More than mere programs...

Pictured on this cover are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful growth; i.e., a highly sensitive awareness of listeners' likes and dislikes; a degree of warmth that's as intimate as a handclasp, an alertness to the seesaw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is...

—that powerful station

WOR

at 1440 Broadway, in New York
OLD TROUPERS
Years Meeting WLS Listeners Everywhere

Close personal association with listeners is added reason for WLS response. Not only the personal relationship of microphone and letter (a million letters a year), but the additional friendly association of countless personal appearances at state and county fairs, theaters, meetings, gatherings throughout Midwest America for 20 years.

Maple City Four, with WLS since 1926, is one of many acts that have "met" WLS listeners face-to-face until they seem like old friends. From WLS Artists Bureau, George Ferguson (since 1924) and Earl Kurtze (since 1930) spend most of their waking hours out in the WLS territory arranging shows with WLS talent. Thus WLS learns directly what its listeners like in entertainment, gets constant audience reaction to shows and talent staff. Twenty years of this face-to-face contact with listeners who have become old friends is another reason WLS Gets Results.

REPRESENTED BY
John Blair & Company

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Hurling D. Butler
President
Glenn Snyder
Manager

CHICAGO 7

Management Affiliated with KKY, Phoenix, and the Arizona Network—KKY Phoenix * KTyC Tucson * KSUN Bisbee-Lowell
IT'S TRUE — New England is a different type of market, made up of hundreds of thriving communities.

The Yankee Network is the only air-approach to blanket these markets completely.

New Englanders patronize their local tradespeople — the local merchants, doctors, dentists — not only for convenience but from a traditional loyalty.

They listen to the hometown Yankee Network station because it is their local station.

Dialing for distance is not a New England habit. Today the best in radio (via networks) is provided by local stations. Easy to dial — easy to hear.

Local acceptance of The Yankee Network is the basis of proven results as evidenced by the exceptional percentage of year-after-year renewals.

The Yankee Network’s 21 hometown stations give you all over coverage of New England’s key markets and suburban communities, reaching a potential audience of 8,377,543 of the total population of 8,437,290.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative
One radio station that does not sit back as basic affiliate of a major radio network and watch the rest of the world go by is KMBC of Kansas City. While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming.

Further evidence of KMBC's reputation as the station with a network operation is its production staff. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios.

Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a plus listening audience—the harvest of all aggressive local programming.

Of course—KMBC-FM—An extra service at no extra cost!

Such Are The Men vested with the production responsibilities of KMBC. Rod Cagg, station program director, is shown in conference with (l. to r.) Fran Heyser, production manager; Russell Culver, continuity chief; Edwin Browne, educational director; Gene Dennis, coordinator of war activities; and Lee Stewart, head of KMBC's announcing staff.
"American Story" is also the story of KMBC's production facilities. Weekly half-hour patriotic production received noteworthy mention throughout the Heart of America. The KMBC Brush Creek Follies, recognized nationally as one of radio's most successful barn dance shows, begins this Fall its eighth consecutive season of Saturday night stands. Department store advertising history is being made at KMBC with Joanne Taylor, fashion expert, in her eleventh year without change as to program format or sponsor. This only begins the success story of KMBC production. No wonder Variety awarded KMBC the title of "Program Originating Station," and no wonder KMBC is FIRST in all accredited surveys.
14 years a favorite!

"KRIME KLAN" proves
KOIL STABILITY
in the Omaha area

Krime Klan, one of radio's outstanding weekly thrill dramas has gripped an ever growing audience of KOIL listeners since 1930.

And this is just one of many "long runs" on KOIL, establishing its STABILITY in the rich, midwestern market.

Results PROVE listeners are enthusiastic about KOIL programs.

In Omaha, it's KOIL for Stability ... KOIL for Results ... KOIL for Value!
New Industries from AGRICULTURE

Here is the man whose labors make agriculture one of the leading industries in the tri-state area of Louisiana, Texas and Arkansas. Producing record-breaking harvests of food and fibre today in the Food for Freedom program, the farmer looks confidently to the future when his diversified farming will contribute to such chemurgic industries as starch from sweet potatoes and plastics from sugarcane. Advertisers, intent upon building sales for the future in this prosperous market, are using powerful, 50,000-watt KWKH as their No. 1 medium.

KWKH
CBS * 50,000 WATTS
A Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.
ACCURACY is OUR business... IN WAR... IN PEACE

WHAT GOES ON at CRECO? No let-up in PRECISION PRODUCTION to provide “fighting crystals” for Radio-at-War... plus plans to HELP YOU meet the challenge of NEW DIMENSIONS of Public Service that will be YOUR RECONVERSION ASSIGNMENT. We are prepared to accept a limited number of Standard, FM and Television Applications.

CRECO, largest independent PREWAR PIONEER of FREQUENCY MEASURING SERVICES, has maintained this High-Quality Asset throughout the war, in addition to utilizing the same equipment to Mass-Produce Victory Crystals.

PREPARATION FOR PRECISION

Standard Crystals Being Prepared by Operator in Picture at Left for Use in Comparison Oscillators for Mass Production on Same Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Everett L. Dillard, General Manager
Evening Star Bldg.
Washington, D. C.

Porter Bldg.
Kansas City, Mo.

Crossroads-of-the-World
Hollywood, Cal.

"BE SURE OF TOMORROW... BUY WAR BONDS TODAY"
NO RECONVERSION IN PEORIAREA

Metropolitan, industrial, and agricultural PEORIAREA faces no reconversion problem. Peacetime products of Peoriarea factories and peacetime produce of Peoriarea farms have been diverted to war use. Their reconversion to peace channels presents no problem. Peoriarea is an outstanding market now—will be an even better market in peace.

COMPLETE ONE-MEDIUM COVERAGE

WMBD blankets rich, responsive Peoriana Average listenership to WMBD constantly increases—is now 56.3%. Morning, afternoon, and evening WMBD audiences are more than twice as great as those of the second most popular station in the area. You must use WMBD to reach Peoriarea.

PEORIA BROADCASTING CO.
Alliance Life Bldg., Peoria 2, Ill.
“Psst, Miss Love—get F&P immediately. It seems I should have specified spot broadcasting!”

- In any emergency, always call F&P! You’ll be surprised how much good old-fashioned work our F&P Colonels can turn out for you—in a hurry!

Especially if it’s in connection with any of the markets mentioned at the right!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
New Developments Unveiled at FCC Study

FM Wins Dispute From Video for Low Band

By BILL BAILEY

HISTORIC HEARINGS which will shape the future development of all broadcast services, including FM, television, facsimile, radio relays and possible broadening of the present standard band got under way last week before the FCC with the revelation by the Navy that it is using or developing new vacuum tubes which will permit operation of television stations of substantial power in the very high and ultra-high frequencies.

At the outset of the hearings, attended by some 350 industry and Government engineers and executives, it became apparent that there would be no knock-down fight between FM and television allocations in the lower portion of the high-frequency spectrum (50 mc area). Spokesmen for Radio Technical Planning Board panels, which presented basic testimony, explained that agreement had been reached whereby 75 channels of 200 kc width, ranging from 41.56 to 51.56 mc, had been recommended for FM in a compromise with television aspirants for that portion of the spectrum.

FCC Chairman James Lawrence Fly made it plain at the outset that no time would be wasted. In a preliminary statement he asked that cross-examination be held to a minimum and that witnesses confine statements to recommendations.

Anticipating the development of FM and the possible shift from the 200-400 kc band of certain services (Government, ships, aviation), Panel 4 on Standard Broadcasting submitted an exhibit on tentative allocation recommendations including proposal to use the 200-400 kc band for high-power rural broadcast service. Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, explained that the Allocation Committee had not yet taken formal action, but that the topic has been considered.

Broadcast Extension

One of the Broadcast Panel's proposed recommendations is to extend the lower end of the standard band to 520 kc providing three additional channels (520, 630, 540 kc).

A second recommendation is to increase the field intensity of existing stations in populous areas, now suffering from interference or not receiving sufficient signal strength from present transmitters. That increase is proposed by use of unattended satellite stations operating as synchronous transmitters on presently assigned frequencies. These satellites could be connected with the main transmitter through UHF and SHF (super-high) channels, overcoming many of the technical and economic factors which have discouraged use of satellites in the past, Mr. Frazier pointed out.

Among other proposed recommendations of the Standard Broadcast Panel, to be elaborated on in the more detailed testimony scheduled for the week of Oct. 10, were: Use of directional and half-wave antennas by local or Class IV stations to eliminate interference and improve service, and possible assignment of the 3 to 17 mc band for broadcast service, employing AM rather than FM transmission.

Opening the hearings, Chairman Fly said: "We are interested in determining what frequencies or bands of frequencies should be allocated to the various classes of services. I think it is important that this be understood at the outset. It will mean a real saving in time and effort both on the part of the Commission and witnesses."

To some extent the aura of secrecy was lifted from Government developments in the radio-electronics field, given great impetus by the war. The Interdepartmental Radio Advisory Committee, which had evolved its own recommendations for spectrumwide allocations, agreed to release those proposals from the "restricted" category. The substance of its recommendations previously had been discussed and published, but the precise data had not been permitted to emerge from the "restricted" classification until last Thursday.

Coupled with this was the Navy disclosure that research, and in some instance production, are being carried out with UHF and VHF tubes. George P. Adair, FCC chief engineer, placed in the record early in the hearings data on the Navy's work on transmitter tubes, which indicated that six new types of tubes have been or are in the process of development, making possible use of energy up to 3,000 w.

(Continued on page 84)

WHEN THE FCC allocation hearings formally were opened in the Interdepartmental Auditorium in Washington last Thursday, some 350 representatives of industry, Government attended. Right aisle not shown. The audience dwindled after the first day. Some 100 witnesses are scheduled to testify.
Blue Names Hubbell Robinson Program and Production Head
Kenway Heads Advertising and Smith Promotion; Lewis May Be Pacific Chief; Harrington Moves

APPOINTMENTS of Hubbell Robinson Jr. as vice-president in charge of programming and production for the Blue Network, of Fred Smith as director of advertising and promotion, and of Ivor Kenway, as advertising manager were announced last Thursday by Chester J. LaRoche, vice-chairman of the board of the Blue Network. Part of a major reorganization of the executive lineup of the network disclosed last week [Broadcasting, Sept. 25], the new appointments bear out Mr. LaRoche’s newly announced plans for increased emphasis on Blue programming and promotion [see page 22].

Mr. Robinson, a vice-president and newly appointed executive manager of the radio department of Young & Rubicam, New York, and acting director of radio for the past several years, takes over his new post at the Blue Nov. 15. Phillips Carlin, vice-president in charge of program operations, and Adrian Samish, recently named production manager for the Blue, will coordinate their activities with Mr. Robinson, who will direct all programming and production of the network, according to the announcement.

Worked With Morgenthau
Mr. Smith comes to the Blue this Monday from the Treasury Department, where he has served as assistant to Secretary Henry Morgenthau, specializing in War Loan drives and similar activities. With many years experience in promotion and advertising, Mr. Smith was associated for eight years with BDDO, New York, and subsequently formed his own public relations firm, Smith & Selvage.

Mr. Kenway, who started his New York career in 1926 with the Blue in January as special assistant to the executive vice-president, Edgar Kobak. For the preceding 20 years, he was director of advertising and sales for Devoe & Raynolds Paint Co.

FOOTBALL ANNOUNCERS for the 1944 fall network of the Atlantic Refining Co. met in Philadelphia at the offices of N. W. Ayer & Son to discuss plans for the fall season. The Blue, another network in the Atlantic’s Refining Co. Decision to substitute the game for the Ohio State-Indiana contest originally scheduled for play in New York, will hold its own, according to Mr. LaRoche, general manager of the Blue. WJAR, who will carry the game on a sustaining basis with public service messages substituted for commercial copy.

Atlantic Policy
Speaking for Atlantic, Wallace Orr, handling Atlantic sportscasts for N. W. Ayer, stated that a policy covering such situations was set up seven years ago. Atlantic is glad to give rights to its games outside its marketing area, he said, and will pay wire charges. Stations in turn are asked to carry the Atlantic commercials. But he added that Atlantic does not wish to compete against itself by granting another station rights to carry a game for which it has paid franchise rights.

AFRA to Demand 10% Boost For All Commercial Groups

MAJOR demands of American Federation of Radio Artists for new contracts to succeed those expiring October 31 include: Increases in all commercial categories amounting roughly to 10% overall; no change in sustaining program fees, but sustaining rehearsal rates to be increased on the commercial scale; elimination of differential between New York, Chicago, Hollywood and regional network scales, establishing a single scale for all network programs; revision of the off-the-line recording clause to provide for payment to artists for delayed repeats.

Union’s terms were presented to networks, advertising agencies, program producers and transcription companies by Emily Holt, executive secretary of AFRA, at a meeting at the Hotel Biltmore.

Atlantic Criticized In Football Policy

Changes Schedule to Include Navy Game for Cleveland
WTAM Cleveland will carry play-by-play broadcast of the Navy-Notre Dame game at Baltimore Nov. 15, instead of Nov. 8, which it held last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue. The Blue Network as part of a major reorganization announced last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue. The Blue Network as part of a major reorganization announced last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue. The Blue Network as part of a major reorganization announced last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue. The Blue Network as part of a major reorganization announced last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue. The Blue Network as part of a major reorganization announced last week [Broadcasting, Sept. 25], and of Robert Kintner, recently named advertising manager of the Blue.
Decision to Rest Solely on Job Description

By JACK LEVY

PROSPECTS that James C. Petrillo, president of the American Federation of Musicians, will lose his first major battle with radio appeared certain last week when AFM counsel, hoping to provide an acceptable justification for the employment of musicians as platter turners at the long awaited jurisdictional hearings in New York before the National Labor Relations Board.

With witnesses for the National Assn. of Broadcast Engineers & Technicians offering strong evidence that operation of turntables at radio studios properly falls into the remaining technical duties of engineers, and counsel for the AFM frankly conceding that their claims are based on efforts to make work for the technicians, there was every indication the Board will support the NABET position and award jurisdiction over turntables at NBC and Blue-owned stations in Chicago to the technicians' union. Such a decision would smash Mr. Petrillo's far-reaching plans to install musicians in every station in the country to operate turntables exclusively and not play music.

NABET Support

More than an inking as to how the decision will go was given at the hearings when James O. Paradise, NLBB trial examiner, told Joseph A. Padway, AFM counsel, that the Board would decide the case on the sole basis of where the operation of turntables properly belongs, rather than whether making jobs available for musicians would affect the jobs of technicians.

Following two days of hearings, much of which was devoted to technical operations involving the integration of motion picture and radio networks and the production of programs, the various parties to the case—NABET, AFM, and NBC—were given a week to file briefs. Records of the hearings and briefs will then be studied by the full NLBB in Washington which will then offer opportunities for oral argument. The decision of the Board is expected in four to six weeks.

An adverse decision was indicated at the very outset of the Friday hearing when Mr. Padway offered to drop the case, reserving the right to renew his claims for jurisdiction in some future period. NABET, however, refused the offer and the proceedings were continued.

With Mr. Paradise as the trial examiner, presiding for the NLBB, the hearings formally began Thursday morning in the trial room of the Bar Bldg. with Allan T. Powell, NABET president taking the stand as the technical representative.

Present for NABET, in addition to Mr. Powell, were Martin F. O'Donoghue and Thomas Dunn, counsel; C. A. Allen, national secretary-treasurer; Larry Henry, vice-president; Burr Whyland, studio engineer of WLS Chicago; and Beverly Fredendall, chairman of the Chicago chapter of NABET and a designer of technical equipment.

Petrillo Absent

Present for the AFM were Joseph A. Padway and Henry Friedman, counsel; Harry Sacker, counsel for Local 802 New York; and David Katz, counsel for Local 10, Chicago.

Again conspicuous by his absence was James C. Petrillo, AFM president, who precipitated the controversy.

Representing the networks were Joseph F. McDonald, NBC counsel, George McElrath, NBC operating engineer, Walter L. Emerson, Blue counsel; and G. O. Milne, Blue chief engineer.

At the outset of the hearing, Mr. Padway challenged the contention of NABET counsel that NABET is a union within the meaning of the National Labor Relations Act, but later conceded that for the purpose of this proceeding it is such a labor organization. He reiterated the right to challenge this contention in other proceedings.

Mr. McDonald stated the position of the NBC network as recognizing both unions as labor organizations within the meaning of the act.

Mr. Poitier, who is employed as a control supervisor with WRC Washington, NBC-owned outlet, testified that NABET was formed in March 21, 1941 and was formerly known as the Assn. of Technical Engineers and was limited to employees of NBC. He said AFM counsel then changed to NABET to bring other groups into the organization. In addition to NBC and Blue-owned stations, he listed the following independent stations as under the jurisdiction of NABET: WPTF Raleigh, WLS Chicago, WOW Omaha, WOR New York, WJJ Detroit.

Powley Testifies

Mr. Powell described the control booth operations at WRC as typical of both NBC and Blue-owned stations. He said that the operation of the turntables at these stations is integrated with the work of the studio engineers and is designed as an integral part of the engineering operation. Control of sound, whether it be music, voice or sound effects, is under the direction of the studio engineer, he testified, whose function is to maintain volume at the proper level. When a record is played, it is his duty to keep the record at the same level as the announcer's voice. He explained that the sound leaving the mixing panel goes into a studio amplifier, the output of which goes into the master control board where the program is switched to a designated point in the local station, or a specified "feed".

He testified that with the exception of Chicago, turntables at all NBC and Blue-owned stations are operated by the technicians. The operation is also done by field engineers and transmitter engineers, he said.

Mr. Powell added that engineers at all NBC and Blue-owned stations also operate dubbing machines for making master records of broadcasts and operate dubbing machines for making duplicates of the master record.

Upon questioning by AFM counsel, Mr. Powell explained that at most stations sound effects men participate in the programs and are members of AFRA but that at WNBC, WMAL, KWHB and WABX, NABET technicians operate the sound effects equipment.

O'Donoghue Objects

When Mr. Padway questioned Mr. Powell regarding the schedules of work for the various engineers, Mr. O'Donoghue registered vigorous objections. Overruled by Mr. Paradise, Mr. Powell answered that the operation of the turntables is part of the work of the engineers and is included in their day-to-day operations.

When Mr. Padway asked whether the engineers could not be exclusively assigned to maintenance work, on the various technical equipment used in broadcasting, Mr. O'Donoghue again objected, claiming the question was immaterial and irrelevant. Mr. Padway countered that it was the dispute's important question in the dispute.

After some consideration Mr. Paradise allowed the question.

Mr. Powell replied that even in maintenance work the engineers maintained the turntables, but stated that the technicians would operate turntables which would be necessary to remove the turntables from the control booths as is done in Chicago.

Further questions along this line by Mr. Padway were objected to by Mr. O'Donoghue as hypothetical. The NFLBB then charged the AFM attorney with "effrontery" in asking questions as to how turntable operations might be handled in order to make work for musicians. The issue, he contended, is not how the operation could be done, but how it is being done. Mr. O'Donoghue's objections were sustained.

At the afternoon session on Thursday, Mr. Fredendall testified he has designed, constructed and installed turntables in all NBC (Continued on page 68)
**House Group Probes News Broadcasts**

**'Political Bias' Charged; Major Net Heads Subpoenaed**

INVESTIGATION into allegations that certain network and independent station commentators are conducting "biased" political campaigns in violation of the Communications Act has been under way by the House Select Committee to Investigate the FCC, it was revealed today. That committee's subpoenas were served Friday on the heads of the four major networks, a regional network and several independent stations.

Robert B. Barker, committee chief investigator. Returnable at 10 a.m. Oct. 9, the subpoenas call for all scripts of commentators, together with those of guest speakers on certain specified programs, broadcast between June 1 and Aug. 20, for the stations named for: Niles Trammell, NBC president; Mark Woods, Blue president; Miller McClintock, Mutual president; Paul W. Kester, CBS executive vice president, and 3d Yankee board chairman; Herbert L. Petley, general manager, WKN New York; Nathan Strauss, president, WMCA New York.

**WMCA Case Reopened**

A special hearing is expected to be called for mid-October to air the charges, should the Committee's investigators determine there is foundation for them. At the same time it was learned that the Committee plans to reopen hearings in the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now Blue Network board chairman. John J. Sirica, Committee general counsel, and Mr. Barker, spent most of last week in New York.

Chairman Wigglesworth came as a surprise as he Chairman Clarence F. Lea (D-Cal.) announced when hearings recessed in mid-September that the Committee would not meet again until after Nov. 14.

In a statement issued for release today (Oct. 5), Rep. Richard B. Wigglesworth (R-Mass.) said complainants had reached the Committee that certain commentators were carrying on political campaigns in behalf of perpetuation of the New Deal in power. His statement was issued from his home in Milton, Mass.

"We are not concerned whether the bias is Democratic or Republican," said the statement. "We are concerned with the use of public frequencies. A radio station cannot serve the public interest or duty by putting on a air a speaker or commentator in behalf of only one candidate or party."

Indications that the Committee was concerned with the manner in which some stations and commentators are broadcasting political news and what the FCC is doing to enforce the law with respect to political broadcasts came Sept. 13 when Rep. Barker, U.S. Rep. W. E. Miller (R-Mo.) and Warren G. Magnuson (D-Wash.) questioned FCC Chairman James Lawrence Posey regarding Commission regulations on political broadcasts. [BROADCASTING', Sept. 18].

"Mr. Fly told us the Commission had made no regulations, except those based on the law," said Rep. Wigglesworth. "He left the impression that any responsibility was solely that of the licensee and not the Commission. That is contrary to the opinion expressed by Mr. Fly before the Executives War Conference of the NAB on Sept. 29, in Chicago."

**Believe Violations Present**

Rep. Wigglesworth's statement pointed out that Chairman Fly cautioned broadcasters not only about Sec. 315, which refers to "legally qualified" candidates for public office, but also warned about broadcasting "programs on behalf of candidates by responsible organizations other than official party organizations." He also asserted that with reference to the "treatment of issues involved in the campaign" it is the "affirmative duty" of broadcasters to deal with the issues in a rigorous, fair and reasonable manner toward respect to organizations and issues as with respect to candidates themselves.

It is easy to see whether the FCC is carrying out provisions of the law and whether the Commission is seeing to it that all political candidates are given equal time under the law," said Rep. Wigglesworth's statement. "It seems to me the FCC should see that the law is carried out.

"We believe that certain so-called news commentaries not only breach the principles of good broadcasting and free speech, but violate the letter and spirit of the Hatch Act. If there are such violations—and we intend to make a thorough investigation—then the FCC does have authority to act.

"The Committee will examine there have been violations of the law and the Commission has done nothing, then it is up to this Committee to initiate the necessary steps to remedy that situation."

It was learned that a staff of experts will read all news scripts submitted by the networks and report to the Committee as to whether there was apparent "bias" in favor of one party or the other. Rep. Wigglesworth said that if the investigation indicates there has been "evidence of bias," he would call for a special Committee hearing about mid-October to air the charges.

Chairman Fly told the Committee Sept. 13 that whether a station gives or sells time to one political party and not another "would not be a matter for the Commission—except when over a long-range operation, it raised the question of denial of free speech, then it might be a subject for review by the Commission. But if the license comes up for renewal."

**Rep. Wigglesworth contended**

that if charges made to the Committee were established it would be responsible for the Commission except when over a long-range operation, it raised the question of denial of free speech, then it might be a subject for review by the Commission. But if the license comes up for renewal."

Rep. Wigglesworth contended that if charges made to the Committee were established it would be responsible for the Commission except when over a long-range operation, it raised the question of denial of free speech, then it might be a subject for review by the Commission. But if the license comes up for renewal.

**NAB DISCS RECORD LIBERTY BELL**

Member Stations Asked to Broadcast Peals in Special V-E Day Programs

THE LIBERTY Bell will ring again for the entire nation and the world on V-E Day in Europe.

The NAB, pursuant to instruction from its board, has made pressings of a recording of the Bell, which are on their way to all member stations. The recording was made after many tests and a rubber mold was used to duplicate it. It was suggested the place be a "sacred shrine. Its historic tones do not pass beyond the walls of Independence Hall."

The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom every-where, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its duty in its historic role."

"Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!"

One of the five cuts on the record is preceded by this copy, to be delivered by the announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession—our greatest symbol of freedom—Liberty Bell. No longer in common use, as when it summoned our forefathers to meeting and rang out the voice of the declaration of Independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall."

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom every-where, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its duty in its historic role."

"Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!"

**More Mueller Newscasts**

C.F. MUELLER Co., Jersey City, N.J., has announced it will send out through sponsorship of news programs on 13 stations, that more Mueller newscasts are being sought in all Mueller markets. According to a spokesman of Duane Jones Co., New York, agency handling the account. New daily network newscasts, advertising in Mueller macaroni markets only until local radio news shows are available in these areas it was stated. Continuing and renewing its current schedule, Mueller's newscasts start--minute and quarter-hour report newscasts three times and five times weekly on WGR Buf- fal and WBAL Baltimore.
Buoys get out of line, too

Yes, those channel markers have to be checked time and time again.

There’s a tip for radio time buyers, in that Coast Guard service. When did you last check the facts that directed your time buying in Baltimore?

The channel has shifted down here. To find out how to get the most results for the dollar you spend for the client... you need some new markers.

They are available. Down in black and white. We’ll be glad to show them to you—any time.

WITH
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed

October 2, 1944 • Page 15
Democrats Sign for 5-Minute Talks

Barrett Replaces Sherwood at OWI

Active Part in Campaign Given As Reason for Leaving

ROBERT E. SHERWOOD, director of the OWI’s Overseas Branch, resigned last week to participate in the campaign for reelection of President Roosevelt. Edward W. Barrett, executive director of the Overseas Branch since last January, was appointed director in Mr. Sherwood’s place and Thurman L. Barnard, assistant executive director, at present inspecting OWI work in the Mediterranean Theatre, has been named executive director of the Branch.

Outlines Service

In his letter of resignation to Elmer Davis, OWI director, Mr. Sherwood outlined the accomplishments of the Overseas Branch in “telling the story of America’s war effort” via radio, radiophoto, press, and motion pictures, and said that he was resigning “only because I believe deeply that the reelection of President Roosevelt is the one sure guarantee that this country will play its great part in the war and that the peace that it played in the war, that the clock will not be turned back to 1921 and 1929.”

Mr. Barrett worked in the CBS publicity department after being graduated from Princeton in 1932.

Mr. Barrett Barnard later joined the staff of Newsweek, serving as Washington correspondent and finally as associate editor when he left in 1942. Mr. Barnard, 46, joined OWI in March, 1943, after 22 years with N. W. Ayer & Son. He is a native of Beaver Falls, Pa. and attended the Universities of Pittsburgh and Pennsylvania. He was formerly chief of the Outpost Service Bureau of the OWI.

Reichhold Sponsors

REICHHOOLD Chemicals Inc., Detroit, manufacturers of synthetic resins and industrial chemicals, which will sponsor the Detroit Symphony Orchestra’s 51st season.

Barrett replaces Cherwood at OWI

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Outlines Service

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Mr. Barrett worked in the CBS publicity department after being graduated from Princeton in 1932.

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Reichhold Sponsors

REICHHOOLD Chemicals Inc., Detroit, manufacturers of synthetic resins and industrial chemicals, which will sponsor the Detroit Symphony Orchestra’s 51st season.

Barrett replaces Cherwood at OWI

Active Part in Campaign Given As Reason for Leaving

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WFIL has maintained a consistent policy of producing local programs fitted to meet the exacting demands of discerning Philadelphians. WFIL is privileged to broadcast, among other fine programs, "Cross Town Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet Land of Liberty."

Because they are constantly aware of the need for the development of new radio programs, the WFIL Program Department is alert to new trends in listening preferences. Almost daily experimentation with new program ideas has kept WFIL free from hardening of the kilocycle arteries... has tended to make it "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
Elmer Davis Sees Shortwave Serving in Peace as in War

OWI Chief Dedicates New Crosley Transmitters; Rockefeller, Durr, Sherwood Take Part

AMERICA’S great shortwave facili-
ties, recently supplemented by the new Bethany Transmitters near Cincinnati, will be ready to serve the nation in time of peace as it has served in war, Elmer Davis, OWI director, said in an NBR broadcast, Sept. 23, in dedicating the Crosley station as “the newest and most powerful channels in the Voice of America.”

In ceremonies at the Willard Hotel, Washington, attended by approximately 160 radio executives in Government and private industry, Mr. Davis was one of four officials who spoke from Washington in a half-hour program originating from WLW Cincinnati on the Voice of America. Others were Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert E. Sherwood, who resigned last week as OWI Overseas Operations; and Clifford J. Durr, FCC Commissioner.

Future Undetermined

While declaring that the OWI will go out of existence when Germany and Japan have been defeated, Mr. Davis was unable to say what use would be made after the war of the shortwave trans-
mitters owned or at the disposal of OWI and CIAA. “Precisely what the future of international broadcasting, as conducted from the United States, may be,” he asserted, “is still too early to say; many men in the Government and in private industry are giving thought to what the final determin-
ination has yet been made.”

Mr. Sherwood, praising the role played by the Allied radio and propaganda units of the Allied Occupied Germany (American Broadcasting Station in Europe) in the invasion operations, said he was “more than ever convinced that international broad-
casting will be a vital factor in keeping the peace.” (Remarks of Mr Rockefeller and Mr. Durr were summarized in a story on the dedication in the Sept. 25 issue of BROADCASTING).

Shouse Takes Part

Host at the dedication ceremonies in Washington was James D. Shouse, vice-president of the Cros-
ley Corp. in charge of broadcasting. Among those attending were: From OWI—Mr. Davis; Mr. Shouse; Edward W. Bedell, executive vice-
president of Crosley, Overseas Branch; Thurman L. Barnard, executive vice-
president, overseas Branch; Overseas Branch; Ferdinand Kuhns, Deputy Director, Overseas Information Division; Rear Adm. Richard P. McCullough, Secretary of Navy, Radio and Radar for Overseas Direc-
tors; Executive Officer, Security Advisory Board; George W. Hanley Jr., retiring Overseas Division Director; Gen. Henry L. Lucas, Commandant, National Information Inter-
tional Policy. From OWI—Col. D. R. Smith, associated Domestic Director; Gen. George L. Lud-
hart, Chief, Bureau of Accessories; bureau chief, Overseas Division; Fred H. Trimmer, Assist-
ant to the Director of Communications Facilities; Fred T. Teal, Administrative Officer, Bu-
neu of Communications Facilities; Charles L. Jeffers, Principal Engineer, Bureau of Communications Facilities; William A. Henley, Assistant to Executive Director; Herbert Plummer, Editor, Gene-
ral News Desk; News Bureau, John F. Depenbrock, Assistant to the Security Officer.

From FCC—Commissioner Durr; M. H. Woodward, Chief, International Division, Engineering Dept.; John A. Wilbough, Acting Assistant Chief Engineer in Charge of Broadcasting; Karl A. Minder, Di-
rector of Information; Minnie Sparks, Secretary, to Commissioners. From RCA Radio Stations: Ethel Cox Marden, secretary to Commissioner Durr.

From War Production Board—Ray C. Ellis, chief, Radio Divisions; John Creutz, Chief, Domestic & For-

From Navy Dept.—Lt. Comdr. Duke M. Patrick, USNR; Lt. M. F. Chissell, USNR, former promotion manager, WLW; Lt. Dwight Martin.

From State Dept.—Francis Colt de Wolff, chief, Telecommunications Division.


EIGHT IN ONE: Co., Chicago, (cold tablets), begins sponsorship Oct. 1, of a quarter-hourly news show, twice daily; 4-min., 90-second weekly spots were placed by H. W. Kastor & Nuns, Chicago.

Selling Surrender

Lt. Col. Rosenbaum Tells
How Radio Men Serve

EVER wonder what happens to radio men not assigned to radio post as in the Army? One good an-
swer comes from Lt. Col. Samuel R. Rosenbaum, president of WFIL Philadelphia, now with Allied Mili-
tary Government (AMG) in the European Theatre.

“Many of the radio men are in loud speaker units,” he reports. “They get up near the German lines and give the jellies a talk on the PA system, and soon here come Hans and Fritz and 50 comrades to sample the chewing gum and a little wife comfort as well.”

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tee, N. Y. Public Library, Federation of Music Clubs.

COMMITTEE FOR NATIONAL Human Relations, Chicago, is sponsor-
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Broadcasting

October 2, 1944

page 18

Broadcast Advertising

Bank Sponsors Games

AMERICAN TRUST Co., South Bend, for the sixth consecutive year, will sponsor the schedule of Notre Dame football games at home and away over WSBT, South Bend. The only games not sponsored by the bank will be the Army-Notre Dame game, which will be carried unsponsored by WSBT through CBS.

Anti-Saloon Show

ANTI-SALOON LEAGUE, Chi-
ago, has started sponsorship of its weekly anti-saloon show, which is broadcast on a wide range of stations west of the Mississippi River. The show is said to reach as many as 200 stations each week. The show is heard over WHAS Louisville, Sept. 4. Show was to start on WIC, Pittsburgh, Sept. 11; on WSQ, Tuscola, Ill. Oct. 30. Eight-month contracts were placed direct.

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Twenty-four years ago Erasmus Winterbottom chewed contemplatively on a peach. “Peaches grow in Georgia, Oregon, California...why not in Spartanburg?” And Mr. Winterbottom planted the first peach orchard in the Carolina rolling-lands of the Piedmont.

Today that original orchard continues productive...but not alone. There are 3,000,000 peach trees in Spartanburg County...with an annual yield of over 2 million bushels—10% of all the peaches produced in the whole South...profitable peach fuzz!

But the rolling-lands of the Piedmont produce more than peaches! Textiles, timber, plastics, fruit and cotton give an almost-Midas touch to this 16-county WSPA Primary Area.

Small wonder high authorities call the Piedmont “one of the best-balanced sections in the entire country!”

WSPA swings the balance your way.
Capital Equipment Up to $500 Available Under WPB Action

Wartime Restrictions Eased Under New Ruling; Point-to-Point Firms Also Are Given Relief

BROADCASTERS now can purchase new capital equipment in an amount not exceeding $500 for any one complete transaction under a maintenance, repair and operating rating (the familiar MRO rating) under WPB action last week revoking Preference Rating Order P-133.

Under PBO P-133, which had been issued last November, a station was forbidden to use the MRO rating for new capital equipment, for the interpretation to P-133 specifically pointed out that the MRO rating (for "maintenance, replacement and operating supplies") could not be used for such capital additions as amplifiers, turntables, and microphones. These materials are now put under CMP (Controlled Materials Plan) Regulation 5, which specifically gives station owners their authority to use the MRO ratings for new apparatus.

The paragraph in CMP Reg. 5 which defines a "capital addition" follows:

(3) Minor capital additions may be obtained under the procedures provided for in this Regulation for obtaining maintenance, repair and operating supplies where the cost of the minor capital addition does not exceed $500 (excluding the purchaser's cost of labor) for any one complete capital addition. The term "one complete capital addition" includes a group of items customarily purchased together and all items which would normally be purchased as part of a single project or plan. No capital addition shall be subdivided for the purpose of coming within this paragraph, and where the capital addition involves construction, authorisation to construct must be obtained to the extent required by Conservation Order L-41, or by any other applicable order or regulation of the War Production Board.

Another provision of P-133 which has been revoked is that limiting stations to one new and one rebuilt spare tube per socket, whereas the new regulation (CMP Reg. 6) does not place any specific limit on the number of such spare tubes which may be kept on hand. Furthermore, broadcasters will be given an AA-1 priority, in order to make the purchase, instead of the former AA-5, the WPB said. Henceforth, under P-133 no limit was placed on the amount of money which was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter, the total amount which may be spent for maintenance, repair and operating supplies under CMP Reg. 5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942, except that if present expenditures do not exceed $5,000 per year, the purchases do not have to be based on 1942 purchases. If this limitation works any hardship on a station, however, an appeal for increased MRO quotas may be filed under CMP 5, Radio & Radar Division, officials pointed out.

Before P-133 was repealed last Tuesday, many stations had ordered recording equipment under an AA-1 priority, whereas this equipment was now and not eligible for the MRO rating, the WPB said. It was made clear that new rules will not legalize MRO ratings which had been illegally extended in the past, but does allow a station owner considerably more freedom to acquire additional material and equipment.

Point-to-Point Aid

At the same time WPB made available provisions for securing priorities assistance in radio communications, broadcasting, commercial recording and public address systems for maintenance, repair and operating supplies for U. S. international point-to-point radio communication companies. Such companies are defined by WPB as those owning licenses from the FCC to handle international communications, including code, voice and pictorial matter.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities (formerly in P-133) will be continued under CMP Reg. 5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communication demands, especially of the Army and OWI, in providing services as new territories were occupied or liberated, it was pointed out by WPB officials.

Specifically this rule, Direction 23, authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services or to provide whatever new or modified services may be necessary to render services by or for the U. S. Army, Navy or Government Agency or any foreign agency.

Limitations on the cost of materials used in any one such project have been increased from $1,500 to $5,000. Prohibitions of CMP Reg. 5 against securing MRO supplies for export, and the rules of Conservation Order L-41 requiring construction authorization do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations previously covered by P-133 were revised, officials said.
For more than a score of years KDKA "Farm Hours" have rendered genuine service to the Agricultural Community, throughout a wide area.

Homer H. Martz, farm-born-and-raised KDKA Agricultural Director, having served a number of years with the Department of Agriculture as a County Agent, understands farmers' problems and works with the farmer and his family. Through personal appearances at Granges, Farm Bureaus, 4-H Clubs and other agricultural gatherings, he inspires confidence and gains loyalty. Naturally, his daily radio visit to myriad rural homes, from 6 to 7 every weekday morning, is a welcomed integral part of the farmer's life. Balanced blends of news, live music, market reports, guest-interviews, etc., inform, entertain and sell to the suburban and rural community. Representative offers produce an average of 600 replies per announcement, usually from 10 states; often from as many as 20. Honest and sincere interest in Farm Life is reflected in each program and is the factor that has built and held loyal listenership over the years. If you have a product to introduce or sell to farm-folk, consider 50,000 Watt KDKA's important influence throughout a widespread Agricultural Community. Ask NBC Spot Sales for further information about KDKA, Pittsburgh, the station serving a 1½ million radio-home area. 49% of these homes are rural, 51% urban.
The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They’re proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. Write or wire us for facts and figures. We'll have them for you.

THE KATZ AGENCY, National Representatives Blue and Mutual Networks

Blue Plans Postwar 'Ideal' FM Net, Video, Foreign Operations—Kobak

POSTWAR expansion plans of the Blue Network were informally discussed by Edgar Kobak, executive vice-president, who has recently been placed in charge of this phase of the network’s activity, at a press luncheon given by the Blue last Monday at the Waldorf-Astoria, New York.

In AM broadcasting, the Blue must select sites and make plans for erecting new studios in New York, Chicago, Hollywood and San Francisco, he said, reporting that the Blue has agreed to vacate the space it currently rents from NBC within two years after the end of the war. Plans for television studios and FM programs must also be made, Mr. Kobak said, stating that applications have either been filed or are in preparation for FM and video stations in these cities.

'Ideal' FM Net

Aiming at an "ideal" FM network, the Blue will plan it on paper, Mr. Kobak explained, and then will try to line up stations so the Blue will be prepared when the time comes for a shift from AM to FM as the broadcasting standard. The Blue can start in FM on an even footing with everybody, he said, and not as a late comer. He reported that the Blue is urging its affiliates to go into FM and that Blue network programs have been made available to FM stations operated by Blue affiliates.

The Blue has been handicapped in television, he said, because its separation from NBC came after the start of the war and too late for the erection of a Blue video station, but the network expects to work out an arrangement whereby it can produce television programs in the studios of one of the operating stations and thus gain production experience in this new program field.

Hollywood may well become the country's television program headquarters, he said, pointing to the knowledge of camera and lighting techniques the motion picture industry already has which is applicable to television. Queried about postwar standards, Mr. Kobak said he personally favors the CBS viewpoint of starting wideband transmission in the upper frequencies as soon as possible rather than establishing present standards and attempting to change over at some later date. He emphasized that this was an individual and not a company viewpoint, stating that the subject had not been discussed by Blue executives.

Expressing himself as "bullish" about radio, Mr. Kobak predicted the possibility of radio replacing the mails or carrier boys as the distributing agency for publications, although he admitted that many details are still to be worked out. He also mentioned the Blue's arrangement for an exchange of programs with Brazil and said that further announcements in the international field would be forthcoming, adding that operations in this field have been held up pending the completion of arrangements for musical programs with the APM.

The Blue is not setting up a special staff to handle these new developments, Mr. Kobak said. The engineering department will handle the technical problems of FM, television and facsimile as well as their regular duties in AM, and the same practice will apply to all departments. The increased personnel needs of these new developments will provide jobs for the 180 Blue employees now on leave with the country's Armed Forces, many of whom have asked for work in FM or television in preference to returning to their former jobs, he said.

In Washington for the allocation hearings last Thursday, Mr. Kobak declared Blue expenditures for FM and television, including new studios and offices in key cities, may range from five million to fifteen million dollars. He declared it was out of the question to peg the figure, because of the many variables involved. He recalled that Mark Woods, Blue president, had estimated one or two million dollars might be expended by the network for installation and physical costs alone, to project these new services.

Better Programs

Advertisers sponsoring evening programs on the Blue Network must provide the highest type broadcast possible with wide listener acceptance or give up their time to other programs with better shows, Chester J. LaRoche, network vice-chairman, has informed Blue affiliates, it was disclosed last week.

The Blue has decided, its statement said, that "no longer should any advertising agency have a better creative department than the Blue Network" which proposes to build better public service programs and to work with advertisers and agencies in creating programs for sponsorship. He pointed to the appointment of Adrian Samish, former production supervisor of Young & Rubicam, as national production manager as evidence of the network's determination to achieve real program progress.

"Just as the networks decide the proper length of commercials or what type of advertising is objectionable, just as we aim to prevent distortion of what we receive, we declare to act if we are convinced that a program is not doing a good job," Mr. LaRoche's statement said. "This attitude may not please a particular advertiser, but we know from discussions already held..."
WHY PORTLAND, OREGON PEOPLE PREFER KGW

THE RIGHT REVEREND BENJAMIN D. DAGWELL
..... BISHOP OF THE DIOCESE OF OREGON

SAYS... “For nearly 20 years the Portland Council of Churches radio program ‘Church in Your Home,’ has been broadcast every Sunday morning over KGW. It has brought the church into the home for many thousands who would otherwise not have this precious consolation — people who are perhaps bed-ridden or whose heavy responsibilities do not permit church attendance on a Sunday. I cannot imagine any finer example of public service than this. We are most grateful to KGW for the air time and the always gracious cooperation the staff of KGW gives our radio council. We know from many comments that the program is treasured by the Portland area, and that its listening audience grows steadily. It is a pleasure and a satisfaction to know that we can always depend on station KGW for generous cooperation in meeting public service needs in a thoroughly interesting way.”

BENJAMIN D. DAGWELL

The choir and orchestra of the First Congregational Church is among the outstanding groups often heard on KGW’s “Church in Your Home”, adding to the pleasure KGW listeners find in this community program, a highly rated favorite over the 20 years of its continuous existence.

Bishop Dagwell and Chief Announcer Frank Coffin go on the air with another Sunday program.

The radio committee of the Portland Council of Churches, made up of outstanding church leaders, discuss plans for the new fall season of Sunday morning broadcasts on KGW.

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO INC.
that it will please the advertising business."

Declaring that "there is nothing wrong with the Blue that truly outstanding programs can't cure," Mr. LaRoche continued, "But radio has developed in such a way that good programs spotted here and there are not enough. The increasing tendency of advertisers and agencies to put the best shows back-to-back tends to make listeners tune more and more to one station or network and to stay tuned over a considerable period of time.

"So we are concerned not only with listening habits, but in breaking down listening habits built up by the other networks. This means we must attempt to offer a steady flow of excellent entertainment rather than a spasmodic one, and we must tell people where, on the Blue, the good shows are to be found. We cannot hope that they will bump into them by accident."

Problem of evening strip shows is being worked on "diligently," Mr. LaRoche said, pointing out that listeners who don't like the Ford show or Lam 'n Abner or Spotlight Bands on one evening won't like them on another, and probably will not tune in the Blue, thus cutting down the audience for all Blue evening programs. Low-rating evening programs which provide no "inherited audience" for programs following them, also "detract from that overall listening habit that gives a network its influence," he said.

Obligation to Public

"We are making it increasingly clear to advertisers and agencies who have low-rating shows that their failure to offer a show capable of attracting a reasonable audience against normal competition — after it has been on for a sufficient time—is a matter of the Blue Network's concern," he stated. If an evening advertiser with a small talent budget can't find a formula that attracts an audience, the Blue suggests that he move to Sunday afternoon time, where lower cost will enable him both to buy more stations and to spend more for talent.

"Suppose," Mr. LaRoche went on, "after we have notified this particular advertiser of our concern about his show, he doesn't want to move, but will take definite steps to improve his show. Then, in all fairness, we will go along with him for a trial period. But, if he cannot improve his show in a reasonable time, then we feel we have the right to ask him to move out of our premium time bracket, to be replaced by an advertiser with a superior show."

"We feel strongly that we have an obligation to see that the public gets programs that, given the proper time and skill, will be worthy of the franchise we exercise," the vice-chairman asserted. "Who is to decide what programs we know that you will agree with me that it is ultimately the public's decision, and in the final analysis we

Tide Water Adds Tigers Grid Games

Veteran West Coast Sponsor Buys Series on WINS

TIDE WATER Associated Oil Co., sponsoring football broadcasts on the West Coast for the 19th consecutive season through its Western division, San Francisco, will sponsor grid events in the East this year through arrangements made by R. E. Ryerson, general sales manager, Eastern division.

Through Lennen & Mitchell, New York, oil company has signed for all eight games of the Brooklyn Tigers professional football team on WINS New York, which earlier acquired exclusive broadcast rights to the events. In addition to the eight regular games of the Tigers, Tide Water was to sponsor a special War Bond game Oct. 2, 8:30 p.m. direct from Ebbets Field, Brooklyn, where admission was to be through purchase of Bonds.

News Bulletins Planned

Play-by-play descriptions, coursed from the field by direct wire for both home and out-town games, will be handled by Don Dunphy and by Stan Lomax, who were on the radio team back in 1932 when WINS was the first New York station to cover professional football.

A five-minute news period for late war bulletins will be inserted during intermission from the WINS newsroom. Between halves station will broadcast an entertainment program from the field with screen and radio stars, military units and bands participating. Schedule follows:


Army Sustains NAB

ARMY public relations officers are not permitted to send questionnaires to radio stations or networks unless specifically authorized by the War Dept., the NAB was advised last week in response to a protest that District Six, Service Command, had sent questionnaires to stations in Michigan [Broadcasting, Sept. 25]. In a letter to Arthur Springer, NAB Promotion Director, Lt. Col. Jack Harris, acting chief, Radio Branch, War Dept. Bureau of Public Relations, wrote: "The War Dept. has not approved this procedure and has some advised public relations officers that such requests are not to be made of radio stations or networks."

are obliged to act for the public."

Blue affiliates were apprised of the commercial program policy, as announced last week at the network's affiliates' meeting in Chicago during the NAB Executives War Conference.
YOU DO A TWO FOLD JOB
when you use the VOICE of TOLEDO
- A RICH INDUSTRIAL AND AGRICULTURAL MARKET AT ONE COST

TOLEDO — "The Glass Capitol of the World" — with its 125 million dollar payroll from 650 diversified industries.

WSPD

RURAL AUDIENCE
Northwestern Ohio and Southern Michigan — one of the richest farm markets in America. The WSPD coverage includes 27 counties.

The WSPD "Two Fold" market is truly a Buyer's and Seller's market. You can be sure of sufficient wholesale and retail outlets for the distribution of your product... and a million and a half "well heeled" prospects to buy it.

For Quick Action... Use The "Voice of Toledo"

Just Ask Katz
Paper to Sponsor NBC Series Show

**St. Louis ‘Post-Dispatch’, KSD Collaborate in Commercial**

RESUMES of the World Series games will be sponsored on NBC by the St. Louis Post-Dispatch, owner of KSD St. Louis, on all game days except Saturday and Sunday, marking what is probably the first use of network radio as a commercial medium by the newspaper industry.

The Post-Dispatch has ordered the 6:15-6:30 p.m. (EWT) period on the full NBC network, with clearance obtained last week on some 65 stations. Program will follow shortly after or possibly overlap direct on the-screen coverage of the game, 2 p.m. to conclusion, on Mutual and individual non-Mutual stations under sponsorship of Gillette Safety Razor Corp., Boston.

Discussion of the results of each day's game, as received in the news-room of the Post-Dispatch, will be broadcast via KSD over NBC by Grantland Rice, veteran sports columnist and sportscaster; J. Roy Stockton, the paper's baseball editor, and Billy Southworth, manager of the St. Louis Cardinals. Arrangements were made through George M. Burbach, general manager of KSD.

The program also will be short-waved overseas. At the conclusion of the series Mr. Stockton will go overseas with four other sportswriters and a group of star ballplayers and managers to entertain service men.

Titled World Series Comment, the program will be presented without break for commercial announcements and will cover the fine points of each game, with questions and answers as to disputed plays or managerial decisions. Of the series the Post-Dispatch said: "The broadcast will advertise St. Louis, particularly as it will be the first time any newspaper and radio station have combined to give any city such publicity in a national network feature."

**WVO Resumes ‘Dance’**

WVO New York will resume broadcasts of its Saturday night Broadway Barn Dance program on Nov. 4, following an agreement with the New York local of the American Federation of Musicians, which had canceled the broadcasts after the first one on July 1. Program continued through the summer for live audience only. New hillbilly series, to originate at the New York Times Hall, will be broadcast from 10-11 p.m. Admission will be free, with most of the tickets going to members of the Armed Forces. Show had originally played to paid audiences.

**OWI Packet, Week Oct. 23**

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 23. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedule of War Messages 131 for names and time of programs carrying war messages under National Spot and Network Allocaton Plans.

**Broadcasting** • Broadcast Advertising
WGN

brings the top sporting events
to a sports-minded midwest

Consistent with WGN's policy of bringing the best of all types of radio entertainment to Chicago and the middle west is the remarkable schedule of top ranking sports events carried on an exclusive basis in this area.

Consider the list of these broadcasts that WGN is bringing to the radio public during the fall season of 1944.

The All-Star Football Game
— featuring the All Stars and the champions of the National Professional Football League

The United States Lawn Tennis Championship matches
— direct from Forest Hills

The World Series
— broadcast exclusively in the Chicago area thru WGN for six consecutive years

The World's Championship Boxing Bouts
— an exclusive WGN-Mutual broadcast at 9:00 p.m. Friday

A Clear Channel Station

CHICAGO
50,000 Watts

ILLINOIS
720 Kilocycles

EASTERN SALES OFFICE:
220 East 42nd Street
New York 17, N. Y.

PAUL H. RAYMER CO.,
Los Angeles 14, Calif.
San Francisco, Calif.

THE MUTUAL BROADCASTING SYSTEM

October 2, 1944 • Page 27
60,000 FARM FOLKS JAM YANKTON to receive thanks from key figures in government, in radio and the armed services.

For the second year, the Farmer, through WNAX, received just recognition for his efforts toward winning the war, and the peace. WNAX invited outstanding national figures to Yankton on September 4th, as a jury to select 1944’s “Typical Midwest Farmer.”

Anton Ettesvold of Morris, Minn., won this title. Through him the splendid food production records of all Midwest Farmers were acclaimed.

Last year this event brought 35,000 to Yankton; this year over 60,000! We are proud of this loyalty to radio and WNAX; proud also to bring such recognition to America’s Soldier of the Soil.

THE VOX POP SHOW originated at Yankton on September 4. Selection of Anton Ettesvold as Typical Midwest Farmer of 1944, is here being announced to the nation. Grouped around the CBS microphone are Parks Johnson, Mrs. Ettesvold, Ettesvold, and Warren Hull. Later, Parks and Warren made presentations of awards to runner-up contestants from four other states. Mr. and Mrs. Ettesvold will be taken to Washington, D. C., as guests of WNAX at the next presidential inauguration.

Gov. Ed Thye, Minnesota, says: “Farmers are in a class with soldiers. Food fights, too.”

Kenneth Simons, Chrm. Conservation Commission, represents North Dakota.

Capt. Ralph Ilmanen, AAF, hero of 280 flights over The Hump into China.

Gov. M. Q. Sharpe of South Dakota, day’s host, to over 60,000 folks from 5 states.

CROWD ROARS as Gene Loffler, WNAX program director has pants trouble. Corn? Sure, but corn sells—and WNAX personalities click at the mike.

THE LONE RANGER is mobbed by thousands of admiring youngsters as he leaves the microphone during Midwest Farmer Day. To meet their hero face-to-face as so many did (see inset) was a memorable thrill.

WAC BAND from Fort Des Moines thrills crowds along parade-route. Band from Army Air Base at Sioux Falls also was a highspot in the day's entertainment. Horsemen in rear are part of the 40-horse saddle-club coming all the way from Winner, S. Dak., 160 miles, to honor Midwest Farmers and visiting dignitaries with a Chuck Wagon breakfast.

WNAX Scholarship Winners meet for tea with Wynn Hubler, the WNAX Neighbor Lady. Group includes Lena Haskins, U. of Nebraska; Joan Morkusel, U. of Minnesota; Verna Lee, South Dakota State; Ione Scibor, North Dakota Agr. College; Shirley Pelshinghorn, Yankton College, and Greta Swanson, Iowa State. Scholarship fund of $42,000 was announced during 1943 Midwest Farmer Day by Gardner Cowles, Jr.

Big Aggie Says:

"Hey, New York and Chicago...Madison Square Garden and Wrigley Field COMBINED, couldn't seat those 60,000 farmers who came from the WNAX five-state area."

That's packing 'em in...IT MEANS RESULTS, TOO.

SIOUX CITY • YANKTON
A Cowles Station
Represented by the Katz Agency
Let's break down and confess... WE COVER THE INDUSTRIAL PLANTS!

In fact, we specialize at it! Not only does KGER have full, intensive coverage of the Los Angeles-Long Beach area where one of the nation's greatest industrial concentrations is located... but KGER designs its programs specifically for the enjoyment of the men and women who work in these industrial plants!

Now that we've let you in on the most important secret of KGER's remarkable selling success, we may as well tell you some more: KGER's rates are among the lowest of all Southern California stations!
Everything grows in the Inland Empire, even those famous Spokane Valley "Hearts of Gold" Cantaloupes. Truck Farming adds materially to the $301,104,000 Farm Income that makes Spokane second highest in the nation in Per Capita Income—$2,252 compared to a national average of $1,103. Your sales in the Inland Empire grow, too, when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence.
**Merchandising & Promotion**

**Mutual Acres—Top Tobacco—KFI Contest War Display—"Clue" Promotion**

TO HERALD the move early this month from 780 to 1110 kc, KFAB Lincoln, Neb., is utilizing promotion in 20 daily papers, 80 weeklies, direct mail advertising brochures, merchandising display cards, billboards, and an extensive schedule of radio promotion. Station will move to 1110 kc in order to operate fulltime at night and avoid synchronization with WBBM, Chicago. Change in frequency is also necessary for KFAB to increase from 3,000 to 4,000 w. mutual acre

PRINTED in bright colors on heavy paper, promotion booklet released by Mutual on "How much can you reap from an acre of air?" presents the success story of an unnamed client by means of light, colloquial phrases and illustrations belitfing the farming similitude. Complete information, including name of client, products promoted and programs, are available by means of a special postcard.

KXEL Fair Coverage

KXEL Waterloo, Ia., has established an Iowa Fair and 4-H Show coverage plan whereby the station's farm department under the direction of Hugh Muncy will cover fairs and 4-H shows throughout the State. All fair secretaries were contacted, a "Fair Calendar" was prepared by KXEL and a "Fair Bulletin Board" inaugurated for use as part of the early morning and noon farm broadcasts.

Top Tobacco

FIRST TOBACCO sold on the opening of the Durham tobacco market this season was acquired by WDNC Durham, for a bid of $80 per 100 lbs. Station is mailing "handy" of the purchase to time-buyers, agencies, etc., all over the nation. For those who haven't learned to print their own from the natural leaf, WDNC is also including packages of popular brand cigarettes.

Waring Promotion

GIANT WINDOW display on behalf of the new Blue-Fred Waring program has been arranged by the promotion department of WFIL Philadelphia in the front window of Macy's, and Campbell's center-city men's store. Window trim features a WFIL microphone, life-sized pictures of Fred Waring and Donna Dae, singer, and huge pictorial blow-ups of the entire Waring organization.

Music Contest

PUBLIC SERVICE responsibility of every radio station is stressed in news brochures, the Blue Network gives thumbnail sketches of network shows ready for sponsorship. Included is a list of 25 Blue packaged shows already sponsored. Foreword acknowledges the cooperation of producing agencies in creating, producing and selling the shows.

**WLW War Display**

WINDOW DISPLAY "The War Before Your Eyes" has been dedicated by WLW Cincinnati in cooperation with the Cincinnati Enquirer and the Cincinnati Gas & Electric Co., site of the display which features war maps of both Europe and the Pacific and news bulletins. Battle lines are changed daily and are under the supervision of Maj. Gen. James E. Edmonds, WLW military analyst. Montage of photos of WLW news analysts is included. Bulletins from the news telegraph located in the window are arranged for public survey.

Program Reprints

LEDERLE Labs., New York, will make available to listeners reprints of each broadcast of its new Blue Network program The Doctors Talk It Over, which starts Oct. 6. Designed primarily to help busy doctors informed on the latest medical developments rather than to entertain the average listener, scripts will contain interviews with specialists on such subjects as vitamins, meningitis, pediatrics, and surgical care of the wounded. Series starts with a talk by Dr. Morris Fishbein, AMA Journal editor.

WIND Coverage

NEW COVERAGE-INTENSITY Maps have been issued by WIND Chicago to Chicago and New York advertising agencies. Information is printed in file folder form with two pages devoted to separate maps showing exact daytime and nighttime coverage, and one page providing complete market data by states. Coverage allocations are based on station mail received between Sept. 10, 1943 and March 15, 1944 "in accordance with the latest recommendations of the NAB."

"Clue" Promotion

PROMOTION material for "Two on a Clue", new CBS mystery series starting on the network Oct. 2, consists of a variety of letters, pictures and "memos" which directly present information concerning the program. Not directed literally to the reader, memo material for example is from the police department homicide bureau and is addressed to a fictitious person, containing relevant information on some character featured on the program or data of similar character.

For Sale

IN "Thirty Packaged Programs for Sale", new CBS mystery series on the network, Oct. 2, consists of a variety of letters, pictures and "memos" which indirectly present information concerning the program. Not directed literally to the reader, memo material for example is from the police department homicide bureau and is addressed to a fictitious person, containing relevant information on some character featured on the program or data of similar character.

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Broadcasting  Broadcast Advertising
Tri-State Industries

- American Rolling Mills, International Nickel Co., Chesapeake & Ohio Maintenance Shops and Locomotive Works (largest privately-owned plants in the world), American Car and Foundry, Sylvania Products, Inc., and many, many others.

- This region is in the top-bracket as steel production center.

Welcome words in the railroad world. Words that spell co-operation! Particularly true today when the roads are moving implements of warfare and materials of all kinds. "Hats off" to the American Railroads.

In radio, the intelligent utilization of every second... maintenance of a well-balanced broadcasting schedule also demands co-operation. Local programs, produced by WCMI's skilled staff, together with top-ranking Mutual shows give thousands of Tri-State listeners the variety they expect and receive. That is why WCMI really has LISTENER LOYALTY. Yes, your advertising dollar will do a three-fold duty on this station.

WCMI Is Your Tri-State Buy!

WCMI Furnishes a strong signal in this important area. There are 228,500 people in WCMI's primary coverage.

STUDIOS: Ashland, Kentucky Huntington, W. Va.

WCMI MUTUAL AFFILIATE

---A NUNN STATION---

L. D. NEWMAN, Manager

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

BROADCASTING • Broadcast Advertising

October 2, 1944 • Page 33
Known by the stations we keep

This is a very personal business—depending upon the confidence one man places in another. We are judged not by the products we make, nor the buildings we put up, but by such intangibles as character, intelligence and integrity. Since the start, about twelve years ago, these qualities have been recognized by the stations we represent. We are known by the stations we keep.

Paul H. Raymer Company - Radio Station Representatives
New York - Detroit - Chicago - San Francisco - Los Angeles
4 OF OUR STATIONS HAVE BEEN WITH US SINCE 1934, when the U.S. discovered Bingo and those dime chain letters...

26 OF OUR STATIONS HAVE BEEN WITH US SINCE 1938, the year of the Munich Pact and “Peace for our time”...

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, the year the Allies invaded North Africa and pushed on East...

8 OF OUR STATIONS HAVE BEEN WITH US SINCE 1935, the year “The Music Goes Round and Round” became the rage...

29 OF OUR STATIONS HAVE BEEN WITH US SINCE 1939, the year that war struck the world and Nazi conquest began...

38 OF OUR STATIONS HAVE BEEN WITH US SINCE 1943, prodigious year of war production—of guns, tanks and planes...

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, when everyone was reading and talking “Gone With The Wind”...

31 OF OUR STATIONS HAVE BEEN WITH US SINCE 1940, when Selective Service began and the Nazis overran Europe...

10 OF OUR STATIONS HAVE BEEN WITH US SINCE 1936, when everyone was reading and talking “Gone With The Wind”...

TODAY FINDS OUR BUSINESS CONTINUING ITS CONSISTENT, HEALTHY PROGRESS.
American Triumph

IN A RECENT dispatch to the North American Newspaper Alliance, William S. Paley, CBS president on leave as radio chief for the Psychological Warfare Division of SHAEF, declares the Allies have won the battle of the airwaves in Europe “hands down”. German efforts to jam Allied signals beamed to enemy and enemy-occupied countries have failed. Even though equipment equivalent to some of our 50 kw transmitters was used for jamming, he reports, Allied signals got through.

“Today,” says Mr. Paley, “the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information.”

Playing an important role in the Allied broadcasts, Mr. Paley points out, is the Voice of America, beamed from the powerful transmitters of OWI’s station in Europe, ABSIE, and other OWI shortwave stations in the United States. Last week, with the dedication in Washington of the Crosley transmitters at Bethany, O., there was added an even louder Voice which will be heard around the world.

John Ogilvie, radio director of the Office of Coordinator of Inter-American Affairs, tells of the enormous influence exerted by American radio on our neighbors to the South, not only on the people themselves but on the radio stations as well which now look to American programming as their model. Particularly impressive is Mr. Ogilvie’s report on fan mail received from South Americans in appreciation of our unbiased radio news reports.

By virtue of these shortwave operations, plus the programming of the military stations in the war theatres, virtually the entire world has become exposed to “radio by the American Plan.” It has proved, in war, the fourth arm of offense. In the peace ahead, American radio will lead the way.

Sponsor Identity

THE POLITICAL campaign rounds the bend and is into the home stretch. Radio bears the brunt of the load, as national, state and local candidates and their spokesmen turn to the microphone to sway the electorate. And with it comes the quadrennial headache of the broadcaster, intensified this year by shortages of seasoned manpower, extraordinary demands for time and the confusion resulting from balancing schedules to ensure equal time for all candidates.

All this activity has revised another issue which long has been dormant, but which may explode anytime. That is the requirement of the law covering sponsor identification, whether it be the selling of candidates or of soap flakes. Section 317 of the Communications Act of 1934 reads:

All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, promised to, or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

That language is clear and unambiguous. It makes mandatory the use of language which will convey to the public the identity of the sponsor. It isn’t enough to say, for example, that “The People’s Committee” sponsors the program which espouses the candidacy of Joe Doakes for dog-catcher. The audience must be told what the committee is, and the source of its funds. By the same token, in commercial programs there must be fair and forthright identification of the sponsor.

This dissertation is not plucked from the blue. There have been complaints about failure properly to identify sponsorship, and more particularly, political sponsorship. It is up to the advertising agencies placing radio business to see to it that sponsor identity is clearly indicated, and up to network and station management to require adherence to the letter and spirit of Section 317.

BECAUSE this political campaign is going to win and lost by what people hear, rather than see, acrimony over the radio handling of the campaign already is evident. It will wax hotter, too. Republicans are griping about the “pro-New Deal” commentaries over the networks. Democrats are complaining about commentators who they allege lean to Dewey. It depends on whose ox is gored. One thing is certain: Radio isn’t helping itself by giving carte blanche to reporters who espouse one cause against the other. In this campaign, particularly, objective reporting is requisite and balance is essential.

CIO-PAC Ratings

IN WHAT appears to be its studied effort to mask its conflict, CIO’s Political Action Committee now has set up its own radio pussy-footing outfit to check networks and local stations on what is being said about labor. It has created a “national radio monitoring system” which it describes as its latest endeavor to let labor know it has certain air rights.

Previously the CIO-PAC had issued a handbook on radio, exhorting all unions to demand free time, keep written records of refusal and then complain to the FCC. It also had hailed WHKC Columbus, to hearing before the FCC because a political diatribe against Congressional candidates had been rejected. It also is urging unions to get in early on PM.

All this activity is all right, we guess, under our Democratic precepts. Maybe management will start checking labor programs to make sure capital gets an even break. And perhaps a national organization of professional loafers, which owes allegiance to neither capital nor labor, will join both, so it can get its just share of free time.

To us it seems that in these days of total war, energy and money could be diverted to better ends. Certainly radio is too busy with its war job to go about snooping.

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Our Respects To —

DR. AUGUSTIN FRIGON

FIFTEEN years ago, when a three-man Royal Commission recommended a national system of broadcasting for Canada, Dr. Augustin Frigon was unknown in broadcasting circles except as the junior and only technical member of the three-man Royal Commission. On Sept. 7, 1944, Dr. Frigon was appointed general manager of Canadian Broadcasting Corp., the organization set up as the result of the Royal Commission report of 1929.

As general manager of the CBC Dr. Frigon not only has the job of administering the ten stations owned and operated by the CBC and the vast system of programming, but also is administrator of the Canadian Broadcasting Act, under which comes operation of all radio broadcasting stations in Canada.

Dr. Frigon has made up for his former anonymity in the broadcasting industry. There is hardly a broadcasting station owner and manager in Canada who has not met the genial, but not too talkative, CBC executive. He has been assistant general manager since the CBC was formed in November, 1936, and has been acting general manager since last November, when Dr. James S. Thomon, general manager, resigned to go into private practice at Saskatchewan.

As assistant general manager, Dr. Frigon dealt with the technical and commercial fields of the Canadian broadcasting industry. And in both fields he has met many of the leading technical and commercial executives of all four major U.S. networks.

Before his entry into broadcasting, Dr. Frigon was director-general of technical education for the province of Quebec. He is still a consultant on technical education in his native province and in his native city of Montreal. A civil and electrical engineer by training, he has also been president of the Quebec Electrical Commission and of the Montreal branch of the Engineering Institute of Canada. He received his Doctor of Science degree at the U. of Paris, after attending the Catholic Commercial Academy at Montreal, the Montreal Polytechnic Institute (of which he was later director), the Massachusetts Institute of Technology, and the Paris School of Higher Electricity. He also holds a doctorate from the U. of Montreal.

Born March 6, 1888, at Montreal, he was appointed to a professorship at the Montreal Polytechnical School in 1910 after taking post-graduate work at M. L. T. The same year he became a consulting engineer for Quebec Public Service Commission. Two years later he opened his own consulting engineering office,

(Continued on page 38)
The current season sees WMFM carrying the most complete schedule of football broadcasts in FM history

Under the pioneering sponsorship of the alert Wadhams division of Socony-Vacuum, Russ Winnie, Wisconsin's foremost sports commentator, will bring WMFM listeners his vivid on-the-scene accounts of all 20 University of Wisconsin and Green Bay Packer games.

Wadhams knows sports broadcasts and audiences. For 16 consecutive years they have carried one of the nation's most complete sport schedules, on WTMJ. Programs have included football, baseball, basketball, track, golf, and a six-time-a-week 15-minute sports report.

So it is significant that Frank Casey, sales manager of Wadhams, chose WMFM as well as WTMJ to carry this year's football schedule. It is additional proof of the confidence advertisers have in WMFM.

WMFM has proven its technical and program superiority, as well as the intense loyalty of its listeners.

Put these plus values to work for you. Plan now on utilizing the sales-promoting, prestige-building power of WMFM. Include WMFM in your fall schedule.

WMFM
THE MILWAUKEE JOURNAL FM STATION
It's the Fingers!

Why will the same ball win one game and lose another? The answer is, of course, academic. It's the fingers that put the stuff on that ball that win or lose ball games.

All of which suggests that we again remind you of our ability born of experience, which is winning plenty of "games" for advertisers. We don't just "throw"—we "PITCH"!

If you want America's famous Direct Response Audience, plus skilled pitching fingers, put WMNN on your schedule.

ASK A BLAIR MAN

Columbia Network

5,000 Watts

WMNN

Fairmont, W. Va.

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Our Respects to

(Continued from page 36)

and in 1915 became manager and engineer of Canadian Seigwalt Beam Co. In 1917 he went back to educational work as professor at the Montreal Polytechnical Institute. In 1920 he went to Paris as engineer for the Central Laboratory of Electricity; and took advance studies at l'Ecole Superieure d'Electricite de Paris, graduating as an electrical engineer. He then studied at the Sorbonne in the faculty of science and graduated in 1922, a Doctor of Science. He returned to Montreal to educational work and as a member of the National Research Council of Canada.

He has been largely instrumental in the installation in Canada of four 50 kw stations, installing low-power repeater stations in sparsely settled districts, and building a shortwave international broadcasting station for Canada at Sackville, N.B., which is to go into operation late this year. Under his direction CBC engineers started the French Equatorial Africa international shortwave station in 1941. He has had much to do with the actual settlement up of the transcontinental broadcasting networks in Canada, consisting of CBC and privately-owned stations, as well as establishing a French-language network in Quebec province.

In the coming out of these network problems he has met across the conference table and in their own offices, most of Canada's broadcasters, and travelled across Canada to meet the broadcasters and see their problems first hand.

Recently he attended the Canadian Western Assn. of Broadcasters at Banff, Alberta, where he urged the broadcasters to establish the closest possible cooperation with the CBC. "A combination of the CBC and privately-owned stations, in friendly competition whenever possible, will give the Canadian public a fully satisfactory broadcasting service. This must be well understood and supported," he told the western broadcasters.

As a technician he keeps closely abreast of broadcasting developments. "The CBC engineering division" he says, "is cooperating closely with all important groups both in the United States and Canada. Financial conditions permitting, the CBC is fully prepared to introduce in Canada all the latest technical developments that will be available after the war."

Dr. Frigon maintains offices in Ottawa and Montreal, where he has his home. He married in 1913 the former Elsie Owen, and they have two children, Raymond and Marquerite. He belongs to the Cercle Universel de Montreal, Club Laval-sur-le-Lac, Club Winnipeg, University Club and is a Rotarian. He is a member of American Institute of Electrical Engineers, Societe Francaise des Electriciens, and the Royal Society of Arts and Manufactures of London.
...76,450 DAIRY FARMS

... and 1,545,000 dairy cows, 1,385,000 other four-footed farm animals, and 23,600,000 chickens. That's the kind of farming area WGY brings together in central and eastern New York and western New England.

The animals don't listen to WGY, but the farmers who own them DO. They make up a large percent of the 1,045,717 radio families in the Hudson Circle—families who keep their radios tuned to WGY more than to all the other stations in the area combined.

Producing $458,000,000 worth of farm products annually, this rural area is an important part of the WGY COMMUNITY, one of the nation's choicest markets.

And WGY is the ONLY way to combine this valuable region into ONE coverage area.

*WGY's primary and secondary areas include 20,881,000 acres of prosperous farm land; 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages with a population of over 5000.

GENERAL ELECTRIC

WGY SCHENECTADY, NEW YORK

50,000 watts—NBC—22 years of service

Represented Nationally by NBC Spot Sales

October 2, 1944 • Page 39
Behind the Mike

LT. COMDR. ROBERT R.-EDGE, commanding officer of a Coast Guard LST and former sportscaster on WCBW, CBS video station in New York, returned to the station last Thursday as interviewee on They Were There, featuring service men back from battlefronts. Commander Edge was recently awarded the Bronze Star "for silencing enemy shore guns and accomplishing the mission assigned to him" on Los Negros in the Admiralties.

JIMMY HINES has rejoined the announcing staff of WFCI Providence, R. I., coming from WEDU Boston. Paul Clinton Hines, formerly of WJHP Jacksonville and WDBO Orlando, Fla., has joined the WFCI announcing staff as Paul Clinton.

Perry Names Rathburn

JACK RATHBUN, general manager and sales manager of WCOA has been named promotional and advertising director of all the John H. Perry radio and newspaper properties in Florida. Perry stations are: WJHP Jacksonville, WFMJ Ocala, WDBP Panama City, and WCOA Pensacola. While the newspaper interests are the Ocala Star-Banner, Jacksonville Journal, Panama City News Herald, and Pensacola News Journal. In his new post Mr. Rathbun, who has been a retail man for ten years, will coordinate the newspaper and radio advertising and promotional work of the Perry properties.

ELLEN SWAIN, formerly with KELO Central, has joined the continuity department of KIRO Seattle. JEAN CLOS, WHAS Louisville announcer, has been promoted to production manager of the station. He succeeds Jack Brooks, who resigned to move to California. Frank Allen, formerly with WWL New Orleans, is now an announcer with WHAS.

HARRY RIDGLY, former actor and writer for Kasper-Gordon Co., recently released by the Marines, has joined WBIC Indianapolis.

MARGARET DUNAWAY, former announcer of WBIG Greensboro, N. C., is now continuity director and women's program director at WCOA Pensacola, Fla. Scott Davis has joined WCOA as announcer.

SAM HAYES, NBC Hollywood newscaster and sports commentator, and Rosamond Frances Hubbard of Hollywood, were married in Tia Juana, Mex., Sept. 10.

PAUL HENNING, writer on CBS Burro & Allen show, is the father of a girl.

GEORGE FISHER, announcer of KJ Hollywood, has been assigned commentator on the five-weekly Hollywood Spotlight program on KECA Los Angeles. He replaces Erskine Johnston.

ROYAL ARCH GUNNISON, commentator of WOR-Mutual, has received a citation from the Territory of Alaska for "continuously exposing in his writing and broadcasting, even before Pearl Harbor, the warlike aims and preparation of the Japanese, and for the courage he displays in being the first to expose Japanese incursions into the Pacific." Mr. Gunnison returns to the Pacific area shortly for Mutual.

Perry has released a citation to the Chinese Consul General's office in New York.

RAY OLSON, former announcer of WOW Omaha, has joined the announcing staff of WMAQ-NBC Chicago, replacing Bob Murphy, who resigned to free-lance.

HILL FERGUSON, formerly with WEFQ Sumter, S. C., is a new addition to the staff of WOCO Columbia.

DICK STEWART, released by the Army, formerly of WILH Lowell, Mass., and WMEX Boston, has joined the announcing staff of WNBC Hartford.

MERRILYN WENTZ has rejoined KOVO Provo, Utah, assigned to the news and promotion departments.

BENEDICT E. HARDMAN, former news editor of KOAG Tucson, N. M., has joined the NBC News bureau.

BOB LAURENCE, radio actor and former announcer of WOV New York and World Broadcasting, has joined the announcing staff of WFEN Philadelphia.

THE "RIGHT COMBINATION!"

GOLD SEAL CO.
Box 681
BISMARCK, N. DAK.

August 12, 1944

Radio Station KFYR
Bismarck, North Dakota

Attention: Mr. Fitzsimonds, Mgr.

Dear Mr. Fitzsimonds:

In the distribution of Cold Seal Wax in five northwestern states of North Dakota, South Dakota, Montana, Wyoming and Minnesota, we have, for a period of six months, carried considerable spot announcements over fifteen various radio stations in this locality.

On an actual check of the sales of our merchandise off the shelves of our dealers, and the distribution of the goods to new retail store outlets, we, as a company, feel that the money we spent for advertising over your radio station has given us more direct good than any other money so allocated.

We do not know whether you have a larger listening audience, or whether you have a more dynamic way of telling our story to your customers, or whether your customers are just more susceptible to radio advertising. We do know, however, that we get more direct sales per dollar of advertising money spent over radio station KFYR in Bismarck, than any money otherwise allocated by our company for advertising purposes.

Sincerely yours,

GOLD SEAL COMPANY

Harold Schafer

EM/45

Chief Announcer. Three additions: Virginia Braunberger, station manager and time salesman FRANZ ROBISCHON, came to Billings from Kalispell seven years ago. Mr. Yocum will assume his new duties Oct. 15.

At the same time, Mr. Campbell announced the following promotions: Virginia Braunberger, station manager and Harry Turner, chief announcer. Three additions to the KGYL staff are being made: Kenneth Montgomery and Bob Riley of Kalispell are new to the announcing staff, and Marine Charles, a native of Texas and a graduate of the NBC radio school in Chicago, has been appointed script writer.

JEROME LAWRENCE, radio writer, for the past two years a writer with the Armed Forces Radio Service, Morale Services Division of the Army, has edited a book on radio writing titled Off Mike. (Duell, Sloan & Pearce, N. Y., $2.50.)
Being 22 years old is no guarantee, in itself, of a radio station's excellence. But when the station—for more than two decades—has been a consistent favorite with the people of its state...that means something.

WAPI is starting its 23rd year of service to Alabama radio listeners. It has taken 22 hard-working years to build and continually better our reputation as the station in Birmingham. It's a reputation rooted in much solid achievement...in our tested concepts of public service, our standards of entertainment, our stress on educational features, our news reporting, our close attention to befriending both city and farm listeners.

That reputation, so carefully guarded throughout WAPI's 22 years of growth, has paid off in the long-standing loyalty of both our audience and advertisers. Long ago listeners began calling WAPI the "Voice of Alabama"; today they also know us as the voice of CBS in Birmingham, combining the nationwide shows of this great network with our own locally-originated programs, expressly planned for Alabama audiences.

WAPI's advertisers are equally loyal. They know the worth of WAPI's coverage and following. Month after month, they place more national spot business with us than with any other station in the state. Local retail advertisers are similarly aware of how WAPI gets results; we're the only station used year-round for programs by all six of the city's biggest department stores.

Twenty-two years ago WAPI was Alabama's first station. Today, a successful veteran in the business of broadcasting, WAPI is still first. Radio Sales can tell you more about what we can do for you in this leading Southern market.

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales
Johnny Neblett, president of Neblett Radio Productions, Chicago, will broadcast for the 15th consecutive year the Ohio State U. football season, starting Sept. 30, on WBNS Columbus, O., for every Saturday afternoon game. And being a W. Va., football fan I feel pretty good about that. I can hear all the W. Va. University games broadcast direct from the playing fields so we can hear the young ladies, girls and public service that is local on the radio, to the fullest. Guess I'm just a lot of other fellows, for after I've played my broom all week I remember the t i m e o f f that tomorrow after noon. And being a W. Va. football fan I feel pretty good about that, too. I can hear all the W. Va. University games broadcast direct from the playing fields so we can hear the young ladies, girls and public service that is local on the radio, to the fullest.

Herbie Koch, former soloist-organist for 11 years and choral director at WHAS Louisville, has joined Neblett Radio Productions, Chicago, as production manager.

Jerry Bowman, blue editor of special features, overseas division, New York, is in San Francisco conferring on facilities for expanded coverage of Olympic games. Phyllis Clarklin, new to radio, has been added to the continuity staff of WHEB Portsmouth, N. H. She replaces Mrs. Jeanette Bell.

Hartwell Daley, formerly with WLAW Lawrence, Mass., has been appointed director of news and special events at WHEB Portsmouth, N. H.

Bob Lacy, formerly of WLYL Cincinnati, has been promoted to corporate and director of its western division, New York, is in San Francisco conferring on facilities for expanded coverage of Olympic games. Phyllis Clarklin, new to radio, has been added to the continuity staff of WHEB Portsmouth, N. H. She replaces Mrs. Jeanette Bell.

Gordon Cook, announcer of CJBC Toronto, married Gertrude Kathleen Symons of Regina Sept. 15, at Toronto.

Allen Stout of Knoxville will air U. of Tennessee's 1944 football games for WSM Nashville.

Joe Trott, announcer of WSPA Spartanburg, S. C., is the father of a girl.

Harry Abbott, Jr., 50, brother of Bud Abbott, NBC comician, died in a White Plains, N. Y., hospital after illness of two months. Mr. Abbott was business manager for his brother, who is married to Lou Costello in the NBC program sponsored by R. J. Reynolds Tobacco Co. for Camel, Thor and Tommies. Besides his brother is his wife and two girls.

Harvey Dobbs, former announcer and script writer of Metropolitan Broadcasting Service, Toronto, is now free-lancing, with headquarters in Toronto.

Bob Dixon, formerly in the special events department of WTAG Worcester, last week joined the announcing staff of WOR New York.

Weldon Robinson, formerly with NBC San Antonio, has joined the announcing staff of KTSW San Antonio and Evelyn Woody, formerly with WOAI San Antonio, and Roberta, new to radio, have joined the KTSW sports department.

Van Woodward, former assistant to the program manager of WLW Cincinnati, has joined Transamerica Regional Television Corp., New York, as writer.

Edward Tomlinson, inter-American advisor and analyst of the Blue Network, heard on WABC-TV begins April 6, 1943, is being granted a two-month lecture tour of 25, 35, 37, 37, 39, 40, 42.

Max Armstrong, released from the Marine Corps and formerly associated with Gerald Thomas Adv., Franklin, has joined CBD's food and sales promotion department as advertising copywriter.

Vanderwarker Named

Gordon G. Vanderwarker, assistant sales service manager of the Blue Network, has been named manager of the Blue Network's political sales department, as assistant to C. P. Jaeger, national sales manager. Mr. Vanderwarker joined the Blue in January following two years in the Navy from which he retired as a medical discharge as a lieutenant (j.g.) in November 1943. Previously he had served in the political sales and sales service departments of NBC.

Announcer Dies

BrucE Robertson, 31, chief announcer of WBK Kansas City, died of a heart attack Sept. 23 in St. Mary's Hospital. He had been seriously ill with a heart ailment for six weeks. Active in radio for the past 12 years, he leaves his wife and son.

Mary Agnes Thompson, formerly with KCRC Endicott, Okla., and Betty Jean Gess, graduate of NBC-Northwestern summer radio school, have joined WHEB Portsmouth, N. H.

Bob Caldwell, formerly in the production department of WHK Cleveland, has joined the production staff of WNEW New York.

Roswell Rogers, writer on the four-week Blue Lam and Abner program, is the father of a girl.

William E. Rambo, news editor of KYW Philadelphia, has been named advertising and sales promotion director of WPGC Washington, D.C., succeeding John M. Ulmer, who resigned to join Time magazine in New York.

Wamboldt, Byrne Added

To Blue Program Sales

Expanding its commercial program department operations, the Blue Network this week adds to the department staff M. P. (Bob) Wamboldt and John Byrne. Mr. Wamboldt replaces Mrs. Jeanette Bell, formerly with the announcement department.

Mr. Wamboldt will work on production and development of commercials sponsored by Blue package shows, the department now will extend its work to cover and publicize the network's built-up sustaining programs designed for sale, and to general program supervision of public relations programs not available as commercials.

Commercial program supervisor of the Blue Network from October 1941, Mr. Wamboldt returns to the network after a six-months' interval during which he represented Philco Corporation and its agency in the production of Hall of Fame and its summer replacement on the Blue. Before joining the network last year, he was account executive for several years with Compson Adv., New York. He joined has had experience as actor, writer, director and manager in radio, films and legitimate theatre. He is the Prudental Family Hour, sponsored on CBS by Prudential Life Insurance Co.,

KXOK's Cake is the center of attraction for this birthday picture. The young ladies, Joanne Jones, Ann Dearrow, winner (l) and Anita Colby, director of Vanguard Films are there to help them. They attended by the St. Louis station's general manager in the celebration. Guest of Honor was Breakfast Club's songstress, Nancy Martin. The sixth birthday party was held at the Statler Hotel in St. Louis, attended by 400 guests.

Suchard Spots

WLBW-Suchard Choco-

late Co., Litchi, F., is engaged in a spot radio campaign for Suchard chocolates which will be carried on 15 Midwest and Eastern stations through to the end of this year. Drive entered its first stages July 31, with the appointment of D. Badger, Bridging & Harvey, New York, as agency. Schedule calls for 15-second live station breaks (2 advertising times) during the Suchard summer campaign.

WLS Renews Blue

WLS Chicago has renewed its contract with the Blue Network for another year, according to Blue Network headquarters in New York. Intermittently officials of the Blue have conferred with Burridge Butler, publisher of the Prairie Farmer and president of WLS, and Glen Snyder, vice-president and general manager, regarding purchase of the Chicago station, so that the Blue would have a full-time outlet in that city, WLS shares time with WENR Blue O&O station, and they jointly operate the 50,000 w transmitter on 890 ke.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO

AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of good and bad areas and stations, programs that appeal to urban, village, and farm families; and listening habits. Illustrated with photographs for quick reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.

912 Walnut St., Des Moines, Iowa

VOTE FOR HARTFORD!

as the post-war area most likely to succeed, vote for Hartford: Send for full study showing Hartford's position in relation to Hartford, Conn. Sand Green, 503 S. A. 1943 and pre-war period. \( \star \) Mail, Hartford, Conn. Mgr., WDRF, Hart-

ford, Conn.

USE WDRC TO CONNECT IN NEW ENGLAND
They are twice as plentiful since WJZ strengthened its Signal

There is a lot of wallop to this new WJZ signal, now being broadcast from a transmitter site 23 miles closer to Greater New York.

Recent results produced by the “Woman’s Exchange” conducted by Alma Kitchell are ample proof of the clearer, better reception of WJZ.

Alma this summer promoted a sewing contest* and got twice as many entries as were produced in the same competition last year by another major New York station.

Another example: the manufacturer of a moth spray bought the Woman’s Exchange program and the new WJZ signal. When the 6-week campaign ended, the enthusiastic client wrote: “... We are completing the follow-up on the tremendous amount of inquiries you brought in... It is impossible to even estimate the full effects of your efforts.”

Successes such as these are possible because the clearer and greater signal of WJZ now reaches 7 million more people within the 50-millivolt area and an additional 11 million within the half-millivolt contour.

That’s real broadcasting news for us at WJZ and for anyone who has anything to sell to the women (and their men-folk) of this fabulously wealthy and ready-spending market.

*Contestants in the Kitchell Sewing Contest had to buy patterns, cloth, thread and accessories, and make a complete garment to enter.

tical engineers FM, SPORTS MUSIC BATTERY PL., LEHIGH STRUCTURAL AMea 50,000

The magazine section of the Sunday Telegram will carry a 1,500-word story on the country being honored.

The library will use a display on books about each country; the art museum is offering its capacities for the art of the countries; prominent women of the United Nations will be brought to Worcester to speak before women's groups; and other speakers are being booked before groups such as the Foreign Policy Association, Economic Club, Rotary Club, and Kiwanians.

The city's theaters will use lobby displays and documentary films; retail stores will make available window space for exhibits; sermons will be devoted to the people of the country being saluted.

As the project grows, many new and perhaps untried formulas may present themselves for further development, but we believe we have here the working chemicals for a hitherto untried experiment, for a city-wide laboratory test in the city of Worcester, with the hope of providing radio and other groups throughout the nation with a model from which they can pattern their own postwar plans.

Bunte on 29

BUNTE BROTHERS, Chicago (coughdrops), started sponsorship of one-minute spots and chain breaks four to six times weekly Oct. 1 on the following stations: WHO WOW GWN KMBB WJZI WOSX KNBR WTMJ WKBW WTKF KPBZ KSAM WGNAX WBNK KOA KFEL KXOK WMTAM WGBB KGSR WDAY WIBA WUXY KXMO WJAM WCNX KNBO WJW WLSW WJAK WJSL.

The 26-week contracts were placed by Pressa, Fellers & Presba, Chicago.

Hall Bros. on Blue

HALL BROS, Kansas City (Hall mark greeting cards), on Oct. 1 starts sponsoring Life With Charlotte, on Blue stations, Sun-

day, 3-3:30 p.m. (EWT). Pro gram which served as summer replacement for NBC Bob Hop Show, is packaged and owned by Martin Broomen and John Guedel Agency is Footo, Cone & Belding Chicago.
Since Pearl Harbor, International Detrola research engineers have logged this amazing total in their successful efforts to develop and improve Mine Detectors, Aircraft Radio Transmitters, and Receivers, and many other important military electronic devices. The company’s other engineering groups also have made great contribution to the quality and volume of electronic weapons streaming from its efficient Detroit assembly lines to the many battlefronts of Victory. The same engineering inventiveness and trained imagination will be an inseparable quality of Detrola-built Radio Receivers, Television Receivers, Automatic Record Changers, and other electronic instruments.
Agency Video Tests

CECIL & PRESBREY, New York, is conducting experimental telecasts in the 8:15-8:46 Sunday period on WAGB New York, the DuMont station, for various clients including Lamont, Corliss & Co., New York (Tell House Cookies made from Nestle's Semi-Sweet Chocolate); George Washington Coffee Refining Co., Morris Plains, N. J. (instant broth); Art Metal Works Inc., Newark (Ronson lighters); Quaker Lace Co., New York (boxy); and Trencher Furs Inc., New York.

RICHARD W. JANNEY, formerly with Curtis Publishing Co., has joined Dancer-Fitzgerald-Sample, Chicago, as account executive on Dreyf, P&G product.

HELENJEAN FOLEY, formerly with Russell M. Seeds, Chicago, has joined the research staff of Goldman & Gross, Chicago.

J. LEE FITZGERALD, formerly with Lord & Thomas, Chicago, has joined Goldman & Gross, Chicago, as an account executive.

SHIRLEY KUNIN, formerly with the advertising department of Saley Frocks, Chicago, has joined the copy staff of Kuttner & Kuttner, Chicago.

WILLIAM C. BARTLESON, formerly of Franklin Radio & Television and the Chicago Tribune, has joined Buchen Co., Chicago, in the merchandising and marketing department.

JESS H. CLOUD, former chief copywriter of Oakite Products Inc., New York, has been added to the sales staff of Pacific Coast Ad. Co. to work on radio and visual advertising.

EDWARD M. RAYNOLES, former assistant to the manager of research of Curtis Pub. Co., Chicago, has joined Doherty, Clifford & Sheffeld Inc., New York, as director of research. Prior to his association with Curtis, Mr. Raynoles was in charge of consumer research at the Los Angeles office of J. Walter Thompson Co., New York.

OTTO A. STELLER, 54, executive of Steller-Miller Adv., Los Angeles agency, died Sept. 15 in his office following a heart attack. He was widely known in West Coast advertising. Surviving are his widow, Hilda, and a son, Jack.

WILLIAM M. WIDER, former assistant advertising manager of Hyflor, has joined the sales staff of KMOX St. Louis, has joined Weatherbein & Co. Adv., St. Louis, as an account executive.

STORRS J. CASE, former director of advertising for the Plymouth division, Chrysler Corp., Detroit; Lowell H. Storrnout, formerly in the Army Air Forces and previous to that director of advertising for Silk Hose Mills, Indiana, and Charles F. Proffitt, executive with McCann-Erickson, Chicago and New York, and BBDO, Chicago, have joined the sales staff of National Cash Co., Chicago, as account executives on the Ford Motor Co. account.

ANNE KELLY, who has been with NBC and more recently the Blue for 14 years, on Oct. 2 joins William Morris Agency, New York, to work on the Columbia Blue program, Hoppin Island.

MANNY MANHEIM, associated with the script-writing department of J. Walter Thompson Co., New York, for some time, resigned. Mr. Manheim has been writing the Jackie Gleason-Letremayne show, sponsored on NBC by P. Lorillard Co. for Old Gold cigarettes. Mr. Manheim is understood to be going to the West Coast, but has not announced plans.

HAROLD KLAUS, advertising manager of Little Tot Food Products Co. for the past five years, has been appointed vice-president of Byant Keating Co., Cincinnati, and will super vision of the National account department of the new agency. Additions to the copy department include: D. Abraham, formerly with Blackett-Sample-Hunt, and Dorothy Solomon, food editor for several midwest newspapers.


J. WALTER THOMPSON Co., New York, will shortly open a Detroit office in the Royal Doul, to serve the Ford Motor Co. account. Harry J. Mitchell, vice-president and account executive on Ford, will be in charge of the office.

FLORENCE ORTMAN. Hollywood producer of McCann-Erickson, on the CBS Dr. Christian show, and Lil Harwell W. Proftitt, U.S. Navy, were married in San Francisco in early September.

JOHN COYLE, formerly of United Artists publicity department, has joined Young & Rubicam, Hollywood, as assistant to Robert H. Mucke, West Coast radio publicity director.

LESLIE I. MAYES, former manager of Beaumont & Hohman, Kansas City, has joined the executive staff of Howard H. Monk & Assoc., Rockford, Ill.

GLAN HEISCH, program director of KNX Hollywood, has resigned to join Robert L. Owen as production executive on Emerson Drug account.

**WBNX broadcasts daily to Metropolitan New York special groups which comprise 70% of the population. These million dollars to spend, have their own churches, newspapers and radio stations. They to WBNX programming and public service, the reason why many of the country's largest advertisers are using WBNX consistently. If your product is merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York or your local sales representatives.**

**A Proven Sales Medium**

**In WBNX service area there are:**

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 461,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

**In WBNX service area there are:**

- 500,000 Worldly Speaking Persons
- 1,236,758 German Speaking Persons
- 461,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

**America's Leading Foreign Language Station**

**BROADCASTING • Broadcast Advertising**
COMIN’ AT YOU!

ALUMINUM!!

... and some for all!

Here comes aluminum... rolling out to meet the highest record demand in its history... and back to do a bigger and better job in PRESTO RECORDING DISCS!

PRESTO ALUMINUM RECORDING DISCS are now available in 12, 13¼, 16 and 17¼ inch sizes. That's good news for broadcasting stations, recording studios and schools all over the nation... who know through valued experience that PRESTO is simpler to handle—doesn't require fussy adjustments... and, in fact, is the smoothest cutting disc they've ever used!

Order PRESTO ALUMINUM DISCS from your regular electronics distributor. May we suggest that you split your order—50% aluminum and 50% glass base for the time being, so that we can fairly distribute PRESTO ALUMINUM DISCS over the first big demand?

PRESTO RECORDING CORPORATION
242 West 55th Street       New York 19, N. Y., U. S. A.
Walter P. Downs Ltd., in Canada
Radio Advertisers

QUAKER OATS Co., Chicago, on Oct. 7 will begin sponsorship of one-spot announcement weekly on WLS Chicago, WCCO Minneapolis, WDJ Tucson, Ill., and WGW Fort Wayne. Contracts are for 20 weeks thru Sherman & Marquette, Chicago.


ALBERT W. SHERER, advertising manager of National Biscuit Co., and for the past year active as a member of the public information committee of the Grocery Manufacturers Assoc., has joined McCann-Erickson Inc. as a vice-president with headquarters in the Chicago office. Mr. Sherer has served in the past as manager of the Chicago office of Curtis Pub. Co., and previously as executive vice-president of the former Lord & Thomas agency in Chicago.


JOY CANDY SHOPS, Chicago is sponsoring spot announcements on WGN WENR WATF WBBM Chicago. Contracts are for 52 weeks, through Malcolm Howard Adv., Chicago.

FARMER'S WIFE

It's fun working when you don't have to. Her husband is one of the richest farmers in the U.S.A. . . . from Central California where the average farm income was $8,797 last year.

The Beehive, with its 41 primary counties is the only combination of stations that can properly cover Central California plus Western Nevada.

WHAT IS

The Beehive

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

Cocilana Resumes

COCILANA Inc., Brooklyn, about Oct. 9 starts its fall and winter spot radio campaign for Cocilana cough drops. Schedules calls for live announcements, transcribed spots, news and musical programs at varying frequencies for 20 weeks on 75 stations. Disc features the team of Lanny & Ginger, in musical jingles. Agency is Al Paul Lef- ton Co., New York.

DOUBLEDAY-DORAN Bookshops, New York, on Oct. 15 will present an adaptation of Virginia Prepare's Alarum and Excursion on WABD New York, the DuMont station. Program if successful may be the forerunner of a weekly radio television version of books, with the bookside serving as publisher as well as sponsor. The Television Workshop, New York, will produce.

ROSE'S 5-10-25¢ Stores Inc., Henderson, N. C. (chain), has started a radio test campaign. Business is placed through Nathan Frank Adv., Roanoke Rapids, N. C.

LITE SOAP Co., Aurora, Ill., began sponsorship of a quarter-hour show titled The Lite Gossip Club, featuring Bob Carter as m.c., Oct. 2, five times weekly on WCLF Chicago. Program which is owned and produced by Neblett Radio Productions, was placed for 52 weeks by the L. W. Ramsey Co., Chicago.


ALTO VINEYARDS Co., Fresno, Cal., has appointed L. H. Hartman Co., New York, to handle advertising. Agency is working on Media plans which will include radio, newspapers and magazines.

FREDERICK H. NICHOLS, former manager of RRDO's Kansas City office, recently accounted executive of Kenyon & Eckhardt, New York, has joined Siboney Distilling Corp., Phila- delphia, as general sales and advertis- ing manager.

SIERRA CANDY Co., San Fran- cisco, on Sept. 24 started Marconi Sweets, program of popular melodies from operas and musical shows, or KQW San Francisco. Also signed to carry the program are KROY KGDM KBKL KYC KFJF KFPR RPMC KOH. Agency is Robert B Young Adv., San Francisco.

5000 WATTS DAY AND NIGHT

W W W

The Blue horizon in Northeast Ohio for advertisers.

BROADCASTING • Broadcast Advertisers

BURKHARDT BREWING Co., Akron, Ohio, has signed a 25-week contract with WOR New York effective Oct. 1 for sponsorship of a weekly half-hour transcription featuring Hollywood stars, to promote Jif peanut butter. Agency is Garfield & Guild, San Francisco.


PETROL Corp., Los Angeles (PUD gas, oil), during 15-week period starting Sept. 18, is using a total of 300 spot announcements on five Southern California stations. List includes KMRS, KPPD, KFXM. Agency is Raymond R. Morgan Co., Hollywood.

KELLOGG Co., Battle Creek, Mich. (cereals), Oct. 10 starts sponsoring "Tom Brennan Highlights on Blue Pacific stations, Monday 9-10 p.m. (PWT), with transcription. Featuring comedy short spots transcribed from "Breakfast at Sardi's," daily morning show, which Brennan writes on for that network, new series will include oral stories and vignettes, in aid of Brennan's caption. Cereal firm also sponsoring participation schedule in the "Breakfast at Sardi's" Kenyon & Burkhardt services account.

LEDERLE LABS, Philadelphia, producers of biologicals and antitoxins, is preparing to enter radio with a series aimed chiefly at physicians, surgeons and specialists, and to announce presents latest developments and data in the medical field.

P. S. AUGER, former director of A. McKim Ltd., Montreal, has been appointed advertising manager of Procter & Gamble Co. of Toronto, Canada.

WILLARD's Chocolates, Toronto, has started transcribed show, "Shop With Rolly Yawes, on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

HOBBS GLASS, London, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising of its new glass products and postwar plastics products. No radio plans have been formulated.

Worcester Gas Light Co., Worcester, Mass., is sponsoring "Ghost Light Quartet" Thursday 9-10 p.m. on WAAB Worcester.

"Maybe we shouldn't have been swimming. WDFW Flint said there's a camouflage school near here."

COLUMBIA NETWORK

BUFFALO'S ONLY 50,000 WATT STATION DAY AND NIGHT

BUFFALO BROADCASTING CORPORATION

Rand Building, Buffalo, New York
National Representatives: Free & Peters, Inc.

October 2, 1944 • Page 49
SUMMER OR WINTER - THE STORY IS THE SAME

NBC IS THE NETWORK MOST
PEOPLE LISTEN TO MOST

Makes no difference how the thermometer reads—summer’s heat or winter’s cold—NBC gets most of the listeners most of the time here in the West. There’s a double reason:

In addition to the sparkling NBC transcontinental shows, NBC Western Division has its own Parade of Stars...19 topflight programs...heard exclusively by the west coast listeners.

It’s this double Parade of Stars—month after month, summer and winter—that wins the biggest share of listeners in the West. That’s why advertisers and time buyers can reach most of the people most of the time—through NBC Western Division.

*Average Pacific Coast Operating (Aug. ’44 and Feb. ’44)
of all programs for each network—8 A.M. to 10 P.M.

WESTERN DIVISION
HOLLYWOOD Sunset and Vine • SAN FRANCISCO Taylor and O'Farrell

of the NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF THE RADIO CORPORATION OF AMERICA
OWI OFFERS FACTS FOR V-E DAY SHOWS
ADVERTISERS, agencies, networks and stations last week were urged by the OWI Domestic Radio Bureau to temper all V-E Day broadcasts with factual information about the war with Japan.

In a letter to radio, George P. Ludlam, chief of the Domestic Radio Bureau, said individual advertisers have offered to substitute Government messages for commercials and individual stations have asked for help in slating copy on V-E Day programming.

"Best current appraisal of probable public reaction to victory in Europe is that there will be restrained rejoicing," wrote Mr. Ludlam. "This may be tempered, hopefully, by a mood of deep and perhaps quiet thanksgiving over the accomplishment of half of the tremendous task; together with a sober question—which will come to many people for the first time—as to what actually lies ahead of us in our war with Japan."

A three-page fact sheet, with information about the war with Japan, can be used instead of regular commercials, was included with the letter. As for messages on the regularly scheduled OWI plans, Mr. Ludlam wrote:

"It is the earnest hope of the Radio Bureau that advertisers, networks and stations will find it possible to adhere closely to scheduled assignments, each planning to use the V-E Day and thereafter, perhaps rewriting messages to include pertinent copy slants on Japan." He pointed out that all OWI offices are ready to assist broadcasters and sponsors in furthering V-E Day plans.

TELEVISION CAMERAS scan executives of the Allen B. DuMont Labs. at the reception Thursday, Sept. 21, at WNBT, New York, marking the opening of a new "live talent" studio in the studio building occupied by the first DuMont studio at 515 Madison Ave. Additional studio, larger in size and with greater facilities, allows continuous telecasting of live shows without switching to film shots while sets are moved, and is said to make WABD the first television station with multi-studio facilities. Televised are (1 to r): Paul Raibourne, treasurer; Comdr. Mortimer Loewi, assistant to the president; Allen B. DuMont, president; Bernard Goodwin, secretary; Leonard Cramer, vice-president; T. T. Goldsmith Jr., chief engineer.

Radio Is Precluded From 'Depression' Claim Under Tentative Tax Ruling

AMONG the 34 industries cited last week by the Bureau of Internal Revenue as tentatively precluded from claiming "depression" during the base period 1933-35 for appeals for readjustments in excess profits taxes, were radio broadcasting, radio and sports manufacturing, telephone and telegraph equipment, light and power, retail trade. Purpose of these tentative determinations in 20-guide revenue agencies is to deal with claims for refund under these provisions and to inform taxpayers of the general lack of evidence that these industries meet the requirements of Sec. 722 (b) (3) of the Code.

These tentative determinations, however, do not debar in any way a taxpayer from securing full consideration of any pertinent evidence in support of a claim. Based on the profits cycle history of his industry, as the Bureau recognizes possibilities of exceptions. The excess profits tax is computed from the gap of present profits and the average of the base period. The profits cycle of these groups are termed "variant profit cycles" as they differ materially in length and amplitude from the general business cycle.

The tentative ruling as issued by the Bureau of Internal Revenue stated in part:

"These tentative determinations do not, in any way, debar a taxpayer or obtaining full consideration of any pertinent evidence in support of a claim based on the profits cycle history of his industry. As the Bureau recognizes there may be exceptional industries included in these groups for which it does not as yet have adequate information, and it is receptive to statistical and other data which will aid in establishing the profits cycle of such an industry for the purposes of Sec. 722. If there are such exceptional industries, it is more likely to be found in the more heterogeneous industrial groups because in such a group there is larger possibility of industries with profits cycles that differ significantly from the group profits cycle on which the tentative determination was based."

The list of industrial groups which follows includes only a portion of the industries, members of which have submitted applications involving tentative determinations of Sec. 722 (b) (3) (A). It is expected that additional industries will be made from time to time with respect to other industrial groups. With respect to any industry not covered by the present list, there is no implication that it has been accepted, or is likely to be accepted, as a variant cycle industry depressed in the base period.

NBC Election Coverage

GOING "all out" for election returns Monday, July 7, NBC will rerun the air at 8 p.m. until the President race is decided. Broadcasting coverage will begin at 8 p.m. Entire evening will be programmed as a unit with regular Tuesday night programs being held in connection with election coverage. A half-hour round-up from key election centers will be broadcast and NBC crews are assigned to Presidential and Vice-Presidential candidates of both major parties as well as to the national party headquarters. Before 8 p.m. news programs of Lowell Thomas and H. V. Kaltenborn will be offered to stations not already carrying them. William F. Brooks, director of news and special events, will supervise the entire operation.

Ace Productions

ACE Productions, a new advertising agency in San Francisco, has placed a spot with KSAN for Dr. Fisher's food products, KGO and KFBS for Goldan Green Macon Co., KFRC for Olympic Farms Dairy, KGO for Jerome Kiltons, Swiss Diamond Palace, and KRON for San Francisco radio stations. Agency is headed by Graham Gladwin.
We won a plaque... from the BLUE Network. It says that New York Ad-Agencymen figured we did an outstanding job of promoting Network and Spot programs. But I'm scared to hang the plaque up. If I do, all our customers might demand that I promote their programs only. All the time! And how! Or else! And we do not play favorites, on account we love the guy in a Class C spot as well as the guy with a class A half hour.

Anyhow, we haven't that kind of money to spend on promotion. All but 1/10th of 1% of your dollar goes for time and "station facilities" when you're on WTCN. (Well, anyway, almost). So I guess I will have to commit Hara Kiri.

It ain't honorable. But it's the only way out.

WTCN's Promotion Manager.

---

We're grateful. And we'll keep on doing all we can to tell the folks in this area about your shows and your products and your services.
Tell 'em
and you... sell 'em!

Advertisers are finding WINX unusually productive.

Their "ace-in-the-hole" is repetition... because you can buy two or three spots on WINX for the same amount of money that you would ordinarily... pay for one... in a comparable market.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Radio Progress Unveiled at Hearing

(Continued from page 11)
of FM reception at varying distances from the stations. Aside from the "bursts" which are present intermittently on the high frequencies, momentarily impairing reception, he declared that at certain periods distant stations otherwise inaudible, give an "abnormally high field strength". He described this as the "tropospheric phenomenon," the origin of which has not been determined, although it may have some relationship to the "incidence of meteors in the upper atmosphere".

Witnesses on behalf of FM, including Dr. C. M. Jansky Jr., consulting engineer and chairman of RTPB Panel 5 (FM), have held that these reports of sporadic interference are not regarded as basic, and that no radio frequencies are entirely interference-free.

Secrecy Problem

Dr. W. R. G. Baker, chairman of the RTPB and vice-president of General Electric Co., after tracing the history of the technical advisory board, declared: "Without attempting to rate the relative importance of the existing and possible new services, it is apparent that certain services can and will provide thousands of jobs after the war restrictions have been removed, provided the way is cleared for them to proceed. Such services of a mass entertainment character are represented by FM and television."

"Until the frequency allocations and system standards for these services have been approved by the FCC, it is probable that no manufacturer will produce either transmitters or receivers. That is, commercial exploitation is not practical or possible without approval by the FCC of the frequency allocations and system standards."

Dr. Baker explained that certain panels and the various subcommittees, told how conclusions had been difficult because of secret military developments and lack of knowledge. He said, however, that on some panels were members who were familiar with the wartime developments. Those panels, however, will not report during the hearings.

Getting Ready

"It is not the common characteristic of scientists and engineers to make public statements which cannot be substantiated by experimental evidence," he said, "but the work of the RTPB there has been no lack of evidence of this characteristic conservatism. At the same time it has been recognized that, in the interest of the common good, prompt advantage must be taken of new knowledge. In general this new knowledge has been acquired in narrow and much too isolated spearheads which have reached out into the, until recently, unknown domain.

Declaring that "as victory approaches it is the part of wisdom to prepare for victory," Dr. Baker said it is "essentially important" to apply that principle to radio. On employment he asserted that "it is probable that during the period of the war the employment provided by the radio industry will have been increased by a factor of four" and there is "that increase in potential labor force available to the production of equipment for civilian supply." He mentioned the "hundreds of thousands" in the armed forces who, through specialized training, may wish to work in radio.

A waitingFREE OF THE PRO- ductive capacity of such a labor force there is a deficit of home receivers developed through the years since the radio industry went to war. However, such a demand can do little but to provide a market through the earlier phases of the return to production for civilian supply. For any large and permanent expansion of the employment capacity of the radio industry resort must inevitably be had—not only to expanding old services, but most importantly to the inauguration of new services.

In addition to extension of the standard band, Mr. Frazier told the Commission that Panel 4 has made
studies of the following: Consideration of average skywave curves, review of the FCC Standards of Good Engineering Practice; use of directional antennas by local channel stations; methods of measuring directional antenna power; use of half-wave antennas by local stations; possible improvements in broadcast antenna design; use of subaudible frequencies for signaling and other purposes; static neutralizers; reduction of receiver radiation; possible use of frequencies in the band between 3 and 12 mc for rural broadcast services.

Report on FM

C. M. Jansky Jr., chairman of Panel 5 on FM Broadcasting, said that after considerable study of modulation types it was concluded that "there are no systems of modulation, classified or otherwise, which show any indication of being either as good or better than the frequency modulation type now in use."

As to position in the spectrum, Panel 4 concluded that the present band, in the vicinity of 60 mc, should be maintained. It was further agreed, he said, that the present channel width of 200 kc be maintained. Controversy with Panel 5 (television) over the number of channels required for FM was ironed out, he reported, at conferences with Panels 6 and 2 (frequency allocation) and it was agreed that Panel 5 would make the recommendation that FM broadcasting be assigned 75 channels of 200 kc each between 41 and 56 mc. "It is realized of course that this assignment of 75 channels is slightly less than the number specified in the original Panel 5 report," said Dr. Jansky. "Nevertheless it is not the desire of Panel 5 to in any way stand in the way of a considered, overall proposal fully recognizing the great demand for radio facilities for services other than the one with which the panel on FM broadcasting is concerned." The final Panel 5 request was for 80-100 channels for commercial and non-commercial stations, starting in the vicinity of 10 mc and comprising a band of 600 kc.

The FM panel also recommended horizontal polarization over vertical polarization. Concluding his statement Dr. Jansky said:

"The potentiality for public service in FM broadcasting far transcends those of the older AM system. If the standards finally adopted are right, then the greatest possible benefit to the public will accrue. If they are wrong, then to the extent they are wrong will horizons be limited and the future of the art impaired. Knowing what is done cannot always be undone has led us to concentrate our thought to date almost entirely upon the fundamental, basic allocation standards which must furnish the foundations upon which the complete structure will be built rather than to devote much time to details.

"When you have decided first the position for FM broadcasting in the radio spectrum, second the width of channel to be used and third the number of channels, that is, the width of band to be assigned this new and vastly improved service, then industry can proceed with plans for the building of radio receivers and transmitters, and to establish stations."

Television Space

Recommendations that the Commission assign a sufficient number of 6 mc channels in the region of the present A and B television channels (50-294 mc) to provide competitive nationwide service, and authorize commercial relay stations and "assign a sufficient number of channels commensurate with the needs of the commercial television broadcasting stations" in the 900-

FCC, SITTING EN BANC, as Chairman James Lawrence Fly read the opening statement. (1 to r) C. J. Durr, Ray C. Wakefield, Paul Walker, Chairman Fly, and E. K. Jett. Gov. Norman S. Case was absent, having received word that his son, 1st Lt. John Case, Coast Artillery, had been seriously wounded Aug. 30 in France. He was present Friday, however.

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

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

BUT, THIS IS THE USUAL STORY FOR WRC,
FIRST CONTINUOUSLY SINCE 1923 . . .

WRC

REPRESENTED BY WRC SPOT SALES
Washington

October 2, 1944 • Page 55
3,000 mc band, were made by David B. Smith of Phileco Corp., Philadelphia, chairman of Panel 6.

Mr. Smith summarized the major recommendations of Panel 6 as follows: (1) Commercial monochrome television broadcasting should be continued on 6 mc channels; (2) provision should be made for licensing relay stations for point-to-point service of the following types: (a) studio-to-transmitter, (b) portable-mobile pickup, (c) inter-city links, and (d) intra-city links. (3) Every effort should be made to provide a continuous frequency spectrum of 30 channels of 6 mc width for immediate postwar commercial monochrome television.

War Progress

Mr. Smith recommended that this spectrum include the present group A channels, which begin at 50 mc, asserting, "It is recognized that this ideal may not be capable of attainment without undue sacrifice on the part of other services." He submitted a plan for 20 channels to be available immediately after the war and so designed that additional channels to give a more continuous spectrum could be interposed in event the intervening services find it feasible to move to other frequencies.

With respect to color television, Panel 6 decided that "adequate standards for color television for a 6 mc channel cannot be established at this time". Mr. Smith pointed out, however, that experiments are continuing.

He urged that provision be made now for higher frequency channels in which experimentation and development may be conducted "looking toward an improved service which may include color, higher definition and any other improvements which may occur!". Experimental channels should be 20 mc wide, he said, but suggested that no other standards for them be established at the present. The channels should be assigned on the basis that they will subsequently be used for commercial broadcasting of improved television service "at such time as standards are adopted".

"Our Panel found that as a result of war work, there have been substantial developments which improve the performance of television service and materially reduce the cost of television receivers," said Mr. Smith. "All the standards have been carefully reviewed and such minor modifications have been made as are necessary to include these improvements within the National Television Systems Committee standards under which the industry is now operating."

Industry Ready

Mr. Smith said that although it was felt 30 channels of 6 mc width are needed, because of the other services Panel 6 would recommend an allocation plan "that would provide 26 six mc channels between 50 mc and 240 mc", including some gaps for existing private and Government services.

"I feel very strongly that the radio industry is ready, willing and able to provide the public with a very acceptable form of television broadcasting service," said Mr. Smith, "at sufficiently low in cost to be within the reach of nearly everyone."

Asserting that facsimile "is a service capable of standing on its own feet", John V. L. Hogan, chairman of Panel 7, a consulting engineer and former owner of WQXR-WXQ, New York, recommended that FCC Rule 3.228 be amended, declaring that "it handicaps facsimile".

Should Modify Rule

He asked for an assignment of 20 channels, each 100 ke wide, in the band between 100-200 mc for the exclusive use of facsimile. The FCC rule should be modified to permit facsimile transmission alone.
and along with sound in either the standard facsimile sound channels or television channels, he said.

"Home broadcasting by facsimile is destined to become a service of great public value," Mr. Hogan said. "Adequate channel space in the spectrum is needed. Regulations should permit the use of sound and simplex facsimile and sound and multiplex facsimile."

He pointed out that facsimile techniques today are far more advanced over prrewar methods and facsimile can become a valuable service in Government and industry as well as the home.

"If the FCC will provide very modest facilities for this new service, we'll provide the service and employ many men," he concluded.

Haraden Pratt, vice-president and chief engineer of Mackay Radio & Teleg., New York, and chairman of Panel 8 on Radio Communication, briefly sketched the work of his panel in point-to-point services covering telegraph, telephone, radiophone and program, mobile services, ships, coastal stations, aircraft, etc. He said the Panel studied needs of the various services as existing today and as might be foreseen in the next five years.

He said his panel's recommendations, which would include international point-to-point service and international broadcasts would be made this week when hearings open. He mentioned fixed services.

Relay Needs

Elmer W. Engstrom, of RCA Labs, Princeton, N. J., chairman of Panel 9 on Radio Relay Systems, said his panel tentatively recommends that a band 600 mc wide set aside for radio relays in the 100-3,000 mc band, to include one intermediate repeater. In the 3,000-10,000 mc band the tentative recommendation is that a band of 2,000 mc be set aside, to include one intermediate repeater. Above 10,000 mc the Panel suggested that a third of the spectrum be held in abeyance for radio relays and probable new services. No requirements were seen for the 1,100 mc band, he said, if present relays are permitted to remain.

D. W. Rentzel, chairman of Panel 11 and president of Aeronautical Radio, declared that within the next five years all intercontinental airplanes will be required to have two-way radio as well as commercial planes and needs for air navigation would be great. Wire facilities are not sufficient to provide point-to-point service, he added, and aviation must necessarily turn to radio for communication. He said his Panel had considered needs of the various aviation services in the spectrum from 30 kc to 30,000 mc and that they may extend to frequencies above 30,000 mc as future research demonstrates their characteristics and the feasibility of using them."

Special Services

Alexander Senauke, acting chairman of Panel 12 in the absence of C. V. Aggera, spoke on the needs of spectrum space for medical, heating devices and kindred services. He opposed the idea of shielding physical therapy machines, but suggested as a solution to problems of interference that the FCC set aside a small portion of the spectrum for such needs. He recommended 10 narrow bands of 1 mc wide; six from 225 to 13 mc and 4 from 40-490 mc, pointing out that the total width required would be but one-half of 6% of the entire spectrum.

Daniel E. Noble, chairman of Panel 13, told of the needs in the spectrum for many new services, including bus, taxi, railroads and trucking as well as expanded police services. "The demand for channels is crowding the space," he said, adding that among the new services seeking positions in the spectrum is one for limited private telephone service.

DON LEE ACQUIRES SITE ON MT. WILSON

DON LEE Broadcasting System, Hollywood, has purchased a 160-acre tract of land in the Deer Park sector of 5710-foot Mt. Wilson at a cost of $50,000, according to Lewis Allen Weiss, vice-president and general manager.

Located in the Sierra Madre mountain range just back of Altadena, Cal., and 22 miles from Hollywood, the property will be used as a television and FM transmitter site. Network plans to spend $250,000 on construction, to start when materials are available. Purchase was made from Mt. Wilson Hotel Co. Present studies and facilities of television station W6XAO located atop 1700-foot Mt. Lee overlooking Hollywood proper, will be unaffected by the antenna shift, Mr. Weiss said.

CBS Hollywood four years ago leased acreage near Mt. Wilson Observatory for its transmitters, which will have a base 6,000 feet above sea level. NBC and Paramount Pictures Inc. through Television Productions Inc. which operates W6XZ Hollywood, as well as several independent television license holders are reporting plans to erect transmitters on Mt. Wilson.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

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

- **Power** (50,000 watts)
- **Top NBC Programs**
- **Coverage** (7 states)

**Listener Loyalty** (69%)*
**Dealer Preference** (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

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

October 2, 1944 • Page 57
New Hall Bros. Series
HALL BROS., Kansas City, manufacturers of greeting cards, will sponsor Charlotte Greenwood, summer replacement for Bob Hope, in a Sunday afternoon program on the Blue network starting Oct. 15. New series to be broadcast 3:30 p.m. succeeds Meet Your Navy discontinued Oct. 6 on the Blue, Friday 8:30-9 p.m. Series was placed through Foote, Cone & Belding, Chicago.

would ensure freedom from interference for the proposed new frequency assignments for established United States stations.

Mr. Pratt, cross-examined by Benedict P. Cottone, FCC assistant general counsel, said the international communications merger (as proposed by Chairman Fly to Congress) would not lessen the needs for international point-to-point communications, as much as there are insufficient frequencies now to handle all business.

Telephone Problem
William A. Roberts of Television Broadcasters Assn. cross-examined Mr. Pratt at length Friday afternoon and at one point Chairman Fly interpolated to inquire what part of the spectrum the TBA wanted. F. M. Ryan, appearing for AT&T, advocated expanded use of radio for overseas telephone services and for short distance toll and rural coverage domestically. He also said the proposed frequencies would be used for "links in program circuits, connecting FM stations" and links connecting overseas stations.

"In many cases," he said, "radio offers by far the most practical means of providing telephone service to remote areas." Mr. Ryan said the frequencies for such service could be shared with other services. He, also, was cross-examined by Mr. Roberts.


Chairman Fly announced that the hearings would be expedited and if the Group II hearings were finished this week Group II, beginning with Standard Broadcast, would be taken up. Group II originally was scheduled for presentation Oct. 10.

ODT Lauds Radio
J. M. JOHNSON, Director of the Office of Defense Transportation, last week addressed a letter to NAB President J. Harold Ryan praising radio for its service in urging transportation conservation and asking broadcasters to continue their fine cooperation through the war with Japan.

N.B. Pamphlet "Is Your Hat in the Ring" tells candidates for public office the best methods of preparing and delivering radio political speeches and is being distributed nationally to those interested. Booklet is being used by both major political parties.

WSAI
Announces with Pleasure the Appointment of

PAUL H. RAYMER CO.

as exclusive

NATIONAL REPRESENTATIVE

Effectively Immediately
WEST VIRGINIA NET GAINS FAME
Howard Chernoff Walks in for Broadcast While
Major Net Reporters Stew

ERE the war is over West Virginia and the West Virginia Network will be well-known in the European Theatre of Operations, take it from Howard L. Chernoff, managing director of the "little old West Virginia Network" new assigned as correspondent to the ETO. In a letter to Capt. John A. Kennedy, UNSR, Network president, now on duty in Washington, Mr. Chernoff described an incident that injected humor into an otherwise tense moment. The major American network representatives were at headquarters studios literally wearing their hair. They wanted to get through to Paris. A BBC engineer was doing his best.

About 9:30 p.m., in walked Howard Chernoff, followed by four West Virginia GI Joes he planned to interview on his regular weekly broadcast.

Ready for West Virginia

"Are we all set for the West Virginia Network show tonight?" asked Chernoff nonchalantly.

"West Virginia Network? What's that?" queried the BBC engineer, a new man on the job.

"All those guys in there trying to contact Paris and beat each other to it and I come in to do a broadcast for the West Virginia Network," wrote Mr. Chernoff. "They all got a big boost out of it. You would laugh as I do myself when I look at the schedule of broadcasts and see them listed for the day with their times beside them — Columbia, NBC, Blue — and then comes the little old West Virginia Network."

Mr. Chernoff advised Capt. Kennedy he was leaving for the "far shore" for a stay "and the correspondents wanted to make bets that

TWO WEST VIRGINIANS accidently meet in London—Howard Chernoff, managing director for West Virginia Network, and Lorelle Hearst, wife of William Randolph Hearst Jr. Mrs. Hearst is also a correspondent in the European theatre. Mr. Chernoff, managing director for the network, expects to return from overseas shortly after the first of October, WCHS Charleston, W. Va., network key, reported last week. During the past two weeks he has been with Lt. Gen. Patton and previous to that, had been the only radio correspondent in the area of Brest.

World Series Hookup

COMMERCIAL hookup for Gillette's broadcasts of the World Series beginning Oct. 4 will include 245 MBS stations, 55 or more non-Mutual stations in this country and 17 Canadian outlets, according to Maxson Inc., New York, agency in charge. Also a special short-wave transmission to a Cuban network via RCA in New York direct from field with Rene Canazares, Cuban sportscaster handle commercials and play-by-play is planned. Non-commercial shortwave transmission for servicemen overseas [BROADCASTING, Sept. 5] will include quarter-hour commentaries of each game, prepared by the American Forces Network, London and relayed to Europe via BBC program service for the AEF. The domestic broadcasts will carry special OWI announcements.

Seek San Diego CP

NEW standard station for San Diego, Cal., to operate unlimited time on 1170 kc with 250 w, was requested in an application filed with the FCC last week by Larry Finley, dealer in jewelry and imported watches, and Clinton D. McKinnon, owner of the San Diego Daily Journal, doing business as Finley-McKinnon Broadcasting Co., Mr. Finley holds 65% interest, Mr. McKinnon, the remaining 35%.

Plans For Sixth Loan

SIXTH War Loan Drive will open on network radio Sunday, Nov. 19, with four consecutive half-hour programs, each produced and broadcast by one network, following which the four will join in carrying a speech by the President. It will take the first half-hour 8-9:30 p.m., followed by NBC, Mutual and CBS in that order. The broadcasts will be related by appropriate cross-references. Details of the opening drive broadcasts were worked out last Friday at a meeting of executives in New York of executives of the agencies involved.

Cuba is Your Market Now... and Tomorrow

If your product is a drug item or a confection, use RHC Cadena Azul. If it's soap, cigarettes or soft drinks, use RHC Cadena Azul. If you are selling good will for postwar sales, use RHC Cadena Azul.

Any product advertised on the air and sold in the United States can be successfully advertised and sold in Cuba through RHC Cadena Azul.

For RHC dominates the radio picture in Cuba. A recent survey shows that RHC has twice the audience of its nearest competitor.

It's easy to do business in Cuba, the prosperous good neighbor. Ask to see the survey on how Cuba listens.

RHC CADENA AZUL

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
Wisconsin 7-1166
'March of Time' Moves to Full Blue Nov. 2 in Same Thursday Night Spot

TIME Inc., New York, publisher of Time, Life and Fortune, on Nov. 2 will move the March of Time from NBC to the Blue Network, retaining the same broadcast time, Thursdays 10:30-11 p.m., until the same time the program's coverage will be expanded from 52 NBC stations to the full Blue Network.

Frank Norris, director of Time's radio program department, made this comment: "The shift of the March of Time to the Blue Network in a large step up the light of Time's acquisition last December of 12 1/2% of the stock of American Broadcasting Co., owns the Blue. If it was foreshadowed by Roy E. Larsen, president of Time, when the last December he pointed out that the nature and extent of the association between Time and the Blue Network would evolve gradually, but that Time's news-gathering and disseminating staffs could in one way or another 'be sorted unused and being available to the Blue Network to supplement the network's own news services'"

Started on CBS

Program shift to the Blue, indicating an active interest by the publishing firm in its radio affiliation, follows closely a reorganization of the network's executive personnel which placed Chester J. LaRoche, who also last December purchased a 12 1/2% stock interest in the parent company of Blue, at the head of the network's executive staff [BROADCASTING, Sept. 25]. In his former capacity as chairman of Young & Rubicam, Mr. LaRoche had been closely associated with both Edward J. Noble, chairman of the Blue Network board, and with Mr. Larson as Y & R handled advertising both for Time Inc. and for Life Savers Corp., of which Mr. Noble also is board chairman.

Starting its career on CBS, March 6, 1931, the program remained with CBS for six years, sponsored by Time Inc. for Time and Fortune, and by Remington RAND, William Wrigley Jr. Co., and Sivel Inc., who used the program to advertise their own products. During the fall of 1932 the March of Time was broadcast as a sustaining feature for two months, the network paying costs to give the listening public the popular news program during a national election year.

In October 1937 the show moved to NBC-Blue where it remained until the end of April 1939. Following a recess of more than two years, the March of Time returned in October 1941 to NBC-Blue, which relaxed its rules against dramatizations of war scenes and imitations of world figures to enable the program to present its news dramatizations in the most effective manner.

Series remained on the Blue until the following July, when it shifted to NBC, from which the Blue had separated in January 1942. Program has been on NBC since that time. Series is placed through Young & Rubicam, New York. Its announcer, Westbrook Van Voorhis, has been the "voice of the March of Time" both on the air and in its monthly motion picture.

With March of Time occupying the Thursday 10:30 p.m. spot, Mckessin & Robbins, Bridgeport, will shift Joe E. Brown in Step and Go now on 165 stations in that period, to Sunday 8:30-9 p.m., with Oct. 8 as the expected date for change. Firm has ordered the full Blue network and is awaiting station clearance. Agency is J. D. Tarcher Co., New York.

Radar Secrets Given

FOR PURCHASING the enemy with the secrets of radar, a former lieutenant in the U. S. Naval Reserve, Laurent Hendrikus J. Bracke, was arrested last week and charged with conspiracy. He is charged with having furnished with officers in the German and Italian intelligence giving them American defense information and confidential information on radar. The Italian Navy was at a great disadvantage because of lack of radar, it is claimed.

WEAF-FM AIRS NET ON 7-DAY SCHEDULE

NBC's FM station in New York, using its newly assigned call letters WEAF-FM, last Sunday (Sept. 24) started operating on a seven-day-a-week basis, 3-11 p.m., transmitting network programs only, according to C. L. Menser, NBC vice-president in charge of programs.

In line with a statement by Niles Trammell, NBC president, issued earlier this year, in which he announced that NBC would make no additional charge to network advertisers for the use of companion FM stations during their developmental period, sponsored programs falling within WEAF-FM's operating time will be carried with commercials without added charge.

Located in the Empire State building, WEAF-FM has been operating since 1939 on an experimental basis with the call letter W2XWG. Until last Sunday it operated every day except Thursdays and Fridays, 3-11 p.m.

WAIR Transfer Granted

CONSENT was granted by the FCC last week to the voluntary assignment of license of WAIR Winston-Salem, N. C. from C. G. Hill, George D. Walker and Susan H. Walker to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her third interest in the station to her husband as a gift.

Bonds for Victory

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS

WINCHARGER CORPORATION

SIOUX CITY, IOWA
DEWEY LISTENS IN
KWTO Broadcast Persuades
GOP Nominee to Speak

AS THE Dewey train chugged East from Oklahoma toward Springfield, Mo., last week enroute to New York after the western campaign trip which ended officially in Oklahoma, the Governor was listening to the radio in his car. When the train neared Springfield, the GOP candidate heard a broadcast over KWTO Springfield describing ceremonies pending his arrival at the Frisco station there. Gov. Dewey was simply to appear on the rear platform of the observation car and wave to the crowd as the train passed through, but when he heard the broadcast of Don Harvey, Ralph Nelms and Wayland Fullington describing the crowd of 8,000 persons, he decided to make an unscheduled address.

When the train slowed down, Don Harvey climbed aboard with his portable KWTO mike and Gov. Dewey looked expectantly at Mr. Harvey for an introduction. The GOP candidate then told the crowd that he just had the unusual experience of listening to "a political meeting at which I was to be a special guest. For 30 minutes," Gov. Dewey said, "our car radio has been receiving events here in Springfield. I heard all about Capt. Walker and his sturdy group of officers."

The entire proceeding over KWTO lasted 46 minutes and the late-at-night broadcast was repeated via transcription the following day at noon.

BOSTON'S First National Bank, starting Sunday, Oct. 8, begins sponsorship of a series of 39 weekly half-hour concerts titled Sunday at the WGBH Boston and WBZA Springfield. Arthur Fiedler (seat-ed, left) conductor of the series, participates in the final assembly along with (1 to r) C. S. Young, WBZ-WBZA general manager; Charles E. Spencer Jr., president of the First National Bank, and Frank Hatch, vice-president of BBDO, agency serving the account. Program will feature a 45-piece orchestra and will be broadcast from the Boston Opera House.

Wagner, Curran Spots

Wagner, Curran Spots

Wagner, Curran Spots

Wagner, Curran Spots

Wagner, Curran Spots

Radio will be used extensively by both major parties in the forthcoming race for the U. S. Senate from New York, with Thomas A. Curran, Republican, opposing the incumbent, Sen. Robert D. Wagner, Democrat, who seeks reelection. Independent Citizens Committee for the Re-election of Sen. Wagner, with a $40,000 budget, has bought thirty-six weekly quarter-hour periods on 17 stations for transmissions from Oct. 3 to Nov. 5 and twice-weekly quarter-hours on W2J and W2Z until Nov. 1, then every night except one until election eve. Republican State Committee has bought eight quarter-hour periods on a special New York State network, comprised mostly of MBS stations, with final plans incomplete. Wagner Committee is placing transmissions on WABC WGY WKFY WGBH WOA WXW WSLB WMMF WXNY WTVN WCBW WHAM WKBW J. K. Kupsick Adv., New York, handles Wagner account. Republican Committee is placing direct.

N. Y. Ad Speakers

EDGAR KORAK, executive vice-president of the Blue Network, and Linnea Nelson, chief timekeeper of WJW, handle Thompson Co., New York, are among those scheduled to lecture at the Advertising and Selling Course which starts Oct. 9 under the auspices of the New York Advertising Club. Mr. Korak speaks Nov. 30 on "Qualifications for Salesmanship," and Miss Nelson Dec. 14 on "The Place of Radio in Advertising." Radio production work of the New York School of Radio, which starts Dec. 21, starts Feb. 5 and not Oct. 9 as previously reported.

DON DUNPHY and Bill Slater will handle the play-by-play accounts and Bill Cowan will do color descriptions of all World Series, to be broadcast on Mutual under sponsorship of Gillette Safety Razor Corp., Boston. Recalling the first game is sold out for Oct. 4 at 2 p.m. Agency is Matson Inc., New York.

WNEW Gives Free Time Equally to All Parties

WNEW New York is refusing political time sales in favor of a system of giving free time equally to all established parties with major candidates. Advantage of the system, according to WNEW, is that it gives the station the type of the production, and saves listeners from uncoordinated sponsored political material. The plan reportedly gives the political group the benefit of having its message presented by technically trained spokesmen.

With a policy of accepting no contracts for time, the station is scheduled to accept a quarter-hour to a round-up tentatively titled "If I'm Elected." The six recognized parties on the New York State ballot are to contribute their own copy, which is to be read in equal time periods by staff announcing.

Three parties will be represented in alternating order on each broadcast, their copy receiving an equal portion of time—about four minutes. Democrats and Republicans are represented on each broadcast, while liberals have agreed to alternate with the American Labor Party. The Socialist and Socialist-Labor Parties, which do not present major candidates, will receive one or two "supplementary editions".

Video Firm Formed

INTERNATIONAL Theatrical & Television Corp., New York, is being formed to manufacture and distribute 16 mm films and projectors and television equipment, it was announced last week by George A. Hirliman, president of Film Classics, New York. The company is being organized by Mr. Hirliman and Eliot Hymar, president of Micho- stat Corp., New York, 18 W. 48th St., New York, where ITTC will maintain offices.

Napa Valley Starts

NAPA VALLEY Grape Products Co., Oakville and Mills, Cal., producers of Colombo brand wines, has appointed Emil Mogul Co., New York, to handle its advertising. Initial radio campaign of one-minute recorded announcements is scheduled to start early in October on WOV and WEVD, New York foreign language stations, and may expand to all English language stations at a later date.

Novik Honored

MORRIS NOVIK, director of WNYC New York, was guest of honor at a luncheon last Thursday at the Hotel Astor, New York, by a group of executives of other stations in the city, in tribute for his work in acting as liaison between them and the city departments and civilian defense organization.

Elgin Holiday Plans

ELGIN NATIONAL WATCH Co., Elgin, Ill., will sponsor for the third consecutive year, a two-hour show on Thanksgiving Day and Christmas Day from 6 p.m. on CBS network. The broadcasts will be shortwave broadcasts overseas to the armed forces.

Hooper proves
It's a Bull's-eye!

A Million Pros-
perous People In
Our Primary Plus
a Hoover of 91.3% by way and
80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

WCKY CINCINNATI
WITH
REX DAVIS
4 TIMES DAILY

KROK D
BUILD BUSINESS
in the
presumptive, progressive
EL PASO, TEXAS
Southwest
by using the station that's heard all over this Important and otherwise radio neglected market.

KROK — a CBS Station

Howard H. Wilson Co.
National Representatives

630 KC.
5000 WATTS FULL TIME

WGCN 570 KC

Serving Western North Carolina
from ASHEVILLE

DON S. ELIAS, Executive Director
Represented by The Katz Agency.

BROADCASTING • Broadcast Advertising

October 2, 1944 • Page 61
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**SEPTEMBER 23 to SEPTEMBER 30 INCLUSIVE**

**Decisions...**

**SEPTEMBER 25**

- Part Hamilton Broadcasting Co., Hamilton, O.—Granted license to cover CP new station (WMOH).
- WBYC Canton, O.—Granted license to cover CP change assignment.
- WOGX West Lafayette, Ind.—Granted mod. CP experimental television station, authorizing changes in equipment, frequency, effective radiated power and addition of aerial channel using special emission for FM extension completion date to 9-34.

**Professional Directory**

**JANSKY & BAILEY**

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

National Press Bldg., Washington, D. C.

- **PAUL GODLEY CO. CONSULTING RADIO ENGINEERS MONTCLAIR, N. J.**
- **GEORGE C. DAVIS**
  - Consulting Radio Engineer
  - Manbly Bldg., District 8456
  - Washington, D. C.

**Frequency Measuring Service**

**RADIO MEASUREMENTS DIVISION**

R.C.A. Communications, Inc.

on Broad St., New York 3, N. Y.

**JOHN BARRON**

Consulting Engineer and Allocation Engineer

Earle Building, Washington, D. C.

Telephone 7757

**RALPH A. DEMARS Consulting Electrical Engineer**

1900 F St., N.W., Washington, D. C. - Phone: Metropolitan 0540

**Paul H. McIntosh**

Consulting Radio Engineers

Sherwood Bldg., ME. 4477

Washington, D. C.

**FRANK L. INCHOODS & CULVER CONSULTING ENGINEERS**

Peterborough, N. H.

- Consulting Engineer
- Manbly Bldg., District 8215
- Washington 4, D. C.

**McNARY & WRAITHLON CONSULTING RADIO ENGINEERS**

National Press Bldg., DI. 1205

Washington, D. C.

- **HECTOR R. SKIFER**
  - DONALD M. MILLER
  - Consulting Radio Engineers

**RING & CLARK**

Consulting Radio Engineers

WASHINGTON, D. C.

Manbly Bldg. • Republic 2347

**RAYMOND M. WILMOTTE CONSULTING RADIO ENGINEER**

From FCC Application to Complete Broadcasting Services

1469 Church St., N.W., Washington 5, D. C.

- **WOODBAND & KEEL CONSULTING RADIO ENGINEERS**
- Manbly Bldg., National 6513
- Washington 4, D. C.

- **Lohnes & Culver CONSULTING ENGINEERS**
- Manbly Bldg., District 8215
- Washington 4, D. C.

**Tentative Calendar...**

**OCTOBER 2**

- **WKBZ Muskogee, Mich.—CP change 1400 kc to 1230 kc CP extended.**

**OCTOBER 4**

- **WCHS Charleston, W. Va.—License renewal.**
- **WNLC Newton, Ind.—CP change 1400 to 1240 kc 250 w unlimited. Participating WOUB QSB.**

**Applications...**

**SEPTEMBER 25**

- **WAGE Inc. Syracuse, N. Y.—New CP new station, 45,600 kc, 1,780 st., $27,750 estimated cost.**
- **Provide Providence Co., Providence, R. I.—CP new FM station, 8,870 kc, $89,665 estimated cost.**
- **Thompson Broadcast Co., Salt Lake City—CP new standard station, 1,246 kc 250 w unlimited.**
- **Walter Adams Graham, Decatur, Ga.—CP new standard station, 1,270 kc 250 w D. Salt Lake City—CP new standard station, 910 kc 1,000 w unlimited DA-GN.**
- **Times-Mirror Co., Los Angeles—CP new FM station, 63,800 kc, 16,577 st., $176,700 estimated cost.**

**SEPTEMBER 26**

- **Reed D. Smith, Charleston, W. Va.—CP new standard station, 1,400 kc 250 w unlimited.**
- **Theodore B. Gravel, Columbia, N. C.—CP new FM station, 49,100 kc, 5,198 sq. mi., $25,000 estimated cost.**
- **Heard Radio Inc., Milwaukee—CP new FM station, 45,500 kc, 17,791 sq. mi., $109,000 estimated cost.**
- **WBRG Birmingham, Ala.—CP new FM station, 55,800 kc, $150,000 estimated cost.**
- **WORX Report, Ontario, Can.—CP new FM station, 49,900 kc, 2,240 sq. mi., $20,750 estimated cost.**

**SEPTEMBER 27**

- **Evansville on the Air, Indianapolis—CP new FM station, 44,300 kc, 29,686 sq. mi., $67,700 estimated cost.**
- **Finley-McKinnon Broadcasting Co. San Diego, Calif.—CP standard station, 1175 kc 200 w unlimited.**
- **KTVI Television Corp.—CPs new experimental television relay stations.**
  - **Faribault, Minn. (Havre de Grace)-A3 A3 emission, 15 visual and 15 visual FM.**
  - **Jonathan, Mass.-A3 1855 and 1275; same area-A5 A5 emission, 15 visual 10 aural.**
  - **Chapel Hill, N. C.-Same except for Channel 11 and 13.**
- **Central Broadcasting Co., Buffalo, N. Y.—Granted motion for continuance hearing filed 9-28 for proposed change.**

**Network Accounts**

All Line Eastern Warline unless indicated

**New Business**

**BRISTOL METHODS Institute of New York (Ipsa, Mm), on Nov. 20 starts Gracie Fields new show on WOR, Tues, 8:30 p.m.**

**Network Changes**

**PILLSBURY FLOUR Mills Co., Minneapolis (Gene Kelson & Earl Blanchard), on Sept. 30 added 12 CBS stations to Grand Central Station. Sat. 1-1:15 p.m., for total of 85 CBS stations. Agency: McKinn-Berlinski Inc., Minneapolis.**

- **KXNO Co., Hollywood (Cysts), on Oct. 15 starts Name of That Song on 35 Mutual-Dun Lee Pacific stations. Start 12:15 p.m. (PWT).**

**Networks**

Agency: Lenien & Mitchell, N. Y.
First Petrillo Defeat Seen

(Continued from page 13)

and Blue studios and has given instructions to musicians on the proper operation of turntables in Chicago. He said he has also written extensively in technical journals on the theory and practice of recording and broadcasting equipment.

He testified that even if musicians failed to adjust the full output of the turntable in the playing of records the studio engineer would make the proper adjustment.

When counsel for the AFM contended that the musicians were best qualified to detect distortions in musical records Mr. Fredendall replied that there could be due to a number of things. For example, he said, not only the record but the needle, the play-back head, the faders, amplifiers, monitoring loudspeaker or other technical equipment could be the fault.

The engineer is in a better position to detect and correct such distortions, he said.

When AFM counsel argued that the engineer is not qualified to detect "sour notes" in records, Mr. Fredendall explained that when Arturo Toscanini makes a symphony recording he does not spend hours recording a master recording before it is released. "He does not wait six months until a turntable operator detects a false note," he added.

He brought out that the whole high quality system of orthophonic reproduction was developed by ABET engineers and the system was installed throughout the country in NBC and Blue studios and in most stations throughout the country. It is because of this close connection with the development of equipment that they are best qualified to operate it. He said there is no difference in the operation of the turntable whether the record contains music or not, and that being a musician was no advantage in being able to operate the turntable.

Mr. Fredendall said he joined BC in 1929 and has been associated with turntables ever since. He testified he has been a member of ABET or its predecessor organization since 1933.

Engineers Better Equipped

Mr. Padway contended that prior to this time platter turning was performed by musicians and others. When the AFM counsel argued that not a single engineer knew his job if the musicians were in the operation of turntables, Mr. Padway observed that the objection of jurisdiction has to do with the natural background of the work, rather than the displacement of personnel. It has no way of telling how broadcasting operations might be conducted in the future.

Questioned by Mr. Padway regarding the structure of NABET, Mr. Fredendall said the organization has a national body and local chapters and that dues collected are divided between both. It was brought out that there were 370 employees of NABET in NBC in May 1944.

In reply to a question by Mr. O'Donoghue, the witness said that although the recording and transcription can be done by coordinating the work under the engineer, he testified that no person in the NABET organization had the right to hire or fire the majority of the members, he added, had a knowledge of electrical equipment and many of them had worked on ships at sea before coming into radio.

Mr. Whyland, a senior studio engineer at WLW, testified that engineers operated the first turntables installed at WLS and WMAQ in Chicago. He said that non-technical men handle non-musical records at WLS and members of the AFM handle the musical discs.

Questioned by Mr. Katz, he said that "happens regularly" that non-musicians put on records in the absence of AFM members.

He testified that one of the AFM members who turned platters at WLS "can't play a note." Another AFM member is an accomplished musician but not a very good platter turner, he said. "He's too much of a musician for the job," he observed.

Friday Session

At the morning session Friday Mr. Padway offered to withdraw from the case and leave the platter-turning question in status quo, reserving the right to place jurisdiction claims at some future time. It was brought out that such a suggestion had been made by Mr. Padway at a conference following the afternoon hearing Thursday, at which time Mr. Padway said he would have to discuss the proposal with Mr. Petrillo.

Mr. Padway said he had since been in touch with Mr. Petrillo by telephone and that the suggestion was agreed.

When Mr. Padway refused to accede to the proposal by NABET counsel that the technicians execute a contract with NBC and Blue for three years guaranteeing platter-turning jurisdiction, Mr. O'Donoghue said he would permit AFM counsel to withdraw. It was brought out that NBC and Blue are operating on a day-to-day basis with NABET pending renewal of contracts which expired May 31, 1944.

Mr. Powley again testified regarding the conference with NBC, Blue and WOR early in the year at which his demands for platter-turning jurisdiction were refused on the grounds that similar demands had been made by Mr. Petrillo.

It was also said that the case was called to New York by John H. MacDonald, vice-president of NBC, who explained that Mr. Petrillo was in his office demanding this jurisdiction. Among others present at the conference were Robert D. Swezey, counsel for Blue; George O. Milne, Blue chief engineer; Joseph A. MacDonald, NBC counsel; Mark Woods, Blue president.

Functions Studied

The conference broke up, he said, with the understanding that NABET would continue under its present arrangement and that the question of jurisdiction would be taken up when the contract expired May 31, 1944.

Mr. Petrillo questioned Mr. Powley regarding the functions of the various engineers in the NABET organization to determine eligibility of members to vote on the appropriate unit for representation.

Charles E. Meter, assistant to the president of the AFM, identified correspondence from the networks confirming negotiations with Mr. Petrillo, on platter turning. When Mr. O'Donoghue was permitted to examine it Meter testified he had no objection to their introduction as they only proved "bad faith" upon the part of NBC and Blue.

NABET counsel injected correspondence from CBS, Mutual and WOR and Mr. Padway argued that the letters showed that other networks were willing to employ musicians for platter turning. Mr. Padway said he was not convinced by the argument, but permitted the material to become part of the record.

Over the objections of Mr. O'Donoghue, a telegram from William Green, AFL president, in 1944 to Mr. Petrillo and Ed Brown, president of the International Brotherhood of Electrical Workers, of March, 1944, surrendering BEW jurisdiction on platter-turners of the musicians, was admitted.

Mr. Meter testified that AFM members operate turntables in several cities beside Chicago but questioned by Mr. Paradise, he admitted that neither he nor Mr. Petrillo has ever employed musicians for this work despite their commitments to do so. He was unable to explain why the musicians would not make their demands upon these companies until last December, despite the fact that Mr. Green had awarded the AFM this jurisdiction many years before.

In a discussion with Mr. Padway, Mr. Paradise asserted that it was apparent that the technical skill in playing a record at a studio, a function of the technical skill and different from the skill required in playing a record. Mr. Padway said he would show that the playing of musical records requires the skill of a musician.

25 Hours—$90

Questioned as to whether he was familiar with the opposition registered by BEW to the Petrillo-Brown agreement, Mr. Meter said he was not concerned with what the BEW locals did.

Asked whether he reads Broadcasting, he replied he 'glances through it'.

Edward A. Benkert, recording secretary for Local 10, and Pat Gallicchio, a member of both AFRA and AFM, said platter turners in Chicago required for five to six hours work as do staff musicians, that musical education is an asset in operating a turntable, and that it requires a year to become a good operator.

Mr. McElrath, NBC operating engineer, told Mr. Paradise that contractual arrangements with unions had influenced him in the placing of the turntables but conceded that in the interest of scientific engineering practice, the equipment should be placed in the control booths.

Mr. Paradise said the Board will decide that NABET is the appropriate unit, that NABET is the appropriate unit except in Chicago, or that platter turners in Chicago shall be "globed" (separate election held to determine which union shall have jurisdiction). In reply to a question by Mr. Paradise, NBC and Blue counsel said they would be agreeable to having NABET certified as the appropriate unit without an election, if the Board so decides.

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SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION" Radio Engineering Consultants


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Washington, D. C.
Hollywood, Calif.

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District 1640

FINANCIAL ADVERTISING

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SRODCASTING • Broadcast Advertising

EFFECTIVE Sunday Oct. 1, WGN Chicago began broadcasting at 7:30 a.m. instead of 8 (CWT).
Dorothy Lewis to Tour 17 States for NAB Meet
COORDINATOR of Listener Activity of the NAB, Dorothy Lewis, plans a group of meetings with representatives of local organizations and educational and religious groups, and radio conferences of public service, educational, inspirational and other types of programs. She will tour 17 western and northern states.

Cities in which she will hold meetings to discuss reactions to radio programming and radio's role after the war are: Syracuse, Utica, Chicago, Omaha, Salt Lake City, Los Angeles, Fresno, San Francisco, Sacramento, Reno, Seattle, Spokane, Missoula, Bismarck, Fargo, Minneapolis, St. Paul, Duluth, St. Cloud, Albert Lea, Cedar Rapids, Iowa City, Des Moines, Kansas City, Columbus, Mo., St. Louis, Nashville, Cincinnati.

Muzak Elects ACA
MUZAK TRANSMISSION Corp., New York, announced on Sept. 14 that its American Communications Assn. as bargaining agent. Election was held by master control and monitor operators and librarians. Negotiations are now in process for a contract covering wage adjustments and improved conditions which will be subject to the approval of the War Labor Board.

First From Helsinki
FIRST U. S. network broadcast out of Helsinki since Finland and Russia signed an armistice was heard on NBC at 8:10 a.m. last Wednesday. Bjorn Bjornsen, NBC correspondent, reached the Finnish capital Sunday and arranged for the broadcast, which went by telephone to Stockholm, where RCA relayed it to New York.

WHEB Portsmouth, N. H. constructed a replica of the station's building at the Rochester (N.H.) Fair from which certain programs were originate.

NEW YORK U. division of General Education, for the tenth year will offer a 10-week course in the techniques of radio programming starting this week. Television forum, conducted by Josephine Lyons of the radio and television staff of BBDO New York, is also scheduled.

INSIDE DOPE by Dick Bray (right) on how he will do the play-by-play descriptions of 10 leading football games for WLB Cincinatti, of which he will be pippd to several other stations in the Midwest, is given to George T. Frecher (left), Wisconsin Net- work; and standing (1 to r): Robert E. Dunville, vice-president of the Crosley Corp., and general manager of WLB; Arthur F. Harr general manager of WJJD Chicago Don Wirth, Wisconsin Network MacGregor - Goldsmith, sporting goods manufacturer, will sponsor the broadcasts. Company's agency is Hug. Wagenseil & Assoc., Day ton [BROADCASTING, Sept. 25].

KPS Hearing Deferred
HEARING on renewal of license of KPS Pasadena, Cal., and KFYD Los Angeles, effected by the FCC duopoly regulation (335) last week was postponed to Nov 20 on petition of the licensees. Original hearing was set for last Thursday. J. Frank Burke, 68% owner of Pacific Coast Broadcasting Co., licensee of KPS, and 36% owner of Standard Broadcasting Co., KFYD licensee, had filed petition originally asking additional time in which to comply with the duopoly rule.

Miles Exports
MILES LABS., Inc., Elkhart, Ind., on Oct. 1 started the largest export campaign in its history for Alka Seltzer. Five-minute, six times weekly news programs, supplemented with transcribed one minute dramatized spot announcements, running from three to five a day, will be used on some 2 stations in Latin America, the West Indies, Newfoundland and South Africa. Newspaper and magazines will also be used. Campaign will run about a year with Export Adv. Agency, New York handling the advertising.

SUCCESSFUL STATION MANAGER
Outstanding record—16 years of radio operation. Well known in the industry. Knows local operation as well as national sales. Wide contacts with agency executives in New York and Chicago. A man who can run your radio operation efficiently and successfully with maximum results.

Will accept station management contract, or partial or entire interest in station, preferably in the south.

Box 743, BROADCASTING.
classified advertisements

payable in advance—minimum $1.00. situation wanted 10c per word. all others, 15c per word. bold face caps 20c per word. ad must be all light face or all bold face caps. count 3 words for blind box number. deadline monday preceding issue. send box replies to broadcasting magazine, 870 national press bldg., washington, d. c.

help wanted

account executive to join recognized midsize station in new business. must have strong agency experience, excellent references. must be familiar with new business. give complete information in first letter, four executions and all future letters. this advertisement. all applications will be held in strictest confidence. box 812, broadcasting.

nwbc network station needs experienced announcer immediately. state full qualifications. wire or write wram, saginaw, michigan.

wanted—station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, pennsylvania. station, background, experience, expected to provide contacts for station. application will merit our complete confidence. box 92b, broadcasting.

newark network man—well grounded in radio promotion and merchandising for job with future. box 711, broadcasting.

wanted—immediate engineer. midwest network affiliate. preferred experienced man. draft status and other details in first letter. white box 735, broadcasting.

metropolitan cbs 5 kw station has immediate opening for continuity chief. permanent. send snapshot, complete back- ground and references to gordon gray, manager, koul, omaha.

wanted—experience time sales man for live wire station in largest midwestern city. excellent opportunity for progressive man with energy and ambition. send employment record, photographs and present earnings. personnel director at our expense. send full details in first letter to box 724, broadcasting.

wanted—combination man, southern network affiliate will pay $250 per month for good announcer. send complete history and station's license. box 787, broadcasting.

radio engineer-physician-executive. exceptional opportunity, wide salary and future, but requiring much better than average qualifications and experience for direction to laboratory and field staff engineers. must be a graduate of 18 year old, nationally known, professional organization of radio station operating company and area and working in communications, broadcasting, appropriate fields. related experience necessary. correspondence held confident. gary detailed background, education, experience, past position, compensation, travel, information, photo, salary requirements, interview can be arranged. extra fine opening with unlimited future for properly engaged man with energy, imagination, energy, executiveness, ability. box 746, broadcasting.

announcer—permanent position available to experienced announcer. good opportunity with basic $42.50 per week. opportunity overtime and tips. write and send transmission immediately. wdod, chattanooga, tennessee.

announcer—good commercial man and wax-writer. perfect for america's fastest-growing market. single. man previous experience. send details in first letter. wbir, knoxville, tennessee.

BROADCASTING • Broadcast Advertising

situation wanted (cont'd)

chief engineer—directional antenna expert. immediate needs of progressive station box 720, broadcasting.

program director—station manager. one year nbc affiliate, four years in ny, seven years wmc, new york. station, location, background, advancement, commercial, commercial, diversity, operations, box 721, broadcasting.

program producer-director—seven years experience, two years at a major network station. will accept good offer anywhere. will work part-time. box 722, broadcasting.

salesman—young, alert, aggressive; draft executive position. will accept good offer anywhere. will work part-time. box 723, broadcasting.

agencies available—program producer, announces programs and reports to program manager for statewide network. in rural, small town, and major network station, and some major network experience. can write copy and design effective radio programs and campaigns. desire position, preferably in new york. draft deferred. available on 3 week notice. box 728, broadcasting.

experienced sports, news, man. retired army, available immediately. play-by-play, news experience. box 717, broadcasting.

you do need a good all around announcer, experienced, extraordianry talent, given a chance. write box 725, broadcasting.

station or sales manager, now employed as radio director, new york area, available to forward looking station. experience, good contacts, working o.s. picnic is nearly over and that a real advertising man is needed, write box 726, broadcasting.

wanted—cafeteria doorman. 30, married. known to that of anyone in the industry is offered. no experience necessary. box 727, broadcasting.

all round announcer—honor, discharge, 24, married. specialty, informal record show, anything else you can do. write box 729, broadcasting.

chief engineer—10 years experience broadcast, high frequency, audio and recording. will offer all around chief engineer who can offer permanent. box 730, broadcasting.

announcer—network quality. now employed by major network station. 3 years experience. sends permanent, box 731. broadcasting.

announcer—60 kw experience, college graduate, draft, exempt, go anywhere. pensacola, fl. box 732, broadcasting.

manager—i am single, forty-four, have spent twenty years in radio. have come up the road from announcer to general manager. have done each job throughly. had work with whom i have been associated may be used as references. my interrest lies in radio at $5,000 per year or better. will be available in new york. would like to hear from you. box 734, broadcasting.

sales manager of northern region, nationwide network. location southern local or regional office. development opportunities, want complete on commission only. box 740, broadcasting.

engineer—experienced, studios transmitter, recording, radio stations. box 799, broadcasting.

salmon or salmon with twelve years successful radio sales experience, with good contacts in field. interested in permanent position with company. will work in sales office or field. box 741, broadcasting.

commercial, emcee, news announcer; some experience preferred. must offer 2 to 3 day draft, intelligent, imaginative. prefer philadelphia, dallas, etc. one week. box 742, broadcasting.

having considerable experience in announcing and production, woman desires position at progressive station, the most congenial. 600 miles from nyc. city, details and transcription upon request. box 743, broadcasting.

engineer—broadcast license. degree, allen forterfield, 41 winnipeg road, toronto, new york.

wanted to buy

wanted—$6 pronto turntable. good condition. contact s. mayne beck, chief engineer, win, 131 n. main, dayton 2, ohio.

wanted—frequency monitor and modulation monitor. phone central 6856, collect. box 735, broadcasting.

wanted—any approved broadcast frequency monitor. cash on barreled. box 736, broadcasting.

wanted—radio station, 500 or 1,000 watts, full time, eastern stations. will consider night work for cash or major interest. retaining present management. principals only, write in confidence. box 747, broadcasting.

wanted—any type vertical antenna. phone central 6856, chicago, mr. clifford.

for sale

composite transmitter. never used. engineers dream in design and construction. can be converted to 250 watt broadcast use for about $25. guaranteed meet fcc design and construction. full use actual condition. $2,000 including tubes. wgac, augusta, georgia.

for sale—westinghouse turntable with lateral and vertical pick-up, box 728, broadcasting.

rational 600 tuba tubes. never used. late price. fot monroe, las. mmle.

available—several positions consoles with line, audition, monitor, amplifiers in midwest. phone, add. mr. clifford, westinghouse. box 1989, washington, d. c.

first check received for $5,000.00 purchase 250 watt broadcast station. with license in good condition for fcc approval. myles h. johnson, 213 east 26th street, suite 1506, milwaukee 3, wisconsin.

first check received for $2,975,000 purchase 250 kw turntable for construction in good condition for fcc approval. myles h. johnson, 213 east 26th street, suite 1506, milwaukee 3, wisconsin.

have available complete equipment for 250 watt broadcast station. partnership and desirable location is wanted. also, for sale, one composite 250 watt broadcast transmitter. contact william miller, 1317 west oak, visalia, california.

miscellaneous

if you are looking for a 250 watt transmitter i may be able to help you. box 712, broadcasting.

wanted

announcer—years experience all chases. recently honorably discharged. prefer fl west coast as now there. box 748, broadcasting.

announcer—experienced. for all around work. married, age 24. box 749, broadcasting.

experienced salesman with seven years successful radio sales experience. individually owned station. requires good contacts and pleasing personality. no top sales at 5 kw network station. know network, free to go. good contacts and merchandising. sales record and a-a-a man. interested only in permanent and running station. no deals. write in confidence. box 749, broadcasting.

for sale

wanted

wmbd

peoria, illinois

October 2, 1944 • Page 65
CONSENT to voluntary transfer for $100,000 of the license of WSB Chicago from the Gene T. Dyser to the owners of the J. Miller Adv. Agency, Chicago, dealing exclusively in foreign-language advertising, was granted last Tuesday by the FCC. Sale was under the Commission's duopoly regulation (Sec. 3.35).

Assignors are Gene T. Dyser, Evelyn M. Dyser, John A. Dyser and Elveranew. Assignees are Julius Miller, his wife, Bertha I. Miller; Oscar Miller, his wife, Gertrude Miller, and Arnold B. Miller who will operate as co-partners. Still pending before the Commission is the application for an exchange of holdings in WAIT and WGES Chicago to give the Gene T. Dyser family a major interest in WAIT and Robert Christoph and others control of WGES [Broadcasting, July 10]. Originally the licensees had filed petitions contesting the duopoly regulation was not applicable to WAIT and WGES.

WILM, WDEL Extended

In another duopoly action the Commission extended the licenses of WILM and WDEL Wilmington temporarily pending action on the petition of J. Hale Steinman and John F. Steinman to transfer control of WILM to Alfred G. Hill, his wife, Julia G. Hill and the Chester (Pa.) Times for $125,000 [Broadcasting, July 7]. License of WILM was extended to Dec. 1. No time limit was placed on WDEL.

Under the pending petition Col. Steinman, now WBP Printing & Publishing Division Director and head of the Lancaster (Pa.) Pa. Newspapers Inc. and his brother, John P., would transfer two-thirds interest to the Chester Times for $104,000; 60% of outstanding common stock to Alfred G. Hill for $85,100; making him 51% owner; 60 shares of common and 61 shares of preferred stock to Mrs. Hill for $27,475; 40 shares of common and 7 preferred to the Chester Times for $12,425. WILM would be moved to Chester under the agreement.

License of WOWO Fort Wayne was extended temporarily to Dec. 1 pending determination of the application of Westinghouse Radio Stations Inc., New York, for consent to the assignment of the license of WGL Fort Wayne to Farnsworth Television & Radio Corp. for approximately $250,000 [Broadcasting, May 29]. This is a duopoly action.

License of WVO New York is also extended to Dec. 1 pending FCC action on the application for renewal and assignment of the WIK New York, for $300,000 [Broadcasting, Jan. 10]. Hearings on the transfer were held by the Commission last July.

An extension of three months from Oct. 1 was granted CBS, licensee of WRB Charlotte, N. C., of which the network, under the chain broadcasting regulations, must divest itself of control. Early in the year a three-phase transaction was announced by the FCC, wherein CBS would sell WBT to KFAB Broadcasting Co., Lincoln, and in turn acquire 45% interest in the KFAB company, for approximately a half-million dollars and certain technical changes would be made [Broadcasting, Feb. 7].

In June the FCC granted the technical phases, whereby KBAB was given a construction permit to move from the 780 kc channel, on which it has synchronized with WEEM Chicago, to 1110 kc, the WBT channel. WJAG Norfolk, Neb., was given a construction permit to shift from limited time on 1100 kc to limited time on 783 kc. The Commission set the financial phases for hearing.

Subsequently CBS and KFAB Broadcasting Co. filed a joint motion to dismiss without prejudice, its application for a certificate of convenience and public interest, and general manager of WAAT.

Because of wartime restrictions on materials, no change is contemplated for the duration from the present setup, with operational phase of WAAT continuing in the Sheraton Hotel, New York, and executive offices in the Patzler Bldg. Mr. Rosenhaus said the purchase made "with an eye to the great future of radio and television." The building contains a theatre with a seating capacity of 5,400. Cost of the theatre is reported at $400,000.

NMC public service executives, including representatives from the central and western divisions, met in New York last week to review operations for the year. James Rowland Agerl, NMC public service counselor, presided.

WFAR Elevates George

CARL E. GEORGE, director of operations at WFAR Cleveland, has been appointed assistant manager of the station, a post that has been vacant since Eugene Car left in 1942 to serve with the Officer of Congressional, according to John F. Patt vice-president and general manager of WFAR. Mr. George joined WFAR as an announcer in January 1934, becoming program director in 1939, a post he held until appointed director of operations in January 1941, a position created at the onset of the war because of the urgency of the many problems connected with the war. Mr. George is a graduate of Muskingum College and Western Reserve Law School, and is a trustee of the Cleveland Advertising Club.

WAAT Buys Theatre

PURCHASE of the Mosque Theatre building at 1020 Broad St., Newark, by Bremer Broadcasting Corp., operators of WAAT Newark, and licensee of FM station WAAW, to house both stations was announced last week by Irving R. Rosenhaus, executive vice-president and general manager of WAAT.

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LORILLARD Renns JTW

P. LORILLARD Co., New York which has appointed Lennen & Mitchell, New York, to handle advertising for its tobacco products, beginning Nov. 30, [Broadcasting, Sept. 18], will retain its present Old Gold Agency, J. Wetmore, to handle local sports broadcasts only in Chicago and New York until the end of the year.
RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility...with awe, with eager enthusiasm, and with humble confidence.
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!

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