correspondent, speaking on CBS World News Roundup, 8-8:15 a.m. last Thursday from the town of Maastricht in Holland, said it was the first broadcast direct from that country.

KSOO, KELO HEARD IN DUOPOLY RULING OVERLAPPING of service as forbidden in the FCC duopoly rule (3.35) is not applicable to KSOO and KELO Sioux Falls, S. D., the Sioux Falls Broadcasting Assn., licensee, contended last Thursday in a license renewal hearing before the Commission. Licensees had petitioned for a hearing on the grounds that the duopoly rule is not applicable, since KSOO, a 5 kw station, operates days only on 1140 ke, while KELO, operating on 1230 ke with 250 w is a fulltime station.

Interpretation of the word "substantial" with reference to overlapping was one of the major factors in the hearing, petitioner asserting that because KSOO is a parttime station there is no "substantial" overlapping. Witnesses included George Davis, consulting engineer; Mort Henkin, vice-president and general manager, and George Hahn, commercial manager. Segal, Smith & Hennessey appeared for the licensee.

Dennis Joins Allied WALT DENNIS, director of public relations of WHN New York, will join Allied Purchasing Corp., buying association of 64 retail stores throughout the country, Oct. 16 as manager of radio and television. One of his first duties in this new post will be to work with the NAB in connection with the test retail radio campaign to be conducted by Joaks of 'Texas, San Antonio department store, an Allied affiliate, under the supervision of the NAB [broadcasting, April 3]. This will be a resumption of old associations for Mr. Dennis, who was chief of the NAB news bureau for eight months before Joining WHN in late 1943. Prior to NAB he had been director of merchandising and sales promotion of KYVO Tulsa.

'Meeting' on WCPO CINCINNATI heard America's Town Meeting debate on the CJQ Political Action Committee last Thursday night over WCPO instead of the popular Blue outlet, WSAI. Not only that, but Mortimer C. Watters, vice-president of Scripps-Howard Radio and general manager of WCPO, canceled one commercial and postponed another to carry the Town Meeting, a sponsored program, without charge. WSAI previously was committed to air a double header game between the Cincinnati Reds and Philadelphia Phillies and had to cancel the Town Meeting.

Cities Service Change CITIES SERVICE CO., New York, sponsor of Cities Service Concerts on NBC for a number of years, on Oct. 27 replaces the program with Highways in Melody, with Paul Lavalle's all-string orchestra, the Ken Christie Choir and guest soloists on 68 NBC stations Friday 8-8:30 p.m. Walter Lurie will produce and direct. Agency is Foote, Cone & Belding, New York.

Performing rights to symphonic and concert music of SACEM, French performing rights society, have been acquired by ASCAP from the Alien Property Custodian, which seized them following the German occupation of France. Previously the copyrights had been controlled in the United States by Elian-Vogel Co., Philadelphia.

Dick Hottelet, Columbia war correspondent, speaking on CBS World News Roundup, 8-8:15 a.m. last Thursday from the town of Maastricht in Holland, said it was the first broadcast direct from that country.

WANTED Additional recording engineers. Studio control experience required. Permanent employment in New York City, under pleasant working conditions.

Our employees have seen a copy of this ad.

Write Box 715, BROADCASTING

BROADCASTING • Broadcast Advertising

September 25, 1944 • Page 71
Decisions...

SEPTEMBER 16
Mississippi Broadcasting Co., Jackson, Miss.—Adopted order denying petition for severance of application for CP for consolidated hearing, as well as application for new station, Miss., and Shenys Ines Jr., application new station Meridian, Miss. Action taken Sept. 15.

SEPTEMBER 18
WQCX Vicksburg, Miss.—Granted license covering change frequency, hours of operation and power increase.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wase, D. C.

PAUL GODLEY CO.
CONSULTING ENGINEERS
MONTCLAIR, N. J.

MO. 2-7859

GEOE C. DAVIS
Consulting Radio Engineer
Monsey Bldg.
District 8469
Washington, D. C.

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

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg.
N.A.7lonol 6513
Washington 4, D. C.

LOHINES & CULVER
CONSULTING RADIO ENGINEERS
Monsey Bldg.
District 8215
Washington 4, D. C.

C. D. MUNSEY
Earle Bldg.
National Press Bldg., Wase, D. C.

CONSULTING RADIO ENGINEERS

ANCURRY & WRATHAIL
CONSULTING RADIO ENGINEERS
National Press Bldg.
D1. 1205
Washington, D. C.

HERC T. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AAILABLE AFTER VICTOR

McNARY & WRATHAIL
CONSULTING RADIO ENGINEERS
National Press Bldg.
D1. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Monsey Bldg. • Republlic 2347

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

PAUL A. d'EMARS
Consulting Electrical Engineer
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Frank H. McIntosh
Consulting Radio Engineers
Shortlaid Bldg. ME. 4477
Washington, D. C.

Blue Network Co., Chicago—Same.

Missouri Broadcasting Co., Los Angeles-Same.

New York Broadcasting Co., N. Y.—Same.

United Broadcasting Co., Cleveland—Same.

Yankee Network Inc., Boston—Same.

SEPTEMBER 19

KMBC Kansas City—Adopted order denying petition for renewal of application for change of channel 1600 kc to 1600 kva to start on July 15, 1944.

WEAR Evansville, Ind.—Denied petition for renewal of application to add omnidirectional antenna in FM station.

WITN Washington, D. C.—Denied vol. assign. license from American Broadcasting Co. to new station for Cleveland, Ohio.

WEYM Jacksonville—Denied vol. assign. license from American Broadcasting Co. for FM station.

WYFR Syracuse—Denied for hearing application make changes DA-1646.


WGNU electronics—Granted vol. assign. license from American Broadcasting Co. to new station.

WTAD Quincy, Ill.—Denied for hearing application for vol. assign. license from Illinois Broadcasting Co. to new station Press Bldg., Wash., Sept.

WQAM Miami, Fla.—Denied renewal of license for FM station.

WQAM Miami, Fla.—Denied application for new station.


WYBC New York—Denied renewal of license for new station.

WYFL Wilmington, N. C.—Temporary license further extended from Sept. 27 to Oct. 22.

WDBJ Roanoke, Va.—Denied renewal petition for change of tower.

KQA Los Angeles—Denied license renewal for period ending 1-1-45.

KGBA Huntington Beach, Calif.—Same.

KVOR Colorado Springs, Colo.—Same.

WATR Waterbury, Conn.—Same.

WDP Rock Island—Same.

WHLI Niagara Falls—Same.

WISU Indianapolis—Same.

WKNE Rome, N. Y.—Same.

WNAC Boston—Same.

WOC Rac unacceptable—Same.

WBBB Burlington, N. C.—Denied license renewal for period ending 5-3-48.

WISU Milwaukee—Same.

KFAB Lincoln, Neb.—Denied renewal of license pending determination license renewal application.

WBBM Chicago—Same.

KCAP Lincoln, WBBM Chicago—Same.

KHFZ Saline FIXED-TRANSMISSION OF Low-Power FM—Same.

WGBF Evansville, Ind.—Denied license renewal on temporary basis only for period ending 11-14-45.

WXLX Denver—Denied for application of transferring station, Denver.

WISW Washington—Denied license renewal for new FM station.

KWEA Lincoln—Denied license renewal for new FM station.

KGAM Greensboro—Denied license renewal for new FM station.


KVLW Portland—Denied license renewal for new FM station.

KXHA Kansas City—Denied license renewal for new FM station.

KXLO Los Angeles—Denied license renewal for new FM station.

KXLA Los Angeles—Denied license renewal for new FM station.

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KXLA Los Angeles—Denied license renewal for new FM station.

KXLA Los Angeles—Denied license renewal for new FM station.
Wanted—Station manager to take complete charge of new forthcoming 250 watt station to be located in the beautiful city of Lancaster, Pennsylvania. State background, experience, expected salary. Immediate appointment will merit our complete confidence. Box 797, BROADCASTING.

Chief engineer—Engineer school grad. Must be thoroughly experienced in all phases construction, maintenance, operation of AM up to 60 kW, FM and knowledge of strict safety. Must be able to direct men and understand FCC rules and regulations. Must have opportunity with security now in future. Has been in broadcasting since 1925. Has been employed in radio broadcasting as chief engineer, or in government service, manufacturing company, etc., who want to make a change for the better. New York City station. Write in confidence. Box 688, BROADCASTING.

Wanted—writers, writer-producers. Immediate openings for writers and writer-producers. State experience, draft status, telephone, telegraph operators. Box 690, BROADCASTING.

We are looking for an A-1 encom for an old, established midwest man who is thoroughly experienced in all phases of the business which is commercial, runs for an hour a day, six days a week. A man who we know thoroughly will be our man. Has established a name for himself in this field. He will get an excellent salary and will make additional money through regional appearances. Is located in a place where the writer will have a chance to hear from you. Give us your complete qualifications, etc. Address Box 692, BROADCASTING.

Wanted—Capable announcer for growing mid-western station. Must have experience as chief announcer of network station. State salary desired. See full particulars in box reply. Must have excellent talent available for good position. Please outline experience, qualifications, and salary required. Box 694, BROADCASTING.

Salesman, capable of developing into sales manager. A good job for the man who can produce. Give experience, references, and salary desired. Box 700, BROADCASTING.

Operator with first class radiotelephone license. Must be experienced, capable man. Give experience and reference. Box 701, BROADCASTING.

Announcer wanted to join staff of 50,000 watt station. Must be experienced, ready for secretary of one of its executives. Applicants must have at least one year’s experience in a radio station or network with good references. All replies will be held in strict confidence. Address your application to Box 703, BROADCASTING.

Announcer—worked production salesman, first class engineer, program director, announcer who can develop programs for 50,000 watt station. Has experience in the Pacific slope. Mid-Atlantic state, no defense, agriculturist, production work, etc. Has had considerable good will, cost living conditions. Full details, ref: plx, etc., draft status, musical ability, salary expected, etc. Number of references. Correspondence confidential. Box 706, BROADCASTING.

Network promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

Two good announcers for NBC affiliate. One k w, another 50,000. Good pay. If interested send complete details in letter plan position with NBC. Box 712, Broadcasting.

Wanted—Announcer, capable of general announcing and production. Position permanent. Send audition transcription and full information. KTHI, Sioux City, Ia.

Announcer Wanted by KSD

We have an excellent opportunity for an experienced announcer for staff work. He must be above average in ability and performance. Only men with highest qualifications will be considered. In reply give full information regarding experience, education and draft status. Statement of availability will be required.

KSD
Basic NBC Station
St. Louis

Help Wanted (Cont’d)

Announcer wanted—NBC 5 kW station. A well-equipped man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the employment we serve. We'll start him at $47.50, and give him opportunity to earn extra free for programs he produces. Send transcript, photo, detailed experience and education. Station WIS, Columbus, S. C.


Copy writer wanted. Good position with 1,000 watt midwest station. Weekly salary starts at $50 dollars and up for men who can produce saleable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knuth, WIBB, Moline, Illinois.

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

Excellent positions open for electrical, electronic engineers and technicians for Class III radio engineers; production men; junior management men; editors, writers, secretaries, telephone operators, etc. Give complete experience and reference. Box 674, BROADCASTING.

Chief engineer, permanent position, for Seattle. Miscellaneous. Give experience and references. Box 701, BROADCASTING.

Situations Wanted

Chief engineer—Thirteen years’ experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineering for United States Government. Three years radio manufacturing. Last one and one-half years, chief engineer of concern designing and manufacturing radio equipment, for U. S. Navy. References exchanged. Salary $100 to $250, depending on education and experience. Can remain in position for one year. Available six weeks. Box 684, BROADCASTING.

Radio engineer desires chief engineer’s position in east or southeast. Has been in Midwest or Rocky Mountain section. Twenty years experience construction, maintenance and operation. Minimum $600 weekly. Please state salary first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent thirty years in radio and am interested in purchasing a non-profit station in a northern state. Would like to hear from you. Mr. Clifford. Box 677, BROADCASTING.

Wanted—Type writer. Any type writer. Good for all positions. Phone Central 665, Chicago, Ill.

For Sale

Fm radio station. Good location. For sale. First check received $2,975.00. Purchased 250 watt broadcast transmitter in condition for F.C.C. approval. Mr. H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee, Wisconsin.

500 watt composite broadcast transmitter ready for F.C.C. approval, with 100,000 watts, 500,000 watts in reserve, 5000 watts audio power, 5000 watts output power for long distance. Mr. Johns, 231 W. Wisconsin Avenue, Milwau-kee, Wis. For sale—Two WE 270A tubes. Never used. List price. FOB Monroe, La. KJML.

Miscellaneous

If you are looking for a 250,000 watt southern station. For appointment in interview, address Manager, Station WPFT, Raleigh, N. C., giving full particulars.

WANTED

Wanted—Announcer—3 years experience 3 years electrical engineering college. At present chief of Personnel of large, well known, capable engineer with good references. Will make permanent position with good future. Box 696, BROADCASTING.

Radio engineer—High school graduate. Second class, Class C. Interested in employment position in northeast U. S. Please give complete personal information, first letter. Box 695, BROADCASTING.

Announcer, seven years experience. Capable, reliable. Will furnish complete personal and long time references. Strong commercial, general ability, good personality. Best job to date will be permanent. Box 704, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation device—we serve. Phone Central 6558, col- lect. Chicago Mr. Clifford.

Wanted to purchase—Transmitter and all other equipment of a new station. Box 695, BROADCASTING.

Wanted to buy—250. 500 1000 watt transmitter meeting FCC requirements. Also antenna, control board, turntable, etc. Give full information. Box 700, BROADCASTING.

Wanted to buy—Full or part interest in 250 watt station located in a north eastern state. Will buy full interest in new station. Box 714, BROADCASTING.

Wanted—Frequency monitor any type. Call or write Central 665, Chicago, Ill.

Advertisements

WE WANTED TO BUY

THREE 5-100 SATELLITE HOPPERS.

FOR COMPLETE DESCRIPTION WRITE TO:

Mr. Clifford

2958 Scranton Road

Cleveland, Ohio.
A MARKET for a billion dollars’ worth of civilian radio products a year following the collapse of Germany is predicted by the Radio Industry and Trade by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, who has compiled statistics of the radio industry for many years.

Dr. Caldwell’s estimates, based upon studies made by his editorial associates on the magazines, “Radio and Television Retailing” and “Electronic Industries,” follow:

- 14 million radio sets
- 60 million television sets or tubes
- 12 million portable radios
- 200,000,000 phonograph records

Total radio merchandise: $1,000,000,000

The above figures assume that no substantial number of television sets will be distributed during the first twelve months of civilian radio sales. Within a few years, however, annual television volume may be expected to duplicate in dollar volume that of radio sets—selling one-sixth to one-quarter as many television units at prices averaging four to six times those of present radio sets.

Wright Bryan of WSB Captured by Germans

WRIGHT BRYAN, war correspondent for WSB Atlanta, the Atlanta Journal and NBC, was captured by the Germans on Sept. 12 near Chaumont and is now being held in a prison camp in Germany. He was wounded in the left leg and treated in a hospital at Chaumont, according to John Mecklin, Chicago WSB correspondent, who was captured and later released. Edward W. Beatie, United Press correspondent, was also captured.

Mr. Bryan, who was with Mr. Bryan and Bryan, was eventually released. Dr. W. E. Beatie, United Press correspondent, was also captured.

Mr. Bryan was the first American correspondent to broadcast an eye-witness report of the Allied invasion of France on June 6. Returning to London across the Channel, he described the beachhead landings as seen from a 40-foot catamaran and a 202-foot television pool broadcast to the four American nationwide networks. A native of Atlanta, he attended Antioch College and the U. of Missouri School of Journalism before starting to work for the Atlanta Journal, which he served as city editor, managing editor and associate editor before going abroad as a war correspondent.

RCA Upholds Discs

RCA RESEARCH Laboratories is investigating new methods of recording on film, tape and wire, but, “in our opinion,” nothing new contemplated in the laboratories or in use commercially at present shows any signs of offering such flexibility, tonal fidelity and simplicity at low cost as do the combined sound and phonograph,” RCA Victor Division of RCA reported in a letter sent last week to dealers and distributors. Letter estimates that only 15% of the potential market for records is equipped with phonograph turntables and predicts an enormous increase in record sales when phonograph production for civilians is resumed.

Blue Executives’ Juncture

DELEGATION of the Blue Network executives and stars, headed by Board Chairman Edward J. Noble, last Wednesday visited Lodli, N. J., site of the transmitter of the Blue key station WJZ New York, where they were received at City Hall by Mayor Joseph Luna, entertained at lunch by the Lodli Rotary Club, paraded through town behind the high school band, and fought a 10-10 tie in a softball game with the Lodli City Council. Starting battery for the Blue team was Mr. Noble, pitching, and Mark Woods, network president, catching. Edgar Kobak, Keith Kiggins, Phillips, Kisting, Pete Jaeger, John McNeil, Charles Ryd, C. R. Friaulx, and George Milne also participated in the contests.

Duopoly Precedent Set

As Fishburn Holds Stock

WHAT MAY be a precedent in “duopoly ownership” was established last Tuesday by the FCC in the case of Junius P. Fishburn, Roanoke newspaper publisher and licensee of WDBJ. Mr. Fishburn also holds a 40% interest in WSLS, the second Roanoke outlet.

P. S. Sirrine, in a petition before the Commission granted a license on a temporary basis until Nov. 1, 1945, to Evansville’s Air Inc., licensee of WGBF, “subject to whatever action may be taken upon pending application for renewal.” Evansville on the Air, also licensee of WEOA, has filed petition for hearing, contending the duopoly regulation is not applicable. Meanwhile the WGBF license was due to expire Oct. 1.

FCC had set for hearing the WDBJ renewal because of Fishburn’s ownership identity with WSLS and because he served on the latter station’s board.

The Commission announced that it had granted the request of the publisher-broadcaster for reconsideration and grant of the renewal application without hearing, since he had agreed to retain his stock interest. Mr. Fishburn, it is understood, also disclaimed any participation in the operation of WSLS, a 250 w station on Blue and Mutual. WDBJ, a regional, is a CBS outlet.

Mr. Fishburn’s ownership identity with WSLS and because he served on the latter station’s board.

Donated byBroadcasting for Std Hix

“I Have a Woman in the Balcony, Doctor.”

BROADCASTING • Broadcast Advertising

Rev. Morris Plea Is Denied by FCC

Dry Issue Held Irrelevant

In Texas Duopoly Case

ATTEMPTS of Rev. Sam Morris, Texas prohibitionist, to make a wet-and-dry issue of a hearing before the FCC at a meeting of KGKO and WBAP Fort Worth and WFBA Dallas, to determine whether Rule 335 (duopoly regulation) is applicable, were thwarted when Examiner Frerry ruled out, based on Rev. Morris’ testimony on the prohibition question.

Renewal of the three stations’ licenses had been designated for hearing on petition of the licensees who contended the duopoly regulation was not applicable. Mr. Morris’ petition to intervene was denied and a subsequent motion to amend and enlarge the issues also was denied. Commissioners Paul A. Walker and Clifford J. Durr dissenting.

FCC Approved Pact

Harold V. Hough, radio supervisor of Carter Publications Inc., licensee of WBAP, and general manager of KGKO, licensed to Mr. Hough’s test company, FM to the three stations, as to the history of the three stations, how WBAP and WFBA have shared time since the early days or ownership, and the other half from Fort Worth, making, in effect, two stations, one of 50 kw on 820 and one of 5 kw on 1610, thereby overlapping and taking place. The KGKO transmitter is located midway between Dallas and Fort Worth.

Mr. Morris took the stand, unde. Commission ruling that he could testify on the issues, and repeated virtually what his petition to intervene had alleged, that the three stations fail to operate in the public interest inasmuch as they carry programs sponsored by beer manufacturers, but have denied him time to discuss prohibition. His té mony was ruled out as irrelevant.

Representing the A. H. Belo Corp., licensee of WFAA, corroborated Mr. Hough’s testimony. In 1940 Carter Publications and the Belo Corp. each acquired half interest in KGKO, operating on 970 kw with 5 kw power. Under agreements made by the Commission in 1940, the witnesses testified KGKO leases studio space from each of the other two stations and operates from Dallas and Fort Worth, the other half from Fort Worth.
One hundred thirty years ago, New Harmony was built of dreams of men: of the ascetic dream of Father Rapp, who reckoned without human frailty and failed; of the philanthropic dream of Robert Owen, seeking that men might live together without fear, or want, or jealous competition, sharing the bounty of their labors.

This was to be Utopia... But mortals are not born to know perfection; so God, to give a sign that He approves man's striving for ideals beyond his reach, decreed that, every year, the ground be paved with gold, like Heaven's own.

Each June, His hand festoons thousands of Gate Trees with brilliant yellow blossoms; like little round rain clouds, they gather until, bestirred by gentle summer winds, they shed their petals in a gorgeous shower of the Golden Rain.

And nowhere else in all this land do trees like these abound!

Today, New Harmony is an old and interesting town. And yet, because the hand of God has touched it, it is much more than just a placid town... not only to those who live here among the Golden Rain... but to us.
Even on the best man you hire, you take a chance.
You can weigh his experience. You can find out something about his ability. But you can't tell what he'll do for you until he's on the job.
Not so with RCA Tubes.
You know just what to expect from any RCA tube—before it goes to work.
That's because broadcast transmitter engineers have reliable performance information on all RCA tubes right at their fingertips—technical data of great importance. In actual use, technical information on RCA tubes serves as a trustworthy guide to help select the best types to keep your station on the air—prevent costly program interruptions—keep tube costs low.
But the data must be accurate. For your transmitter is designed around the performance of specific tubes. If a tube is overrated, it may fail prematurely and throw you off the air. If a tube is too conservatively rated, you are buying more tubes than you need for your specific requirement.
Every new RCA tube type undergoes exhaustive tests of capacity and endurance before it is rated officially. These tests are performed by engineers with years of experience in designing and operating tubes—men who know your needs—men who don't have to guess.
RCA's conservative, yet practical, rating methods are your advance assurance that RCA tubes will do their jobs efficiently and economically—one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

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

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N.J.
LEADS THE WAY... In Radio... Television... Tubes...
Phonographs... Records... Electronics