If you are interested in knowing about the Iowa radio audience's listening habits, station preferences, program preferences—or almost any other factor affecting radio results in Iowa—you will find the 1944 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory.

It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 15 of this issue—then write for your Free Copy Today!
This little pig goes to battle
This little pig stays home

The Steel Industry — A Fixed Asset of The Denver Region

FOR 72 years, the Colorado Fuel and Iron Corporation has been a substantial buyer of raw materials and a feeder for the railroads and industries of the Denver region, and, until this war, was the nation's only steel plant depending entirely on railroad haul of material to and from the plant.

Today, while heavily engaged in war production, CF&I is producing for civilian use: steel forgings, angles, channels, rail, rods, nuts, fence, nails, wire, coke, coal tar, benzol and more than a score of other products. In other words, CF&I steel is going to battle, and some is staying home.

This great plant and dozens of other steel fabricating plants in the Denver region are fixed assets which have taken war orders in their stride.

Other permanent assets which guarantee the basic soundness of this region as war production tap- ers off are the mining, agricultural and livestock industries. They furthermore guarantee the soundness of advertising investments in the Denver market at this time.

The steel plant of the Colorado Fuel and Iron Corporation is located at Pueblo. Its raw materials, coal, iron ore, limestone, fluorspar and other minerals, come from many points in Colorado, Wyoming and Utah.

Although CF&I is producing a limited amount of products for civilian use today, the backlog of civilian needs when war ends should keep its furnaces going full blast for a long, long time.

TWO WORLD'S RECORDS were set by the Forge Plant of the Colorado Fuel & Iron Corporation within the past thirty days when 4,935 forgings were turned out in a single day's work on a shell of unidentified size. and 27,884 in a six-day period.
FIVE IS ENOUGH
—No Waste Coverage
5,000 WATTS
980 Kilocycles— Covers
NASHVILLE Market
DAY and NIGHT

It’s the talk of the trade that WSIX leads the Nashville
daytime listening audience from 8 A.M. to 6 P.M. From
Nashville, WSIX reaches the rich area of Middle-Tennessee
and a good portion of Southern Kentucky. This station de-
livers to advertisers the vital industrial area of Tennessee
—the heart of the Tennessee Valley Project with no waste
coverage. Those who have used WSIX are satisfied with
results and renew contracts month after month and year
after year.

BLUE
and
MUTUAL

THE KATZ AGENCY,
National Representatives
that sells...

Long before Sitting Bull got up, the Indians devised a mixture of corn and beans. They called it succotash. After eating heavily of succotash, the Indians usually went to sleep.

Long moons later, Bill Jenkins of WTOP devised a mixture of corn and music which he called Corn Squeezin' Time. Highly successful, too. *It wakes up thousands of people every morning.*

Nobody *likes* to get up early, but thousands of Washington workers *have to.* Business hours start earlier. For example, almost one-third of all civilian government employees (105,000 of them) go to work well before 8:00 A.M.—or get shot after sunrise.

So *Corn Squeezin' Time* is the early-morning mixture of patter and platter by which “Uncle Bill” Jenkins makes early rising as painless as possible for these and thousands of other Washingtonians. His formula is straight from the hills and just as old: Joe Miller gags and chatter washed down with plenty of recorded western and hillbilly music. But it’s so effective that *Corn Squeezin’ Time has a larger audience than any other program on the Washington air at that hour (5:45-6:45 A.M. Monday through Saturday)*.*

Bill Jenkins’ brand of 50,000-watt succotash is currently selling for such sponsors as a jeweler, a bakery and a shoe store. At low early-morning rates, it could stir up a mess of sales for your product, too. Powwow with us or Radio Sales.

*CBS Listener Diary Study (November 1943)*

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Represented by
Radio Sales, the
SPOT Broadcasting
Division of CBS

WTOP
WASHINGTON'S
50,000 Watt Station
COLUMBIA OWNED
When You Think of NEW ORLEANS

... And

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
like finding a 4-leaf clover

48% of W. Va.'s Total Radio Homes

50% of W. Va.'s Total Retail Sales

49% of W. Va.'s Total Buying Power

20 W. Va. Counties Primary Coverage

You're really "in luck" when your schedule is broadcast over

WCHS
CHARLESTON, W. VA.
5000 on 580 • CBS

John A. Kennedy Howard L. Chernoff
President Managing Editor

Represented by THE BRANHAM CO.
"I CAN ALMOST HEAR HIS VOICE..."

Voices have a power that is denied to words. Voices linger, words depart. You remember sounds—you forget words.

Sonovox is profoundly effective because its appeal is based on that fact of the human mind.

Sonovox utilizes unusual voices to make radio commercials more memorable, more lasting, more effective. Use a Sonovox voice to name a brand of Soap Flakes, for instance, and thereafter the very words "Soap Flakes" recall the voice in which they were spoken—and that memorable voice in turn recalls the brand name.

That's not blue-sky sales talk. It works. Take the Sonovox fog-horn, for example. Does anybody in America think it advertises anything other than Lifebuoy Soap?

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

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

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS*

- American Chicle Co. (Black Jack Gum)
- Budge and Browning & Hersey, Inc.
- American Industries Salvage Committee (Steel Scrap Drive)
- McCann-Erickson, Inc.
- Buick Motors Division, General Motors Corp.
- Arthur Kudner, Inc.
- Chicago, Milwaukee, St. Paul & Pacific R. R.
- Roche, Williams & Connelly, Inc.
- Colgate-Palmolive Peet Company (Vel, Palmolive)
- Ward Wheelock Co. and Wm. E. Fry & Co., Inc.
- Delaware, Lackawanna & Western Coal Co.
- Ruthrauff & Ryan, Inc.
- Walt Disney Productions
- Emerson Drug Company (Bromo-Seltzer)
- Ruthrauff & Ryan, Inc.
- Christian Feigenspan Brewing Company (Feigenspan and Dobler P. O. N. Beers and Ales)
- E. T. Howard Co.
- Feltman-Curme Shoes
- Russell C. Curme Advertising Co.
- Forum Cafeterias of America
- R. J. Post-Calkins & Holden, Inc
- Griesedieck-Western Brewery Co.
- (Stag Beer)
- Maxum, Inc.
- Grocery Store Products Sales Co., Inc.
- (Fould's Maccaroni Products)
- Campbell-Ewald Co., Inc.
- Andrew Jergens Co.
- (Woodbury's Products)
- Lemon & Mitchell, Inc.
- Lever Brothers Co. (Lifebuoy Soap)
- Ruthrauff & Ryan, Inc.
- Lyon Van & Storage Co.
- Batter, Baren, Durante & Osborn, Inc.
- National Broadcasting Company
- Naval Aviation Selection Board
- Navy Seabees (U.S. Navy, Construction Battalions)
- Office of Civilian Defense (Region Six)
- Pabst Sales Company (Pabst Beer)
- Warwick & Legler, Inc.
- Pan American Coffee Bureau
- Buchanan & Co., Inc.
- Purity Bakers Service Corp.
- (Tostee Bread, Grennan Cakes)
- Quaker Oats Company
- Ruthrauff & Ryan, Inc.
- Radio Corporation of America
- Ruthrauff & Ryan, Inc.
- Radio Station KOMA, Oklahoma City
- Alino Ray and his Orchestra
- Shell Oil Company, Inc.
- J. Walter Thompson Co.
- Stanco, Inc. (Mistol)
- McCann-Erickson, Inc.
- U. S. Treasury Dept.
- Universal Pictures Company, Inc.
- Warner Brothers Pictures, Inc.
- Willards Chocolates, Ltd.
- Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

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- Chicago, Milwaukee, St. Paul & Pacific R. R.
- Roche, Williams & Connelly, Inc.
- Colgate-Palmolive Peet Company (Vel, Palmolive)
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- Delaware, Lackawanna & Western Coal Co.
- Ruthrauff & Ryan, Inc.
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CBS Asks More FM Space, 300 mc Video

Witnesses, RTPB Oppose IRAC Plan to Abolish International Shortwave

By BILL BAILEY

FIRST LICKS on proposed re-vamping of the radio spectrum as it affects broadcasting were injected into the FCC allocations hearing last week with the presentation of a statement by Paul W. Kesten, executive vice-president and directing head of CBS, proposing more than doubled spectrum space for FM, placement of television "stairways" above the 300 mc band, and retention of international shortwave broadcasting on a direct basis rather than by relay.

The second week of the hearings, which began Sept. 28, took a unique turn when Mr. Kesten was denied permission to testify on FM and television, contented in an integrated statement he had prepared on the theory that spectrumwide allocations can't be discussed on a "water-tight compartment" basis because of their interlocking character.

Kesten Highlights

The FCC, however, accepted the full statement, with instructions that the separate subjects treated be inserted in the record at the appropriate points when they are reached on the docket. Mr. Kesten explained he might leave the country (presumably on his long-delayed trip to the European theatre) and preferred to get his statement in the record in one piece. That, however, was ruled out.

Highlights of the Kesten prepared statement were:

1. Maintain the status quo for international shortwave broadcasting, in the total amount of spectrum space devoted to 16 channels.
2. Increase the number of FM channels from the 40 presently authorized and the 76 recommended by the Radio Technical Planning Board to 100, which would make possible the licensing of between 4,000 and 5,000 stations and at least 10 nationwide networks, with 25 or 30 stations operating in the larger markets such as New York, Chicago and Los Angeles.
3. More television up in the spectrum above 300 mc, where there is room for high fidelity; assign at least 30 channels of 15 mc width, and when improved pictures are fully tested, withdraw the lower frequencies from television service.

Eight witnesses on international shortwave broadcasting presented a united front and were backed by the RTPB in opposing the allocations proposal of the Interdepartment Radio Advisory Committee which would abolish television service. Chairman James Lawrence Fly, however, waved off any questions about continued Government operation of the service following the war—one of the more delicate of the issues before the allocations proceedings.

Broadcast Topics Due

With conclusion of the second week of hearings last Friday, the FCC on Tuesday (Oct. 10) gets into broadcast allocations per se. Among the witnesses scheduled for standard broadcast are:

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, who will speak on behalf of RTPB; J. Harold Ryan, NAB President; Paul F. Peter, NAB; W. F. Cotter and Dr. G. E. Town, Stromberg-Carlson Co.; Dr. Frank Stanton, vice-president, and William B. Lodge, general engineering supervisor, CBS.

At the completion of the standard broadcast hearings, the FCC will go into FM, probably Tuesday afternoon or Wednesday morning.

Then comes the noncommercial educational group, whose 33 witnesses are expected to consume two or more days in testimony. That will be followed by television, then facsimile and other broadcast services.

No FM-Video Fight

No fight is anticipated between FM and television for the lower frequency band, by virtue of a compromise already reached whereby FM is accorded 75 channels 200 kc wide in the 80 mc area. But there are signs that FM proponents, aside from Mr. Kesten, will seek additional channels, to accommodate anticipated needs, with as many as 400 channels to be recommended. Engineers have estimated that some 3,000 FM stations can be accommodated on the present bands, but there are questions of interference of both the "burst" and skywave types which may make it desirable to duplicate on these channels at less frequent geographical intervals, thus reducing the capacity of the band.

The testimony last week on international broadcasting was punctuated by frequent clashes, with Chairman Fly refusing to allow Louis G. Caldwell, Washington counsel for Press Wireless, to cross-examine Elmer Davis, OWI director, as to whether that agency plans to continue operation of shortwave stations after the war.

Davis Urges Shortwave

Mr. Davis opened the international broadcast phase of the hearing with the observation that "the national interest will require the continuation, after the war, of direct international shortwave broadcasting from the United States. . . . It would be a great mistake for the United States," he continued, "to abandon facilities that will be needed, merely because plans for their use have not yet been worked out."

The OWI director didn't touch on continued Government control after (Continued on page 78.)
Changes Loom in Two Top Radio Jobs

Successors Are to Be Named for Fly and Ryan

By SOL TAISHOFF

RADIO'S TWO top jobs—chairman of the FCC and president of the NAB—will change hands during the next few months by election of the incumbents, but with no clear indication yet as to their successors.

Julius Albert (Cap) Krug, 36-year-old chairman of the War Production Board and former FCC executive in the common carrier field, and Leon H. Reinsch, on leave from the Government, have been named by the Government and Reinsch as the Democratic National Committee.

Here is Lawrence Fly is expected to leave his FCC chairmanship shortly after the end of the year (Nov. 15 is predicted) to return to private business, thus terminating his long tenure in Government. At the same time, Harold Ryan has served notice he will leave the NAB by July 1 to become vice president of the Fort Industry Co., stations of which he is vice-president.

Tips Abound

In this election year "tips" on changes coming up are given as freely as campaign promises. But it's safe to say at this writing there has been no decision by the Administration as to the Fly successor.

Mr. Ryan and members of the NAB Board are scanning the horizon for an outstanding policy figure to head the association. Ordinarily prudence augurs against a decision in either situation before the November election.

There has been speculation, of course, as to the man likely to succeed Mr. Fly, who admittedly has been one of the most sensitive functions in the Administration as a whole and, at the same time, most controversial chairman of the FCC or its predecessor Radio Commission has had. He has been praised by some and criticized by others. At this writing, he is riding high. He has kept the Commission in working order, and has even been praised by the broadcast associations. At the same time, there has been no indication that the White House will reallocate its FCC budget request for the year.

At best, only preliminary explorations have been made in connection with the Ryan successor. Mr. Ryan, when drafted last April for the presidency as Mr. Miller's replacement, left his post as Assistant Director of Censorship in charge of recording and monitoring the airwaves to serve only until 1945. He reiterated this intention at the NAB convention last month, telling his audience that he was ready to serve for the 1945 elections, but reiterated his intention to hand over his duties to a successor.

Mr. Ryan has named himself chairman of the Committee. Other members are James D. Shouse, Crosley vice-president, and F. Richard Shafts, WIS Columbia.

Price Mentioned

The name of Byron Price, Director of Censorship, has been mentioned rather gingersly as a prospective selection, if he would entertain the proposal. Executive editor of the Associated Press, which he served as former assistant to Chester Davis, as Food Administrator, Deputy Administrator in Charge of Rent Control of OPA, Associate War Food Administrator under Marvin Jones, and Assistant Director of Economic Stabilization under Justice Vinson, before being called to the Democratic Party as chairman of the Committee to him to retire from that post.

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HITCH-HIKE RULE IN EFFECT ON CBS

OCT. 1, deadline set by CBS for the elimination of hitch-hike and cowcatcher announcements from all network programs, will be put into effect with the onset of the new broadcasting month.

The move is in response to a recent ruling by the FCC which allowed CBS to continue with the practice during the war. Although the FCC has stated that the hitch-hike practice is prohibited by law, CBS has been able to continue with it during the war.

The rule will take effect on all network programs, including those produced by CBS itself and those produced by other companies. The move is expected to have a significant impact on the network's programming schedule, as well as on the revenue it generates from advertising.

Fetzer Urges Close Adherence To Broadcast Code Provisions

FETZER URGES CLOSE ADHERENCE TO BROADCAST CODE PROVISIONS

In his annual report to the FCC, the chairman of the Federal Communications Commission, John H. Durr, urged station managers to adhere closely to the provisions of the FCC's Code of Conduct.

Strict adherence to the Code of Conduct is necessary to maintain the public interest in broadcasting and to ensure that the public receives a fair and balanced representation of all viewpoints.

The Code of Conduct is a set of guidelines that govern the conduct of broadcasters, and it is designed to ensure that the public receives accurate and balanced news and information.

The Code of Conduct includes provisions that prohibit broadcasters from engaging in activities that could undermine the public's trust in the media, such as taking sides in political campaigns or advocating for particular interests.

The FCC has the power to enforce the Code of Conduct, and it can take action against broadcasters who violate the provisions of the Code.

The Code of Conduct is a critical tool for ensuring that the public receives the information it needs to make informed decisions and that the media remain an independent and impartial source of news and information.

The Code of Conduct is not just a set of rules; it is a commitment to the public interest in broadcasting. By adhering to the Code of Conduct, broadcasters can help ensure that the public receives a fair and balanced representation of all viewpoints.
FDR Action Promises to End Disc Strike

Action of Union's International Awaited

The President of the October 4 sent the following telegram to James C. Petrillo, President of the American Federation of Musicians, New York, New York.

"The National War Labor Board has entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of the directive order is the direction withheld its ban against playing for mechanical reproductions of music for commercial use. With this provision the Federation has not complied.

"The National War Labor Board and the Director of Economic Stabilization have not recommended Government possession and operation. Under the statute, the dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the Government could not or may not encourage other instances of noncompliance which will impede the war effort.

"In a country which loves democratic government and loves keen competition among the parties to a dispute, this noncompliance may encourage other instances of noncompliance which will impede the war effort.

"The President's request, upholding the AFM position that under all the present circumstances the noncompliance by your union is not unduly impeding the war effort, not being in violation of any statutory law, was rejected. If the parties may consider the decision won.

"The President's request to Mr. Petrillo, President of the American Federation of Musicians, lifted the bans on playing for mechanical reproductions of music for commercial use. It is declared that the Federation has not made the considered decision of the war effort, that the directive order impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the Government could not or may not encourage other instances of noncompliance which will impede the war effort.

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Television Sales Prospects Are Showed Store Executives

Watches, Sewing, Cosmetics, Fabrics, Garments Are Subjects at Demonstration Given by GE

TELEVISION program arranged to demonstrate department stores' use of the medium on either a coaxial cable internal system or for general advertising on a regular teletcast station, was shown Sept. 29 on WRBG Schenectady to representatives of 25 leading department stores over the country. Five commercials were used on the one program.

Joseph P. Kasper, president of the Associated Merchandising Corp., which aided WRGB in preparing the program, welcomed the guests. United States Time Corp., maker of Ingersoll and other watches, gave one-minute time signals at the beginning and end of the program, through a clock face on which were silhouetted two soldiers in combat. The commercial stressed split-second precision in battle. Edith Dunn arranged the televised time signals.

The program lasted an hour and showed an average American family watching a video show as it depicts various products. McCaul's promoted a method of home sewing. Elizabeth Arden staged a demonstration of cosmetics, using a Powers model. The Fifth Ave. salon showed film. Textron, a synthetic fabric, arranged a contest between three professional women and three housewives, with a commercial explaining manufacture of the fabric.

Carter's Underwear put on a pantomime skit about baby clothes, prepared by Ted Long and Jo Lyons of BBDO. To show how department stores can use television for institutional advertising, Bloomington's televised three one-minute spots on employment recruiting and employee relations. After inspecting WRGB's transmitting and relaying facilities the stores' office returned to Schenectady for a dinner preceding the demonstration. Speakers were: C. H. Lang, GE vice-president in charge of war projects; R. L. Gibson, assistant to the vice-president in charge of advertising, broadcasting and publicity; D. McLean, commercial engineer; H. A. Crossman, GE's Brussels sales manager; Paul L. Chamberlain, manager of sales, electronic department, and m.t. of the dinner.

Department stores represented were Abraham & Straus, New York, John Rothenberg, display manager, A. C. Werbach, assistant display manager; Mrs. Dorothy E. Swenson, vice-president in charge of publicity, William Tober, advertising manager; L. S. Ayres & Co., Indianapolis, C. M. Davis, publicity director; G. H. Halverson, merchandise manager; Clifford Bloomington Bros., New York, Howard Richmond, display manager; C. C. Crenier, merchandise manager, William Rogge, publicity manager; Mrs. Ruth Arnold, publicity, Loyd Thompson, Metropolitan Television station; Milwaukee Boston Stores, Milwaukee, R. P. Herford, president; J. A. Dollman, publicity director; Bullock's Los Angeles, F. R. Morgan, merchandise manager; Burdine's, Miami, Virginia Griffin, publicity director; H. C. Capwell Co., Oakland, Calif., R. Bigs, managing director; Dayton Company, Minneapolis, L. D. Dayton II, treasurer, J. Wilmot, advertising manager; The Empire, San Francisco, E. C. Lipman, vice-president and managing director; Wm. Flaxen, Sons Co., Boston, W. H. McLeod, publicity director; Stroh, Chappell, publicity director; J. H. Roche, publicity director; Joseph Horne Co., Pittsburgh, A. E. Leinart, merchandise manager, A. H. Burchfeld Jr., vice-president, J. R. Fisher, publicity director, J. L. Hudson Co., Detroit, R. I., Yonker, publicity director, C. A. Lake, display manager, L. B. Rappaport, assistant merchandise manager; Peer, Baltimore, Mrs. A. S. Stirling, publicity director, G. A. Smedley, publicity director; F. & R. Lazarus & Co., Columbus, Ohio, Horst Roenholzer, merchandise manager, Ed Walten, housemen.


From the Associated Merchandising Corp., two speaking parts, one by Mr. Kasper, were: A. C. Thompson, manager, general retail advertising; C. S. Bergblatt, merchandise manager; and Miss Irene Bender, N. Y., publicity.

Sweethart Serial

MANHATTAN SOAP Co., New York, on Nov. 20 starts a five-week weekly serial program, "The Children's Angle," on CBS for Sweetheart Soap. Program will be heard from 5:30 to 5:50 p.m. on 25 CBS stations, plus CBS outlets in Albany, N. Y.; Columbus, and Harrisville. As Part of the first week's program, a "Woven in Love" scene last weekend was removed "Amby on" 177 Blue network stations, Wednesdays, 10:30-11 p.m. In addition to these programs, Sweetheart Soap is promoted on some 55 stations throughout the country with 10-min. and quarter-hour programs. Agency is Duane Jones Co., N. Y.

Tidewater Expands

FURTHER expanding its sponsorship of eastern football games, Tidewater Assoc. Oil Co. is presenting all home games of Columbia U. on WMCA New York, with Steve Ellis and Joe O'Brien alternating on the play-by-play and color description. Next week's broadcast will be followed by coverage from kick-off to conclusion Oct. 28, Nov. 4, 18, 25. Agency is Lennen & Mitchell, Inc., N. Y.

WEMP Seeks FM CP

MILWAUKEE Broadcasting Co., licensee of WEMP Milwaukee, is continuing its bid for a new FM station for the city. It is applying for a three-week test period for a new FM station to operate at 48,900 kc with coverage of metropolitan Milwaukee. The action opens a $16,000,000.00 in the company include Senator La Follette (Prog-Wis.) and Mrs. La Follette.

Pure Oil Spots

PURE OIL Co., Chicago, starts sponsorship Oct. 9 of chain-break announcements, three to six times weekly, on WMFG WILB WWL WJLS WPAR WLOK WBHB WHIS KFIZ WWVA WKMO WCAR. The contracts, for two to four weeks, were placed by Leo Burnett Co., Chicago.

AAA Board Okays Audit Plan; Awaits ANA Approval Oct. 23

With approval last week by the board of directors of the American Assn. of Advertising Agencies of the NAB standard station circulation audit plan, only the formal action of the Assn. of National Advertisers, expected later this month, is necessary to complete the entire preliminary structure for the tripartite "yardstick" project.

ANA announced last Friday it has been advised by AAAA, president that his board, at a meeting the preceding Tuesday, had approved the recommendation of its radio committee placing the action of going to agree to join the NAB in forming the proposed bureau, which would provide for the radio medium counterpart of the Audit Bureau of Circulations in the publication field.

The AAA Board had been scheduled to meet Oct. 5 for the same purpose, but President Paul B. West notified the AAA Board had been postponed to Oct. 23. It will go before that Board with a recommendation for approval from the ANA Radio Committee.

With approval of the advertiser and agency boards, these organizations then can proceed with the cost of $1,000,000 estimated for initial year's biennial mail ballot at an estimated cost of 41 per cent. The estimated cost of the bureau is $65,500 the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

ANA President J. Harold Ryan and Research Director Paul F. Peter will outline the entire project at the meeting of the Radio Executives Club of New York City (Oct. 9), season's first session.

Programs Shuffled By CBS Sponsors

Many Important Series Come Under Fall Realignment

A GENERAL reshuffling of CBS programs during this month and next will affect shows sponsored by Lever Bros., U. S. Tobacco Co., Procter & Gamble Co., Colgate-Palmolive Co., and Procter & Gamble Co.

Through J. Walter Thompson Co., agency for Vimms, Lever Bros. on Nov. 29, will switch Frank Sinatra from Wednesday, 9:30 p.m. to Monday 8:30-8:55 p.m., period now occupied by Gay Nineties Reves during the week ending Oct. 16. By U. S. Tobacco Co. Colgate-Palmolive Co., Nov. 25 plans to shift Inner Sanctum Saturday 8:30-9:30 p.m. to Wednesday 8 to 9 p.m. New P&G Show. Procter & Gamble Co. has purchased the Saturday 8:30 p.m. "Girl Meets Boy" which moves to CBS for Ladies'ecret Soap, effective Dec. 2, thus giving the product a network show of its own after a hiatus of several years.

Campbell Soup Co., Oct. 25 through Dec. 28, will have show that shifts the Jack Carson Show from Wednesday, 9:30-10 p.m. to 8:30-9 p.m. same night. Latter slot will be left open by P. Lorillard Co., which is discontinuing Adolphe Jones, to start a new program on the same date in the Wednesday slot vacated by Jack Carson. No decision had been reached last week according to the broadcast manager, Leonard J. Mitchell Inc., as to which of Lorillard's two new shows Which Is Which, and Comedy Theatre would go into the Wednesday 8:30 p.m. period on CBS, and which into its current NBC period Sunday 9:30-10 p.m. as a replacement for Jackie Gleason Oct. 22.

FROM FOUR corners of the U.S. come these department store executives on a visit to WRGB, General Electric Schenectady station, to learn how television may be used for inter-department display of merchandise. Joining hands with Joseph P. Kasper, president of the Associated Merchandising Corp., are (1 to r.): C. D. Dayton II, treasurer, Dayton Co., Minneapolis; W. H. McLeod, publicity director, Filene's, Boston; F. R. Morgan, merchandise manager, Bullock's, Los Angeles; Virginia Griffin, publicity director, Burdine's, Miami department store.
Pilots admit they run into trouble... and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore we can get rid of any "blind buying" of radio time.

If you'll use the yardstick of coverage, popularity and cost... and get the common denominator that shows lowest cost—big results... you'll land your client without a bump.

We know that... because the figures show that W-I-T-H, the successful independent radio station... is the best buy in this, the 6th largest market.

Takes guesswork from blind landings

Tom Tinsley, President * Represented Nationally by Headley-Reed
FM-Video Progress Seen by Engineers

Nat'! Electronics Group Hears
Gen. Ingles, Adm. Redman

APPROXIMATELY 1,800 persons attended the first National Elec-
tronics Conference at the Medinah Club, Chicago, Oct. 5-7, sponsored
by the Illinois Institute of Tech-
nology, Northwestern U., Institute
of Radio Engineers, Chicago, American Institute of Electrical
Engineers, Chicago, in cooperation
with the Chicago Technical So-
ciety.

A plea for science to continue
into the postwar era its close co-
operation with the Army and Navy
was made Thursday by Ralph E.
Beal, assistant to the vice-president
in charge of RCA Laboratories, in
the keynote speech. "If our armies,
battleships, bombers, and planes
are equipped with the latest devices
of science, no nation will be anxious
to seek a fight," he declared, point-
ning out that as science has helped to
win this war, it must continue to
help in preserving the peace.

Papers Presented

Opening technical session on Oct.
5 was highlighted by the reading of
several papers: "Color and Ultra-
High Frequency" by Joseph C. Epstein,
"Television images modern with
the Army and Navy" by Maj. Adm.
R. E. Ryan, of WSAI Cincinnati dur-
ing the second year of its "Tiger Miss-
le" program; "Automatic Networks for
Telephony" by Maj. Adm. A. C. Oke
by Better Relations, a proposal for
better relations between RCA Labs.
and engineers sprang into action,
fixed the PA system and the band
was again wired for sound.

Fixer

AT the Thursday morning
session of the National Elec-
tronics Conference in Chi-
icago last week, several hun-
dreds of engineers present,
the PA system went sour and
silence reigned, but not for
long, as one engineer, in a "false
alarms" sprang into action,
fixed the PA system and the
band was again wired for
sound.

is truly grateful to you gentlemen," Adm. Redman said, "and to the
others who have labored so effec-
tively with the new electronic
shipments."

Maj. Gen. H. C. Ingles, Chief
Signal Officer, congratulated the
men on remarkable accomplish-
ments, but urged that technical
leadership maintain its lead. He
pointed out that "in the Pacific too,
we have other enemies to combat.
Our electronics equipment must hold
its own against heat, by
heat, and the terrible
growth of fungus that occurs
in tropical climate. There have been
very sad experiences in the jungles
with electronic equipment that has
gone out of service in a few days
under these conditions. I cannot
over-emphasize the importance of
a preventive treatment of signal
equipment that is called real-
ization. Remember too, that radio
communications in jungles and
mountainous terrain presents un-
usual difficulties and that the
tremendous distances over which we
will have to operate to attack Japan
will mean a further strain on com-
 munications requirements. . . .
More than ever now, we must ask you
to speed up the cycle between
the laboratory prototype and the pro-
duction line. . . . We need to put
these devices in the hands of fight-
ing men quickly, so that more of
them will come home sooner to
share in these advantages which
we are all looking forward."

FM Net Plan

"If the radio industry wants FM
radio program networks that
employ frequency bands two, three
or even more times the width of
today's standard broadcast band
facilities to do the job can be sup-
pired," Ernest W. Baker, American
Telephone & Telegraph Co. engi-
neer, said.

Pointing out that practically all
FM stations built or applied for
are in or near cities on existing
telephone intercity program routes,
Mr. Baker said that these broad-
cast carriers systems form a nation-
wide network which can be readily
adapted for program circuits con-
nected. FM station facilities be-
gin with coupled antennas pro-
vided for message telephone serv-
ices, program circuits and television
services as is done with coaxial
cables.

"If the trial proves successful,
he said, "the telephone companies
will be able to make radio links in program circuits
where that method of transmission
seems preferable to line method-
ous."

Money Programs Said to Bring
"False Reports on Listening"

Hettinger Survey Finds
That Inflated Figures Are
Generated by Giveaway

CONCLUSION that "money pro-
genres are the simplest means of
to radio listening and result in ex-
treme inaccuracy in radio listener
data is reached by Dr. Herman S.
Hettinger, economist and radio con-
sultant, in a special study con-
ducted for WSAI Cincinnati dur-
ing its ownership by Crosley Corp.
The station last month was trans-
ferred to Marshall Field ownership.

In an 11-page printed report for
Crosley. Dr. Hettinger, now with
Crowell-Collier Publishing Co.,
analyzed information collected in
Cincinnati, Detroit, Kansas City,
Philadelphia, Baltimore and Wash-
ington, but dwelt largely upon the
Cincinnati situation. C. E. Hooper
audience data were largely relied
upon.

Inflated Figures

Based on the Cincinnati experi-
ence, Dr. Hettinger concluded that
"false reporting, generated by 'money' programs, greatly inflate sets-
in-use and station listening index
figures." Reported rises in audi-
ence during giveaway periods gen-
erally were completely out of line
with normal, program-influenced
experience. Examination of sets-in-use patterns in other cities reinforces
this conclusion, he found.

In the case of WSAI, a listening
index before and after introduction
of "money" programs was main-
tained. It revealed that between 8
and 10 a.m., WSAI's station listen-
ing index rose 105.5% in eight
weeks; 174.6% between 10 a.m.
and 12 noon; 220% between 12
noon and 3 p.m.; 85% between
3 p.m. and 6 p.m.; 135% between
6 and 8 p.m., and 163.8% between
8 and 10 p.m.

Dr. Hettinger said, "fail to meet the
test of common sense and radio ex-
perience; they are too great."

Until positive proof can be pre-
sented to the contrary, Dr. Het-
tinger said, it must be concluded
that station listening indices are
infated "to an indeterminate de-
gree by false reporting on the part of
thoughtful respondents."

Moreover, it was detected that
there is a tendency for a "money
program to lose its impact, follow-
that the searches related to station
promotion once popular in the
newspaper field, such as premiums.
Among problems created for ra-
dio and advertising by such pro-
grams are the inherent inaccuracy
into radio listener data, which in turn
creates uncertainty in the minds of
intelligent and experienced
advertisers and agency executives
to what they are actually
buying. Station managers, he said,
reported this uncertainty rather
widely.

"Obviously," the report stated, "such uncertainty militates against
the sale of radio in competition
with other media; more especially
the sale of spot and local radio
in competitive newspapers.
"With intelligent and experienced
advertisers who wants to buy a 'pig-in-a-hole' and the general level of
research sophistication has risen materially
during the last eight or nine years. This
may or may not be important.
At present when radio advertising
volume is at an all-time high, but
if continued, it could have a serious
deleterious effect the next few years
now when media competition prom-
es to be more severe than today."

"Unfair Competition"

Dr. Hettinger pointed out there is
greatly increased demand for
facts and factual selling from all
media on the part of agencies and
advertisers.

Dr. Hettinger also raised legal
aspect competition with "money
programs, pointing out that if it
is established conclusively that
"money" programs inflate a sta-
tion's listening index and that
this inflated index established a station's
secure advertising from competi-
tors, the element of unfair competi-
tion arises.

He expressed doubt that inflated
listening results impress any ex-
cept marginal advertisers not
interested in long-term progress.
It is true, he pointed out, that the
small station with limited
resources must practice forms
of showmanship and programming
not adapted to its larger and more
successful competitors; "but these
needs with a return to the caveat
emptor principle of blue sky
promotion."

Dr. Hettinger concluded:
"The writer's own opinion is that
the 'money program is a dubious
promotional value and that, at
best, it will experience the usual
rise, decline and near-disappear-
ance which are characteristic of
this kind. However, if it should persist, it can be harmful to
radio."

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BROADCASTING • Broadcast Advertising
Do you GUESS-or KNOW-about Mid-West Listening Habits?

This New Study Gives You Complete Iowa Picture in 15 Minutes!

Which radio stations are heard in Iowa?—and where? What percentage of Iowa radio families listen to each station—urban, village, farm—either as to “listened-to-most”, or “heard regularly”? Do you KNOW?

How many hours do Iowa radio families spend with stations mentioned as “listened-to-most”, compared with stations “heard regularly”? Is it two hours to one? Six to one? Ten to one? Do you KNOW?

What percentage of adults in Iowa radio families listen to the radio at each hour of the day and night? How many hours per week-day does the average adult listen? How have these figures changed each year since 1939?—in cities, towns, on farms?—as between men and women? Do you KNOW?

These and many other questions are answered in the 1944 Iowa Radio Audience Survey. Compiled from interviews in all 99 Iowa counties conducted with generally approved “sampling” methods by Dr. Forest L. Whan, the 1944 Survey is a MUST for every fact-minded executive in the radio and advertising business.

THE 1944 IOWA RADIO AUDIENCE SURVEY contains dozens of facts that almost any research-minded agency or advertiser would pay thousands of dollars to have for its exclusive use. It is literally a guide-book to successful radio advertising in Iowa. 106 pages of vital information, graphically charted and systematized for easy reading and reference, will be mailed to you FREE on request. Print order is limited. Please order by coupon—AT ONCE!

WHO for Iowa Plus!

Des Moines—50,000 Watts

B. J. Palmer, President—J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives

Broadcasting • Broadcast Advertising

Charts showing both relative popularity and intensity of coverage of all stations heard in Iowa—all measured simultaneously by one dependable yardstick!

Maps showing counties in which each Iowa station is “heard regularly” and “listened-to-most”!

Breakdowns—showing how many factors (such as age, sex, place of residence) influence listening habits, listening hours, listening preferences!

Analyses showing the order of program popularity in Iowa—broken down as to cities, towns, farms—sex—age groups—educational status of listeners.

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name ..................................................

Company ..........................................

Street .............................................

City .............................................. State ..........................

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Proposal to Equalize Scales Delays AFRA Net Negotiations

New York Executives Unwilling to Act on Union Demand for Parity Throughout Country

NEGOTIATIONS between American Federation of Radio Artists and the networks and advertising agencies for a new code for network commercial programs to succeed the one that ran out at the end of this month hit an immediate snag when New York executives expressed an unwillingness to act on the union's demands that local and regional scales now in effect in Chicago and on the Pacific Coast be raised to a parity with the New York scale [Broadcasting, Oct. 2].

Citing charges levied by Chicago and Coast stations and agencies after previous negotiations that the New York crowd had "sold us down the river without our consent," the broadcasters and agency officials expressed the feeling that any increases affecting other program origination points should be worked out in those cities rather than at an attempt to handle the whole thing in New York. The union, whose Chicago and Los Angeles local secretaries are in New York for the conferences, prefers to handle all negotiations there, and the question had not been settled as Broadcasting went to press.

Union request for equalization of sustaining scales hit a similar impasse, for although network executives can of course make agreements covering their owned and operated stations throughout the country, they do not want to make a sustaining agreement that AFRA could use as a precedent for the commercial code. Otherwise, sustaining negotiations are progressing satisfactorily, it was said.

Vociferous opposition was expressed to the AFRA demand that sound effects men be placed on the same scale as actors or announcers, working on a per program basis rather than as staff employees as at present. It was pointed out that the amount of work a performer can do is limited by the strain on his vocal cords and by the fact that listeners will not accept the same voice on successive programs, but that these limitations do not apply to a sound effects man, who by working on four daily serial shows at AFRA scale could earn about $25,000 annually.

To avoid delaying negotiations at this point, this question has been set aside to be taken up as part of the staff contract discussions, scheduled to start when the sustaining code has been settled.

Stewart Joins McGillvra

Heads Chicago Office

ASSOCIATION of Jack Stewart, veteran broadcaster, with Joseph H. McGillvra, Inc., as manager of Chicago operations, was announced last Friday by Joseph H. McGillvra.

Mr. Stewart becomes an associate member of the firm. The Chicago organization otherwise remains unchanged, Mr. McGillvra said, with Robert Russell taking as sales manager and Jack Kamster on the sales staff. Larger offices were taken over Oct. 1 in the Pure Oil Bldg.

Mr. Stewart resigned as general manager of KCMO Kansas City Sept. 1, after 11 years at station. A pioneer in radio, he was vice-president and general manager of WBBM Chicago and WJZ New York 25 years ago.

Barnes Succeeds Wood

As MBS Sales Manager

RESIGNATION of Edward W. Wood as sales manager of MBS and the appointment of C. J. Barnes, Barnes of the Mutual sales staff as his successor were announced last Tuesday by Miller McClinton, MBS president. Change became effective immediately.

Mr. Wood, who took the Mutual post five years ago after serving as advertising manager of WGGG Mutual station in Chicago for five years, has announced no future plans. His departure is reported as the result of a difference of opinion between Mr. McClinton over basic commercial policies of the network.

Mr. Wood was vice-president of Outdoor Advertising Inc. from 1934 until joining MBS two years ago. During the preceding 11 years he had been active in advertising and selling.

COL. DAVID A. SARNOFF, RCA president on overseas assignment with the Signal Corps, may return to this country to participate in the 50th anniversary celebration of RCA this month.

500 More Radio News Writers, Editors Needed, Says NAB-Journalism Survey

A MARKET for some 500 additional radio news writers and editors, to supplement the 1700 now employed in broadcast stations, is indicated by a joint survey conducted by the American Assn. of Teachers of Journalism and the NAB, results of which were released last week.

One-third of the stations will not employ women newsmen and more than two-thirds will not use women for reading news over the air. The postcard survey, conducted during July and August, covered 577 NAB member stations, with replies from 317—56% of the nation's stations. The 317 stations responding reported they employed 654 news people, and this figure projected, with a sample error of 10%, indicates that there are now 911 news people in the nation, 47% of the total.

To the question of how many news people are needed in the next year, 263 responding stations said they expected to need 151 people. Projection of this figure in terms of all stations in the country indicated a total of 500 news writers and editors.

Lt. John W. Case

Lt. Case was born in April 1921 in Rhode Island and attended the Henry Barnard School in Providence, Loomis School, Windsor, Conn., and was granted a B.A. degree from Brown U. in 1942. Commissioned a 2nd lieutenant in March, 1942, he was promoted to a 1st lieutenant in January 1943. He sailed overseas with the 29th Division in October 1943 and was in France from D-Day.

Lt. Case was seriously wounded Aug. 30 in action in France. His return to the states was delayed until Sept. 29 by the recovery that was "not proceeding satisfactorily."

World Series to Troops

FIVE powerful transmitters beamed a play-by-play description of the World Series games to troops in England and the European Theatre, Italy, Alaska, the Aleutians, South and Central Africa, the Caribbean and Southwest Pacific. Theaters where the time difference would make direct listening impractical heard the games rebroadcast on transcription. Because of atmospheric conditions during transmission to Iceland and Central Africa, resumes of the games were transcribed and rebroadcast to those locations. The U.S.—Burma—India and the Persian Gulf Theaters received the games through BBC relay.

Wire Recorder Plan

STROMBERG-CARLSON Co. has contracted with Armour Research Foundation, holder of the patents covering a wire recorder, for its use in future operations in radio receiving sets and plans to include this device in its postwar home radio receivers. Dr. Ray H. Armstrong, vice president and general manager of Stromberg-Carlson, announced last week. His company is one of the first licensed.

Charter Heslep Named By MBS

To Head Capital Operations

APPOINTMENT of Charter Heslep as representative in charge of operations of Washington, D.C., of MBS was announced Friday by Miller McClinton, network president. Hereetofore, Washington activities have been handled by New Yorkers and through WOL, MBS outlet in Washington. WOL changed ownership Oct. 1 when the Cowles Broadcasting Co. took over.

Mr. Heslep has for the last two years been radio news editor with the Office of Censorship, under the direction of Byron Price. Before that he was night news editor and special events representative of NBC in New York. For 12 years prior to his broadcasting connection he had varied and intensive newspaper experience having risen from a reporter to managing editor of the Washington Daily News. Commenting upon the appointment, Mr. McClinton said: "The Mutual Broadcasting System's expansion in all of its activities has necessitated the appointment of a fulltime representative in the establishment of a regular office representing the network in Washington."

Mr. Heslep's duties will be especially directed toward news and program activities. Louis G. Caldwell, head of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will continue representing MBS in all matters connected with legal and related activities, Mr. McClinton said in making the announcement.

Mr. Heslep
BEGINNING -- With new and powerful merchandising and promotion operations geared to each client's individual problems ... WIBC is producing highly effective results for its advertisers.

POWER --- WIBC covers the rich Indiana, eastern Ohio and western Illinois markets with 27% more coverage than the second Indianapolis station, 33% more coverage than the third Indianapolis station and 49% more coverage than the fourth Indianapolis station. (Data from survey of 0.5 MV/M nondirectional contours measured January 1943 by Jansky & Bailey of Washington, D. C.)

POPULARITY --- The best spot on the Indianapolis dial is WIBC's 1070 ... a far lower frequency than any other Indianapolis station. WIBC's staff of twenty-one live talent radio artists provides ample material for top flight local programs.

PRICE --- 29% less than the highest priced Indianapolis station, 27% less than the second, 10% less than the third.

Represented nationally by John Blair & Company

© © MUTUAL © ©
For Identification-Gimme a Gimmick

Impressing Listeners With Sponsor's Name Vital

By SAMUEL E. GILL
Director of Research
Blow Co., New York

Radio programs, their success or failure, are often judged by their "rating" or relative audience size. But the question is sometimes raised, "What good is a high rating? If no one knows the sponsor's name, what good, indeed? I would certainly rather have a program which rated 10 with a sponsor identification of 80%, than a program which rated 30 with a sponsor identification of 20%.

It is significant that the really successful programs, the Take It or Leave It, the Lux Radio Theatre, the Hit Parade, consistently have a sponsor identification in the 80s. This sponsor identification in the 80s is a far cry from what most showmen claim or even want, example, the Sept. 15 Hooper report gives sponsor identification for 161 shows, the average being 38.9% (median 38.8).

Requisite for Success

Of course, it is difficult to generalize about anything as nebulous as radio, since almost invariably there is an exception to any rule which is set. Therefore, it cannot be said that sponsor identification in every case bears a direct relationship to sales, but it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

What are the chances of obtaining a high sponsor identification?

An examination of the accompanying chart, based upon a study of 118 sponsored network programs from October 1938 through August 1944, shows the chances of a program having a good sponsor identification. Notice these significant facts.

A. Of 10 programs that started with a sponsor identification of less than 29%, only one reached a high of 50 (Creata Blanca Cornmeal). Five went over 40.

B. Of 10 programs that started with a sponsor identification between 20 and 29.0, only six reached a high of 50 and only three others ever exceeded 40%.

C. Of 24 programs that started with a sponsor identification of between 30 and 39.9, only three ever passed 50 and only six others exceeded 30%.

D. Of 38 programs that went on the air with a sponsor identification of between 40 and 49.9, only two went over 50, Take It or Leave It, which reached a high of 87.3, and Horace Heidt who averaged 38.0, and only four ever reached a sponsor identification of between 70 and 79.9.

E. Of 20 programs that started with a sponsor identification of between 50 and 59.9, only one program reached above 80, Radio station WJZ (Philadelphia for Canada Dry), and only seven ever reached the 70s.

F. Of eight programs that started with a sponsor identification of between 60 and 69.9, only one ever went over 50.

G. Of five programs that started between 70 and 79.9, none ever reached 80 and only two made any changes whatsoever. They were the Good Will Hour which moved from a beginning sponsor identification of 72.5 to a high of 80.8, and Ginny Simms who had an initial sponsor identification of 79.1 and moved to a high of 83.5.

It is obvious that a program starting with an extremely low sponsor identification has a better chance of moving into a higher range, but if we set up a criterion of 20 points, we find that there is very little chance for the usual program to move more than 20 points.

For example, of the 10 programs starting below 20, only five or 50% ever got to more than 40. Of the 19 starting between 20 and 30, only six were ever higher than 50. Of the 24 starting between 30 and 40, only three or 12% ever got above 60. Of the 32 starting between 40 and 50, only six or 19% ever reached a point higher than 70. Of the 20 starting between 50 and 60, only one or 5% ever got above 80, and no program with a final sponsor identification higher than 60 ever moved more than 20 points out of its starting range. Thus, of the 118 programs, less than one in five ever moved more than 30 points higher than its original range.

If we examine those programs which did move more than 20 points, we will find in most instances, that the program used a "gimmick" to attract attention to its sponsor and its plugs. Such a "gimmick" can be defined: "Anything designed to impress the sponsor's name or product upon the listening audience." It could consist of such attention getters as Cresta Blanca's musical background; the name of a program as, Lux Radio Theatre; Philip Morris' Johnnie; Jack Benny's, "Jello Again!"; Phil Baker's, "Write With Eversharp" and the "$64 Question". This is not to say that well delivered radio commercials can never be successful, but the sponsor who wants to increase his odds to better than one in five of moving more than 20 points, could well say to the producer, "For my money, gimme a gimmick!"

Y&R Names Ackerman

HARRY ACKERMAN, associate director of the radio department of Young & Rubicam, has been named vice-president of the agency group, in charge of all radio broadcast productions. It was announced last week by Y&R president, Sigurd S. Larmon. Mr. Ackerman joined Young & Rubicam in 1936, serving since that time as assistant radio director, director, and supervisor of such programs as the Kate Smith Hour, Aldrich Family, and Screen Guild shows. In 1938 he was made head of all radio production for Y&R and early in 1944 became an associate director of radio.

KMOX Fetes Jones

MERLE S. JONES, former manager of KMOX St. Louis, who was feted Oct. 6 to his new post as manager of WOL Washington (Broadcasting, Oct. 2), was feted Oct. 8 by his KMOX colleagues who gave a farewell party in his honor. Out-of-town guests at the party, which was held at the Bluejay Club and skits, were H. Leslie Atlass, CBS central division vice-president and general manager of WBBM Chicago, and Jack Van Volkenburg, assistant general manager of WBBM.

Mr. Ackerman was designated assistant radio director, and supervisor of such programs as the Kate Smith Hour, Aldrich Family, and Screen Guild show. In 1933 he was made head of all radio production for Y&R and early in 1944 became an associate director of radio.

KFSD on NBC Coast

NBC's San Diego outlet bears the call letters KFSD and not KSF D and on Oct. 1 becomes a basic part of NBC's Pacific Coast Network and a not a basic network station as erroneously reported in the Sept. 25 Broadcasting.

Treasury Readies Sixth Loan Discs

Quarter-Hour 'Salutes' Sent To More Than 600 Stations

Three-fourths of the series of 24 sponsorable quarter-hour Treasury Loan War Bonds, have been produced and the first six programs are being mailed today, Oct. 9, to the more than 600 stations which have requested them so far, it was announced last week by Robert J. Smith, chief of the Treasury War Finance Division Radio Section. Also in preparation for the $14,000,000 "War Loan War" drive scheduled for Nov. 20 through Dec. 16, are two other sponsorable series, War Bond Briefs and Horace Heidt Musicals; a series of four quarter-hour programs by William Robson and Arch Oboler similar to the Four for the Fifth series of the Fifth Loan, and a dozen musical War Bond jingles, recorded parodies of popular songs.

The Salutes, patterned after those previous drives and written by Hector Cheviigny, Pete Lyon and Forest Barnes, honor war heroes. Bond Briefs, each four minutes long, with open ends for station's war news, feature Bond appeals by leading Americans. There are 24 planned for the series. The Horace Heidt series of four quarter-hour shows, which will be musical with an occasional interview with a war veteran, have musical faxes at 4:30 and 9:30 for sponsorable quarter-hour periods of each program as a separate five or ten minute segment. These portions can be used individually or inserted into regular feature programs.

List of talent slated for the Robson-Oboler series, details for which still are lacking, include: John Conte, Frank Lovejoy, Elizabeth Morgan, Margaret McDonald, Barry Kreuger, Joseph Julian, Ted DeBoras, Ross Alexander, Walter Kinsella, Johnny Gibson, Jackson Beck, Larry Haines.

A special meeting sponsored jointly by Treasury and the War Advertising Council was held in New York last Thursday before 200 advertising representatives. Preview of plans for the Sixth Loan were presented by Thomas H. Lane, WPD director of press, radio and advertising, and Ted R. Gamble, WFD national director. Regional meeting was also slated for Atlantic City. The meetings and additional meetings will be held in Chicago, Oct. 9-10; New Orleans, Oct. 11-12, and Los Angeles, Oct. 13-14. Regional OWI and state WFD representatives will attend. Also to be present are local news men, advertisers and broadcasters.

Addresses at regional meets by Sec. of Treasury Morgan are scheduled to be carried by certain local stations.

NBC has chosen Nov. 23 (Thanksgiving Day) as Bond Day for the Sixth Loan and to be followed by Dec. 7, anniversary of Pearl Har bor, with Blue and Mutual still to be heard from.
AVERAGE 1943 CASH INCOME PER FARM:

For WOVLAND STATES: $5613
For U. S. as a whole: $3242

Advantage of WOVLAND FARMER: $2371
Over Average U. S. Farmer

For WOVLAND STATES:
SOUTH DAKOTA
$1690 MORE CASH INCOME Than Average U. S. Farmer
$4932

NEBRASKA
$2442 MORE CASH INCOME Than Average U. S. Farmer
$5684

IOWA
$1137 MORE CASH INCOME Than Average U. S. Farmer
$4379*

SOUTH DAKOTA
$4430 MORE CASH INCOME Than Average U. S. Farmer
$7672*

"AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOVLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by 35% to 250% (AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri.

Ask Your Blair Man for Availabilities
Word Gets Around!

After a station has given a lot of advertisers outstanding results over the years, the word gets around you can bank on its recommendations and service.

That's why we can quote the following from a letter asking for our recommendations in connection with a new campaign for WWVA:

"WWVA is your station—We think it's a pretty good one. We want to do business with you but we want to do it just as you yourself suggest."

You Can Bank on Us!

ASK A JOHN BLAIR MAN
BASIC BLUE NETWORK

WWVA
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

Important Ownership Changes Traced to Wartime Influences

SINCE the 1940 Census, more than 10,000,000 men and women have joined the armed forces; marriage and birth rates have been accelerated and the family unit has changed in size; war manufacturing has produced population shifts; increased income and the increased need of people for news and entertainment have created a new peak in radio ownership.

As a result of these events, significant changes have occurred in the county-by-county pattern of radio ownership, changes which are revealed in a new study, "U. S. Radio Ownership, 1944", made by the CBS research department. From population data given in War Ration Book No. 4 and analysis of Government data on changes in family size, CBS has established family totals for each county.

Studies of locations of war industry centers and of such factors as the increase in individual incomes, in telephone homes and in electric-wired homes and of their interrelationships, applied to the national increase of 3,700,000 radio homes since April 1940, enabled the production of new state data. County radio family figures were then derived from studies of the internal growth patterns in each state.

Accompanying data for each state and geographic area show the population, families and radio homes for April 1, 1940, and Jan. 1, 1944, released last week by CBS. Breakdown by counties will be released shortly, together with a detailed explanation of the techniques used in securing them.

Bob Hope Heads Evening Hooper List As Sammy Kaye Attracts Most Women

BOB HOPE heads the list of "First Fifteen" evening programs included in the Sept. 30 report on evening network Hooper ratings, released by C. E. Hooper Inc. Walter Winchell is in second place, followed by Charlie McCarthy, third. The list continues: Radio Theatre, Mt. District Attorney, Take It or Leave It, Joan Davis, Screen Guild, H. V. Kaltenborn, Your Hit Parade. Phil Harris (1st 1/2 hour); Burns & Allen, Frank Sinatra, Mr. & Mrs. North and Palmolive Party.

Sammy Kaye had the largest number of women listeners per listening set (1.38); Gabriel Heatter (Sunday), the largest number of men listeners (1.11); and Lone Ranger, largest number of children listeners (1.03).

Top ranking programs listed in terms of the number of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sammy Kaye</td>
<td>1.38</td>
<td>0.81</td>
<td>0.96</td>
<td>3.11</td>
</tr>
<tr>
<td>Quiz Kids</td>
<td>1.01</td>
<td>0.60</td>
<td>0.80</td>
<td>2.41</td>
</tr>
<tr>
<td>Gay Lombardo</td>
<td>1.02</td>
<td>0.98</td>
<td>0.50</td>
<td>2.50</td>
</tr>
<tr>
<td>Take It or Leave It</td>
<td>1.54</td>
<td>0.95</td>
<td>0.33</td>
<td>2.82</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>0.98</td>
<td>0.74</td>
<td>1.09</td>
<td>2.81</td>
</tr>
</tbody>
</table>

Take It or Leave It has the highest sponsor identification index, with 83.8 naming the correct product.

Majors from WFIL

THREE former employees of WFIL Philadelphia, now hold the rank of major in the Army. They are Maj. John S. Schantz, former engineer, now serving in the China-Burma-India theater; Maj. Charles H. Colman, engineer, now in the European theater; and Maj. James T. Quirk, former public relations director of WFIL, also in the European theater. Major Quirk was one of the first Americans to enter liberated Paris.

Wiley Agency Named

FEDERAL RAZOR BLADE Co., New York, has appointed Walter W. Wiley, Adv., same city, to handle advertising. One-minute live spot announcements and a series of five-minute transcribed dramatic programs will be used on an undetermined number of stations in the south and east in a campaign starting in about three weeks.

President Rates 26.4

PRESIDENT ROOSEVELT'S speech before the Teenagers Union, broadcast 9:30-10:30 p.m., Sept. 23, on NBC and CBS, rated 26.4 in the Cooperative Analysis of Broadcasting interviewing sample of 31 cities, with 20.8% of all listeners at a time when 31.9% of all radio homes were using their sets, the CAB reported. Gov. Dewey's answering speech, on NBC and Blue, 10:10-11:00 p.m., Sept. 25, got a CAB rating of 20.9, pulling 95.7% of the listening audience when the total audience was 35% of all radio homes.

BOOKLET on "How Radio Can Support O smashed/Su Seventh Victory Loan" has been sent to stations, agencies and advertisers by the National War Finance Committee. In the foreword Finance Minister J. L. Halley states that "in previous years, the radio industry has been a powerful factor in our promotional activities."
### Table I

<table>
<thead>
<tr>
<th>Geographic Area and State</th>
<th>Population</th>
<th>Total Families</th>
<th>Radio Families</th>
<th>Percent Radio Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>(U. S. Total)</td>
<td>(131,669,275)</td>
<td>(34,854,520)</td>
<td>(28,889,730)</td>
<td>(88.9%)</td>
</tr>
<tr>
<td>New England</td>
<td>8,437,280</td>
<td>3,281,421</td>
<td>2,977,445</td>
<td>89.5%</td>
</tr>
<tr>
<td>Maine</td>
<td>847,236</td>
<td>318,968</td>
<td>289,397</td>
<td>89.3%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>449,820</td>
<td>193,926</td>
<td>184,175</td>
<td>84.9%</td>
</tr>
<tr>
<td>Vermont</td>
<td>369,230</td>
<td>92,485</td>
<td>81,568</td>
<td>88.9%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>4,120,781</td>
<td>1,330,694</td>
<td>1,077,754</td>
<td>80.9%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>713,346</td>
<td>197,796</td>
<td>179,684</td>
<td>88.9%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>1,709,342</td>
<td>468,662</td>
<td>429,265</td>
<td>91.5%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>25,359,487</td>
<td>7,277,297</td>
<td>6,873,531</td>
<td>96.9%</td>
</tr>
<tr>
<td>Arizona</td>
<td>15,478,142</td>
<td>4,760,113</td>
<td>4,536,700</td>
<td>95.1%</td>
</tr>
<tr>
<td>New York</td>
<td>1,901,080</td>
<td>610,500</td>
<td>587,000</td>
<td>96.3%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>9,900,180</td>
<td>3,161,054</td>
<td>3,024,074</td>
<td>96.5%</td>
</tr>
<tr>
<td>East North Central</td>
<td>26,626,342</td>
<td>7,275,239</td>
<td>6,764,915</td>
<td>94.6%</td>
</tr>
<tr>
<td>Ohio</td>
<td>8,987,612</td>
<td>2,977,796</td>
<td>2,785,111</td>
<td>93.0%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>4,058,796</td>
<td>1,098,043</td>
<td>1,035,645</td>
<td>94.9%</td>
</tr>
<tr>
<td>South Central</td>
<td>13,516,990</td>
<td>3,658,149</td>
<td>3,165,149</td>
<td>87.3%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2,759,295</td>
<td>784,568</td>
<td>717,753</td>
<td>93.5%</td>
</tr>
<tr>
<td>Iowa</td>
<td>1,881,445</td>
<td>474,815</td>
<td>429,753</td>
<td>88.9%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>1,151,834</td>
<td>310,744</td>
<td>281,000</td>
<td>90.2%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>17,823,131</td>
<td>4,774,211</td>
<td>4,284,161</td>
<td>89.1%</td>
</tr>
<tr>
<td>Delaware</td>
<td>595,505</td>
<td>170,541</td>
<td>161,928</td>
<td>94.7%</td>
</tr>
<tr>
<td>Maryland</td>
<td>1,271,377</td>
<td>350,770</td>
<td>313,662</td>
<td>89.5%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>661,950</td>
<td>182,043</td>
<td>164,433</td>
<td>90.3%</td>
</tr>
<tr>
<td>Virginia</td>
<td>2,697,963</td>
<td>622,967</td>
<td>542,972</td>
<td>86.7%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>1,991,974</td>
<td>444,815</td>
<td>394,243</td>
<td>84.7%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>8,871,622</td>
<td>2,897,848</td>
<td>2,656,300</td>
<td>91.6%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>1,899,804</td>
<td>434,968</td>
<td>335,625</td>
<td>77.8%</td>
</tr>
<tr>
<td>Georgia</td>
<td>6,225,750</td>
<td>1,927,760</td>
<td>1,716,797</td>
<td>89.0%</td>
</tr>
<tr>
<td>South Central</td>
<td>10,778,235</td>
<td>3,262,203</td>
<td>1,449,719</td>
<td>44.6%</td>
</tr>
<tr>
<td>Kansas</td>
<td>2,365,227</td>
<td>698,538</td>
<td>428,809</td>
<td>61.7%</td>
</tr>
<tr>
<td>Alabama</td>
<td>2,673,841</td>
<td>714,894</td>
<td>446,941</td>
<td>62.2%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2,143,923</td>
<td>631,500</td>
<td>335,150</td>
<td>52.8%</td>
</tr>
<tr>
<td>Texas</td>
<td>6,414,824</td>
<td>1,678,306</td>
<td>1,220,000</td>
<td>74.8%</td>
</tr>
<tr>
<td>Idaho</td>
<td>4,150,003</td>
<td>1,210,490</td>
<td>901,461</td>
<td>74.5%</td>
</tr>
<tr>
<td>Montana</td>
<td>1,599,582</td>
<td>509,765</td>
<td>401,305</td>
<td>79.3%</td>
</tr>
<tr>
<td>Colorado</td>
<td>1,123,266</td>
<td>316,000</td>
<td>267,517</td>
<td>84.7%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1,928,318</td>
<td>592,520</td>
<td>535,310</td>
<td>89.9%</td>
</tr>
<tr>
<td>Arizona</td>
<td>499,281</td>
<td>131,133</td>
<td>90,401</td>
<td>69.7%</td>
</tr>
<tr>
<td>Utah</td>
<td>1,286,124</td>
<td>329,487</td>
<td>271,017</td>
<td>82.9%</td>
</tr>
<tr>
<td>Nevada</td>
<td>110,247</td>
<td>29,521</td>
<td>24,800</td>
<td>84.0%</td>
</tr>
<tr>
<td>Pacific</td>
<td>7,933,262</td>
<td>3,013,172</td>
<td>2,773,466</td>
<td>92.1%</td>
</tr>
<tr>
<td>Washington</td>
<td>1,796,921</td>
<td>621,387</td>
<td>546,193</td>
<td>87.7%</td>
</tr>
<tr>
<td>Oregon</td>
<td>1,089,684</td>
<td>397,492</td>
<td>329,010</td>
<td>82.8%</td>
</tr>
<tr>
<td>California</td>
<td>4,468,297</td>
<td>1,186,973</td>
<td>922,484</td>
<td>94.9%</td>
</tr>
</tbody>
</table>

By Interstate Commerce Commission Time Zones

<table>
<thead>
<tr>
<th>U. S. Time Zone</th>
<th>April 1, 1940*</th>
<th>January 1, 1944**</th>
</tr>
</thead>
<tbody>
<tr>
<td>(U. S. Total)</td>
<td>(127,507,884)</td>
<td>(36,544,000)</td>
</tr>
<tr>
<td>Eastern Time Zone</td>
<td>60,963,096</td>
<td>17,901,420</td>
</tr>
<tr>
<td>Central Time Zone</td>
<td>21,610,360</td>
<td>5,966,540</td>
</tr>
<tr>
<td>Mountain Time Zone</td>
<td>14,300,034</td>
<td>3,610,500</td>
</tr>
<tr>
<td>Pacific Time Zone</td>
<td>21,034,434</td>
<td>5,538,500</td>
</tr>
</tbody>
</table>

By Counties in Eight Size Groups Based on Size of Largest City within County

<table>
<thead>
<tr>
<th>Size of Largest City within County†</th>
<th>Population</th>
<th>Total Families</th>
<th>Radio Families</th>
<th>Percent Radio Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>(U. S. Total)</td>
<td>(131,669,275)</td>
<td>(34,854,520)</td>
<td>(28,889,730)</td>
<td>(88.9%)</td>
</tr>
<tr>
<td>Over 500,000 population</td>
<td>25,711,066</td>
<td>7,846,806</td>
<td>7,066,994</td>
<td>91.0%</td>
</tr>
<tr>
<td>250,000-500,000 population</td>
<td>12,161,064</td>
<td>4,105,666</td>
<td>3,677,875</td>
<td>89.3%</td>
</tr>
<tr>
<td>100,000-250,000 population</td>
<td>10,295,072</td>
<td>3,270,800</td>
<td>2,958,349</td>
<td>89.7%</td>
</tr>
<tr>
<td>25,000-50,000 population</td>
<td>9,387,000</td>
<td>3,135,000</td>
<td>2,814,900</td>
<td>89.9%</td>
</tr>
<tr>
<td>10,000-25,000 population</td>
<td>8,545,000</td>
<td>2,754,000</td>
<td>2,510,000</td>
<td>92.0%</td>
</tr>
<tr>
<td>5,000-10,000 population</td>
<td>7,319,000</td>
<td>2,457,000</td>
<td>2,211,000</td>
<td>90.6%</td>
</tr>
<tr>
<td>Less than 5,000 population</td>
<td>6,706,682</td>
<td>2,087,000</td>
<td>1,898,000</td>
<td>90.9%</td>
</tr>
</tbody>
</table>

*Population and Families (Occupied Dwellings) are determined by the U. S. Census. Radio Families as projected by CBS from basic Census results.
**Census population and families, as projected by War Ration Book No. 4, No. 1 November, 1943. Families and Radio Homes, as estimated by Census for January 1, 1944, using methods described in the Introduction and Appendix of this book.
†Includes all counties which had at least half of their population in a Census Metropolitan District in 1940.

By Counties in Eight Size Groups Based on Size of Largest City within County
That's why "JUST FOR YOU," conducted by Kay Morton over KXOK p.m. to 1:30 p.m., Monday through Friday, is the ideal medium for selling message directly into the thousands of homes located in the prospered-Mississippi Valley area covered by KXOK.

Sparkling with Miss Morton's charming personality, with interesting music and interviews with prominent people, "JUST FOR YOU," assures unusual "woman interest."

Kay knows her radio as the result of years of experience. Her contacts with local, regional and national personalities assure a constant parade of interesting "names" as guests on her show. That's why "JUST FOR YOU" is the type of program that women everywhere "go" for!

If you would like to reach a tailor-made audience of women . . . of housewives . . . with a program that's sure to have unusual home acceptance from an extensive audience of appreciative and responsive listeners . . . then "JUST FOR YOU," should be YOUR PROGRAM.

Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.
EDUCATORS PLAN
CHICAGO SESSION

The Eighth Annual School Broadcast Conference will convene in Chicago, Oct. 23-24 at the Morrison Hotel to give broadcasters and educators an opportunity to discuss their problems. This year's meeting has been planned as a working meeting, with all delegats attending all sessions. Honorary chairman of the Conference is Dr. William H. Johnson, superintendent of Chicago Public Schools, and permanent chairman is Dr. Lyman Bryson, CBS Director of Education.

Two pre-conference meetings will take place Oct. 22 when the Association for Education by Radio meets at 3 p.m. to hear a report of the national program for AER, and the Affiliation Committees. Dr. I. Keith Tyler, professor at Ohio State University, will preside. At 8 p.m. the same day the National Assn. of Educational Broadcasters will hold a general session. The final session is at 3 p.m. Oct. 24.

FCC Would Label Program Sources

Agriculture—Basic Industry

The tri-state area embracing parts of Louisiana, Texas and Arkansas is among the leading agricultural sections of the nation. With mild climate providing a longer growing season, farmers find the rich, fertile soil conducive to a variety of crops including cotton, alfalfa, soy beans, peanuts and corn. Future expansion of such chemurgic industries as starch from sweet potatoes and plastics from sugarcane will bring new spendable income to farmers whose buying habits are influenced by powerful, 50,000 watt KWKH. Advertisers agree that KWKH is the No. 1 medium in this prosperous market.

Canada Tourist Plan

Canadian Federal and Provincial governments plan to spend from double to ten times as much advertising in the immediate post-war years as they did in the pre-war years. It was revealed at a meeting of the National Tourism Advisory Committee at Windsor, Ont. They may spend close to $2,000,000 a year on tourist advertising, judging from budget figures. How much of this will go to radio is not known, but the Ontario Provincial government in 1940 and 1941 had large CBS and Blue network programs in the United States, and has such good results that it is likely a good portion of the tourist advertising appropriations will be spent on network programs in the United States.

Two Join Blue

WHTL Sound Bend, Ind., and WHU Anderson, Ind., joined the Blue network as basic supplementary stations Oct. 6 bringing the total number of Blue affiliates to 196. Owned by South Bend Broadcasting Corp., WHTL operates full time with 250 w on 1490 kc, WHU is owned by Anderson Broadcasting Corp., and operates full time with 250 w on 1240 kc.

Proposed Rule Requires Full Identity; Oral Argument Nov. 10

A PROPOSED rule to require identification not only of sponsors of commercial programs but of those providing “free” material of any kind for broadcast has been promulgated by the FCC, with oral argument set for 10:30 a.m., Nov. 10, it was disclosed last week.

Complaints Reach FCC

At its meeting Sept. 26 the Commission adopted the proposed rule, but no announcement was made until Sept. 30, after the Oct. 2 Broadcasting went to press. According to Commission sources, the rule is designed to prevent time-chiseling on the part of several organizations and groups which of late have submitted to stations for broadcast “without charge” certain so-called “public interest” programs.

It is known that the CIO has complained to the FCC, informally, about the National Assn. of Manufacturers transcribed series, Businessmen Look to the Future, alleging that several stations have aired the series without announcing they were sponsored or arranged by the NAM. On the other hand, complaints have reached the Commission of other organizations, particularly those under such names as “Citizens Committee,” “Civic Leagues,” etc.

In nearly every instance the so-called citizens’ committees actually have been political organizations formed to promote the campaigns of certain candidates or political issues, it was said. Although the proposed rule, if adopted, would affect such organizations, oral argument is not set until after election.

The FCC has set Nov. 1 as a deadline for filing requests for oral argument in the proposed regulation. Each request must be accompanied by a brief. Listed as Docket No. 6872, the proposed rule was disclosed under Sec. 8 of the Communications Act of 1934, as amended. Sec. 317 provides: “All matter broadcast by any radio station which serves money, or any other valuable consideration is directly or indirectly paid, or 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.

Under the rule, “in the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station,” stations must announce at the beginning and conclusion “that the program is paid for or furnished, either in whole or in part.”

Where programs are five minutes or less, one such announcement will suffice, either at the beginning or conclusion. “The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration is received,” the proposed rule provides.

Going a step farther the Com-
ONE-WORD DEFINITION
of WMFM listeners!

Why?
They are an audience that differs from other audiences only in their degree of discrimination. But that difference is important. They flock to quality things... better things.

Proof?
Witness the manner in which they turned to WMFM and Frequency Modulation, even in its early days. They like WMFM because it delivers quality programs... better programs. They have found the

RESPONSIVE... that one word describes the intensely loyal WMFM audience.

answer to their radio desires in WMFM’S outstanding schedules, and the miracle of static-free, crystal-clear FM broadcasting.

The Point?
National and local advertisers are finding WMFM is essential to deliver this valuable audience... an audience that cannot be reached through any other combination of programs or stations.

And you?
Make plans now to include this “plus” station and its audience in your fall schedules.
TEXT OF SPONSORSHIP ORDER

At a session of the FCC held at its offices in Washington, D. C. on the 26th day of Sept. 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section — Sponsored programs, announcement of—

(a) In the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall announce, or cause to be announced, both at the beginning and conclusion thereof that the program is paid for or furnished, either in whole or in part.

Provided, however, that in the case of programs of five minutes duration or less, a single such announcement only, either at the beginning or conclusion of the program, shall be required. The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons whose behalf such agent is acting.

(b) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs.

Whereas, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file

BELIEFS and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, Therefore, it is hereby ordered, That upon the written request of any interested person, oral argument be held before the Commission en banc on Nov. 10, 1944, at 10:30 a.m. as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before Nov. 1, 1944, and each such request shall be accompanied by a brief.

Folger Replaces Davis

RESIGNATION of Donald D. Davis, vice-chairman of field operations of WPB, was accepted "with regret this week by WPB chairman, J. A. Krug. Mr. Davis, who left the presidency of General Mills Corp., in 1943 to serve the WPB successively as director of the program bureau and vice-chairman for field operations, did not announce his plans. James Folger, president of Folger Coffee Co., San Francisco, succeeds Mr. Davis.

GE Meetings

DR. W. R. G. BAKER, General Electric Co. vice-president and chairman of the Radio Technical Planning Board, and A. A. Brandt, general sales manager of the company's electronics department, will discuss the latest developments in television, FM and other electronic fields at a meeting to be held by GE Oct. 31-Nov. 1 at the Waldorf-Astoria, New York, and at subsequent meetings scheduled for Atlanta and Chicago.

Quaker Places

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Oct. 9 began sponsorship of transcribed five-minute shows, Monday through Friday, on KNX,KFRC WIND WHAL WMCA WWJ WNEW WGAR WIP KDKA; station break announcements on WBBM, six days weekly, and WJZ five days weekly. The 24-week contracts were placed by Sherman K. Ellis & Co., Chicago.

DISTRIBUTE OF Columbus Dewey Bricker Club is using announcements on WOL and WRC Washington to get out the absentee vote. Tom Stone is radio director of the club.
THE MILKMAN’S FAMOUS WNEW NIGHT-OWL SHOW

Has Sold To More People... More Nights... Than Any Other All-Night Radio Program In America!

Who's Art Ford? Ask the "all-night" audience. THEY KNOW! He's the MILKMAN! What's he do? He SELLS—on The Milkman's Matinee.

Yes... more people of the "all-night" audience have listened to WNEW than to any other station in the country.

Think what this can mean to you.

Today, hard-hitting, low-cost selling on the MILKMAN’S MATINEE reaches new thousands of listeners... men and women with new command of buying power... listeners who want to buy and do buy.

Your sales message on this top-flight program reaches an audience already attentive to Art Ford's friendly conversation... responsive to music from America's largest collection of popular records.

And WNEW "listener confidence"... WNEW "Impact"... do the rest!

Who does the MILKMAN’S MATINEE sell to? Who make up the night-owl audience? The answers are yours for the asking. Let us give you the interesting facts today.

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

October 9, 1944 • Page 27
Longwave Broadcast Channels Sought

Godley Sees Room for 150 Locals on 3 Frequencies

USE OF THE three longwave channels below the present broadcast band (520, 530 and 540 kc) for low-power local stations, which would accommodate about 150 additional services within present or inadequately served areas, is advocated by Paul F. Godley, consulting radio engineer, of Montclair, N. J., and Washington.

In an informal address before the annual dinner of the Federal Communications Bar Assn., in Washington Sept. 29 Mr. Godley projected his views as to prospective allocations in the broadcast band in the light of the general allocation hearings being held before the FCC. A member of Panel 4, dealing with broadcast services, of the Radio Technical Planning Board, he had been assigned to a study of improving upon and enlarging the broadcast services through use of the longwave channels between 200 and 400 kc and the inclusion of the 520, 530 and 540 kc channels within the present broadcast band. He also discussed FM, and reiterated previous views at the NAB Executives War Conference in August that it will be a long time before FM displaces AM.

Among those present at the banquet dinner were FCC Commissioners Fly, Walker and Jett; Chief Engineer George P. Adair; Acting Broadcast Chief John A. Willoughby; General Counsel Charles R. Denny; Assistants General Counsel Rosal H. Pye, Harry M. Plattin and Benedict P. Cottone; Chief Accountant William J. Norfleet, and other FCC officials.

More Room for FM

At the same dinner, T. A. M. Craven, former FCC member and now vice-president in charge of operations of the Iowa Broadcasting Co. and Everett L. Dillard, owner of KOZY Kansas City FM station, and head of Commercial Radio Equipment Co., talked informally about allocations, with particular reference to FM. Condr. Craven thought the allocations for FM should be increased far beyond the 75 channels tentatively agreed upon by FM Broadcasters Inc., while Mr. Dillard, former chairman of the FMBI engineering committee, predicted that interference phenomena associated with present phases of FM would be entirely overcome.

Mr. Godley felt there is small possibility of selling the industry and the public on 200-400 kc operation now—even though it appears the longwave band is being used on the Continent for broadcasting. He saw no insurmountable technical problems, but felt that the expedition of adding new frequencies to FM and television makes it doubtful that the "required enthusiasm" could be raised within radio circles to put the idea across. He felt the time is not now propitious for "disinterest" of this band.

He urged strongly that the 520, 530 and 540 kc channels be promptly added to the broadcast band and that their most effective application probably lies in their restriction to low-power local operations.

He continued along this line:

"The well-known propagation characteristics of these frequencies permit of a day-and-night coverage which is, respectively, the equivalent of and superior to that of the average, local frequency, 250 w station, with a power of but 50 w. The unattenuated r.m.s. one-mile field of such a 5 w station would be but about 49% of the 250 w station, or 29 mv/m.

"Protection required for 500 kc ship-to-shore service would be had with fields of this order, and stations could be assigned to any point within the Continent, excepting, perhaps, in very close proximity to ship-to-shore traffic centers."

"Due to the low fields of stations such as 50 w, geographical spacings for co-channel stations could be about the same as upon present local channels provided the daytime protected areas were held to about the same size as that of the present average "local" station. Such an arrangement would find about one millivolts at the edge of the service area, instead of one-half millivolts as at present. In other words, fields delivered at the edge of the 80 w, 520-540 kc area would be as strong as those of a 1000 w station operating on the average local channel."

Adapting Receivers

"Sixty-three stations are, if we take an average, now accommodated on each of the present local channels; it would appear possible, therefore, to inject 150 or so additional services for use, more particularly, it is suggested, within presently reserved or inadequately served areas."

"Examination of the free propagation characteristics of frequencies at the lower end of the broadcast band does offer considerable encouragement for the idea. Here, it is not enough to say that the proposed local service would be greater than that of the present average "local" by the surpluses amount of from 50 to 800%, depending upon the standard fixed upon for (1) radiated field, and (2) geographical separation."

"Manufacturers' data indicates that the great majority of the receivers made during the five-year period preceding the war included the police-band broadcast. Insofar as my observation goes, this has not meant much to broadcast listener. Postage-stamp, paddding condensers for the two or three variable tuning elements of these receivers will at once exclude the police band and include the 500-540 kc channel. Cost of such an operation is nominal, and any wide wave system of these new services would recognize, instantly, the "smartness" of converting all receivers within his area gratis. On receivers to be manufactured in the future, the problem would be simpler, that the overall wavelength ratio becomes a little smaller, once the police band is dropped."

As to FM, Mr. Godley said he did not harbor the view of "throwing away an only pair of pants, lacking satisfactory assurance that the new pair is as advertised and that it is going to fit." For about eight years, he pointed out, talk has gone on that AM broadcasting is "obsolete." It was his studied opinion,
WBAL promotion is building more and more listeners for your advertising

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

BALTIMORE
BROADCASTING • Broadcast Advertising
The book "heard" by millions

It's read by only a few hundred program managers at broadcasting stations. But the contents of this book are heard by millions. It's the Music Catalog of the World Library of electrical transcriptions. It's a pretty thick volume, because the World Library contains over forty-four hundred separate selections.

World gives program managers material to match every mood of their audiences. Popular songs and patriotic marches, college bands and carols, hill-billies and hymns—they're all included in the World Library. Fifty or more new selections are added each month to keep the Library fully abreast of current favorites.

The talent recorded by World is drawn from the top brackets of the entertainment world. These artists and orchestras are directed by experienced showmen in World's own studios, where the world's

FIRST, Western Electric/Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.

THEN, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.

FINALLY, each disc is molded in fine-grained, flexible, moisture proof Finylite, resulting in high fidelity, elimination of background noise, and long wear.
finest technical facilities insure acoustical perfection.

A further help to program managers is the World Continuity Service. It gives them at least two and a half hours daily of expertly written program continuities. These shows are suitable for sustaining or sponsored broadcasting.

The quality of the reproduction on World transcriptions is acknowledged throughout the radio world. A recent survey showed that a majority of radio engineers considered World's Vertical-Cut Wide-Range transcriptions to be "the highest quality reproduction."

*[ ]*[ ]*[ ]*

Complete information about World's specialized services to radio stations, advertisers and advertising agencies will be sent upon request. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK * CHICAGO * HOLLYWOOD * WASHINGTON
12 Minutes in the Life of an Old-Fashioned Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for wringers, to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p.m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the selling power of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES? Yes, a few!

Represented Nationally by GEORGE F. HOLLINGSBERY CO.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

(Continued from page 28) he said, that it will be "with us for a long time, if for no other reason than that it will take a long time to replace 80 million radio receivers; and until at least 98% of them are replaced."

He urged that FM be allocated and applied at an early date. But he admonished that time should be taken to accumulate data "before we speak of AM in terms of supersedure". He said ample quantitative data on the ionospheric action throughout the sun-spot cycle upon the 40-50 mc emanation is lacking; but qualitative data has "raised a flag which at times looks very red."

"What we see is a good deal more than that which is comuted by the use of the term 'burst'," he added, "and the experiences of the amauters over a long period—and that of others more recently—show that signals from stations at distances of several hundred miles have, upon thousands of occasions, been bounced into the 'listener's local area with sufficient intensity to take complete control of the channel for continuous periods of two hours, or longer.

Will such a sky-wave performance, or will it not, discombobulate an allocation structure? It seems to me to be necessary that we find the answer to that question, or a satisfactory means of allocating the high-frequency facilities so as to side-step the embarrassments which such a phenomenon could, under some circumstances, develop."

Booster Stations

Mr. Godley also urged synchronized co-channel booster stations in the standard band. Expressing disappointment over the cold view of synchronized operation by former Commissioners, Mr. Godley said there are many situations where booster stations will materially improve and enlarge broadcast service upon the standard band, such as, for example, within those sometimes rather thickly populated areas now being denied service at night, when many of our regional-channel stations shift to direct pattern.

"At that time, a synchronized booster station, of very low power (say 10-100 w), could carry on and supply evening service to these areas without fear of aggravating the skywave interference to co-channel stations operating at distant points. Without detailing them, it may be said that many cases on a somewhat different character may be found throughout the land where the service of individual broadcast stations could be materially improved within some areas without impairment to the operations or service of other co-channel or adjacent-channel stations; and this being true, it appears to me that some plan should be made for an allocation procedure to cover their use—and such use should be encouraged."

"Even with FM operation, Mr. Godley said, it has been found that the expected coverages are not to be uniformly had. The shadowing effect of hills and the like, or re-

BROADCASTS of U. of Wisconsin football games are used to recruit workers for the Leathem D. Smith Shipbuilding Co., Sturgeon Bay, Wis., under a contract signed by Mr. Smith, president of the company (r), with Don C. Wirth, managing director of the Wisconsin Network. Games are carried over 10 stations affiliated with the network, with Don Unferth, sportscaster, at the mike. Company is building ships for the Maritime Commission as well as for the Navy.

Tuxedo Feeds on Six

EARLY & DANIEL, Cincinnati (feed and poultry supplies) has begun sponsorship of Hymn Time, starring "Smilin' Ed" McConnell, transcription series, for its product. Tuxedo Feeds is heard twice weekly on WSM WIOD WHAS WSB WJAX WCHS starting Oct. 10. Contract, which runs for 26 weeks, was placed by Charles Michelson of Charles Michelson Radio Transcriptions, New York.

Mission Bell Jingles


Reflections from hills and the like, may develop small and important areas within the service areas which receive unsatisfactory service. The RTPB FM panel, it seemed, found it necessary to give serious consideration to the idea of booster stations would be desirable for "plugging up" such holes in the service picture.

Asserting this appeared to him to be practicable, Mr. Godley said he felt such procedure should not be barred to present AM operations, so long as its use can be shown to definitely improve and enlarge the service of present facilities. A great number of cases could be cited where injection of synchronized AM booster stations "would be very greatly in the public interest". He advocated that once the booster station technique has been agreed upon as effective, "present AM broadcast stations should be required to 'plug up' the so-obvious holes in their coverage pictures, so long as that appears to be sensible and practicable from the technical and economic standpoint."

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Pacific islands... Inside Europe ... Today's battle-history with the speed of sound. KGW believes accurate news from A.P., I.N.S., and U.P., clearly interpreted, is a public service requisite in wartime.

Two members of KGW's ace new staff—Bob Thomas, editor, Lawson McCall, newscaster.

AUBREY R. WATZEK... VOLUNTEER CHAIRMAN
RED CROSS BLOOD DONOR COMMITTEE

SAYS... Up to the minute news broadcasts and commentaries are of the utmost importance to every phase of the war effort, and to none more so than blood donations. The high plasma quota assigned last fall to the Portland area, 2500 pints a week, was an honor, but it has also been a constant challenge. News broadcasts, and their interpretation, bringing home to civilians the pressing need for more and more plasma as each new front is opened, help us meet the challenge. As in all its public service programs, the newscasting service of KGW has set a high mark of distinguished achievement.
House Probe Group Moves to New York For Inquiry Into News Commentators

MOVING his entire staff to New York last week, John J. Sirica, general counsel of the House Select Committee to Investigate the FCC, began the task of reading scripts of commentators and analysts, as well as guest speakers, on the four major networks and WHN, following the service of subpoenas [Broadcasting, Oct. 9].

Scripts Delivered
Rep. Richard B. Wigglesworth (R-Mass.), Committee member and moving spirit of this phase of the inquiry, declared the Committee would investigate all news commentaries and analyses to determine whether the Hatch Act or the Corrupt Practices Act had been violated. He alleged that two New

Deal spokesmen had broadcast as guests of a commentator on WWDC Washington, and that several commentators broadcast “politically biased” material.

Robert B. Barker, chief investigator, will supervise the probe, Mr. Sirica said. Assisting are Joseph Machugh and Louis J. Russell, attorneys-investigators, and a staff of special investigators.

Mutual, through Louis G. Caldwell, Washington counsel, delivered its scripts to the Committee last week, although subpoenas called for delivery on Oct. 9. In New York, according to Committee staff members, all of the major networks offered full cooperation, each providing desk space and stenographers, if needed.

Frank E. Mullen, vice-president and general manager; Frank M. Russell, Washington vice-president, and A. L. Ashby, vice-president and general counsel of NBC, offered their network's facilities, according to Mr. Barker. At CBS Paul W. Kesten, executive vice-president; Julius Brauner, general counsel, and Earl Gammons, Washington director, offered full cooperation while similar aid was tendered by Mark Woods, president; Kenneth H. Berkeley, Washington director, and Robert D. Swezey, general counsel, of the Blue. Miller McClinton, president of Mutual, tendered the assistance of his network.

Mr. Barker said John Shepard 3d, chairman of the board of the Yankee Network, also subpena, informed the Committee that Yankee had no commentators, but carried only Mutual newscasters.

Plans are to complete the investigation in New York, where the bulk of scripts are on file. Whether the Committee will hold a special session prior to mid-November depends on the probe's outcome and the staff's recommendations, according to Committee members.

Rep. Wigglesworth said if the investigation disclosed “political bias,” he would ask Chairman Lea to call a special session of the Committee this month to air charges.

Meantime the Committee is going ahead, with plans to investigate station transfers, among them the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now chairman of the Board of the Blue. The WMCA case was dropped last February after two days.

It was postponement of the WMCA hearings that led to the resignation of Eugene L. Garey as general counsel, and to a split between the majority and minority members that threatened to halt the Committee’s work. With the appointment in April of Mr. Siries, hearings were resumed. Reports were heard in Washington last week, however, that the investigation into radio newscasts may lead to another political split within the Committee.

Safeway on Coast
SAFeway STORES, San Francisco, on Oct. 1 started sponsorship of 11 weekday and three Sunday operas by the San Francisco Opera Co. from the stage of the Opera House. The broadcasts, in addition to being carried on all 38 stations of the Don Lee Network, are also being heard over CKWR Vancouver, Canada. The series will conclude Oct. 28. Agency is Foote, Cone & Belding, San Francisco.

KJAN Joins NBC
KJAN Monroe, La., owned and operated by KNOE Inc., identified with the ownership of WNOE, New Orleans, with 250 w on 1450 kc, on Oct. 4 joined NBC as a supplementary affiliate to a Southwestern group [Broadcasting, Aug. 28].
THINKING ABOUT TOMORROW . . . Charting Your Course to Satisfy Postwar Demands? Frankly, so are we, without hazarding one stride in our War Production Program. But, the time is now, and OUR EXPERIENCE RECORD . . . in Peace, in War . . . means ACCURACY to You in the PREPAREDNESS FOR PEACE that You Are Now Blueprinting. Our time schedule, at present, permits the acceptance of a Limited Number of Standard, FM and Television Applications.

ASSEMBLY ACCURACY—Last Assembly Operation of IF Filter Crystals Before Baking Process Preceding Final Electrical and Sealing Tests.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager
Porter Bldg.
KANSAS CITY, MO.

Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Alert radio's opportunities for public interest broadcasts are as numerous as the people—as exclusive as the Union Station! Wherever thousands go to “see”—millions listen free! And they bring along a billion dollars* spending-money!

Population: two million. Radio homes: a half million. Retail sales: a billion. This is a billion dollars talking. You can’t “talk back” to a billion—but you can talk to it!
At the fights or at a fire, at the football games or meeting famous personalities—
Cleveland area's millions of people turn to WJW for their invitation to “visit” the scene of action!
Wherever crowds gather and things happen of special interest to the people, WJW microphones are standard equipment on the job—
bringing “Cleveland” closer to Clevelanders—bringing Clevelanders closer to WJW.

Biggest morning audience in metropolitan Cleveland—and after only eight and a half months on the air!
Windfall for FALL Program Hunters

NBC Radio-Recording Division has done all the hunting for you...has in captivity a new, super collection of sensationly cast, written and produced shows that you can own exclusively in your city for a thin slice of original cost since it is shared among many non-competing advertisers throughout the country. To wit:

Come And Get It...new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then toses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-week shows ready for release about Sept. 1.

Destiny Trails...brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, The Deerslayer...39 programs stamped with adventure. Next, The Last of the Mohicans...39 programs. 78 quarter-hour three-week broadcasts ready for release Sept. 15.

Modern Romances...warmly human love stories...slices of real life...from the pages of one of America's most popular magazines...excitingly acted...skillfully produced. 156 quarter-hour wave love...find helpful, inspiring...in the tempo of today.

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STAR CHRISTMAS TIE-INS!

Happy The Humbug...whimsical adventures of that fanciful beastie and his fascinating animal pals...brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.

The Christmas Window...dramatizing Children's stories...both old and new. A Visit from St. Nicholas and The First Christmas; favorite tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others. 12 quarter-hours, for 3-week broadcast four weeks preceding Christmas.

The Weird Circle...modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.

Stand By For Adventure...exciting happenings in far places among strange people...as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

All you have to do is pick your show...your stations...create your selling message and take to the air with a show that will stir up and hold the attention that means sales. Write today for full information, availability and audition records.

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BOTANY MILLS BUYS PROGRAM ON BLUE BOTANY WORSTED Mills, Passaic, N. J., using network radio for the first time, will sponsor Lisa Sergio, commentator, on 190 Blue stations Monday, 1945-11 a.m. beginning Oct. 30. Botany is expanding its over-all budget for cosmetics and fabric products through the addition of radio, supplementing the magazine and newspaper schedules.

Lisa Sergio has been sponsored for the past five years on WQXR New York by Botany and other advertisers. She will continue her analysis of world affairs on the latter station but will do a different type of program on the Blue Network, writing feminine opinion on questions of interest to women, such as juvenile delinquency. Title is One Woman's Opinion.

Designed primarily to promote Botany lanolin cosmetics, the program will also promote Botany men's ties, fabrics for home-sewing, ready-to-wear merchandise, knitting yarns, and "suits" for men. Discs are being offered to dealers for local placement in half of the "500 suits" [BROADCASTING, Sept. 25]. Agence is Alfred J. Silberstein & Bert Goldsmith, New York.

Acme Signs 'Shadow' ACME WHITE LEAD & Color Works, Detroit, has contracted with Charles Michelson Radio Productions, New York, for sponsorship of The Shadow on 30 stations affiliated with MBS. The stations: KGCU WAYS WRIC WHK WRR KXH WDSM KVOX KTHT WHB KPJJ KRIJ WGRC WNOE KOCY KBBN KHAZ KEAT WRLN KEIS KMAC KPRC KLO KGB KOL KFIO KWK KMO KFBI. Account was placed by Henri, Hurst & McDonald, Chicago. The Shadow is also sponsored on 28 stations in the east by Blue Coal Co. through Ruthrauff & Ryan, bringing to a total of 235 the stations carrying the transcription.

Phillips Expands PHILLIPS PETROLEUM, Tulsa, in expanding its radio advertising, on Sept. 16 began sponsorship of half-hour of the Barn Dance on WLS Chicago. News and live and transcribed musical quarter-hour programs are now heard on some 15 stations in Phillips' markets. Contract for new show is for 62 weeks. Agency is Lambert & Feasey, New York.

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GIVING THE ONCEOVER to contract signed by the M. M. Cohn Co., Little Rock department store, for the Time magazine program, "The World and America," now being broadcast on KLRA, is Tony Ward (center), advertising director for the sponsor. At right, is Arthur Phillips, president of M. M. Cohn Co., with Sheldon Vinsonhaler, KLRA manager. Program locally in promoting showings of National Barn Dance, four times two-weekly episodes, running 28 weeks, which started Sunday, Oct. 1.

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Canada Boosts FOUR more Canadian stations have been authorized to increase their power to 5 kw, the Radio Branch, Dept. of Transport has announced. This brings the total to 38 stations authorized [BROADCASTING, Sept. 26], the latest stations authorized being CJOR Vancouver; CJOX Yorkton, Sask.; CPPI, London, Ont.; and CKXR, Kitchener, Ont., provided a frequency can be found for this station. A new 100 kw station has been established by the Canadian Broadcasting Corp., at Halifax, with call letters CBH and operating on 1240 kc.

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Discs for Film PARAMOUNT PICTURES, New York, is offering transcribed announcements to exhibitors for use in promoting showings of National Barn Dance, film version of the Saturday night NBC radio program sponsored by Miles Labs. Spot announcement copy and ideas for contests to be used for radio promotion are also included in the 15-page exploitation book put out by the picture company. Picture will also appear on all the NBC network programs [BROADCASTING, Sept. 25].

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McGillvra Chicago Move JOSEPH HERSHEY McGILLVRA, national station representatives, Oct. 1 moved Chicago offices from the Palmer House to larger quarters in the Pure Oil Bldg., 35 E. Wacker Drive. New phone is State 5282.

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OWN PACKET, WEEK OCT. 30

Check the list below to find the war message announcements you will broadcast during the week hereafter. Oct. 30. OWI transcriptions contain a 20-second opening to sponsor for sponsorship and three 20-second chain breaks on each side of each 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 182 for names and time of programs carrying war messages under National Spot and Network Allocation Plans. 

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BROADCASTING • Broadcast Advertising
THE ONLY SINGLE MEDIUM
Completely
COVERING THE INLAND EMPIRE

KHO

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.

"Pulling Teeth" in a Zinc Plant. Cathodes are "Pulled" from Electrolytic cells in one of the Inland Empire's modern smelters. Mining, Lumbering, Farming and Manufacturing all add to this area's effective buying income of $908,942,000. Sales, too, are "Pulled"—at the cost of only one Medium—when you take advantage of KHO's Complete Coverage, Popularity and Consumer Confidence. (Photo Courtesy Sullivan Mines.)
CBS SURVEY SHOWS MANY FM BENEFITS

IF THE operator of every full-time standard station were to enter the FM field with the same type of station, more than 80% would get increased daytime coverage and more than 90% would increase nighttime coverage, according to a study made by the CBS engineering department under the supervision of William Lodge, CBS general engineering supervisor.

All local stations and most regional stations would be benefited coverage-wise by switching to FM, he reported, while the clear channel 50 kw stations and a few regionals would lose coverage.

Study was made on the basis of half-millivolt contour lines for AM and 50 microvolt lines for FM stations. Mr. Lodge explained, adding that while mail maps and other systems of coverage measurement might not show exactly the same results there is no doubt about the trend being correct.

Fly Praises Chicago U.

IN A LETTER to Sherman H. Dryer, WGN producer of The Human Adventure, WGN educational series in cooperation with the UI of Chicago now beginning its second year on Mutual, James Lawrence Fly, FCC chairman wrote: "May I congratulate the University of Chicago on the anniversary of its educational program, The Human Adventure. It is good to know that, along with its manifold other functions, the American system of broadcasting can find time also for educational material of wide popular appeal, and that educational institutions are alert to the need for such programs. May The Human Adventure continue to flourish."

Fly Twin City Outlet

Sought by Cowles

File With FCC for New Name;

WLOL Negotiations Failed

APPLICATION for a new standard broadcast station in Minneapolis-St. Paul, to operate on 580 kc with 1,000 w day and night (directional day and night) was filed with the FCC last week by the Northwest Broadcasting Co., a new corporation established by the Cowles newspaper and radio interests.

The corporation's stock is owned in equal shares by John Cowles, president and publisher of the Minneapolis Star-Journal, and his brother, Gardner Cowles Jr., president of the Iowa Broadcasting Co., the Des Moines Register-Tribune and Look. John Cowles is president and treasurer, Gardner Jr. chairman of the board and vice-president.

Seek Name Change

The Cowles organization for some time has been interested in an outlet in Minneapolis-St. Paul, to be operated in conjunction with the newspaper. Negotiations for purchase of WLOL, it is understood, were in progress several months ago but did not jell.

Simultaneously, it was learned that the Cowles organization has filed applications with the FCC for change in the name of Iowa Broadcasting Co. to Cowles Broadcasting Co. Licenses of WOL Washington and KRNT Des Moines, held by IBC, would be shifted to the new Cowles Co. WHOM Jersey City is licensed to New Jersey Broadcasting Co., and WNAX Yankton is licensed to WNAX Broadcasting Co., both of which are Cowles' subsidiaries. WCP Boston has been acquired by the Cowles group, but the transfer awaits FCC approval.

Hygrade Expands

HYGRADE FOOD Products Corp., New York, spent on its radio advertising for meat products, on Oct. 7 began sponsorship of a weekly quarter-hour woman commentator-interviewer program on WOR New York. Participating programs and segments are sponsored on five stations throughout the country. Agency is Williams Adv., New York.

Page 40 • October 9, 1944
You Can Buy National Network Radio Programs
FOR YOUR LOCAL USE

Blue Network Co-operative Programs can sell for you—and you pay only for your own area

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell your merchandise or services—locally. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

HOW BLUE NETWORK CO-OPERATIVE PROGRAMS WORK:
The Blue Network broadcasts coast-to-coast. At a given signal—at the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as yours and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs, during the past two years. The names of these local advertisers are yours for the asking.

Blue Network Co-operative Programs are an exceedingly fine and effective group. Each series is heavily merchandiseable and for sale separately.

HERE ARE THE BLUE NETWORK CO-OPERATIVE PROGRAMS:

**Baukhage Talking**—Direct from Washington. Baukhage gets his news from the men who make it. He is in daily touch with the White House, Secretaries Hull, Stimson, Forrestal and other cabinet members, as well as Speaker Sam Rayburn, Joe Martin, Senator Vandenberg and other congressional leaders. Baukhage is a top Washington figure. Midday, Mondays through Fridays, 15 minutes.

**Kiernan’s News Corner**—Direct from New York, Walter Kiernan. One of the outstanding human interest reporters of our time. Has had famous interviews with many of the world’s great, including Pope Pius XII (when Cardinal Secretary of State), Winston Churchill, the King and Queen of England, Madame Chiang-Kai-Shek, General Eisenhower, Jimmy Doolittle, etc. Kiernan has an informal slant that has endeared him to millions of listeners. Early afternoon, Mondays through Fridays, 15 minutes.

**Martin Agronsky**—Direct from Washington. One of the world’s great war correspondents. Got out of Singapore 6 days before the Japs marched in—was with General Montgomery in battle, with General MacArthur in Australia, and has been under fire on most of the fighting fronts. Martin Agronsky has broadcast from hot spots all over the world. Early morning, Mondays through Saturdays, 15 minutes.

**The Mystery Chef**—Direct from New York. Tells women how to cook luxurious meals at low cost. Has the largest audience of any cooking expert in the United States. This is a highly merchandiseable program and can create substantial, traceable store traffic. The Mystery Chef personally will endorse an acceptable product or store and recommend it to his responsive audience. Daytime, Mondays through Fridays, 15 minutes.

**Henry J. Taylor**—Direct from New York, World-famous authority on international affairs. One of the great journalists of our day. Writes for Scripps-Howard newspapers, Reader’s Digest, Life Magazine, Saturday Evening Post, Cosmopolitan, etc. Henry J. Taylor has seen the world through the eyes of the prime ministers and leading military figures of 27 countries abroad, including President Inonu in Turkey, Franco in Spain, Salazar in Portugal, Per Albin Hansson in Sweden; as well as Anthony Eden and others in England, General Eisenhower and our military leaders on many fronts. Evening, Mondays through Fridays, 15 minutes.

**The Green Hornet**—One of radio’s best adventure shows. 30 minutes of concentrated excitement. A great cast and highly-skilled network writing, direction and production account for the vast audience throughout the country that listens regularly to the Green Hornet. Evening, half-hour program, once a week.

The Blue Network furnishes merchandising support for all of its Co-operative Programs. The personal attention and advice of Blue Network executives is available to all Blue Network Co-operative sponsors. By sponsoring a Blue Network Co-operative Program you get its full value in your area but only pay a small part of the total talent cost, because other sponsors in other cities pay their share.

Outstanding local businesses from coast-to-coast are successfully using Blue Network Co-operative Programs. You can get complete sponsor lists upon request and can then contact other sponsors direct, asking their experience with Blue Co-operative Programs. THERE ARE HUNDREDS OF SUCCESS STORIES.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of The Blue Network

30 Rockefeller Plaza, New York, N. Y.

**ADVERTISEMENT APPEARS IN:**

- Women’s Wear Daily
- Men’s Wear
- Retailing Home Furnishings
- The Jewelers’ Circular-Keystone
- Chain Store Age
- Ice Cream Review

October 9, 1944 • Page 41
or their press agents try to muscle in on radio. As the war progresses, it gets worse. It is a low, obnoxious business.

Self-acclaimed heroes shouldn't be accepted at face value—particularly if they have press agents. There is a simple formula. Ask for KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Flashers.

LESTER A. HALPIN, for the past two years assistant director of Army Placement Section Headed by Maj. Baruch

JACK PETRIE, former commercial manager and announcer of WDLP Panama City, has joined WCOA Pensacola, Fla., as newscaster.

PATRICIA MURPHY has been promoted to sales promotion director.
You Can Buy National Network Radio Programs FOR YOUR LOCAL USE

Blue Network Co-operative Programs can sell for you — and you pay only for your own area

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30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

AMERICAN BROADCASTING SYSTEM, INC.

THIS ADVERTISEMENT APPEARS IN:
Women’s Wear Daily
Men’s Wear
Retailing Home Furnishings
The Jewelers’ Circular-Keystone
Chain Store Age
Ice Cream Review

BROADCASTING • Broadcast Advertising

October 9, 1944 • Page 41
If it's a Fort Industry Station you can Bank On It!
It used to be quite something for New York to tune in San Francisco, or Bangor to pick up Miami. But now the program is the thing.

More stations in more towns toughens the going for the big fellows and challenges the smaller fellows to make it so!

Result: “Time has changed” from just 60 minutes to the hour to something worthwhile in every single one of those 60 minutes. So have Fort Industry Company stations grown and kept fully abreast the sensational forward trend in American Broadcasting.

**WWVA**
50,000 Watts
Wheeling, West Va.

**WAGA**
5,000 Watts
Atlanta, Georgia

**WSPD**
5,000 Watts
Toledo, Ohio

**WHIZ**
250 Watts
Zanesville, Ohio

**WMMN**
5,000 Watts
Fairmont, West Va.

**WLOK**
250 Watts
Lima, Ohio

**WFTL**
10,000 Watts
Miami, Florida
Jimmy’s Opportunity

THE AFM “strike” against recording for radio can be termed by everyone, equitably and without acrimony. Practically without precedent is the act of the President in appealing to AFM President James C. Petrillo to send his musicians back to work as a patriotic move. The AFM head has called a meeting of his executive board this week to give “careful consideration” to the President’s plea. We think there can be only one answer to the Chief Executive in wartime—prompt and graceful acquiescence.

Till now, Jimmy has defied all comers on the recording ban, which has been in force since Aug. 1, 1942. The War Labor Board certified the case to Director of Economic Stabilization Vinson four months ago, after the AFM czar had defied its directive that recording be resumed. Even the WLB had taken anything but a strong position, and turned juridical handsprings in trying to placate Jimmy.

The alternative might have been Government possession and seizure of the RCA-Victor and Columbia Recording plants, following the precedent of the Montgomery-Ward case. This course, however, was not recommended by NWLB or Justice Vinson, because there was no finding that the noncompliance unduly impeded the war effort. We differ with that view, though admittedly certain of the facts have changed since the majority of the recording companies capitulated to AFM demands.

The President sets forth the facts clearly in his strong telegram. AFM’s noncompliance, he said, may encourage other instances of noncompliance which “will impede the war effort”.

On Jan., 1943, the AFM President told a Senate investigating subcommittee considering legislation to outlaw strikes in wartime, that he would grant the request of the President that musicians go back to work after the Chief Executive was told the facts. The President has made the request—after a review of the facts by his closest advisers. It’s now up to James Caesar Petrillo.

‘Hero’ Epidemic

WITH EVERY important development, occurrence or event, whether in peace or war, there evolves the parasite bent upon aggrandizing himself by winning public favor or sympathy. This grim war is no exception. Radio in some instances has been taken in.

Take the case of the radio singer on a New York station billed as a wounded air ace, who, by dint of plastic surgery, was rehabilitated. He was picked up for appearance on a national network documentary, a check revealed it was a hoax. He had been an aviation cadet, but had been discharged because of a skin disease and had never seen a fighting front. It was a press agent’s pipe dream.

There are other instances of participation shows wherein men in uniform, bedecked with service ribbons, medals, turned out to be pure phonies seeking kudos and cash. The FBI is turning in such fakes daily.

Usually it is found that these phony heroes or their press agents try to muscle in on radio. As the war progresses, it gets worse. It is a low, obnoxious business.

Self-acclaimed heroes shouldn’t be accepted at face value—particularly if they have press agents. There is a simple formula: Ask for the subject’s military record. Get his serial number, his name and his home town. Then check with the nearest public relations office of the particular service branch. With that information, a check at Washington personnel headquarters is swiftly made.

Time for a Change

FOR SEVEN years Atlantic Refining Co. has followed an unusual policy in meeting request of stations, not on its sponsored schedule, for the right to broadcast games to which Atlantic has exclusive rights. The policy is simple: Grant the right to stations, and provide the lines, on condition they carry the Atlantic commercials gratis.

But there lies what most broadcasters call a violation of advertising ethics—a sustaining program with free commercials.

WGAR Cleveland ran into the policy when it tried to get rights to three Notre Dame football games on the Atlantic schedule, offering to substitute public service announcements. Atlantic originally scheduled other games on its Cleveland station, WTAM, leaving Cleve-

land without. Notre Dame owns the games on those days though it is a red hot Notre Dame town.

Seven years ago the policy may have been expedient. Today Atlantic’s policy is outdated. Abuse of exclusive rights by suppression of broadcasts desired by a large audience eventually will backfire on sponsors.

Newspaper Bites Network

IN THIS radio age, precedents topple like duck-pins. Networks (and stations) buy newspaper space, but for the first time in our memory, a newspaper has purchased nationwide network time to promote itself and its market and at the same time perform a public service.

The St. Louis Post-Dispatch, one of the nation’s top journals (which had the foresight to get into radio early with KSD) has bought a full NBC network for highlight resumes of the World Series games. St. Louis, Grantland Rice, sports columnist, Luke Sewell, manager of the Browns, Billy Southworth, manager of the Cardinals, and J. Roy Stockton, the P-D’s baseball expert, provide a 134-minute commentary with only 45 seconds at the beginning and end for the commercial. There are no minutes whatsoever.

The program is being carried over 90-odd NBC stations and to men overseas via the Armed Forces Radio Service. The time budget probably will exceed $50,000.

This “first” is significant in several ways. Radio is chosen as a commercial medium by an important newspaper entity. The commercials are the briefest possible, obviously designed to stem the effort of advertisers to overload, and to set an example (in keeping with the incessant campaign of George D. Bur-bach, KSD general manager and P-D official).

Here is a newspaper big enough to recognize and use to the utmost of its contemporaries regard as competitive (hark back to the New York newspaper advertising survey). The P-D deserves acclaim for its enterprise and wisdom. It will profit in prestige.

John Albert Martin

JOHN ALBERT MARTIN, advertising manager for Montgomery Ward & Co., Chicago, has a collection of pipes that A. Conan Doyle would have envied for Sherlock Holmes, but just when Mr. Martin can find time to light any of his smoking equipment is cause for conjecture among those who know his many duties.

Martin’s title, director of media of one of the nation’s greatest mail order companies, belies his task in its simplicity, for he is not in charge of advertising for all of the company’s 640 outlet stores and 200 order offices but also signs all contracts personally after investigating and analyzing the market and choosing the media to be used. In this capacity he spends nearly 8 million dollars in advertising annually, a half-million of that going into radio advertising for Montgomery Ward in 1944 with a greater amount scheduled for radio in succeeding years.

He believes no campaign is complete without radio, which, he says, “serves as a supplementary medium to newspapers.”

Martin recently declared that companies with unavailable products were advertising mainly in newspapers to keep their names before the public. He added, “Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to zoom out of the war, the public will not be much surprised to learn that these products will not be available immediately. “The well-known establishments are continuing with their usual radio programs, and recent entrants into the business world have snatched the available advertising media.”

Martin was born in Muncie, Ind., July 3, 1904, the son of the town’s dentist. He, however, decided against a profession, graduating in 1927 from Wabash College, Ind., with a degree in Liberal Arts, a “W” for swimming and a reputation for being up to that time the only business manager of the college’s publications who didn’t write his annual reports in red ink.

Following graduation, Martin worked for a time on the Crawfordville (Ind.) Review, now the Journal-Review, and then joined the sales staff of the Chicago Mill & Lumber Corp. In 1928 Martin opened his own business as a newspaper representative in Chicago for 17 midwestern papers. He joined Montgomery, Ward & Co. in 1936, where his record in radio advertising placement soared from nothing to the half-million dollars placed in 1944 and where he now deals with some 800 U. S. newspapers.

Not a joiner, Martin’s only social affiliations (Continued on page 46)
TO BUILD A FUTURE...

...the Northwest has one-half of the nation's merchantable timber!

Lumber and forest men, like radio men, think in terms of the future. In helping protect and utilize our community's forests, KOIN uses:

REGULAR WEATHER INFORMATION...
24-HOUR DAILY EMERGENCY SERVICE...
SPECIAL PROGRAMS, such as...

TILLAMOOK BURNJudged the nation's outstanding war effort show of 1943 at the Institute for Education by Radio, 1944, Columbus, Ohio. Released to nationwide CBS audience.

PISTOL BUTTE1944's tribute to the men who protect our forests. Released to CBS. H. J. Andrews, Regional Forester U.S. Forest Service wrote:

"You have added another bright star to the string of forestry radio shows for which your station has been responsible. This show was educational and interesting, and represented the kind of outstanding public service we have come to expect from KOIN."

This has been the Northwest's best fire season. Foster Steele, Assistant Supervisor of Mt. Hood National Forest, says: "We have had no man-caused fires during this period since KOIN started helping us."

KOIN is firmly a part of the Northwest's vibrant present and inevitable future!

KOIN
PORTLAND, OREGON
FREE & PETERS, INC., National Representatives
Our Respects to
(Continued from page 44)
are as an honorary member of journalistic fraternities. In the
pursuit of his favorite outdoor pastime, golf, he prefers to play on
different nearby courses. He mar-
ried Mrs. Martin, a native of Aus-
tria, in 1933 in Chicago. They have
a daughter, Joyce, 9, and son,
Bruce, 21 months. They live in an
Evans ton (III.) apartment where
Martin contends himself of evenings
with occasional wood-working and
devotion to his vari-shaped smoking
collection.

Video Council Formed
CREATION of the National Tele-
vision Council, to keep the public
informed of the latest developments
in television was announced last
week by Richard H. Hooper, re-
gional manager of advertising and
promotion for the RCA Victor di-
vision of RCA, and newly ejected
president of the Council. Group
has set up permanent headquarters
in the La Salle Hotel, Chicago,
and is composed of representatives
of all branches of thinking in the
television industry. Members of the
NTC include Comdr. William Eddy,
USNR, Chicago, vice-president of
the Council; Ros Metzer, vice-
president and account executive of
Ruthrauff & Ryan, Chicago, se-
cretary-treasurer; Don McNell, of
the Blue's Breakfast Club; Burr
Tillstrom, television puppeteer;
Charles Lyon, announcer; F. K.
Starbird, Firestone Tire Company
official.

Personal
NOTES

LT. COL. THOMPSON H. MITCH-
ELL, who returned to his civilian posi-
tion as vice-president and general
manager of RCA Communications last
July, was awarded the Legion of Merit
Oct. 3 for his work in developing
methods and procedures which made
the Army Signal Corps' world-wide
system of communications capable of
handling the tremendous volume of
traffic.

ROY D. MOORE of the Brush-Moore
Newspapers (WPAI-WHRC) has
been elected chairman of the bureau
of advertising of the American News-
paper Publishers Assn., succeeding
Frank E. Tripp of the Gannett New-
papers (WHEC, WENT, WHDL
WTBF, WDAN, WOKO, WABY) who
has resigned.

DR. FRANK B. JEWETT, vice-
president in charge of development
and research for American Telephone
& Telegraph Co., who retired Sept.
30 after 40 years service with the
company, will devote full time to his
work as president of the National
Academy of Sciences and as a member
of the National Defense Research
Committee of the Office of Scientific
Research & Development. He will oc-
cupy offices at NDERC headquarters
in the Empire State Bldg., New York,
and will divide his time between

BERNARD JAY SHAW, account
executive of WPTAT Paterson, N. J.,
has been appointed sales promotion
manager of the station.

Gunzendorfer Promoted
To Manager of KSFO
APPOINTMENT of Wilton Gun-
zendorfer as manager of KSFO
San Francisco was announced last
week by Wesley I. Dunn, presi-
dent of the Associated Broadcast-
ers Inc., operating the standard sta-
tion along with the interna-
tional shortwave stations KWID
and KWIX. Mr. Gunzendorfer ear-
lier this year had joined Associated
as manager of Associated Recording Studios, one
of its divisions. Previously he had
served six years as manager of
KRSO Santa Rosa [BROADCASTING,
July 31].

The appointment was made to al-
low Lincoln Dellar, vice-president
and general manager of Associated,
to devote more time to postwar
planning. Gunzendorfer, as well as
promoted development of both television and
FM stations by Associated. Mr.
Gunzendorfer succeeds to the post
vacated several months ago by Ed-
ward J. Jansen, who became United
Press representative in the Pacific
Northwest.

CAPT. JAMES STUART, vice-
president of KOIL Omaha and KFOR
Lincoln, is with the AEF invasion
forces in France, according to word
received last week by his brother
Charles, president of the stations.

RALPH G. TOCHILIN, former re-
porter on Broadcasters' Washing-
ton staff, now public relations officer,
Army Air Forces, at Boca Raton,
Fla., has been promoted to a first
lieutenancy. He was a GI 18 months
ago.

GEORGE A. KENT has been named
manager of WRLD West Point, Ga.
He has been active in radio for a
number of years.

FRANK M. FOLSOM, a director and
vice-president of RCA in charge of
the company's Victor Division, has been
awarded the Navy's highest civilian
honor with presentation by Secretary
of Navy James Forrestal of the Dis-
tinguished Civilian Service Award
for exceptional performance as chief of the
Procurement Branch, Office of Pro-
curement and Material, from February
1942 to December 1943.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexingon, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMH Ashland, Ky.
Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by
Gilmore N. Norris and J. Lindsey Norris
Represented by The John E. Pearson Co.
Betty Mahan, popular waitress at the East Park Restaurant in Ravenna, Ohio, told us..."we listen to WGAR every evening now that it comes in so grand".

Bob Hood, auto service man of Medina, Ohio, says..."seems that most of the car radios around here are tuned to WGAR now that you're on 1220".

Anthony Petoskey, radio service man in Lorain, Ohio, says..."since WGAR shifted to 1220, it is heard here much better. We have many calls to change push buttons to WGAR".

Jennie Leksan lives in Barberton, Ohio, near the rubber town of Akron, Ohio. "We hear WGAR just as clear as a bell since you changed to your new wavelength", she says.

Earl Henderson, favorite druggist in Oberlin, Ohio, says..."WGAR comes in here like a ton of bricks, and there's even more demand for the products advertised over WGAR".

V. C. Thompson, on the staff at Youngstown Library, lives in Warren, Ohio. "WGAR comes in fine here," he says, "since the change in position on the dial".

October 9, 1944 • Page 47
KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Playhouse, amateur theatrical group. The new organization is the first amateur theatrical effort attempted in Oklahoma City in two years. Plans call for a radio workshop as part of its activities.

MORTON LOWNES, sales manager of WTTM Trenton, N. J., is the father of a boy.

HERMANN D. MYSING, who heads a group of RCA engineers serving the Army Signal Corps on an engineering development contract concerned with combat radio communications problems, has been appointed manager of sales and engineering service for RCA's auto radio dept.

R. S. (Dick) GRESHAM, formerly associated with Chicago advertising agencies, has joined KGFI Los Angeles as account executive.

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NORMAN C. BROWN, has joined CJBC Toronto as commercial representative, following his discharge from the Royal Canadian Air Force, in which he served five years.

KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Playhouse, amateur theatrical group. The new organization is the first amateur theatrical effort attempted in Oklahoma City in two years. Plans call for a radio workshop as part of its activities.

MORTON LOWNES, the sales manager of WTTM Trenton, N. J., is the father of a boy.

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Army Placement Section

Headed by Maj. Baruch

MAJ. ANDRE BARUCH has been named officer in charge of the new Placement Section, Army Service Forces Group, Radio Branch, Bureau of Public Relations, War Dept. Unit will be the liaison between Army service men and radio. Through the placement section, agencies and networks may secure personnel for shows. Section may also place certain Army personnel on programs, or make them available for use on the air. This clearance was formerly handled by Radio Branch, BPR, under Col. E. M. Kirby. Just returned from a tour of Army hospitals all over the country from which he originated the weekly "Visiting Hour" program on CBS, Maj. Baruch was formerly in charge of American Expeditionary Stations in the North African theatre. Prior to joining the service, he was a well-known announcer.

BERNARD LICHTENBERG

BERNARD LICHTENBERG, 52, well-known public relations counsel and past-president (1929-30) of the Assn. of National Advertisers and its chairman in 1930-32, died last week at his home in New York City. An author of such books on advertising as Advertising Principles, Advertising Campaigns (on which he collaborated with Bruce Barton), Mr. Lichtenberg won a gold medal from the Advertising Club of New York for his "valuable contributions to advertising education." Mr. Lichtenberg was an alumnus of New York U. from which he received a B.C.S. degree in 1914 and in M.C.S. in 1916. He is survived by his widow, two married daughters, and a son, M. J. Lichtenberg, West Point cadet.

DOWNING ON LEAVE

TOM DOWNING, commercial manager of WSB Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as assistant to Leonard Reinsch, radio director of the Committee, who is also on leave from his position as managing director of the Cox stations WAE WIOD Miami and WHO Dayton.

SPORTS MUSIC NEWS

WPN RADIO KEY RAYS

For sponsorship in your city, write, wire, or call
WM. B. DOLPH, BARR BUILDING, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Page 48 • October 9, 1944
In good dancing, intricate footwork soon becomes "second nature."

It is "second nature" for the people of Southern New England to turn to WTIC because, for more than nineteen years, WTIC has provided the type of radio programs they prefer.

Thus, there is a constant audience for your sales message when you use WTIC—an audience that possesses an effective buying income 60% greater than the average for the entire United States. Let WTIC's 50,000 WATTS sell your product in Southern New England.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS
Represented by Howard H. Wilson Co.

BEHIND THE MIKE

LOUIS P. LOCHNER, NBC west coast commentator, has been assigned to follow the Allied armies into Berlin to re-establish and head the Associated Press bureau there. His four-week trip, 5-45-45, is spot on 8 Pacific Coast stations was taken over Oct. 4 by Elmer Peterson, NBC commentator, and former correspondent.

ARCH OBOLER, free-lance script writer, has been engaged to do a series of postwar affairs programs for BBC.

DORIS CORWITH, lecturer and assistant to NBC's Public Service Counsel, has been appointed assistant to Dwight Herrick, manager of the network's public service department. She succeeds the Rev. Everett C. Parker, who resigned to accept the post of director of radio for the Congregational-Christian Churches.

EDMUND L. SOUDER Jr., of the Blue Network newsroom staff in Hollywood, has been appointed a war correspondent, assigned to cover the China-Burma-India theatre of operations. Prior to his association with the Blue, Mr. Souder was announcer and production manager of KFRE Fresno, Calif., and previously with WJHP Jacksonville.

FRANK McGRAIN, in charge of radio, screen and television in the Position Securing Bureau, New York, has resigned to undertake a mission to the Far East for the U. S. Government.

Lester A. Halpin, for the past two years assistant director of censorship under Byron Price, in the press and radio section of the Office of Censorship, Washing- ton, D. C., has resumed his former position as news editor of KON Portland, Ore., last week by C. W. Meyers, president of the station. Dale Denny, who had charge of the KON newsroom in Mr. Halpin's absence, continues as assistant news editor.

Mr. Halpin's assignment in Washington entailed guarding against premature release of vital war information. In resigning from that post he commended radio and the press for their "magnificent record" in observing the voluntary code of censorship.

T/S DON CHOWN, former WJR Detroit announcer, has been transferred from the Army Air Corps - the Army Service Forces, Boston, where he is writing and producing radio shows for WAC recruiting.

ERNIE NEFF has rejoined the announces staff of WCAE Pittsburgh. NELSON KING, director of special events for WKRC Cincinnati, has been promoted to sales promotion manager.

Halpin Quits Censorship For Former KON Post

Jack Petrie, former commercial manager and announcer of WDLP Panama City, has joined WOCA Pensacola, Fla., as newscaster.

Patricia Murphy has been promoted to sales promotion director of Frederic W. Giv Co., production firm.

Alfred Wallenstein, musical director of WOR New York, has received a leave of absence to conduct the Los Angeles Philharmonic Orchestra for the 1944-45 season. He will return to New York May 1. His WOR broadcasts will be taken over by guest conductors.

Jonathan Snow, WBBM Chicago promotion manager, is the father of a boy.

George Whitney, sales manager of KFI Los Angeles, is in New York for three weeks contacting agency executives and advertisers.

Dick Joy, returned from the Navy, has returned to Hollywood radio as freelance announcer-newscaster.

William Reid, announcer of CKWX Vancouver, recently married Mabel Van Bouwey, a former member of CKWX, at Vancouver.

Fernand Robidoux, formerly of CKAC and CBP Montreal, has joined CKOK Hull, Que., as program director.

John Collingwood Reade, Toronto news commentator, has received a leave to conduct a thrice-weekly evening news commentary.

Barbara Binns, formerly with the Blue Network, New York, has joined WSAZ Huntington, W. Va., replacing Irene Bruce as conductor of 950 Club women's program.

Leith F. Abbott, former advertising agent for the northern division of Southern Pacific Co., and widely known throughout the northwest where he has been associated with local stations as an actor for the past 12 years, has been named director of publicity and public relations for KALE Portland, Ore.

Elliot Broza, son of Stan Lee Broza, program director of WOAU Philadelphia, will become musical director of the station in January 1945 succeeding Johnny Warrington. Mr. Warrington will tour under the direction of Music Corporation of America.

Lowry Longstreth, formerly of WPTC Kinston, N. C., released from the Navy, and Alexander L. Pater- notte, until recently an Army lieutenant, have joined the announcing staff of WHAT Philadelphia.

Hugh Sanders, formerly on the production staff of WNED New York, has joined the producing-announcing staff of WOR New York.

To make sure of getting the audience of Nova Scotia's most thickly populated area it is hardy necessary to stress the fact that the station is . . .

CHNS

Halifax, Nova Scotia

JOS. WEEDE & CO.
350 Madison Avenue, New York
Representatives

Broadcasting • Broadcast Advertising
EVERYTHING SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

KTSA was engineered and built to REACH and SATURATE San Antonio's wholesale trade area.

San Antonio's wholesale trade area is booming and progressive. It's a rich market now...and postwar plans will make it even richer...KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the State of Texas...22.06% of the retail sales.

This is KTSA's primary market...the territory KTSA was DESIGNED and BUILT to serve, and which KTSA DOES serve, as proved by every recognized standard of measurement and survey. This is the market that KTSA's programs are built for. This is the field of KTSA's community service.

This is what KTSA has for sale. It is all that it offers, charges for, or claims. If you buy your radio time to do a specific job in a specific market...you'll be interested in the complete KTSA story.

REPRESENTED NATIONALLY BY TAYLOR - HOWE - SNOWDEN RADIO SALES NEW YORK - CHICAGO - DALLAS - AMARILLO

KTSA
SAN ANTONIO
5 5 0 ON THE DIAL
JANE DALTON, women’s editor of WSPA Spartanburg, S. C., has been appointed to the public relations committee of the women directors of the NAB.

W. GORDON SWAN, program manager of WBZ-WBZA Boston-Springfield, celebrated his 34th year on the station’s staff on Oct. 2.

FLEETWOOD LAWTON has returned his three-weeks weekly broadcasts on NBO after eight weeks in the South Pacific. He brought back 80 recordings made on a Soundscriber.

EDITH KELLY has joined WBGB, General Electric’s television station in Schenectady, as program producer.

JIM WILLARD, conductor of Philadelphia children’s programs, returns to the air Monday through Saturday, 9-10 a.m. on WBGB Philadelphia.

DICK OSGOOD, M.C., for WHTZ Detroit’s Children’s Theatre of the Air, is now program director of WXYZ and the Michigan Radio Network.

EARL WITTHROW, formerly with George H. Hartman Co., Chicago, has joined WAIT Chicago as copywriter.

CAROL MOODY, former director of women’s programs for WHCU Ithaca, N.Y., has joined WBBM Chicago as junior producer.

CLARA JUMPER, formerly of KROD El Paso, has joined WIND Chicago as program director.


DAVID GLISSMAN, announcer at KOMA Oklahoma City, resigned to attend the School of Music, Northwestern U.

TRAVE BAYLY, announcer at WHIO Dayton, is the father of a boy.

PERSONNEL SHIFTS EFFECTED AT KTBS

FOLLOWING approval by the FCC early last month of the exchange of KTBS Shreveport, sister station of KWKH, for KTBS Hot Springs, John C. McCormack, former KTBS-KWKH general manager and head of the group which takes over the operation of KTBS from the newspaper interests of John D. Ewing, last week announced new personnel appointments for KTBS.

B. G. Robertson, former KTBS program director, has been named assistant general manager to Mr. McCormack. Mandell Weisman, formerly in the sales department, has been appointed commercial manager. Due to restrictions on construction materials, KTBS will continue to share studios with KWKH for the duration, but KTBS offices have been moved to new quarters in the same building.

BOB STOREY, former announcer at WBOF St. Wayne, Ind., has joined the announcing staff of WHIO Dayton. Sig Housh has been named chief announcer at WHIO and Don Wayne, former chief announcer, will take charge of production on sustaining shows.

DR. ROBERT BRAND, formerly with WTMA Charleston, S. C., has joined the announcing staff of WPTF Raleigh, N. C. Dr. Brand instructs Spanish and French at Meredith College.

TODD BRANSON, announcer at WJW Cleveland for the past year, has resigned to enter television work in New York.

CONSTANCE QUEEN, former assistant head of the script routing division of the Blue Network, has been appointed manager of the division, replacing Louise Lentz, who has resigned because of illness. Margery Hawkins, a member of the division’s staff, replaces Miss Queen as assistant head.

WALTER GORMAN, formerly with the Army Transport Service in England and France as a civilian aide, has joined the Blue Network’s production staff. Before joining the ATS, Mr. Gorman was with the radio department of Young & Rubicam in New York and Chicago.

JERRY STRONG, early morning announcer at WWIN Washington, is the father of a girl.

MORRIS HASTINGS, former music editor of CBS, production department, has joined the Blue Network as a writer specializing in serious music continuity.

REACH THE WOMEN OF THE OHIO VALLEY WITH .

OLIVE KASSEL

50,000 WATTS CBS

THE L.P. WILSON STATION

BROADCASTING • Broadcast Advertising
Is it time to change?

Is your transcribed library as fresh and useful as it used to be... as it should be, to be worth renewing? Or would it be better business to make a change as soon as you can?

Or... have you considered the value of stepping up your program power with an additional library?

Check up now — and check on Associated!

Most hours of the best radio music: — not just a few “peaks,” but consistently high listener appeal throughout the library... for real usefulness throughout the months and years. That's because Associated music is radio music... big-time, big-audience production music... surefire for more listeners and clients.

The “million-dollar” library: — sparkling with headliners from today's top network shows!

Incomparable reproduction quality: — because Associated transcriptions are vertically-cut, pressed on pure Vinylite... unmatched for life-like sound. A “plus” for AM, a “must” for FM!

There's real reason why Associated has gained more new subscribers in the past few months than in any comparable period in its history. Now's the time to find out how it fits your needs!

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

Most hours of the best radio music... represented by Loren Watson of Spot Sales, Inc.
Dunbar Named
DR. WILLIS F. DUNBAR, Kalamazoo educator, writer and news commentator, has been named director of program operations for WKZO Kalamazoo. It was announced last week by John E. Petzer, managing director of the station. Dr. Dunbar has taken a leave of absence from his post as director of the history department of Kalamazoo College to assume his new duties. He has broadcast news commentaries on WKZO since 1942. The station’s news division will be under his supervision.

CKRC Staff Changes
STAFF changes have been made at CKRC Winnipeg with Charles Skel‑ dung promoted from announcer to chief announcer; Jack Wells to nighttime supervisor, a promotion from sports newscaster. Orrin Botsford, on the sales staff for the past two and a half years, is new supervisor of local sales. George Retzlaff has been promoted to chief operator. Gordon Pollon, formerly of CJRL Calgary, and All‑Canada Radio Facilities, has been named office manager. Beatrice Peart, formerly of CKRL Kenora, Ont., and Spencer Smith, formerly a government radio instructor.

TAYLOR‑REED Corp., Mamrsonack, N. Y. (Tumbo Pudling), on Oct. 11 starts What’s Your Worry?, a program for teen‑age children, on W2J New York. Agency is Ruthkau & Ryan, N. Y.

MORRIS NOVIK, director of WNYC, New York’s municipal station, rises to acknowledge tribute from representatives of New York’s commercial stations at a testimonial luncheon given in his honor. Tribute was occasioned by Mr. Novik’s work in coordinating local programs concerned with war activities, air‑raid and civilian defense as coordinator of the New York Radio Committee. Among the guests were (left) G. W. (Johnny) Johnstone, director of news and special events of the Blue Network and (right) Arthur Hull Hayes, general manager, WABC New York.

William Guyer
WILLIAM GUYER, 40, advertising manager of Schenley Import Corp., since 1940, died last week at his home in New York City. Mr. Guyer, an alumnus of New York U., was for several years an account executive with Blaine Thompson Co., and Paris & Pearl prior to his association with Schenley. Surviving are his widow, Mrs. Gwendolyn Guyer, his parents, Mr. & Mrs. Nathan Guyer of Los Angeles, a brother, Arthur, and two married sisters.

25 MILLION Dollars
—will be poured into the pockets of growers who sell their tobacco in WINSTON‑SALEM during the next three months! They’ll spend a lot of that money for products we tell ‘em about!

MORE LISTENERS than any other Dayton station
... and we can PROVE IT
Ask us...
Ask Hooper
WHO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

DR. L. D. H. WELD, director of research, McCann‑Erickson, New York, was made a life member of the New York Chapter of the American Marketing Assn. at the first fall luncheon meeting in New York Sept. 25.

LEWIS M. WILLIAMS, with Gel‑hardt & Brockton, Chicago, since 1942, has been named a vice‑president. C. B. STENNING, formerly vice‑president of Walsh Adv. Co., Toronto, and since early in the war assistant to H. J. Gurnich, coordinator of production, Dept. of Munitions and Supply, Ottawa, has joined Cockfield Brown & Co., Toronto, as account executive.

HOWARD TULLIS, former manager of KWKW Pasadena, Cal., has joined Glaser‑Galley & Co., Los Angeles agency, as account executive.

PATRICIA BEERS has shifted from Hollywood radio department of Foote, Cone & Belding, to Los Angeles offices as time buyer for all accounts serviced by the agency in that area. Beas Har‑ rison continues as Hollywood radio department business manager.

JOHN CORBALY has joined the production staff of Lockwood‑Schack‑ ald Adv., Los Angeles.

TED CARRL, formerly headed his own advertising agency, and W. P. Rodman, formerly of Heinte Pick‑ ering Co., have joined Garfield & Guild Adv., Los Angeles, as account execut‑ ives.

ESSIG Co., Los Angeles agency, has dis‑ continued its San Francisco office.

ANN BROOK RASTOW, assistant radio director with BBDO, New York, has announced her engagement to L. (J. g.) Samuel D. Brown Jr., USNR.

KERMIT KAHN, formerly of Foote, Cone & Belding, New York, has joined the copy department of J. D. Tarncher & Co., New York.

ALFRED C. HOUSER, formerly with Cruttenden & Eger, Chicago, has joined the Agency Service Corp., as vice‑president in charge of merchandising and creative service.

KARL MARK, director of radio for the Al Paul Letton Co., New York, has been appointed instructor of radio production, dramatics and announcing at City College of New York.

ROBERT HAYES, formerly account executive of Young & Rubicam, New York, has joined Dunne Jones Co., New York, in charge of the Sweezea Co. of America account.

J. WALTER THOMPSON Co. on Nov. 15 will move from their recently opened‑temporary quarters at 621 Lafayette Bldg., Detroit, to permanent
Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of any length... on any station... in any market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.
Yes we have "Womanpower" to do Merchandising

SOUTHERN MINNESOTA  NORTHERN IOWA

Requests for merchandising help still get HELP . . . . . from this station. Our staff of alert and capable gals will effectively merchandize your KGLO program to dealers . . . . to listeners. Call on them for dealer letters, newspaper tie-ins, personal calls or confidential surveys.

IDEAL TEST MARKET

No war-swollen population here in the "PORK BARREL" market! Just about the same number of urban and farm listeners . . . . . . . but all have MORE TO SPEND than ever before. A swell spot to test those postwar plans and programs.

FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into THE PORK BARREL MARKET

kglo

5000 Watts  1200 K.C.

MASON CITY, IOWA
CBS Affiliate

WEED & COMPANY, Rep.

quarters in the Buhl Bldg., Detroit. Harry Mitchell, account executive on the Ford account, will be in charge of the office. Other account executives moving from Chicago to Detroit will be Forrest J. Case, Charles P. Tyler, Lowell H. Stornout, along with Hugh Rendling, copy writer on Ford, and J. Clic Roberts, who will be in charge of dealer promotion.

LESTER GOTTLEIB, radio publicity director of Young & Rubicam, New York, left Fraily for Hollywood for a three-week visit at the agency's office in that city.

ALBERT W. SCHERER, advertising manager of the National Biscuit Co., has joined McCann-Erickson, Chicago, as vice-president.

HOW Co., New York, has opened additional offices at 501 Madison Ave., New York, where it has taken the entire second floor to house the radio, outdoor and merchandising departments. Phone number is the same as that of the main office at 9 Rockefeller Plaza, Circle 6-8000.

Cope to Free-Lance


SNAPPED AT the "Aunt Jenny-Kate Smith Friendship Cocoa Cake Party" are (1 to r.) : Wessby B. Parker of General Foods Corp.; Harry Harding, account executive at Young & Rubicam, Inc.; Kate Smith; Joseph A. Proctor of Lever Bros. Co.; Aunt Jenny; and Ray Sullivan, vice-president, and Cal J. McCarthy Jr., account executive from Ruthrauff & Ryan, Inc. Cake was made with Swansdown Cake Flour, product advertised on the General Foods noon-day program, "Kate Smith Speaks," handled by Y & E, and Spyr Shortening, product advertised on Lever Bros.' Aunt Jenny's Real Life Stories, daytime serial, handled by Ruthrauff & Ryan. Both of these programs are carried on CBS.

Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in an eight-week campaign for limiting long distance phone use over holiday period, starting Nov. 1 will use an approximate total of 800 spot announcements on 19 Southern California stations. List includes KFI KECA KHJ KNX KFWB KEXE KGKJ KMTR KMKM KKKK WPAS KGB KFMB KSDF KKO KFRO KFAC KVFD KKKD. The agency is the Mayers Co., Los Angeles.

New Los Angeles Agency

FORMATION of Smalley, Levitt & Smith, advertising agency, with offices at 412 West Sixth St., Los Angeles, has been announced by Jack Smalley, president. Telephone is Vandike 0572. Mr. Smalley for the past seven years has been Hollywood manager of BBDO and prior to that managing editor for Fawcett Publications for 10 years. Charles Levitt, recently returned from a two-year assignment as program manager of OWTI, Washing- ton, and formerly head of his own Los Angeles agency, has been named vice-president and general manager. Ray W. Smith, manager of Los Angeles Downtown Men's Business Assn., assumes added duties as secretary-treasurer of the new agency. Activities will include special department under direction of Mr. Levitt, devoted to development of civic and industrial promo- tional programs and public relations.

WINN Transfer Asked

APPLICATION was filed with the FCC last week for involuntary transfer of control of WINN Louisi- ville, Ky., from D. E. (Plug) Ken- drick, deceased [Broadcasting, July 31] to his wife, Nelle M. Kendrick, as executrix of his estate.

SELECTIVE COVERAGE OF THE RADIO LISTENING MARKET

WINN Transfer Asked

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You are cordially invited to help millions of listeners learn about
THE WORLD and AMERICA

A PUBLIC SERVICE EDUCATIONAL PROGRAM

produced by TIME the Weekly Newsmagazine

Leaders of all America's parties agree that to keep out of war ourselves we must help keep the whole world out of war. And that we can do this only by taking a guiding part in world affairs. To make this national policy work, our citizens must understand the influence of world events on America's past and its future.

"The World And America" tries to get this important information into the heads of busy, intelligent Americans—and make it stick and make it interesting too! In a series of 52 broadcasts, it aims to teach U.S. history by letting you eavesdrop on the conversation of two everyday Americans who like the country they live in and want to find out how it got that way.

The premieres of this educational historical program series was aired over WQXR, New York, about three months ago. Approval has been spontaneous from educators as well as listeners. Typical is the comment of Winifred Fisher, Executive Director of the New York Adult Education Council, Inc., who writes:

"I have heard many enthusiastic comments about your program. For example, Dean Langmuir, an investment counselor and brother of the electrical Irving, said recently, "The World and America, is perfectly wonderful. I wouldn't miss it for anything. I ought to know those things but I don't. If I have ever known them, I have forgotten them, but they interest me exceedingly."

"The program must be pretty good since it appeal to so sophisticated a person is just as strong as to some of the much less sophisticated people with whom I have discussed it."

Available in areas not already reserved. Write

HARRY S. GOODMAN
19 East 53 Street
New York 22, New York

STATIONS BROADCASTING THE WORLD AND AMERICA
Akron, Ohio
Baltimore, Md.
Birmingham, Ala.
Chicago, Ill.
Cincinnati, O.
Detroit, Mich.
Fresno, Cal.
Honolulu, Hawaii
Knoxville, Tenn.
Little Rock, Ark.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis-St. Paul
New York, N. Y.
Oklahoma City, Okla.
Portland, Me.
Rockester, N. Y.
San Francisco, Calif.
Salt Lake City, Utah
South Bend, Ind.
Washington, D. C.
White Plains, N. Y.

WHNK
WBFR
WBRG
WCBC
KCLW
KARM
KGU
WROL
KLRA
WHBO
WISN
KSTP
WQXR
KNNI
WGAM
WHAM
WHGC
KDFL
WSBY
WINX
WFAS

*Station to be selected by sponsor.
HERE'S COVERAGE!

Washington's radio audience is composed of folks from every state in the Union. Eventually some of them will mend their way homeward. Then they will ask for the products they learned to know and use while in Washington. Doesn't that give you National coverage at the low WINX rates?

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

The Best Test Market at MINIMUM COST

CONVERSION of the Vanderbilt Theatre, 148 W. 48th St., New York, into a broadcasting studio for the Blue network has been completed and five Blue programs weekly are now originating from the theatre. Conversion includes location of the control booth in the balcony instead of the ground floor, and a stage that can be enlarged or reduced in size as necessary. For better acoustical control, studio walls have movable panels and the ceilings over the stage can be pivoted.

WABC New York, which last May discontinued broadcasting from a morn. to 6 a.m. Sunday, Oct. 1 reverted to 6 a.m. as the start of the broadcast day. Arthur Hull Hayes, general manager, said the move was made in response to many requests.

KYW Philadelphia has resumed its educational broadcasts with six different programs devoted to the public, parochial and private schools in the Philadelphia area. Included are: Our Public Schools, Listen to War Time, Know Your Schools, and Once Upon a Time.

KTRW Emporia, Kan. has added the special AP radio wire through Press Areas.

WOMI Ashland, Ky., broadcast Victory Fleet Day celebration when a parade of river boats and Coast Guard cutters, followed by a motorcade past Huntington, Ky., on the Ohio River. The broadcast, on the third anniversary of the Merchant Marine in this war, was carried for an hour and a half.

WAAT Newark has appointed Radio Adv. Co., as national representative outside the New York area. Station handles sales directly.

CKMO Vancouver has changed its corporate name from B. C. Broadcasting System Ltd. to British Columbia Broadcasting System Ltd.

SECOND cycle of YANK in the Orient, transcribed quarter-hour series produced in the Far East by a special team assigned to the task by the War Dept., started on the Blue Network Oct. 2. New Series of 26 discs will again tell the story of the adventures of our troops in the China-Burma-India area, starting off with a description of a visit to the Southeast Asia Command with General Stilwell participating in the program. Included in subsequent programs will be accounts of action behind Jap lines, interviews with prisoners, G. I. visit to a Buddhist Temple, combat mission with the 10th U. S. Army Air Force and a recording of the output of a U. S. State Dept. propaganda loudspeaker directed against the Japs 50 yards in front of their lines.

Postwar Series
POSTWAR planning programs have been stimulated in several cities by the Tomorrow's Washington series, just completed on WRC Washington. Committee for Economic Development, Board of Trade, government officials and others have endorsed the series, conducted as an impromptu roundtable on 10 basic subjects. Each program developed at least one major news story for local newspapers. The Daily News cooperated with WRC in the project.

KMYR Fun Club
TO HELP combat juvenile delinquency in Denver, KMYR has formed "Fun Club" with its own mor and a board of directors of students representing Denver's schools. On the two days that a jitterbug contest was held to the tunes of Glenn Gray's Casa Loma orchestra, Denver Police records revealed the city was entirely free of juvenile disturbance.

USO Show on WWL
ORIGINATING from a local USO, WWL New Orleans has inaugurated a new weekly half-hour program Club USO featuring music, songs, interviews, quizzes, and special entertainment by station personnel.

New for CBS 'School' CLASSIC and contemporary literature will be dramatized on Tales of Far and Near, weekly quarter-hour educational series for all ages starting on CBS Nov. 12 as part of the network's American School of the Air. Preview Oct. 5 presented Dumas' Three Musketeers. Another of the "School" series, New Horizons, begins Oct. 11 and is designed to show the kind of places where U. S. servicemen are stationed, and to emphasize postwar world travel possibilities. Narrator is Dr. Roy Chapman Andrews, author and explorer.

Jewish Part
PROGRAM designed to show the constructive side of Jewish occupation in Palestine is being released by Zionist Organization of America, Washington, to local chapters for placement on radio stations as a public service feature. According to Jacob S. Epstein Co., New York, producer and distributor, 66 outlets are already carrying transcribed series, titled Palestine Speaks, and featuring Joseph Cotten, John Biggs, Helen Hayes and other prominent actors in quarter-hour dramatizations for weekly presentations.

KMYR Fun Club

KMYR Fun Club

KMYR Fun Club

KMYR Fun Club

KMYR Fun Club
MEET YOUR NEW TRAVELING SALESMAN

... He travels with the speed of light, he sells like a ball of fire!

Alec Electron is the symbol* of a tremendous new world force—selling by television!

Selling by sound alone—radio—has brought great results. Now, to have sight added, to have your product seen in use as well as "sales talked," is to gain the multiplied salespower of the most successful kind of selling—sampling and home demonstrations! Multiple personal calls!

Alert advertisers and their agencies are learning to guide the terrific impact of sight-plus-sound salesmanship. They are learning by producing experimental commercial programs week after week over stations like DuMont's pioneer New York television station—WABD.

We believe this experience in telecasting and program-building can be very useful to you in your postwar planning. May we help you? May we keep you posted on television's progress?

*DuMont's Alec Electron began life as the physicists' symbol for an electron (q); became animated to personify the showmanship of Television!
FCC Interest in Television Future Seen in Prompt Relay Station Grants

WITH a view towards postwar network television, applications filed by Philco Radio & Television Corp. for seven television relay stations in the areas of Philadelphia, Baltimore and Washington, were granted by the FCC last week within a week of original filing. Although uncommon procedure, the immediate action is significant of the Commission's interest in the development of network transmission by radio for television.

Philco operates WPTZ Philadelphia and has pending applications for commercial television stations in New York and Washington. The company now operates a relay station at Mount Rose, N. J., which relays television programs to and from WPTZ and WNBT, NBC video key in New York.

No specific sites have been requested in the current applications as Philco plans to identify the most suitable locations through experimentation with the portable-mobile units. Areas and facilities are: Harve de Grace, Md. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural; and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; District of Columbia—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural; Sappington, Mo. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural, and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; Honey Brook, Pa. (two stations)—similar to Sappington.

To operate as a reversible relay system between Washington and Philadelphia, project will be used in connection with WPTZ. Estimated cost for the system is approximately $75,000.

At the same action the Commission granted the applications of Radio Corp. of America for a new experimental television relay station, to operate as portable or portable-mobile, for the area of Camden, N. J., and a new experimental television outlet for Camden. The relay will operate on the frequency 321,000-327,000 kc, with 500 w aural and visual power. The experimental television broadcast station will use channel 5 with a maximum power of 30,000 w visual and aural.

Universal Plans

Universal Microphone Co., Ingleswood, Cal., in October issue of "Micro Topics," firm's house organ, announced it will resume making professional recorders, dropped five years ago, when war bans were eased.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 4, 1933

Of Broadcasting Combined With Broadcast Advertising, published weekly at Washington, D. C., for October 9, 1944.

District of Columbia.

Before me, a notary public in and for the District of Columbia, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcast Advertising, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 4, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:
   Publisher and Editor—Saul Tashoff.
   Editor—Robert K. Richards.
   Managing Editor—J. Frank Beatty.
   Silver Spring, Md.

2. That the owner is:
   (If owned by a corporation, its name and address must be stated and also immediately thereafter the names and addresses of stockholders owning 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given.)

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.)
   None.

4. The two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the corporation but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embodying affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bond, or other securities than as so stated by him.

Maury Long.

Sworn to and subscribed before me this 2nd day of October, 1944.

Nathan Sirovich
Notary Public.
(My commission expires October 15, 1948.)

It doesn't take Magic to get results from the MAGIC VALLEY

76,450 DAIRY FARMS

IMAGINE a community with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners DO—and their owners value their farm products at $458,000,000 annually. And WGY is the ONLY station that can combine this vast market into ONE coverage area.

Statement of The Ownership, Management, Circulation, etc., Re-
FOR ITS UNTIRING EFFORTS IN ORGANIZING THE ELECTRONICS INDUSTRY TO SPEED THE PRODUCTION OF VITAL WAR MATERIAL FOR THE UNITED STATES NAVY.

Certificate of Achievement
Radar-Radio Industries of Chicago Inc.

FOR ITS UNTIRING EFFORTS IN ORGANIZING THE ELECTRONICS INDUSTRY TO SPEED THE PRODUCTION OF VITAL WAR MATERIAL FOR THE UNITED STATES NAVY.

24 August 1944

Men and women of Hallicrafters are privileged to receive from the United States Navy further recognition for distinguished service on the war production front. They have been given a special "Certificate of Achievement"—first award of its kind—for outstanding service with the radio-radar industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until the total victory is ours.

hallicrafters RADIO

★ BUY A WAR BOND TODAY

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
Radio Advertisers

AMERICAN CYANAMID Co., New York, in a test for Aero-Defoliant, a weed killing chemical, is using one-minute live spot announcements at varying intervals on some 20 stations throughout the country. More stations may be added at a later date. Agency is Donahue & Coe, New York.

STERLING DRUG Inc., New York, has acquired the stock of James F. Ballard Inc., St. Louis, manufacturers of Campilo-Phenicole, Odorless Disinfectant and other drug products. No change is contemplated from the present advertising set-up, with business placed direct through Jimm Danglery Inc., St. Louis. Sales staff will be merged with that of Dr. W. B. Caldwell Co., Monticello, Ill. Sterling division.

HENRY M. FREDE & Co., Chattanooga, manufacturers of disposable diapers, will use radio after Jan. 1 in Atlanta, and Chattanoogan to create wider demand for the product and to increase distribution. Approximately 100 stores in the two cities are now selling the diapers. Agency is B. D. Iasa Co., New York.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), on Sept. 30 began sponsorship of quarter-hour Football Warm-Up Time immediately preceding the ten collegiate football games, on WJJD Chicago. Agency is Campbell-Mithun, Chicago.

SEMBLANCE OF SERIOUSNESS is assembled as this group gathered to lunch and talk over the new five-minute news show sponsored by the Fair store, Chicago, on WMAQ Chicago [Broadcasting, Aug. 28]. Standing (1 to r): Jules Herbuveaux, program manager; Paul McCluer, sales manager, and Rudi Neubauer, account executive, all of NBC central division; and Ivan Hill, head of Ivan Hill Adv., Chicago. Seated: J. B. Ellington, v-p, H. Suyker, president, and J. M. Sammeth, v-p, all of the Fair store.

ALL SHINE SHOE Co., Brooklyn, which heretofore has concentrated on newspaper and magazine advertising, in a radio test on Sept. 28 for 28 weeks started sponsorship on WNY New York of weekly half-hour audience participation program Wish Bone Party. Those who break off the long end of the wish bone get a start in the career of their choice. Agency is Winer Co., New York.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Entelie tissue), has started transcribed musical programs weekly on a number of Ontario stations, and plans to use network early in 1945. Account is placed by Fevers Adv. Service, Hamilton.

SAMUEL HIGBY Camp Institute for Better Posture, New York, has appointed Frank H. Kaufman & Co., New York, to handle advertising. Radio may be used in about six months.

WASHINGTON STORES, Chicago, started sponsoring Sept. 24 quarter-hour football Musical Scoreboard, featuring Rog Underhill and football scores on WINK Chicago following the Chicago Bears football games on Sundays.

CHICAGO MOTOR CLUB, Chicago, currently sponsoring Jim Blane and His Music, on WMAQ Chicago, three times weekly, has expanded to five times weekly. Order was placed by the Agency Service Corp., Chicago.

CHRISTIE, BROWN & Co., Toronto, (chain bakers), has started Musical Town 5 times weekly on CFRB Toronto. Program features music of countries where Canadian servicemen are stationed. Account was placed by Cockfield, Brown & Co., Toronto.

HUDSON JEWELERS, Los Angeles, has started sponsoring five weekly half-hour audience quiz shows, Name It and You Can Have It on KABC Hollywood. Contract is for 13 weeks. Agency is The Egea Co., Los Angeles.

The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market - a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Broadcast Advertising
'WOW' is the direct result of variation in turntable speed. Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.

The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

Descriptive and priority data are available. Address New York Office: 475 — 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N.Y.
BUFFALO'S GREATEST REGIONAL COVERAGE

550 K.C.

IS NOW
BUFFALO'S
BLUE
NETWORK
STATION
5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO
BROADCASTING
CORPORATION
ZAND BUILDING, BUFFALO, NEW YORK
National Representatives
FREE & PETERS, INC.

PENN FIFTH AVENUE Corp., New York, in addition to 34 spots weekly on WQXR, New York, this week expands its radio schedule to include two transcribed musical programs weekly. Firm also sponsors "Midnight Serenade," a six-week 25-minute transcribed musical program on WAAQ, Newark. Agency is Albert Frank-Guenther Law, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe Beer), starting Oct. 9, sponsors Morgan Beatty's quarter-hour NBC news show on a local basis on WMAQ, Chicago, Monday through Friday. Contract is for 48 weeks through Schwimmer & Scott, Chicago.

SO-LO Works Inc., Consumers Division, Loveland, O. (compounds and repair materials), has named the Walker R. Hinabili Ad Agency, Cincinnati, to handle its advertising.

CIREULEX CORP. of Canada. Toronto (therapeutic health units), has started twice-weekly quarter-hour musical programs on CKPY, Toronto. Account was placed by Wallow Adv. Co., Toronto.

SOUTH BEND IS AS FAR FROM CHICAGO AS PHILADELPHIA IS FROM NEW YORK

The South Bend area stands alone. It cannot be dominated from Chicago any more than Philadelphia can be dominated from New York. The South Bend territory is just as much of an independent market as is Philadelphia.

Moreover, the latest Hooper showing—Hooper Listening Index, July-August, 1944—proves that the area can only be adequately covered by using WSBT, an affiliate of the Columbia network. It has almost half the radio listeners in South Bend morning, noon and night.

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

CHICAGO

SOUTH BEND

PHILADELPHIA

NEW YORK

SOUTH BEND

IS AS FAR FROM CHICAGO

AS

PHILADELPHIA

IS FROM

NEW YORK

BREWING Co., Los Angeles (handy spot service new to radio, through The Mayer Co., Los Angeles, is planning a southern California spot campaign starting in November.

SOUTHWEST FOOD PRODUCTS Co., Long Beach, Cal. (jams, jellies, etc.), has appointed Garfield & Guild Adv., Los Angeles, to handle its advertising.

BELL TELEPHONE Co. of Pennsylvania and the Diamond Telephone Co., Philadelphia, have appointed Gray & Rogers, Philadelphia, as agency.

HETEL CLOTHING Co., Oklahoma City, again is sponsoring play-by-play broadcasts of Oklahoma A. games over KOMA Oklahoma and KETL, Tulsa, according to Kenyon Brown, KOMA manager, Al Donaldson. KOMA announcer does the play-by-play and Bill Bryan, KOMA news director, the pregame, halftime and wrap-up announcing.

CENTRAL SOYA Co., Ft. Wayne, Ind., and McMillen Feed Mills, subsidiary, have named Stockton-West-Burkhardt, Cincinnati, as agency.

STAR ELECTRIC Motor Co., Bloomfield, N. J., has placed its account with United Adv. Agency, Newark. Plans are reported to include radio.

CHAS. ODENCE Co., Boston (cigars), has named Hiralan-Garfield, Boston, as agency. Radio plans are said to be considered.

PLASTIC Industries Technical Institute, Los Angeles, has named Beumont & Hohman, Los Angeles, as advertising representative. Plans are said to include radio.

GUM PRODUCTS Inc., East Boston, Mass. (gum and candy), has named Wattle & Meaten, Boston, as agency. Radio plans are said to be considered.

SMILING IRISHMAN, New York, used car dealer, on Sept. 30 started weekly half-hour boxing matches on WEAN New York. Bouts will be covered by Charlie Vackner, Tedd Law- rence and Art Grant. Agency is Klinger Adv. Corp., N. Y.

RUBSAM & HORMANN Brewing Co., Staten Island, N. Y., on Oct. 5 started sponsorship of The Adventures of Charlie Chan on WJZ, New York, for R & H beer. Program is presented Thursdays at 7:30 p.m. Same time program was heard on NBC as Libra Bros. summer replacement for Bob Burns. Although Sid C. Croft Inc., New York, is the R & H agency, Paris & Pearl, New York, has been named to handle the Charlie Chan program.


COLUMBIA NETWORK

BROADCASTING • Broadcast Advertising

PAUL H. RAYMER CO.
National Representatives

FREE & PETERS, INC.

Kovo
MISQUOTA, MONTANA

CARRYING ALL CBS MAJOR PROGRAMS

BOTH GET THRUI!

37
ALES & FISHER. Boston (J.A. '63 cigars), now sponsors Lester Smith, commentator, on quarter-hour J-A Journal that runs weekly over WNBC Boston and WJAN Providence.

FRASER ENTERPRISES, St. Paul, Minn., on Oct. 2 began sponsorship of a quarter-hour portion of Record Reville on WGN Chicago six days weekly, and thrice-weekly quarter-hour shows on WGN and WNEW New York, six days a week. The 13-week contracts were placed by O'Neil, Larson & Mcmahon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Oct. 5 began sponsorship of quarter-hour Rhythm & Jive Monday thru Friday on WGN Chicago, and five-minute newscasts weekly for 13 weeks on WJJD and WIND Chicago. Agency: Foote, Cone & Belding, Chicago.

OCULANA Inc., Brooklyn, sponsors Elmer Newton Eddy, commentator of The World Situation on Tuesday and Thursday evenings starting Oct. 10 on WIZX-WBZA Boston-Springfield. Other nights Mr. Eddy is heard on a sustaining basis.


SALERNO-MEGOWEN BISCUIT Co., Chicago, began sponsorship Sept. 29 of a quarter-hour program featuring Capt. Michael Fielding, commentator, Saturday on WGN Chicago. The 52-week contract was placed through Schwimer & Scott, Chicago.

FEDER BROS., Louisville (clothing), has started three-weekly Buried Treasure over WINN Louisville. Program presents case records of unclaimed money in local financial institutions. Hess Furniture Co., Louisville, has started six newscasts weekly on WINN and Pierce's Proprietories Inc., Buffalo, through Duane Jones Co., New York, has signed for 225 transcribed announcements.

DWIGHT EDWARDS Co., San Francisco (coffee), on Oct. 1 started Rhythm-Jazz on 16 CBS stations, Sunday 6:00-6:35 p.m. (PWT). Station list includes KNX KARM KGW KROY KOIN KQFX KGM TMUC KSUN KOT KFAB KVOO KGNN KSDF KROD KIRO. Contract is for 52 weeks. Musical variety program stars Fritz Vold, accompanied by Kitty Crawford, featured vocalist and the Edward's Cholisters. McCann-Erickson, Hollywood, services the coffee account.

NORTHROP AIRCRAFT Inc., Hawthorne, Calif. (employment), in a 30-day campaign which started Oct. 2 will use an average total of 350 spot announcements on eight Los Angeles area stations. List includes KHJ KMFR KMPR KFAC KKKD KNX KFOX KIEV. Agency is J. Walter Thompson Co., Los Angeles.


FOREMAN & CLARK, Los Angeles (chain clothing), expanding West Coast radio advertising, on Sept. 29 for 52 weeks started sponsoring five-weekly quarter-hour newscast on KFSN San Diego. Firm has similar weekly schedule on KGO KQW KROY KCB KJMB KOX WBB. Three-weekly quarter-hour Today's War Heroes is also sponsored on KFJL, Agency is Bertelson, Constantine & Gardner, Los Angeles.

NADAIL PARFUMS Co., Los Angeles (Shamakos Eau de Parfum) has appointed Glauber-Gailey Co., Los Angeles, to handle advertising. No immediate radio contemplated.

SOIL-OFF Pfg. Co., Glendale, Calif. (paint cleaner), has appointed McCann-Erickson, Los Angeles, to handle advertising. Firm will continue its heavy schedule of newscasts on stations nationally.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), on Oct. 1 for third consecutive year renewed Lucky Lager Dance Time on KFAC Los Angeles. Series comprises 30-minute program of recorded music six times per week and a half hour and a half broadcast on Sunday. Placement is through McCann-Erickson, San Francisco.

BEAUMONT MEANS BUSINESS!

RADIO STATION
KDMD
Blue Network—Beaumont, Tex.

Announces the Appointment of
Taylor-Howe-Snowden as National Representatives

WITH OFFICES AT

19 West 44th Street
New York 18, N. Y.
605-6 Tower Petroleum Bldg.
Dallas, Texas

360 N. Michigan Ave.
Chicago 1, Ill.

Studio Building Portland, Oregon
681 Market Street
San Francisco 28, Calif.

6362 Hollywood Blvd.
Hollywood 20, Calif.

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

CALLS
HAZLETON, PA.

NBC Mutual

SELL THE BOOMING
HARD COAL REGION!

SELL THE BOOMING
HARD COAL REGION!
THE BUSINESS OF BROADCASTING

WHO Des Moines Smith Bros., Poughkeepsie, N. Y. (cough drops) 2 x weekly, 52 weeks, thru J. B. Farley & Co., N. Y.


Nutrena Mills, Kansas City (feeds) 3 x weekly, 52 weeks, thru Bruce H. Bower & Co., Kansas City, Mo.

Willard Tablet Co., Chicago, 6 x weekly, thru First United, Broadcasters, Chicago.

Oster Inc., Omaha (Ranch House cake flour) 3 x weekly, 52 weeks, thru MacFarland-Awayd & Co., Chicago.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheaties) 6 x weekly, 52 weeks, thru Rogers & Smith, Chicago.

Quaker Oats Co., Chicago (Full-O-Pep Feeds) 1 weekly, thru Sherman & Marquette, Chicago.

J. A. Folger & Co., Kansas City (Folger coffee) 6 x weekly, 52 weeks, thru Great Adv., Chicago.

Lambert Inc., Reading, Pa. (cough drops) 5 x weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.

Bunte Bros., Chicago (cough drops) 2 x weekly, 52 weeks, thru Fellers & Presca, Chicago.

WGY Schenectady Lambert Pharmacal Co., St. Louis (Lisinase toothpaste) 18 x 13 weeks, thru Lambert & Fessley, N. Y.

Proctor & Gamble Co., Cincinnati (Duz) 260 x 52 weeks, thru Compton Adv., N. Y.

MacMullan Co., Cleveland (Musterol) 120 x 13 weeks, thru Erwin, Waesser & Co., N. Y.

Scholl Mfg. Co., Chicago (Dr. Scholl foot powder) 3 x weekly, thru Donahue & Noyes, Chicago.

Reader's Digest Ass'n, Pleasantville, N. Y. 52 x 13 weeks, thru BDDO, N. Y.

Perfex Inc., New York (M.T. Finemet) 260 x 52 weeks, thru BDDO, N. Y.

Seecsk & Kade, New York (Portseum) 52 x 13 weeks, thru Erwin, Waesser & Co., N. Y.


Corliss, Brooklyn, N. Y. (Corliss cough mixture) 52 x 13 weeks, thru Leonoff Co., N. Y.

Beech-Nut Co., Brooklyn 5 x weekly, 26 weeks, thru Joseph Katz Co., N. Y.

Milling Co., Chicago 52 x 13 weeks, thru Kessel & Fellers Co., Chicago.

WENR Chicago Olive Tablet Co., Columbus, Ohio (Dr. Edward's Olive Tablet) 52 x 26 weeks, thru Keeler & Co., New York.


Sweets Co., of America, Hoboken, N. J. (Twistie V-M-1) 6 x weekly, 13 weeks, thru Duane Jones Co., N. Y.


Beezlebub Co., New York (Oxbite) 6 x weekly, 26 weeks, thru J. M. & Korn & Co., N. Y.

Enz Co., Canajoharie, N. Y. (Beezlebub Gum) 6 x weekly, thru M. & Bankett Co., N. Y.

Walt Bond, Newark, N. J. (Blackstone Cigars) 2 x weekly, thru BBDO, N. Y.

Ex-Lax Inc., Brooklyn, N. Y. 6 x weekly, 26 weeks, thru Joseph Katz Co., N. Y.

Father John's Medicine Co., Lowell, Mass. 6 x weekly, 26 weeks, thru John W. Queen, Boston.


Vick Chemical Co., New York (all products) 26 x 52 weeks, thru Morse International, N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem) 5 x 26 weeks, thru Joseph Katz Co., N. Y.

CKAC Montreal Living Room Furniture Manufacturers, Montreal, 52 x weekly, direct.

Vineet Lab, Montreal (proprietary) 6 x weekly, direct.


Imperial Tobacco Co., Montreal (Sweet babies cigarettes) weekly, thru Whitehall Broadcasting, Montreal.


Mastercraft Clothes, Montreal, weekly, direct.

WXR New York Toussaint Watches, New York, 2 x weekly, thru J. Chasen Adv., N. Y.

Health Foods, Brooklyn, N. Y. 3 x weekly, thru Winston Adv., N. Y.

Penick & Ford, New York (My-T-Finemet) 7 x weekly, 26 weeks, thru BDDO, N. Y.

WAGM Presque Isle, Me. Hubbard Milling Co., Mankato, Minn. (Mother Hubbard flour) 3 x weekly, thru BDDO, N. Y.

Ex-Lax Inc., Brooklyn 5 x weekly, thru Joseph Katz Co., N. Y.

Miles Labs, Elkhart, Ind. (Alka-Seltzer) 3 x weekly, thru Adco, Chicago.

WENR Chicago Olive Tablet Co., Columbus, Ohio (Dr. Edward's Olive Tablet) 5 x weekly, 26 weeks, thru Keeler & Co., New York.

Presto-O-Lite Battery Co., Indianapolis, Ind. (Presto-O-Lite) 25 weeks, thru Ruthfuss & Rau, N. Y.

Schedules Begun By Fashion Firm

Hirshon & Garfield Handles Radio Spot Campaigns

AN advertiser in the fashion field is making its debut in radio with long-term spot schedule through Hirshon & Garfield, New York. The agency is also releasing a new radio spot this week, and is currently expanding the schedule for a shampoo. All radio activities are under the direction of Jerry Law, recently appointed radio chief for the agency.

Edith Lances, New York, started Sept. 10, for 52 weeks is promoting brassieres on stations in six major markets—Chicago, San Francisco, Fort Worth, Dallas, Cleveland and Detroit. She will run national spots, placing one ad every two weeks, wherever possible, on NBC stations. The five-minute musical spot, classic in miniature, with Thomas Hayward, singer, and Bernard Dudley, series will run at the rate of three a week, on NBC and CBS stations.

For Eggnog Shampoo, M. Louis Products Co., New York, now sponsoring five-minute music programs on Voice of Romance in Philadelphia, Washington and Baltimore, is expanding its spot campaign through 1944 until the end of the year, when delivery of the product in distribution, where the shampoo is being marketed full time, the account plans to go into network radio. Spot expansion calls for sponsorship of Romantic Essay. The campaign started two quarters ago and has utilized hour discs on a twice-weekly basis on 26 stations by Oct. 9, and on 40 by Nov. 6, with parallel increase for Voice of Romance.

N. Y. Club Resumes

J. HAROLD RYAN, NAB president, will open the 1944-45 season of the Radio Executives Club of New York, Oct. 18 at the Roosevelt Hotel. Mr. Ryan, assisted by Paul Peter, NAB research director, will discuss the NAB's plans for production and measurement of station circulation. REC meetings, formerly held Thursday noon, have been moved to Monday this year.

Canada Output Up

CANADA is producing $200,000,000 worth of communications equipment, including radar, this year, Radio Canada's chief of communica-
tions equipment manufacturing in Canada before the war amounted to $16,000,000 annually. As a result of the expansion, there has been a standardization of radio component parts with the resulting increase in production.
SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC’S LUCKY 7 FOR SOUTHERN FARMERS

5:00 A.M. Daybreak in Barnyard
6:00 A.M. NEWS
6:15 A.M. Tennessee Hoedown
6:30 A.M. "TEXAS DAISY"
6:45 A.M. Fairfield Four
7:00 A.M. Hillbilly Highlights
7:15 A.M. Renfro Valley Folks

Just One of These Programs Brought 40,000 Orders in 12 Months

Farmers wrote from virtually all of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of these states...Tennessee, Kentucky, W. Va., N. C., S. C., Texas, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida. This is proof that they’re listenin’...to WLAC.

For availabilities, call
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY
Meet WHB's John Schilling—a Veteran ... and our Genial General Manager!

To pioneer in radio, you begin as a "ham" about 1914... instruct in the Naval Radio School at New London, Conn., during World War I... then work for IT&T and the "Father of Radio", Dr. Lee DeForrest, in New York. You cruise some 75,000 miles as "sparks" on a tanker... then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City—originally known as the "Sweeney Automobile School" station, one of the grand pioneers in American broadcasting. You manage WHB uninterrupted through the years... 1922 to 1944... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling... sincerity, plus modesty, ability and being always-on-the-job to serve WH listeners and advertisers. If you want to sell the Kansas City Market, WHB is your happy medium!

For WHB Availability, Phone DON DAVIS

KANSAS CITY—Scarritt Building—Harrison 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd. — Central 7980
HOLLYWOOD—5855 Hollywood Blvd.—Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK

Missouri Kansas Wichita Salina Great Bend Emporia

WHB E

DIAMOND JUBILEE JULY—AUGUST MON. Thru Fri. 8-12 A.M.
Station A Station B Station C Station D Station E
13.7 11.4 28.0 13.7 31.0

WHB E

DIAMOND JUBILEE JULY—AUGUST MON. Thru Fri. 12-6 P.M.
Station A Station B Station C Station D Station E
18.1 5.8 19.1 29.1 24.7

Gates

"BC-10"

5-10 KW BROADCAST TRANSMITTER

Here is one of the new things to come from Gates! Our engineers have already developed and approved engineering designs for this transmitter to be produced as quickly as the demands by the military on Gates’ production no longer exist. The “BC-10” may be used for either 5,000 or 10,000 watt carrier. It is high level modulated and will be available complete with built-in phasing equipment.

May We Send You Details Regarding the Gates Priority System for Prompt Post-war Delivery?

(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates’ developments.)

Gates

RADIO and Supply CO.
QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD
Democratic State Group
Using Nets, Disc Shows

THE DEMOCRATIC State
Committee, under the direction of
Joseph Cohn, radio chief, is using
both network and transcribed pro-
grams, the Committee allotting
funds for individual program proj-
ects as the occasion arises. "Un-
masking Dewey" is the title of a
series of talks being delivered by
Paul E. Fitzpatrick, state commit-
tee chairman, each Monday, 6:30-
6:45 p.m., on a statewide CBS
hookup of WABC WKBW WORO
WKNY WHCU WNWY WNBF
WMOB WBOY, with playbacks on
WHEC WMFF and WOLF. Series
began Oct. 2 and continues through
Nov. 6.

In cooperation with Farmers for
Roosevelt groups, the state com-
mittee is sponsoring on 14 stations
a series of 13 quarter-hour discus-
tions featuring interviews with "Dirt
Farmers," and Democratic leaders.
Program is in addition to New
York Farmers for Roosevelt series,
broadcast on three New York State
stations. John L. Halpen Adv.,
Schenectady, placed the live net-
work and farmers programs.

Virginia Dare on 28

GARRETT WINE & CO., New
York (Virginia Dare), starts a se-
ries of one-minute spot announc-
ements Oct. 16 on the following sta-
tions: WTMJ WCFL WALT WGES
WSBQ WINN WXZZ WWJ KROMO
WIRE WIBC WISH WLOL
WIBA WJMS WTAQ WHF
WSAU WIND WTMJ WROK
KXOKW WIL WCBW WJK
WOH STTS The eight-week con-
tract was placed by Rathrauff &
Ryan, Chicago.

GOP Plans Spots,
Added Broadcasts

Seven More Net Programs
Are Slated to Date

FOUR broadcasts by Gov. Dewey,
three by Gov. Bricker and one each
by Congresswoman Clare Booth
Luce (R-Conn), Warren Atherton,
past commander, American Le-

gion, have been scheduled by the
Republican National Committee
for the remainder of the cam-
paign. To these may almost cer-

tainly be added special wind-up
broadcasts on Nov. 4 and 6,
Saturday before election and elec-
tion eve, and it is probable that
other talks will be aired on short
notice as the party's political strat-
egy demands, just as last week the
GOP Presidential candidate made
a Tuesday evening talk on Mutual,
decided on only the day before,
in addition to his previously sched-
uled Saturday CBS broadcast.

Gov. Dewey will be heard Oct. 18,
9:30-10 p.m., on the Blue from the
New York Herald Tribune forum;
Oct. 24, 10:30-11 p.m., on NBC from
Minneapolis; Oct. 26, 10-10:30 p.m.,
on CBS from Chicago; Nov. 1,
9-10 p.m., on NBC from Boston.
Gov. Bricker's schedule includes
broadcasts Oct. 11, 10-11 p.m.,
over MBS from Tacoma; Oct. 17,
11-11:30 p.m., Blue from San
Diego Oct. 27, 10-10:30 p.m., on
NBC from Kansas City. Mrs.
Luce will speak Oct. 13, 10-10:30
p.m. over the Blue from Chicago.
Mr. Atherton will broadcast Oct.
12, 10-10:15 p.m. on Mutual from

DEMOCRATIC PARTY
BEGINs SPOT DRIVE

DEMOCRATIC National Com-
mittee last week launched its series of
five-minute political speeches,
which will be broadcast on a na-
tional network each night that a
major Democratic broadcast is not
scheduled, giving the party a voice
on the air nightly from now until

Leading speakers of the party are
featured on the brief broad-
casts, the series being opened by
Sen. Truman, vice-presidential can-
didate, with Quentin Reynolds tak-
ing the second spot. Following each
speaker, the "Democratic Report-
er," a device initiated by the Re-
publicans, reported on conflicting
statements made by Gov. Dewey
GOP Presidential nominee, con-
cluding with the comment: "This is
to show that sometimes the Repub-
ican elephant does forget."

This week's schedule includes
the following in the usual time of
Information Please, NBC, on
Monday; Bob Hope, NBC, Tuesday;
College of Musical Knowledge,
NBC, Wednesday; Town Meeting
of the Air, Blue, Thursday, with
Friday and Saturday times not set.

New York.

In addition to the network broad-
casts, the Republicans are using
spot radio on some 400 stations in
more than 20 states. Transcribed
one-minute and station break an-
nouncements, prepared by the
Committee's radio staff under the
supervision of Henry R. Turnbull,
radio director, and announced by
Ford Bond, "Republican Radio Re-
porter," are distributed to the party's
committees for placement by them.

Copy on the four discs released
to date is partly designed to urge
people to register and to vote and
partly straight campaigning, with

PACIFIC COAST!

A mid-afternoon fifteen minute
strip is available on the Pacific
Blue Network of sixteen stations.
Ask us to give you the details. This
is more than an availability... it is
virtually a franchise.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

THE DES MOINES AUDIENCE FOR
'EASY ACES' IS ENLARGED

Yes, Jane and Goodman and Anacin get a Des
Moines audience 76.6% above their national Hooper.
Exceptional? Not at all. The 48 CBS commercial
evening shows on KRNT average 27.4% higher than
their national Hooperating (summer-spring '44). No
wonder more than 150 national and regional adver-
tisers use KRNT in Iowa's No. 1 market, Des Moines.
KRNT, DES MOINES • CBS • A COWLES STATION

Page 70 • October 9, 1944
Earl Browder Declines Bid to Appear on Forum

EARL BROWDER, president of the Communist Political Assn., last Tuesday notified the American Economic Foundation that he would be unable to appear on Sunday’s Wake Up America broadcast, due to “reasons beyond his control.”

Mr. Browder is the only one of the three candidates for the Democratic nomination for President whose withdrawal has not yet been announced. The others are Thomas Francis Johnson and Henry A. Wallace.

Donaldson Appointed

JOHN DONALDSON, former radio time-buyer for McCall-Ericsson, New York, and radio director of the Red Cross 1944 War Fund of Greater New York, has been appointed to handle radio schedules and programs for the All-American Division of the Republican National Campaign, New York headquarters. Mr. Donaldson supervises campaign broadcasting on all foreign language stations in the Eastern states. Negotiations for broadcasts on foreign language stations are in progress.

Kesten Statement

(See Petrillo story on page 11)

STATEMENT of Paul W. Kesten, executive vice-president of CBS, for Columbia Recording Corp., RCA subsidiary, regarding President Roosevelt’s telegram to James C. Petrillo, AFM president:

“We sincerely hope that Mr. Petrillo will honor President Roosevelt’s request to permit the musicians to go back to work. We believe he will, because we believe Mr. Petrillo is a man of his word, and he gave his word publicly and repeatedly that he would call off the strike if the President asked him to.

“We are disappointed and puzzled by the failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort. It is a ban not only against the making of all musical recordings, whether for commercial use, home use, or use by and for our troops. The War Labor Board’s present position in this respect is completely at variance with its own record in this case, which contain testimony from such outstanding figures as Elmer Davis of the Office of War Information and Chairman James L. Fly of the Federal Communications Commission, both of whom informed the Board officially of their views as to the importance to the war effort of recorded music.

“Of course no one confuses ballads with bullets, least of all our armed forces, but everyone who has visited army camps knows that the morale of our troops is in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo, requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President’s request and the dispute can be quickly settled to the satisfaction of all concerned.”

Folsom Statement

COMMENT of Frank M. Folsom, RCA vice-president in charge of RCA Victor Division, regarding President Roosevelt’s telegram to James C. Petrillo, AFM president:

“We are gratified that President Roosevelt has taken such a strong position in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo, requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President’s request and the dispute can be quickly settled to the satisfaction of all concerned.”

Football Video Stopped

ATTEMPTS to relay telecasts of football games from Philadelphia to New York to Schenectady have been halted after the first program on Sept. 30 because of poor signal reception in New York, blamed chiefly on prewar equipment which cannot be replaced at this time.
HOW TO SELL YOUR PRODUCT TO THE 5,000,000 PERSONS IN CUBA

Many national advertisers have found that the most effective way of stepping up distribution and increasing sales in Cuba is by using RHC Cadena Azul, the dominant network in Cuba.

For RHC, day in day out, delivers the largest audience in Cuba.

And in Havana the RHC outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that RHC has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

RHC CADENA AZUL

Cuba’s only network affiliated with CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City Wisconsin T-1168

FDR Action May End Disc Strike

(Continued from Page 11)

in their opposition to summary action.

For these reasons, it was inferred, counsel concluded that the only course open was a direct request by the President. This was felt to be the strongest action possible in wartime outside of outright seizure, in view of the President’s status as Commander-in-Chief of the Army and Navy. Mr. Petrillo had stated several occasions that should the President ask him to withdraw the ban on recordings, he would do so. On June 8, 1942, the annual convention of the AFM, held in Dallas, when he decreed that recording and transcribing of music for public consumption would stop on Aug. 1, he declared:

“We will make records for home consumption, but we won’t make them for juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our Commander-in-Chief, the President of the United States.”

Latest Testimony

Later, on Jan. 12, 1943, before a Senate committee, he testified in response to a question by Sen. D. Worth Clark (D-Ida.):

“After explanation to the President of the United States of our position in the matter, and he finally decides, especially now in wartime that it should be done—to lift the ban and continue the making of transcription recordings for the duration of the war—yes, I say, the request will be granted.”

In view of these commitments, many observers feel, Mr. Petrillo will be bound to respect the President’s request, but it was also pointed out that when the AFM later made these statements, operations in the entire recording industry were at a standstill and that Decca and 80 independent transcription companies have since resumed production under the Decca-World and the “Four Employer” contracts.

At the AFM convention in Chicago last June [Broadcasting, June 12], a resolution was passed forbidding the union to make records on any other terms than those embodied in these contracts, which Mr. Petrillo emphatically assented would be the minimum terms acceptable to him. At that time, he said: “When the time comes for peace, RCA Victor and Columbia had better look out. They’re liable not to get as good terms or conditions as others.”

Few labor controversies have had such a stormy history as the recording dispute. Whether it is called a “strike”, which Mr. Petrillo has denied and which his counsel, Joseph A. Padway, has called “a complete severance of relationship” [Broadcasting, Aug. 21], or a “ban” on the making of records, it is probably the longest continuous work stoppage in American history.

The dispute began with the imposing of the ban on recordings on Aug. 1, 1942, following a report by Mr. Petrillo to the 1942 AFM convention on the effect of “canned” music on employment of musicians.

Shortly after the ban took effect, the Dept. of Justice filed a complaint in the U. S. District Court for the Northern District of Illinois, Eastern Division, charging violation of the Sherman Anti-trust Act. A Senate subcommittee under Chairman Clark also instituted an investigation the following September with the view to remedial legislation.

Subsequently, the Court dismissed the Dept. of Justice case on the ground that a labor controversy was involved and that the Sherman Act did not apply. The Senate held hearings in January, 1943 and recommended that the dispute be mediated by the U. S. Conciliation Service of the Department of Labor.

The Conciliation Service certified the case to the NLWB which appointed a tripartite panel to make recommendations to the full Board. Extended hearings were held by the panel last fall, during which a separate settlement was made by Decca and a number of transcription companies. RCA and Columbia then entered the case as intervenors.

The panel made its recommendations to the Board last spring and the Board issued a directive on June 15 ordering the ban withdrawn. When the AFM failed to comply, a show-cause hearing was held Aug. 18 and again Mr. Petrillo, through his counsel, refused compliance. On the same day, the Board referred the case to OES Director Vinson for enforcement.

Resumption of operations by Decca and the independent transcription and record companies created a competitive situation which caused RCA and Columbia to press for action by the Government. Neither RCA nor Columbia have been able to offer new material to the public for more than two years and were fearful they would lose name artists as their contracts expired.

Demands for RCA Victor and Columbia records are said to be greater than the supply, production at pressing plants being hindered more by lack of shellac and manpower than by other factors.

Large Government orders in addition to good demand for recordings of classical and semi-classical work have kept both companies busy.

Columbia has lost some commercial transcription business to World, Empire and Musak, it is reported. NBC Thesaurus has been hard hit by the recording ban and has cut its rates by 50% as its basic material has gotten older and its library reduced. NBC syndicated series are still doing a fair business despite lack of music and while there has been some loss of commercial business, Government orders have helped fill the gap.

On transcription company report, that very few stations have been disposed to sign up with other companies at the expiration of their contracts with Thesaurus. More of them have added other libraries since Thesaurus rates were cut and Thesaurus has even picked up some business from stations which felt it deserved their support for fighting the industry battle.

Union Wants Station

UNITED Electrical, Radio & Machine Workers of America (CIO) at its tenth annual convention in New York, went on record as favoring UE-owned radio stations and authorized the Union’s general executive board to “explore the possibilities of establishing and operating under the direction of the union’s affiliated companies of FM stations in such major centers of our union as Boston, New York, Pittsburgh, Cleveland, Chicago and St. Louis.”

WM. RAMEBEAU, CO., Chicago, station representative, WPFP St. Petersburg, Florida, as of Oct. 1.
the war, although he declared "there are likely to be occasions in the future, as there have been in the past, when the Government of the United States will find it to the national interest that leaders should be able to address, directly, anyone in the world who is willing and able to listen."

Nelson Rockefeller, Coordinator of Inter-American Affairs, in an article observing "it is inconceivable to us, as a result of our experience, that other nations would be willing to eliminate international shortwave broadcasting," declared: "It is our unqualified recommendation that in the United States there should exist direct international shortwave broadcasting facilities at least equal to those of any other nation."

Raymond F. Guy, radio facilities engineer of NBC and chairman of Committee for the Present, in a letter to the FTC, recommended that 56 channels be allocated to international shortwave broadcasting, with eight channels in each of the following bands: 9,500-9,580 kc; 10,000-10,080 kc; 9,500-9,580 kc; 11,700-11,780 kc; 15,100-15,180 kc; 17,760-17,830 kc; 21,450-21,610 kc; 25,600-25,760 kc.

Ten stereo-transmitter relay links also were requested "in the same bands and have the same specifications as those provided for standard broadcasting and FM."

On behalf of RCA and NBC Mr. Guy endorsed the RTPB recommendations.

Also endorsing the RTPB requests for 56 channels were Director Davis, Mr. Kesten; James D. Shouse, vice-president in charge of broadcasting, the Crosley Corp., Cincinnati; Jay E. Tapp, director of engineering, Associated Broadcasters; Walter S. Lemmon, president, World Wide Broadcasting Corp., New York.

Mr. Kesten, who testified Thursday, said CBS had arrived at the conclusion that 100 channels are needed because "we want FM broadcasting worldwide, wholly democratic." He said CBS was interested in having enough frequencies to "meet any visible demand" and "that we have called the prince-and-pauper status of big and little stations be avoided as the end result of licensing.

To accomplish the second phase of a policy of "absolute equality between licensees in any given market, as to the coverage areas of their competing transmitters" was urged. Mr. Kesten recommended a third plank in the CBS FM platform: "That FM licensees be limited, by Commission policy, to coverage of the single market area within which they are broadcasting, rather than covering several separate markets by placing a high and powerful transmitter somewhere between them."

"This proposal is, I know, bound to be controversial," said Mr. Kesten's statement, "but this is a moment when such a multiple-market super-station perched on top of Mount Asnabumskit. This license, if granted us, will presumably permit us to cover Boston, Providence, Worcester, possibly New Haven, as well as other markets in the New England area.

"I want to make clear, at once, that we will proceed with this application—as a simple competitive necessity—should the single-market democratic licensing idea fall by the wayside. But we will drop the application at a moment's notice."

Mr. Kesten's statement said the single-market idea increases the supply of FM facilities by permitting the same frequency to be re- ing companies, including General Electric, Federal Telep. & Radio Corp. and Western Electric, had submitted offers to manufacture high-frequency transmitters, based on the CBS recommendations that television be moved to the 300 rce band and up. All three corpora- tions, as well as Zenith, have indicated a readiness to build new receivers capable of showing both black-and-white and full-color pictures, with fine definition, the statement continued.

Briefly, his statement summarized the CBS recommendations as follows: (1) That television be moved up in the spectrum above 300 mc; (2) that no fewer than 30 channels be assigned; (3) that each channel be at least 16 mc wide; (4) that quickly as possible—as soon as the improved pictures are fully tested and demonstrated on the higher frequencies—the lower frequencies be withdrawn from television service.

Emphasizing the fourth point, the statement said: "The United States may be within three to six months of full-fledged consumer production of radio and television sets. We view with the gravest alarm the possibility that the in- vesting public might be loaded up with unsound sets designed and built to receive only prewar television pictures, before the change-over to the new standards and the better picture occurs. This, of course, might provide a tempting double market for the manufacturers but, unless each purchaser of a set which might become use- less overnight were fully so informed, would be a first-class fraud upon the public and upon the broadcasters."

Mr. Kesten's statement said CBS spent three-quarters of a million dollars annually operating a New York television station before the war. He estimated the postwar operations will be double in New York alone. Estimating revenues, etc., his statement said CBS could not reach the break-even point until the seventh year of constantly increased expenditure. Television, he pointed out, presents the "greatest economic problem ever to face broadcasters. Millions of dollars of profits will be made by equipment manufacturers—while millions of dollars of loss are still being run up by broadcasters."

Television in the home must compete for the leisure-time attention of the family against movies, radio, theatre, the statement pointed out. Prewar television, he said, is not good enough to become a real public service. Only in the higher spectrum can enough channels be provided to make possible a truly national television service, on a vigorously competitive basis, he concluded.

Support RTPB Report

Under cross-examination by Mr. Caldwell, Mr. Kesten said there is a future possibility of a fractional support by commercial international broadcasting companies to the United America. Mr. Caldwell remarked: "I want to show, on the basis of what has been said, we can't expect to have international broadcasting without Government operation," and Mr. Kesten replied that CBS has submitted a statement to the FCC proposing private operation of international broadcasting after the war.

Throughout Tuesdays' hearings, which concluded Fixed Public Serv- ice (other than Alaska) when the start of testimony on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Chairman Fly interrupted at frequent intervals to urge speed or to object to testimony.

Haraden Pratt, chairman of RTPB Panel 8, was recalled for cross-examination by Benjamin P. Cottone, FCC assistant general counsel, but was cut short when Mr. Fly interposed: "Don't take the time to go over these trivial things."

On behalf of Mackay Radio & Tel eg. Co. Mr. Pratt said his firm supported RTPB recommendations.

John H. Muller, assistant to the president and chief engineer of RCA Communications, said the "urges serious considera- tion" a report of RTPB's recommendations, in light of anticipated postwar expansion in communications with other countries.

Charles C. Harrison, chief engi...
the communications industry as a whole, regardless of any evidence that may be offered," said Mr. Norton. Referring to IRAC he said, "It is difficult for me to understand how it happens that an organization composed entirely of representatives of Government agencies should have undertaken to reach conclusions on the needs of the various branches of private industry without according even the semblance of a hearing to those affected."

Mr. Norton added that "the other implication which disturbed us in the IRAC report is what seems to be an assumption that there will be an international merger of transoceanic communications and that such a merger will reduce the frequency space needed for these services... In its present form the proposal forbids such a merger and investigation of the subject is pending in the Senate and has only just begun. It is a matter for Congress to decide."

Mr. Norton deplored secrecy surrounding Government needs in the postwar period and declared, "We do not know how much of the radio spectrum suitable for long-distance communication in the fixed services or elsewhere is really being sought by Government departments."

Mr. Norton urged that some method be found whereby competing demands of the Government in private groups be "at least judged after full disclosure of the facts."

Donald K. deNeuf, Press Wireless director of communications, spoke on the technical setup of PW and the amount of spectrum used by the service. He visualized wide use of facsimile in the international fields to transmit dispatches in various languages. For instance, a Russian or Chinese correspondent, he said, could write copy in Russian or Chinese and it could be transmitted by facsimile without being translated into English and then back to Russia after being received. Mr. deNeuf also was interrupted frequently by Chairman Fly, while Commissioner Jett questioned him with reference to technical phases.

Marine Service

With reference to coastal marine relay, ship, mobile press and fixed public service in Alaska, H. C. Loom-}

ey, chief of the Marine Section, Safety & Public Service Div.ion, FCC Engineering Dept., placed in the record a statement together with exhibits covering the commission's propagation data on such services.

Mr. Harris, as chairman of Committee 2 Panel 8, presented the RTPB's recommendations. He also presented a statement on behalf of Tropical Radio Tele. Co. Co. A. J. Costigan of Radio Marine Corp. of America endorsed the RTPB recommendations.

Anthony J. Dimond, delegate from Alaska, took the stand to say that because of the wide distribution of population in Alaska it was impossible to reach all with telephone or telegraph lines and therefore his territory depended almost entirely upon radio. He suggested that the Commission conduct an inquiry into communications in Alaska before any changes in frequencies are made. Chairman Fly assured M. Dimond that the Commission was deeply concerned about communications in Alaska. "I assure you we'll give your needs our very serious consideration," he said.

F. M. Ryan, chairman of Committee 2, Panel 8, speaking on behalf of the Bell System companies on frequency requirements for maritime mobile radio services, estimated that three circuits will be needed to handle high seas traffic in New York within the next 5-10 years and that San Francisco will need two circuits, while a single short-range circuit will fill the needs at Miami.

Following an exchange in which the FCC chairman quipped he couldn't find a single "important" need for vehicular communications, as suggested by Mr. Ryan, the witness concurred: "We don't need bathtub, either."

"If you want to meet all these so-called emergencies, everybody will be running around the streets with a transmitter and receiver in his pocket," remarked Mr. Fly. "Maybe we're coming to that."

"We've got to determine whether or not the spectrum can accommodate these services," said Commissioner Jett. "I personally would like to see it developed up where we can accommodate it, up in the 1,000 mc band."

W. A. Roberts, counsel for the Television Broadcasters Assn., conducted a lengthy cross-examination of Mr. Ryan regarding the RTPB recommendations for a spectrum in conflict with television requests. Mr. Roberts asked Mr. Ryan why he thought television could provide an ample public service on less than 26 channels and asked on what technical findings the witness based his assumption.

Alaska Needs

"I haven't any crystal ball that tells me how many channels are needed," replied Mr. Ryan. "I don't want anyone to think I'm an enemy of television. I'm all for it. I want to see it come along. I didn't think there'd be enough people with the dough to put up enough television stations."

Resuming the stand Wednesday afternoon Mr. Pratt, for Mackay, endorsed the RTPB recommendations for mobile press. Joseph O. Earp of American Waterways Operators represented 600 operators supported Panel 8 recommendations. He said he didn't think the IRAC proposals were adequate.

L. F. Shirley of Libby, McNeil & Libby, speaking on needs of radio
in Alaska, didn't finish his prepared statement. It told of his firm's past operations with radio communications and explained how radio played an important part in canning fish. Chairman Fly instructed the witness to finish his statement.

Taking up aeronautical needs, William N. Krebs, FCC assistant chief engineer, placed in the record a statement concerning aviation radio services, with several exhibits. D. W. Rentzel, chairman of Panel 11, also president of Aeronautical Radio, representing 23 airlines, made some corrections in Panel 11 recommendations which had collided with television interests. The corrections were agreed upon at a meeting of Panels 6 and 11 with Panel 2, he said.

Mr. Rentzel estimated that by 1950 there will be 250,000 itinerant and private aircraft in the U. S., and at least 3,000 domestic and international scheduled planes. Airports will increase from 3,000 to 6,000. Among recommendations was a request that the FCC assign 165-185 mc for air navigational aids, an expansion over the original IRAC suggestion of 170-180 mc.

"There is reason to believe that this band may be replaced after the war by better equipment at much higher frequencies," said Mr. Rentzel. "If this can be successfully accomplished, Panel 11 recommends that this band be re-examined several years after the war and consideration be given to its use for television."

Chairman Fly asked if television would be "way down there". Gordon A. O'Reilly of Transcontinental & Western Air, Kansas City, also speaking for the RTTRB and Aeronautical Radio, discussed needs for inter-continental operations and told of interference from some Latin American countries in certain portions of the spectrum. He outlined estimated needs with reference to various aviation services. Under cross-examination, Mr. Rentzel said he didn't think facsimile ever would be successful in airport control service. He did say, however, that facsimile is used in certain portions of aviation communications.

Space for World Coverage

When the hearings opened Thursday Mr. Davis told the Commission "it is the judgment of OWI's technicians that this (56 channels) is the minimum required for adequate world coverage". He visualized the multiple frequency system as the principal vehicle of the immediate future for the "distribution of American news abroad". Although an international agreement would help solve some of America's problems, he said, "it would not by any means solve the problem faced by American agencies which must deliver their news on an up-to-the-minute basis if they are to compete successfully with foreign news services whose transmission facilities are already fully developed."

"I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international shortwave broadcasting," said Mr. Kesten. He denounced the IRAC plan for international point-to-point relays, rather than international broadcasting, as a "really closed circuit transmission, rather than broadcasting."

"We have found in fact, not merely in theory, that in peacetime international broadcasting is the greatest single instrument created by man for developing international goodwill," said Mr. Kesten. He added that international broadcasting had been an out-of-pocket expense to CBS and probably would continue as such, but that CBS would continue to spend money on the theory that it was good citizenship.

Speaking of the increased flow of news in the postwar period, Mr. Kesten said: "That news can reach the public only through two fundamental channels—the press and the radio. Shall radio—the newer, the swifter, the more democratic method of news dissemination—be throttled on the eve of its greatest service to world peace and world affairs?"

Mr. Kesten urged that the 160 frequencies, allocated by the Cairo conference of 1938 for international broadcasting, be retained as a bare minimum. "Let me say," he concluded, "that CBS sincerely and deeply believes that it is the responsibility of the FCC to maintain for international broadcasting adequate space in the spectrum."

Shouse Hits IRAC Plan

Mr. Shouse, saying the IRAC recommendations were "utterly lacking in realism", urged continuance of international shortwave broadcasting as the "only sure way we have of making the voice of this nation heard in foreign countries."

"In every other field, the key-note of postwar planning is global expansion," said Mr. Shouse, whose company recently dedicated three powerful international transmitters (Broadcasting, Sept. 25, Oct. 2). "Why should radio broadcasting look to the future as a period of retreatment and confinement?"

"The real value of international broadcasting has not yet been fulfilled," said Mr. Lemmon. "It will be in the postwar years. I don't think we've scratched the surface yet. The field of international broadcasting holds hope of fulfilling the dreams of great statesmen of unifying the world in terms of a permanent peace."

Mr. Davis' testimony touched off the controversy between Chairman Fly and Mr. Caldwell. The Washington attorney submitted two proposed questions on (1) whether the Government plans to engage in international broadcasting after the war and (2) the relative social and economic importance of the service. Chairman Fly ruled the questions were irrelevant and told Mr. Caldwell: "Experts from the same organization will be here and they may be questioned."

Fly Stops Guy

But the "experts" didn't arrive. After Messrs. Davis and Rockefeler concluded their testimony, they announced there would be further witnesses from their respective organizations.

Chairman Fly again displayed his attitude towards discussion of
Government control when Mr. Guy, speaking for RCA and NBC, said he had a statement on behalf of his companies concerning postwar broadcasting policies.

"The Commission has considered that and the Commission is not going to decide the policies," said Charles F. Fly, who was concerned with frequencies. As to policies in the operation of any given group of stations, we do not care to go into detail.

Mr. Guy started to explain his statement and the chairman interrupted to say it was all right to proceed on the "need of the services," but to the question of the operation, or the program content, or of the Government's investment or private investment, or degree of Government influence, or supervision, or anything of that sort.

Those are questions that we cannot decide.

Mr. Caldwell later got in his questions on Government control when Mr. Kesten returned to the stand for cross-examination in the case. Mr. Kesten's examiner, Commissioner Paul A. Walker, was acting chairman in the absence of Mr. Fly. The chairman, arriving late, cut short the cross-examination of the witness by A. Roberts of the Division Broadcasters Assn., who frequently has clashed with Mr. Fly.

Shortwave Growth

Curia B. Plummer, assistant chief, nonstandard section, Broadcast Division, FCC Engineering Dept., said Thursday many countries use shortwave for domestic broadcasts and since 1938 there has been a rapid increase in shortwave stations, resulting in moving some stations to bands assigned other frequencies. He attributed much of the interference to the domestic shortwave stations.

Under cross-examination Mr. Guy said the RTTP panel did not consider domestic shortwave broadcasts. He said the panel did feel that in the future, shortwave service may shift to the frequencies now used for FM. Assistant Commissioner Charles R. Dennis, FCC general counsel, why short-wave couldn't use the higher frequencies, Mr. Guy said it was entirely a question of receiver design and not sunspot cycles.

When Mr. Kesten began his three-fold testimony covering international shortwave, FM, and television, Mr. Roberts objected to placing the television portion into the record during the international broadcast cross-examination. The chairman sustained the objection, but ruled that Mr. Kesten could submit his statements to be included in the record at the proper places.

Mr. Tapp, said, in the opinion of Associated Broadcasters, the "need for Government broadcasts probably will continue for years after the war," but he expressed the hope that at some time in the future there would be time for commercial broadcasts.

The international broadcast was completed, the hearing reverted to aviation, with Mr. Rentzel and Mr. O'Reilly recalled for cross-examination. F. M. Ryan, radio engineer of AT&T, said it was not recommended now that frequencies be vacated for use exclusively in providing telephone service to passengers in aircraft. He added that such a service be needed later on, AT&T could provide it through its short-wave or coastal telephone stations.

C. W. Peake, manager of radio operations, Lockheed Aircraft Corp., Burbank, Cal., who took the stand Friday morning, endorsed the RTTP recommendations in general, then told of the need for aviation radio services in the very high, ultra high and super high bands.

Opening hearings into the needs of amateurs, Leland C. Quaintance, chief of the operator and amateur service sections, FCC Engineering Dept., testified that at the close of the fiscal year 1941 there were approximately 60,000 licensed amateur stations, representing the largest single class of radio operators.

On Dec. 8, 1941, however, the FCC closed all amateur stations for the duration. Mr. Quaintance listed allocations and requests as follows:

- Proposed by TCI: 9000-9000 kec; 9000-7200 kec; 14,000-4,000 kec; 25-30 mc; 1,125,315 mc, 420-490 mc, 400-401 mc.

- Proposed by IBI: 9000-3800 kec; 7000-7400 kec; 14,000-2,000 kec; 25-30 mc; 14,164-1,245 mc, 425-490 mc; 1125-1225 mc; 2500-3700 mc; 4500-4570 mc.

- Proposed by the American Radio Relay League: 9000-3800 kec; 7000-7400 kec; 14,000-1,400 kec; 25-30 mc; 1,125,315 mc, 420-490 mc; 448-480 mc; 896-960 mc; 1702-1225 mc; 3584-3915 mc; 7516-7635 mc, 9335,335-3860 mc.

- Proposed by ARRL: 9000-3800 kec; 7000-7400 kec; 14,000-1,400 kec; 25-30 mc; 1,125,315 mc, 420-490 mc; 448-480 mc; 896-960 mc; 1702-1225 mc; 3584-3915 mc; 7516-7635 mc, 9335,335-3860 mc.

- Proposed by Mr. Jett: 9000-3800 kec; 7000-7400 kec; 14,000-1,400 kec; 25-30 mc; 1,125,315 mc, 420-490 mc; 448-480 mc; 896-960 mc; 1702-1225 mc; 3584-3915 mc; 7516-7635 mc, 9335,335-3860 mc.

- Proposed by Mr. Bailey: 9000-3800 kec; 7000-7400 kec; 14,000-1,400 kec; 25-30 mc; 1,125,315 mc, 420-490 mc; 448-480 mc; 896-960 mc; 1702-1225 mc; 3584-3915 mc; 7516-7635 mc, 9335,335-3860 mc.

George W. Bailey, ARRL president, requested the FCC to return to amateurs "the frequencies assured in the past to aviation but to take some time together with certain additional frequencies above 300 mc." He listed four major categories of the amateurs for the standpoint of security to follow.

Existence of a huge reservoir of skilled amateurs; availability for military use of amateur frequencies, free from interference, immediately upon declaration of war; huge supply of up-to-date gear available for communication purposes for the military services when suddenly needed; support of manufacturers of gear who find a wide market among amateurs and who must keep abreast of the times to fill that demand.

From the standpoint of welfare, Mr. Bailey listed these five points: Amateur radio as an elaborate training school; contribution of amateurs to radio technique; availability of amateurs for nationwide assistance in large-scale investigations and experiments; ability of amateur radio to supply communications in time of emergency, caused by natural disasters; the municipal importance of amateur radio.

K. B. Warner, secretary and manager of the ARRL, testifying on the 9000-3800 kec recommendation of amateur radio service, pointed out that amateur stations operate in bands, which must be diversified because there are both operators and investigators of remote, divergent and changing interests, and with many subdivisions of specialization.

Mr. Warner, urging the Commission to give serious consideration to the ARRL recommendations, said: There is no employment of radio frequencies that contribute more to the welfare and security of the nation as a whole than the allocations of the amateur service.

Ignition Problem

George Kramer, technical director of ARRL, recommended legislation governing design of automobile systems to shield them from interference. He said auto ignitions on the 56-60 mc band interfere in high frequency radio transmission and reception.

Household appliances and dia-thymeters may be blamed by Mr. Kramer for only a small part of the interference. Legislation providing that auto ignition systems cannot use the spark from the spark not only would aid amateurs but it would be of "great benefit to the very high frequency services," he asserted.

Mr. Denny indicated that the FCC may recommend such legislation to Congress. Mr. Kramer said the hearing portion of the spectrum to diathermy should solve that problem.

Mr. Warner was questioned about the 56-60 mc band use for amateur radio by Commissioner Jett and George P. Adair, FCC chief engineer, both of whom mentioned that television interests are seeking among amateur allocations. Mr. Jett observed that if the 56-60 mc band is taken from the amateurs for television, it would be necessary, to accommodate the two services to take some of the frequencies and FM might want to expand upward.

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GAME OF THE CENTURY took place recently at Lodi, N. J., site of WJZ transmitter, when WJZ-Blue network team of "nine old men" (plus umpire) battled the local Rotary Club team to a tie score. Seated are: Paul Freieman, musical director of the Blue; John McNiel, manager of WJZ; Edward Kahak, executive vice-president of the Blue; Edward J. Noble, chairman of the board, and Mark Woods, president. Standing: Nicholas Priaux, v-p in charge of finance; George Mine, chief engineer; Phillipa Carlin, v-p in charge of programs; C. P. Jaeger, network sales manager; and Keith Kiggins, v-p in charge of stations for the Blue.

Tentative List of Witnesses Scheduled To Appear This Week at FCC Hearings

FOLLOWING is a tentative list of witnesses scheduled to testify in Group 2 (Standard, FM, Noncommercial Educational, Television, Facsimile, Other Broadcast Services) in the FCC allocates hearings. The hearings will resume at 10:30 a.m. Tuesday, Oct. 10, in the Natural History Museum Auditorium, Constitution Ave. and 10th St., NW, Washington:

STANDARD BROADCAST SERVICE
C. M. Braum, FCC; John V. L. Hogan, chairman, RTBP Panel 7; George Henry Fawley, Jr., Louis R. Fawley, Jr., W. W. Money, Jr., Robert D. Dennis, Dr. Frank Stanton, William B. Lodge, CBS, W. F. Cotter, Stromberg-Carlson Co.

HIGH FREQUENCY (FM) BROADCASTING

NONCOMMERCIAL EDUCATIONAL BROADCASTING
C. M. Braum, FCC; Dr. John W. Studebaker, U. S. Commissioner of Education, heading list of 23 witnesses.

TELEVISION SERVICE

Graham to Washington

GORDON GRAHAM, assistant director of special broadcast services for WLW Cincinnati, will be transferred to head a new WLW news bureau in Washington, it was announced last week by Robert E. Dunville, vice-president of the Crosley Corp. and WLW general manager. Mr. Graham will begin broadcasting Washington news reports at 5 p.m. each day to 100,000 midwest listeners each weekday at 6:25 p.m., starting Oct. 23.

BROADCASTING • Broadcast Advertising

RADIO PROVES AID TO RURAL SCHOOLS

BECAUSE radio has proved so valuable in bringing specialized material to the 25% of the rural schools in the United States now electrified, a large number of other rural schools are pushing plans for electrification so they can benefit from the educational programs now on the air. This fact was brought out in a tribute to radio during the White House Conference on Rural Education held last Wednesday and Thursday at the White House and attended by 200 delegates.

The entire conference, the first on rural education to be called by a President, was covered by J. B. (Jerry) Walker, WLS Chicago education director, by means of a radio wire from a record loaned by Utah Radio Products Co., Chicago. A 15-minute talk by the President to delegates, two interviews with Mrs. Roosevelt conducted by John Strohm, managing editor of the Prairie Farmer, and all the work-study discussions were recorded. The documentary films, made from a master record run off by the Office of Education, were distributed to approximately 50 delegates. They are scheduled to be played in rural schools and in schools throughout the country.

BATCHELLER ISSUES IAC CUTBACK PLANS

CITING the Radio & Radar Division of WPB as an example of how the Industry Advisory Committees can help in reconversion, Hiland G. Batcheller, WPB operations vice-chairman, last week issued instructions to all WPB bureau and division directors as follows: The 750 Committees of the War Production Board would function in the important role they will play in the projected program for cutting back military production after V-E Day.

Mr. Batcheller said that the cutback information will be available in two classifications: (1) by the military products concerned and (2) by major peace-time industries. "Thus, the Radio & Radar Division," he said, "may discuss with the Radio & Radar Industry Advisory Committee proposed V-E Day cutbacks in the military end products. The proposed cutback may be discussed with the committee in terms of its incidence on the industry as a whole, but not in terms of its incidence on individual plants."

Station Program Listings Offered New York Papers

A PLAN to service newspapers in the New York listening area with a daily consolidated listing of station schedules was laid before radio editors last week by Thomas A. Koppel Co., New York, printers of radio listings. Stations would share the cost of schedules.

The Consolidated Daily Radio Program (copyright) for the eastern listening area would be mailed by first class mail daily with all copy due in by midnight on the day before publication. Sample copy measuring 27 x 16 inches would contain columns of information, with bold red lines separating each station and an editor may strip the sheet into columns and rearrange them in any order. Corrections are made preliminary to publication. Inclusion is conditioned on section of advance program corrections.

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American Bird Back

AMERICAN BIRD Products, Chicago, makers of American 3 Veer Bird Foods, resumes American Bird Warblers, featuring live canaries and some of the world's best song birds, on the War Production Board's "Home Life" program, starting Oct. 15. Program, which has been aired on WGN from 3 to 4 p.m. daily for the past 17 years, will be heard Sundays from 10:10-10:30 p.m. Continuation of the regular afternoon program is expected to continue for the balance of the year.

Rehabilitation Aid Aim Of NBC Service Audition

TO ASSIST in the rehabilitation of the nation's fighting men and women, NBC has announced that free "Welcome Home" auditions will be given to any member or former member of the Armed Forces who believes he has talent fitting him as a radio entertainer or writer. Auditions will be given Saturday mornings, beginning Oct. 14. Lt. M. L. Merser, NBC vice-president in charge of programs, in making the announcement, stated that the purpose of the auditions is to examine prospects for post-war opportunities, not for the immediate present.

Receiving Tube Demand Faces Heavy Increase

CIVILIAN and military requirements for receiver tubes after V-E day will be 60-70% above present maximum production, according to best estimates of WPB Radio & Radar Division officials who revealed the figures to a Vacuum Tube Industry Advisory Committee last week. Total production of such tubes in August was put at 10,000, 15% below capability for civilians. Committee members stated that ability to meet inflated demands after V-E day would depend on the manpower situation as well as the per cent in cutbacks.

End of the European war, WPB officials said, will reduce military requirements slightly, but not until after Germany's surrender is a 45% cut in such requirements expected. Because of the nature of the new National Defense Program of continuous postwar employment, large numbers of women workers are expected to be attracted to tube production when cutbacks in other industries occur, WPB officials said.

Book on Radio Operation

HOW RADIO works, from studio through control room and transmitter to antenna, is explained in non-technical language in Modern Radio, written by Kingsley S. Tatnall. To assist those interested in the field, the book contains a glossary of terms explaining the volume, which is illustrated with frequent diagrams and photographs.

Plate Adjuster

NORTH American Phillips Co. has completed perfection of equipment for precisely adjusting the frequency of quartz oscillator plates downward. The specially designed Neumo apparatus uses a new high-capacity water-cooled gas filled tube. Formed from a fixture that exposes one crystal to the intense X-ray beam while another crystal is being loaded into a second holder.

Tribune Forum Set for Blue Oct. 16-18

WORKING with the New York Herald Tribune, Blue Network has arranged for a series of three evening radio sessions of the newspaper's annual forum to be held in New York Oct. 16-18. Specially prepared for radio presentation, series will be broadcast 8-9 p.m. Oct. 16 and 17, and 9-10:30 p.m., Oct. 18. Blue advertisers sponsoring programs during those periods have been notified by permitting their shows to be cancelled for the presentation of this public service series.

Titled Builders of the World Ahead, the radio sessions will present such speakers as President Harry S. Truman, Admiral Nimitz, Bernard Baruch, J. A. Krug, Henry Kaiser, Clare Booth Luce and Helen Gahagan. Series will be opened on the air by Ed-ward J. Noble, chairman of the Blue, with Margaret Reid, vice-president of the Herald Tribune and forum chairman, presiding.

Dealing with such problems as the rehabilitation of veterans, defense and reconversion, the broadcasts have been prepared by Adrian Sarnia, Blue national education director, who selected the leading speakers from the three-day forum to give their views to Blue Network's audience, John B. Kennedy, Blue commentator, will open each program with a discussion of the meaning of the forum's messages and digest and summarize the speeches at the close of the broadcast.

Dutch Message

FIRST TWO villages in the Netherlands liberated by American troops sent messages of loyalty and affection to Queen Wilhelmina of the Netherlands and the Dutch royal family in London through arrangements made by George Hick, Blue Network wartime co-respondent with the American forces on the Western Front.

Press Wire Officers

PRESS WIRE Officers, Inc., New York, at a meeting of the board of directors, elected as vice-president E. J. Kersey, managing engineer and rate specialist; as treasurer, James Humphrey Jr., former assistant being handled by Christian Science Publishing Society; and as secretary, P. J. Denslow, PW general attorney. The following appointments were made in the executive staff: C. E. Kersey, PW communications; D. K. deNeuf, former vice-president in charge of personnel; W. R. Hudson, former manager, manufacturing, R. H. Despasquale, former assistant general manager; director of personnel, Philip D. Zuziak, former vice-president in charge of engineering; personnel director, E. Kersey, former chief of personnel, administrative control, production division; J. L. West and Whitney Aircraft, East Hartford, Conn., and director of Public relations, Paul Darrow Funkhouser.
MORE TECHNICIANS NEEDED. OWI SAYS

WITH THE "end of the European war in sight," psychological warfare, based upon intensive use of radio, is being speeded up in the Pacific and Far East, the OWI Overseas Branch announced last week, with a plea for radio engineers and technicians. OWI radio operators in the Pacific area are under the direction of H. Preston Peters, on leave from his post as president of Free & Peters Inc., station representatives, who recently was promoted to Outpost Manager of OWI for the Pacific and Far East. He joined OWI as a field representative for the Far East.

Positions are open for radio engineers and technicians to serve with the OWI overseas for those men who can meet the challenge. Broadcasting was described as a prime weapon of psychological warfare, and while radio communications and radiophonic service, especially aviation operations in similarly vital roles. Any offer to these men an opportunity to play a dramatic role in the war against the Japanese," said the statement.

Engineers now being recruited will be sent to Australia, Hawaii, China and India. Anyone who qualifies and has knowledge of or experience in these lines should be especially valuable to OWI, the announcement said. Interested parties living in New York, Los Angeles or San Francisco should make written application to OWI Overseas Branch at 111 Sutter St., San Francisco, or to New York office at 119 W. 57th St.

Chef Boy-Ar-Dee Plans

CHEF BOY-AR-DEE QUALITY Foods, Milton, Pa., outlined postwar plans at a recent meeting. Future plans include a nationwide chain of restaurants. Firm is now on the air on 191 Blue stations every Saturday at 10:30 a.m. A special "blackout menu" plan will be presented. Program was staged by Hal R. Make- lin, vice-president and radio di- rector of Milton F. Burghardt Co., firm's agency. E. R. Peterson of the Blue Network spoke at the meeting.

Underwear on WABD


"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELS0N 67 W. 44 St., N.Y.C.

Furniture  
BROADCASTING • Broadcast Advertising

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decisions

October 2
WSPA Spartanburg, S. C.—Granted mod. CP authorizing increase power and changes in DA, for further changes in DA.
WSNJ Bridgeton, N. J.—Granted mod. license move to main studio to transmitter site.
KDSB Cedar City, Utah—Granted extension time for period ending 10-14-44 to comply with procedural conditions of grant for 350 w.
KNOE Monroe, La.—Granted authority to use call letters KNOE instead of former KJAN.
Philco Radio & Television Corp.—Granted CPs seven experimental portable-mobile television relay stations, two to be located at St. Louis de Grave, Md., two at Honey Brook, Pa., two at Saginaw, Mich. and one in District of Columbia. Four will use channels 11 and 12 and the other three will use channels 13 and 14, all using A6 and A6 emission. Site will employ 16 w visual and 10 w audio and one 15 w visual and audio.

November 2

RCA, Area of Camden, N. J.—Granted CP and license new experimental television relay station, 211,600-237,900 kc, 600 w visual and audio.
RCA Camden, N. J.—Granted CP and license new experimental television relay channel 5, 30 kw visual and audio.

October 5
WMAN Mansfield, O.—Adopted decision and order granting license renewal.

October 4

RCA Broadcasting Co.—Granted motion for continuance consolidated hearing from Oct. 11 to Nov. 27.
Queen City Broadcasting Co., Boise, Ida.—Granted request take depositions re its application for grant of KFSO and Idaho Broadcasting Co.
WRQ Grand Rapids, Mich.—Granted petition for leave to intervene in hearing on grant of WKBZ change 1290 kc to 1290 kc.
KDKKQ Spokane, Wash.—Granted joint petition for continuance hearing from Oct. 10 to Dec. 16 for license renewal.
KOB Albuquerque, N. M.—Adopted order continuing to Dec. 11 hearing on application for mod. CP. (Action taken Sept. 22.)
WKBZ Muskogee, Okla.—Adopted order, granting petition for continuance hearing on license renewal application; continued same to Dec. 5.

Tentative Calendar .

October 11
KDNY Denton, Tex.—CP 1450 kc 250 w unlimited.
Truett Kimney, Greenville, Tex.—CP, new station, 1450 kc 250 w unlimited.
KWWA Waco, Tex.—CP 1250 kc 250 w unlimited.

Applications

October 3

With Baltimore—CP new developmental broadcast station, 45,200 kc 1 kw A2 emission.
WINN, Louisville, Ky.—Involuntary transfer control from D. B. Black to Nellie M. Kendrick, executrix of the estate of L. Kendrick, deceased.
The Regents of U. of Michigan, Ann Arbor, Mich.—CP new noncommercial educational station, 43,900 kc 1 kw special emission, amended change from antenna site, change studio location and change tower.
WAVE Louisville, Ky.—CP new FM station, 106.6 kc, 15,000 st. mi., $160,000 estimated cost.
Commercial Radio Broadcasting Co., Savannah, Ga.—CP, new station, 1450 kc 250 w unlimited, amended change frequency to commercial broadcasting equipment.
Lester Howard Haxey, Conway, S. C.—CP new station, 1490 kc 250 w unlimited.
KNOW Asetin, Tex.—CP new FM station, 107,100 kc, 12,000 st. mi., $39,850 estimated cost.
WACO Waco, Tex.—CP new FM station, 1450 kc, 15,930 st. mi., $25,250 estimated cost.

Radio Engineering Consultants

* Evening Star Building, Washington, D. C.
* 221 E. Gregory Boulevard, Kansas City, Mo.

Paul Godley Co.
Consulting Radio Engineers
Montclair, N. J.

McNary & Wrathall
Consulting Radio Engineers
National Press Bldg., D1, 1205
Washington, D. C.

Hector R. Skifter
H. R. Skifter Donald M. Miller
Consulting Radio Engineers
Engineering Services
Available After Victory

Ringo & Clark
Consulting Radio Engineers
Washington, D. C.

Raymond M. Wilmette
Consulting Radio Engineer
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

Woodward & Keel
Consulting Radio Engineers
Earle Building, Washington 4, D. C.

Lohnes & Culver
Consulting Radio Engineers
Mouney Bldg., District 8213
Washington 4, D. C.

Paul A. de Mars
Consulting Electrical Engineer
1900 F St., N. W.—Washington, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Short Hale Bldg., ME. 4777
Washington, D. C.

RCA, Area of Camden, N. J.—Granted CP and license new experimental television relay station, 211,600-237,900 kc, 600 w visual and audio.
RCA Camden, N. J.—Granted CP and license new experimental television channel 5, 30 kw visual and audio.

October 3

WACO Waco, Tex.—CP new FM station, 106.6 kc, 15,000 st. mi., $160,000 estimated cost.

October 5

WERC Erie, Pa.—License to cover CP change frequency.
WSAM Saginaw, Mich.—Mod. license change main studio location.
Thomas N. Beach, Birmingham, Ala.—CP new station, 1420 kc 250 w unlimited.
KSAM Huntville, Tex.—Mod. license change D to unlimited.
Howard J. DeFla., Fla.—CP new station, 1450 kc 250 w unlimited.
Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new station, 1140 kc 250 w unlimited, amended change to transmit 250 w to 10 kw and specify studio site.
WAGG Clarksville, Tenn.—CP new FM station, 89,300 kc, 15,000 st. mi., $160,000 estimated cost.
KPGW Nashville, Tenn.—Mod. authorization change assignment for extension non-commercial station from 11-14-44 to 11-11-45.
WLUE Erie, Pa.—CP install new transmitter DA-N, change 1450 kc 250 w to 30 kw visual and audio and move transmitter (petition to reinstate).

Hermann D. Myshing has been appointed manager of sales and engineering at RCA's auto radio department. With RCA from 1935 until the outbreak of hostilities as supervisor of engineering activities in the auto radio field, Mr. Myshing was placed in charge of a group of RCA engineers under Rear Admiral M. G. S. Signal Corps on an engineering development course on combat communications problems.

Albert E. (Shorty) Evans has been appointed chief engineer of KGO San Francisco, Calif., the San Francisco station of the Crowder Broadcaster Assn.

Bill BZETZ, supervising engineer for RCA's auto radio department, has been named district merchandising manager with headquarters in Philadelphia.

Robert E. Brooking, formerly with the WJIT-WGES Chicago, is now an instructor at Central Signal Corps School, Camp Crowder, Mo., and has been appointed chief engineer of the Crowder Broadcasters Assn.

Perry Aikken is a new addition to the control staff of WHG Green- boro, N. C.

James Matson, formerly with WLAC in Nashville, Tenn., has been added to the engineering staff of WOC-WGL Ft. Wayne.

A. J. (Jack) Hall, for several years associated with Kellogg Switchboard & Supply Co., Chicago, as engineer in design, research and development laboratories, has been appointed production and research engineer for the Universal Microphone Co., Ingelwood, Cal. Currently assigned to administration, he will later work with program and network planning.

Bruce Ratiff, chief engineer, and Glenn Thayer and Paul Looker of the WOC-WGL pt. have been assigned to the operating staff of the company for a period of combat training in war zones.

Paul Shaw, formerly with the War Dept., has joined the engineering staff of WSPD Toledo.

Robert Batterschield is a new member of the WJW Cleveland engineering staff and has added William Hull, formerly of WOL and WAGE Stations. Latter now devotes his time as announcer and engineer at WJW.

October 6

Thomas Garant, Jr., Richmond, Va.—CP new station, 1120 kc 250 w unlimited, amended change frequency to 1120 kc.
WBEL Richmond, Va.—CP change hours of operation and move and aural changes in antenna, amended to receive 1210 kc unlimited, amended to receive 1120 kc and specify studio site.
KVMV Inc., Marshall, Tex.—CP new station, 1450 kc unlimited.

WVTY Nashville, Tenn.—CP new station, 1450 kc unlimited.

W A B Y Atlanta—CP new development station, 1450 kc 250 w unlimited.

WLPW Birmingham, Ala.—CP new development station, 1450 kc 250 w unlimited.

WABC New York—CP new development station, 1450 kc 250 w unlimited.

WBLN Lakehurst, N. J.—CP new development station, 1450 kc 250 w unlimited.
Classified Advertisements

Help Wanted

Account Executive to join recognized medium-size Chicago agency in new business development, requires capable, experienced, excellent oral contact and overall ability. Give complete information in first letter. Your recent staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 412, BROADCASTING.

Wanted—Station manager to take complete charge of new forthcoming 585 watt station in modern thriving community, with all modern facilities. Good background, experience, references, and salary required. Announcement—Announcer to negotiate commercial and handle announcing work. Permanent positions—good salary. Box 761, BROADCASTING.

Program director—announcer to take complete charge of production and handling all announcers. Eight-year experience, good relations, promotions—permanent positions. Good salary. Box 761, BROADCASTING.

Opening for experienced announcer qualified to handle news and special events. Please state qualifications and minimum starting salary. Box 787, BROADCASTING.

Program director—announcer to take complete charge of production and handle all announcing work. Permanent positions—good salary. Box 761, BROADCASTING.

Situation Wanted

Chief engineer—thirty years’ experience. Eight-year large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years production in operation. Last one-a-half years, chief engineer for concern designing and manufacturing special equipment for U.S. Navy. References exchanged. Salary $100 to $150 per week. Must have full place. Available six weeks. Box 864, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up from the bottom. Experience in general manager, and have done each job thoroughly. All of these years have been associated may be used as reference. My interest lies in radio at $5,000 per year or better. Will be available in a few months. Will work to last. Box 787, BROADCASTING.

Engineer—Experienced, studios transmitter, recording, news, stations. Box 709, BROADCASTING.

Announcer—Experienced, draft exempt, available immediately. Additional disc and references upon request. Box 783, BROADCASTING.

Aggressive young man—Conscientious and qualified announcer, wishes permanent association with a major network station. Primarily desires opportunity for programming, producing, and vocal work. Can produce original ideas. Draft deferred, family, excellent reference. Box 783, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music, etc. Clearances, Broad musical knowledge. Box 786, BROADCASTING.

Situation Wanted

Chief engineer—Experienced construction, installation and design of operation broadcast equipment. Interested in active participation of present organization. Prefer east, not afraid of hard work. Available on short notice. Box 786, BROADCASTING.

Wanted—Representatives in local and regional markets to sell radio programs. Good commissions. Write Department AW, 1196 National Press Bldg., Washington, D. C.

Wanted—First class radio engineer. Excellent opportunity for advancement. All local and regional work. Box 787, BROADCASTING.

Announcer—To make $75 to $100 per week or more. Spot being vacant by top mass leaving for big time. Base salary $35.00 per week. Commercials average $100 to $150 per week, and much more for the right man. Must be good “solo” announcer. Will have complete All-Block, can deliver, and should deliver effortlessly and with salesmanship, and record with confidence. Excellent opportunity to get work, and very good pay. Local city studio. Complete information and introductory tape in first application to WSNY, a good local station in Schenectady, N. Y.

NRC affiliate has opening for experienced announcer with above average ability who desires permanent connection and work in southern states. Send transmission and detailed outline qualifications, experiences, references, earnings first letter. WSAV, Savannah, Georgia.

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AMPERE TUBES

For sale—S-CL5214, 12-NU307, 6-NU305 tubes new. $109, Russell Davis, 1755 34th Ave, San Francisco 21, Calif.

WANTED—Frequency monitor and modulation monitor. Phone Central 6698, collect, Chicago, Mr. Clifford.

Wanted—to buy new or secondhand 250 watt broadcast transmitter ready for immediate delivery, can deliver and install equipment if required. Will purchase photographs, write Box 761 BROADCASTING.

WANTED—500 watt transmitter, complete, commission. Appointed Class B modular, complete. Available immediately. Box 771, BROADCASTING.

For sale—Pronto 5K for $250.00. Box 772, BROADCASTING.

For sale—Musical instrument inn. Coll and COP tube organ. Excellent condition, used only occasionally. Send complete information and offer, with photographs, write Box 774, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval, Myles H. John, 231 W. Wisconsin Avenue, Suite 300, Milwaukee 8, Wisconsin.

250 watt composite broadcaster transmitter ready for F.C.C. approval, with 100 feet Winchmacher tower, $6,800.00, Myles H. John, 231 West Wisconsin Avenue, Milwaukee 9, Wisc. Phone Broadway 1590.

9811 12-NU307, 12-NU305 tubes new. $109, Russell Davis, 1755 34th Ave, San Francisco 21, Calif.

Miscellaneous

If you are looking for a 500-watt transmitter I may be able to help you. Box 774, BROADCASTING.

For sale or trade—(11) GE 891, (1) GE 892, (4) GE 675. These tubes are used in professional speech equipment, overhead recorder attachments, microphones. EXTC, Visalia, Calif.

October 9, 1944 • Page 81
Transfer of WLlB Is Granted by FCC

Major Executives Continue: New Services Considered

EXECUTIVE management of WLlB Brooklyn will continue under Elias I. Godofsky, president and general manager, with the acquisition of the station by Dorothy S. Thackrey, publisher of the New York Post, purchase of which for $250,000 was approved by the FCC last week.

Mrs. Thackrey declared following the FCC action that the station would operate independently of the newspaper and with its own personnel, studios and offices. The station was purchased from Mr. Godofsky and co-owners [BROADCASTING, July 24]. Other sellers were Irwin Steingut, William Weissman, Aaron L. Jacoby, Arthur Faske, who remains as chief engineer and Louis W. Berne.

Mrs. Thackrey said "there is a wide and hitherto unexplored field of cooperation between radio and newspaper service to the community which we shall endeavor to explore to its fullest extent." At the same time she announced plans to apply for an FM station and to provide, in due course, television and facsimile services.

Directors of WLlB Inc. will include Mrs. Thackrey as chairman of the board; Mr. Godofsky; Ted O. Thackrey, Post editor and general manager; Paul Gould, vice-president and manager of WLlB; Marvin Berger, and L. H. Cook, of the Post, who will become secretary and treasurer of WLlB.

Confirming a previous report [BROADCASTING, June 26] it was announced that Leonard Carlton had been appointed to the executive staff of the newspaper's editorial department to take charge of the Post's relationship to radio and allied fields. He will also assume duties as program director of WLlB. Mr. Carlton, a former Post radio editor, who has been on leave of absence since January 1942 in the OWI's overseas branch, has announced his resignation from the government agency.

In a companion statement, Mr. Godofsky declared that the station would continue its present programming policies and that present key operation personnel would remain intact, including Mr. Gould as vice-president and general manager in charge of overall operations; Robert M. Scholle, vice-president in charge of sales; and Mr. Faske, chief engineer.

New Haven Names
NEW YORK, New Haven & Hartford Railroad, New York, has named Pellier, Ryan & Loek, New York, to handle its advertising.

Broadcasting From Southwest Pacific Gets Underway With New Guinea on Air

RUGGED RADIO PRO at Gen. MacArthur's headquarters in Dutch New Guinea is the base of operations for these broadcasters, some attached to PBO, others representing the networks. The radio men are (standing, l to r): Maj. A. A. Schechter, radio officer for GHQ, and former director of news and special events for NBC; Arthur Feldman, Cleve Roberts, Blue; William J. Dunn, CBS; George Thomas Fostler, Pat Flaherty; NBC; Gordon Walker, Mutual. Kneeling are: Corp. William Merrick, former March of Time writer; Sgt. Charles Mack, formerly with Zenith Radio Corp.; Donald Weiss, formerly with WRUF Gainesville, Fl.

BROADCASTING from headquarters in the Southwest Pacific area got under way for the first time from the forward areas of New Guinea on Sept. 15 when the Halmaheras were invaded.

On that day four American networks aired some 18 broadcasts in 36 hours to San Francisco for relay to the networks. Broadcasting was set up in an Army tent in the public relations area at Gen. MacArthur's headquarters. The network representatives, with press and photo correspondents, left Brisbane several weeks before the Halmaheras invasion to be briefed for the operation.

Studio In Tent

While correspondents were assigned to planes and destroyers, the Radio Section of the Public Relations Office got facilities for transmission to the United States. The Chief Signal Officer of the Southwest Pacific Area, Maj. Gen. D. A. Akin, made available some of the operational channels to broadcasters. Radio headquarters were set up in the Army tent with a half-dozens blankets for acoustical treatment.

In the tropical heat of New Guinea, Bill Dunn of CBS, George T. Fostler and Pat Flaherty of NBC, Cleve Roberts and Arthur Feldman of the Blue, and Gordon Walker of Mutual sat at the microphone broadcasting their communiques.

During the heavy press transmission of D-Day, communiques carried by press correspondents were delayed when a truck struck a pole carrying power for press transmission. The radio was utilized to send a voice communiqué to the networks receiving point in San Francisco for relay to the press associations. Power was resumed shortly and the cable accounts reached San Francisco five minutes after the broadcast.

The Public Relations Officer for the Southwest Pacific Area is Col. L. A. Diller of Syracuse. The Radio Officer is Maj. A. A. Schechter, former director of news and special events at NBC.

Other ex-broadcasters with the SWPA GHQ Radio Unit are Capt. David Meek, formerly with WRUF Gainesville, Fl., and producer of Army programs for KRLD Dallas; Sgt. Walter P. Kelly, formerly with KRVN in Beverly City, who also was at WTEL Philadelphia, and WNEW New York; Sgt. Charles A. Mack, formerly of Zenith Radio; Cpl. Stanley Quinn, former Mutual correspondent in Australia; and Cpl. William Merrick, script-writer for March of Time and other programs.

For the first time Army Hour now is carrying broadcasts from the advanced bases in the drive against the Philippines.

WOI Time Extended

PROPOSED findings of fact and conclusions were announced by the FCC last week preceding to grant the application of the Iowa State College of Agriculture and Mechanic Arts for special service authorization to permit WOI Ames, Ia., to commence operation at 6 a.m. (CST) each day in lieu of sunrise to sunset operation. Commission concluded operation would provide service of special value and maximum covenanted public benefit would outweigh any resulting interference to other stations on 640 kc, clear channel for KFI Los Angeles.

AFRS to Expand Pacific Operations

IN ORDER that all branches of the armed services may take a more active part in the Armed Forces Radio Service, designed to entertain and inform American troops all over the world, representatives of the Army, Navy, Marine Corps and Coast Guard are meeting this week at AFRS Los Angeles headquarters. Meetings began Monday and are scheduled to continue for several days.

Tentative plans include the installation of more high-power transmitters in the Pacific, so that the maximum output of the theatre may be increased. It is also expected that more Navy, Marine Corps and Coast Guard stations will take part in the approximately 400 AFRS stations already in operation. There are some Navy men now taking part in program preparations.

Those meeting with Col. Tom Lewis, AFRS head and former vice-president of Young & Rubicam, are: Lt. George F. Putnam, attached to Special Services, Marine Corps, former special events and news reporter for NBC and until holding down another, m.c. of the Army Hour; Capt. William Colvile, Orlo Vest, Marine Division, Coast Guard; Lt. Comdr. John F. Gilday, Special Services, Navy, L. I. F. 1, New York; and Lt. Melbo, Training Aids Division, Bureau of Naval Personnel, Navy.

Women's Theme

THEME for the 1944-45 special promotion campaign of the Assn. of Women Directors of the National Assn. is to be "Women of All Nations," according to Ruth Chilton, CAU Philadelphia, AWV president.
ELECTRONS... UNLIMITED!

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.

WLW
THE NATION’S STATION

DIVISION OF THE CROSLEY CORPORATION
CROSLEY SQUARE, CINCINNATI 2, OHIO
25 Years that Created a New World of Radio

- From 1919 to 1944... RCA has pioneered in the science of radio and electronics... from worldwide wireless to national network and international short-wave broadcasting... from electron tubes to electron microscopes and radiothermics... from the hand-wound Victrola to the automatic radio-phonograph... from television to radar.

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

From the First World War to the Second, RCA developed and expanded its "know-how" in skilled engineering and production so vitally needed to meet the demands of war... these qualities will be reflected in the peacetime products of RCA.

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