how long is a short memory?

WHAT DID YOU LISTEN to on your radio last night at 7:00? What did you do six hours ago? Can you remember quickly and accurately? Probably not, for memory's a deceptive thing.

Good radio research people like Crossley, Inc. know that the greater the gap between the time a person hears your show and the time a Crossley interviewer speaks to him, the greater the chances that the person doesn't remember exactly what he heard.


For instance, morning listeners are asked what they listened to only two hours after your program leaves the air. Evening listeners have to think back only 1½ hours, not twelve. It's the next best thing to sitting with the listener while he dials your show. And it's exclusive with WOR.

Call WOR for an accurate checkup on your show today. Let our file of exclusive audience facts bring you a greater per-penny profit on every penny you invest.

that power-full station WOR
at 1440 Broadway, in New York
IN TOWN...

OSHKOSH, Wis.—William Ginke has owned the Otter Street Food Mart in Oshkosh for eight years, worked in it as meat cutter for 17 years before that. Mrs. Ginke, sister of Mrs. Brechler, a farmer's wife, keeps a spotless home in addition to helping out at the store. Their daughter, Jean Anne, is head bookkeeper at the New American Bank in Oshkosh.

There's a certain kind of folks who live in Midwest America. Whether they are in Chicago skyscrapers, on the Main Streets of our cities, or on farms, you'll find they have somewhat the same likes and dislikes. It's probably because we're all tied, in some way, to the great agricultural empire out here.

Here's a typical story of two families—relatives. The Leslie Brechler family farm 485 acres near Stitzer, Wisconsin. Mrs. Brechler's sister and family, the William Ginkes, run a food mart in Oshkosh, Wisconsin (pop. 39,089). They're all regular WLS listeners...and regularly buy WLS-advertised products!

Checking last year's purchases in classes of goods advertised on the station, we found that 43% of the Brechlers' selections were brands advertised on WLS. In the city, 50% of the Ginkes' selections were WLS-advertised brands. Here's definite evidence that WLS Gets Results!

Folks in Midwest America

...whether from city or country, they think and react alike

THEIR'S a certain kind of folks who live in Midwest America. Whether they are in Chicago skyscrapers, on the Main Streets of our cities, or on farms, you'll find they have somewhat the same likes and dislikes. It's probably because we're all tied, in some way, to the great agricultural empire out here.

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TO VICTORY IN 1944!

MARCH FORWARD TOWARDS A BETTER AND SOUNDER BUSINESS FUTURE. LET 'THE STATION THAT SELLS' SHOW YOU HOW . . .

WPEN 950 ON THE DIAL 5000 WATTS
Omaha--One of America's Great Railroad Centers

The home of the world-famous Union Pacific Railroad... and gateway to a vast wheat and cattle country to the West... Omaha ranks as one of America's largest and busiest railroad centers.

A tremendous railroad payroll is one of the reasons for Omaha's past and present prosperity. And, as long as freight moves and people travel, transportation... that most basic of all industries... will continue to add to Omaha's wealth.

The rich and responsive Omaha market is ripe for immediate sales... is worth cultivating now for the future. The lowest cost buy is definitely KOIL. May we send you availabilities?

A MARKET WITH MONEY

DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power... during the first nine months of 1943.

Sales Management

Represented Nationally by Edward Petry Co., Inc.
Right in the Palm of your Hand
AMERICA'S 4TH LARGEST MARKET

And Here's The PROOF!

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943! Ask to see it today!

National Representatives (Outside New York Area) Spot Sales, Inc.

"DOLLAR FOR DOLLAR
NEW JERSEY'S
BEST RADIO BUY"

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
In just a moment... the World might pass you by

FROM sunrise to Vespers and on through the night great sounds are filling the air.
Grave and portentous sounds—exciting and joyous sounds.
The sound of news from distant lands that even Axis propaganda cannot distort for long.
From dawn to dusk and around the clock.
The sound of marching feet and the roar of battle and the whir of propeller to remind us that there is greater strength in free-thinking individuals than in slave-whipped hordes.

As each second passes around the clock this sound becomes clearer—clearer.
And as the hours march in parade there is music and fun—gaiety and laughter—great ringing speech and the whisper of lullaby.
There is stirring drama for the asking, the throbbing evidence of man's will for progress—and the hush of prayer.
The minds of our allies to listen to—the thoughts of alien lands to hear and understand—and by understanding accept or reject as they may accept or reject the principles we hold with.

There is much to hear—and having heard—to heed—and having heeded—to act upon.
This is your world.
Know it.
Listen to your radio.
In just a moment, the world might pass you by!
It is the sober intent and solemn pledge of the Blue and its affiliated stations that every program emanating from our studios, sent across the world by our transmitting towers, shall be worthy of the greatness of man's newly-found power—Radio.

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING SYSTEM, INC.
HERE is Advertisement No. 2 in The Blue Network Year-round National Campaign. Like the first, this ad will run nationally—in newspapers and magazines. It will also go out on the air over BLUE stations to millions of homes.

In this advertisement we carry our theme one step further—by telling the story of radio in terms of the world's drama—by relating the whole movement of history to radio—and by relating the listener to history through radio.

It is our belief that by assigning to our audiences a specific place in the whole "world of radio," we will be building more listening to radio—to The Blue Network and to all of our programs.

From the advertiser's viewpoint the purpose of these advertisements may be summed up: more listening, better ratings, more sales, more value for every dollar invested in The BLUE.

As we have suggested before—

THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY
C. Knox Massey
Vice President, Harvey-Massengale Company, Durham, N. C.

Says—"Spot broadcasting sells more at less cost"

Wham! That's certainly the $64 answer to the $64 question, Mr. Massey—it really covers the subject! So just about the only thing left for us to say is that here at Free & Peters we've got sixteen good men who know that the best "sales-work" they can do is to help make spot broadcasting also an easier medium for you agencies and advertisers to use.

Yes, we'll grant that it's not always easy to clear good time and to handle all the multitude of details that a big spot broadcasting campaign entails. But many an executive and time buyer has learned that he can count on F&P for an amount and quality of help that would run into thousands of dollars per year, were he to obtain it within his own organization. That's the way we like to "sell" spot broadcasting!
Trammell Predicts Regional Nets Will Lead

RETENTION of its present policy of affiliate-network relationships in eventual establishment of a nationwide television network to get under way with the war's end was announced last week as the basic policy of NBC by President Niles Trammell in a statement to the network's affiliates. The 16-page document is a companion piece to the statement of NBC policy on FM in west network, released in January [Broadcasting, Jan. 15].

Mr. Trammell said that a nationwide television network "will not spring up overnight, but must proceed as an orderly, logical development." He predicted an eastern network, running from Boston to Washington, as the first segment; a mid-west network, then a Pacific Coast network. These regional operations will gradually expand with an ultimate complete nationwide service.

Coaxial or Relay?

Whether the networking will be effected by coaxial cable, now used experimentally between New York and Philadelphia, or radio relays, remains to be determined, Mr. Trammell inferred. He disclosed that AT&T has made tentative plans to install between 6,000 and 7,000 miles of coaxial cable within the next five or six years for networking of television systems, with New York and Washington to be linked by 1945; New York, Boston, Chicago and Los Angeles by 1946; the South by 1947, and transcontinental by 1948.

Pointing out that the history of radio to date has "always been a history of addition, never subtraction," Mr. Trammell continued: "Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence. Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominately listeners rather than viewers."

In a program summarizing the basis of NBC's television activities, Mr. Trammell stated that NBC will (1) cooperate with Government and industry in "an effort to secure the best possible standard for a commercial television broadcasting system;" (2) cooperate with its affiliates in developing the basis for an eventual television network; (3) immediately expand its existing service with new program material; (4) transmit programs at least once a month, resume studio broadcasts and continue research and development; (4) build a video station in Washington as soon after the war as materials become available.

NBC has applied for video stations in Chicago, Cleveland, Denver, San Francisco and Los Angeles "where NBC already maintains a programming organization and studio facilities," Mr. Trammell reported, adding: "It is hoped that the FCC will act favorably on these applications." [Broadcasting, Feb. 28].

Plans for Networks

Mr. Trammell said that if the nucleus of a nationwide television broadcasting service similar to sound network service is to be established, it is evident that competitive network organizations must own and operate outlets in strategic cities. The FCC rule limiting ownership by any one interest to three television stations is "a severe deterrent to the organization and sound economic growth of national network television," he added. "It is to be hoped that in giving consideration to the requirements of post-war television, the FCC will grant the petition recently filed by the NBC requesting a modification of this rule."

He foresees video development as follows:

1. An Eastern Network that will extend from Boston to Washington, with stations located at such intervening points as Worcester, Providence, Hartford, Schenectady, New York, Philadelphia, Wilmington and Baltimore, with perhaps an extension to Syracuse, Rochester and Buffalo.

2. A Midwest Network that will develop with Chicago as its hub, spreading out to Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland.

3. A Pacific Coast Network between the great talent center of Hollywood, connecting with San Francisco and gradually extending to other important points.

"These regional networks will gradually stretch out over wider areas, and will themselves become linked together. Thus, city after city, across the continent will be brought into network operation, until finally complete nationwide networks will become a reality."

Pointing out that such networks can be effected either by coaxial cable lines or radio relays, Mr. Trammell did not pledge NBC's support to the latter system, despite its development by RCA, NBC's parent company, but merely said that "the ultimate determination of which is to be used will be governed by the relative efficiency of service they render and their comparative costs," adding that both methods will probably be used in providing the facilities for a nationwide service.

Coaxial Cable Program

Appended to the report is an exchange of letters between Mr. Trammell and K. S. McHugh, vice-president, AT&T Co. Outlining NBC's plans for establishing a Washington-to-Boston video network in the immediate post-war period which will expand into a nationwide service within a decade, (Continued on page 54)
Chicago Network Stations, AFM Agree

More Musicians to Be Hired Under New Contract

AGREEMENT on the terms of a new contract between the network stations in Chicago and Local 10 of the American Federation of Musicians in that city, to succeed the former contract expiring Jan. 31, was reached last Wednesday. Officially, network officials and the union will meet early this week to work out details, with expectation that contracts will be ready for signing by the end of the week. Wednesday meeting was held under the shadow of a strike threat by the AFM, which had set a deadline of midnight Wednesday after a last-minute, last-ditch attempt by AFM and its original Tuesday midnight deadline.

Staff Increases

Major item in the new pact, which is to run for three years, is an agreement that each station will employ five additional staff musicians immediately and five more at the end of a year, so that at WMAQ (NBC), WENR (Blue) and WBBM (CBS) the present staffs of 35 musicians will be increased to 47 by the end of the year and to 48 for the remainder of the contract. WGN (MBS) now employs 32 staff musicians, so it will hire 37 the first year and 42 thereafter.

This represents a compromise from the AFM demand that the networks increase their employment of musicians in Chicago to a point where it will be doubled by the coming year, and to 48 for the remainder of the contract. WGN (MBS) now employs 32 staff musicians, so it will hire 37 the first year and 42 thereafter.

This agreement is seen by the AFM as a step in the direction of increasing the number of musicians on the payroll. The union has been seeking an increase in the number of musicians for several years, and this agreement is a step in that direction.

U. S. Rail Board Arranges for Purchase of Radio Time

ARRANGEMENTS for Government purchase of radio time to recruit railroad workers have been worked out between the Railroad Retirement Board and the OWI Domestic Radio Bureau, it was disclosed last week.

John D. Hymes, deputy chief of the Bureau, in a memorandum to railroad executives, advised that OWI had registered "strenuous objection" to RBB's former practice of using paid newspaper space and requesting free radio time. The Board has just informed the Bureau, he said, that it has changed its budget so it may legally spend advertising funds for radio.

Atlanta Test

They "have agreed," he continued, "to use paid time on the radio, wherever possible in their future promotions, either exclusively or in a proportionate share with the other media." The new settlement will award platter-turning to AFM, it is believed, on the basis of a decision made some years ago by William Green, AFM president, which gave this jurisdiction to the AFM.

NBC and Blue technicians, however, are members of National Assn. of Broadcast Engineers & Technicians, an independent union, so they have a demand to NBC that only NABET members perform the work of platter-turning in NBC's Chicago studio. When the NABET contract was drawn, control over all mechanical equipment was given to NABET, and the union claims that an exception made for Chicago at that time expired Jan. 31 with the termination of the NBC and Blue contracts with the AFM Chicago local. National NABET contracts with these networks terminates May 31.

N. Y. Negotiations

WOR New York also has a contract with NABET, but its problem is not immediate as this contract still has more than a year to run. No confirmation could be secured on reports that the NABET-AMF jurisdictional dispute might be solved by the absorption of NABET into IBEW.

Negotiations between the networks and AFM Local 802 in New York are progressing amicably, it is reported, with the two groups meeting each Wednesday to discuss terms of a new contract. In Los Angeles negotiations are reported to have reached the final stage, with a contract expected soon.

THREE BROADCASTERS who attended the meeting of the NAB Sixth District in Memphis were (1 to r): Gene Hober, newly appointed station manager of WELO Tupelo, Miss.; Charles Godwin, station manager for Mutual, New York; Bob McRaney, general manager of both WOR & WENR, Columbus, Miss., and WELO.

The Tupelo station, under construction, is the tentative new outlet for Mutual, and is expected to open about May 1.

DOZEN FM OUTLETS REQUESTED OF FCC

FCC ROLE of applicants for new FM stations was increased by a dozen last week, one of which, Broadcasting Corporation of America (KPO), Riverside, Cal., also BLA-NEW 3000 and WFA, commercial television station.

Following are listed last week's FM applicants and their standard broadcast affiliation, if any. (Facilities requested may be found in FCC Actions on page 60.)

Valley Broadcasting Co., Stanfordville, O. (WAAF); Liberty Broadcasting Co., Pittsburgh (Valley and Liberty management is affiliated with interests in WVTP WPJA WKNY); WFDM Inc., Indianapolis (WFM); Westerly Broadcasting Corp., White Plains, Y. (WFAS); Monumental Radio Co., Baltimore (WGCM); Capital Broadcasting Co., Washington, D. C. (WDD); Plaza Court Broadcasting Co. (Kigawa OR RGK); Drovers Journal Publishing Co., Chicago (WAVC); Corp. of America, Riverside, Cal. (KPO); Gazette Co., Detroit, Mich. (WDAF), Rochester, Del. (WDE); Associated Broadcasters Inc., Nashville, Tenn. (WED).

WAVE Response

FIRST indication of the response to the North Carolina WAVE recruiting campaign, in which radio has been the spearhead [Broadcasting, Feb. 21], was revealed last week by Lt. Armand S. Deutsch, USNR, of the public relations office's branch radio section. Requests for the promotion booklet "The Story of You in Navy Blue" at the Raleigh recruiting center, had increased 700% above normal a week after the start of the drive Feb. 21.

New Local Requested

FINGER Lakes Broadcasting System late last week filed with the FCC an application for a new local station to serve the Sampson Naval Training Station, New York. Gordon P. Brown, owner-manager of nine WBBM Rochester, N. Y., is owner of Finger Lakes Broadcasting. Facilities have been temporarily rented from W290 WWSY in New York, it was reported that the station will use vide equipment which will be released by WWSY in the near future when it shifts to 1 kw on 1370 kc.

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BROADCASTING • Broadcast Advertising
Clean Out the Funny Money

Paying Cash for People to Listen
Criticized by Survey Expert

BY C. E. HOOPER

C. E. HOOPER in 1934 left Daniel Starch to establish his own firm, bringing competition to the field of radio audience measurement. He is credited with having developed single-handedly the now generally accepted coincidental method of measuring radio audiences. Hooper operates a "radio audience measuring pool" shared in by major commercial interests in radio as follows: Stations 44.6%; agencies 37.4%; networks 9.7%; advertisers 5.8%; miscellaneous 2.5%. Here are his views.

plans can come true? Again I say, this will be wonderful, for whom? The listener?

Current set use totals are developed under economic conditions in which production budgets ranging from $10,000 to $25,000 per week are poured into programs which are so good that upwards of 1/5 of the homes in America listen to them every week. Think of it, some 26,000,000 or more people actually exposed to an advertisement all at the same time. What happens? The entertainment is so good it's the talk of the country on the following morning. The advertising is so effective that merchandize melts from the shelves the next morning. If those production budgets or their equivalents on radio's headliners are not maintained in post-war radio, Sets-in-Use will shrink.

So, if radio is going to improve itself technically, let's do it properly. Let's correlate the economic with the engineering factors. If FM represents a technological improvement, let today's stations supply it with the same programs being transmitted AM. Let the extra service be given as a bonus coverage until such time as more listeners tune FM than AM. When that day arrives, AM can be the bonus service until it is no longer demanded by listeners.

Television? Must this be a competitor to radio? Have you tried to get any tickets to a radio production in New York or Hollywood lately? Don't tell me you've got to put on a production like "Ben Hur" or "The Birth of a Nation" to give radio "eye appeal"! If FM is to convey sound for television, why not let that happen as the next step in the conversion of radio's service to listeners, orderly, like, without killing the goose that is laying such bright, shiny, golden eggs for listener, advertiser, and broadcaster alike.

Or maybe the figures on evening listening patterns given above did not convince you. Want to look at daytime?

Again it's not perfect because that's not the whole story, but you get the idea.

You note that reference is not made in the above table to "Sets-in-Use". It calls for some special comment. Some unhealthy things are going on daytime in radio which don't happen so much in the evening. Admittedly, daytime network programming currently represents a more varied pattern than a year ago. Sets-in-Use is, therefore, bound to be up. Why "bound to"? Because so many people were previously "home and awake" but not previously listening daytime, it was easy to lure them with a pattern of programming more broadly appealing. Furthermore, good programming can lure still more of them if radio will but provide it.

But while daytime sponsored network programming has been improving in quality, a back-catch has set in during those same network affiliates (some of them) and other independent operators are providing their own programs. Think of it. In these flush days, in this seller's market, stations are paying money to listeners to reward them for listening! I came out of the publishing field into this field. We had free circulation books hanging on fringes of the business.

Some of them have actually acquired quite an air of respectability at least in the business paper field. But the rest of the publishers charged for their papers. They never paid people to take them. In other fields of merchandising, we find the fellow who operates with the public's understanding. Sometimes the Cut-Rate Drug Store prices are low, but they always get something for what they offer for sale and they never hand out money with the bargain.

The title of this article is Post-War Radio. Daytime Radio is kidding itself now into thinking it is healthier than ever before. True Sets-in-Use are up:

But when we said "to what program are you listening?" to a woman tuned to a network affiliate during President Roosevelt's dedication of the Destroyer Sengalese, she wasn't uttering an anti-administration sentiment. She said, "to that Funny Money-Man." She was uttering the death sentence to that kind of programming. The execution is scheduled for the Post-War Era. By the end of the war, buyers who are now throwing tax dollars to anyone who can lay claim to an audience on any grounds will not only be possessed of the techniques for determining the kind of attention they are buying but will be using them to locate a value-conscious listening public in a highly competitive world. Buyers for whom advertising dollars will then have to work and to deliver will be as scornful of a "something for nothing" philosophy as when competition is keen.

The marginal operator, who is maintaining his position artificially during these lushest days, will disappear from radio just as he will disappear in all other lines of commercial activity.

There is one way and one time for radio's marginal operator to clean house: Build a sound program structure and prepare to be a part of Post-War Radio. It is now, when every commercial operator is growing sleek and fat on the calamities the war has visited upon media.
Fly's Whitewash Probe Plan Accepted by Lea Committee

Minority Members Protest Procedure; Counsel Not Named; Hearings Resume March 6

ACQUIESCING to demands of FCC Chairman James Lawrence Fly that the Commission be heard immediately in the absence of the Committee, without Committee general counsel, majority members of the House Select Committee to Investigate the Commission stepped away last Friday to resume hearings today (March 6), it was learned.

Reports were that the minority members, Reps. Wigglesworth (R-Mass.) and Miller (R-Mo.) vigorously protested resumption without counsel but were voted down by Chairman Lea (D-Cal.) and Reps. Hart (D-N.J.) and Magnuson (D-Wash.). Following the meeting Chairman Lea issued a statement in which he said "after some discussion the Committee voted to authorize Commissioner to make appointments of all employees subject to approval by the Committee."

"So far no selection of a chief counsel for the Committee has been made," the statement continued. "Developed counsel and himself an attorney, will serve as acting attorney."

Fly Requests Resumption

"The date for beginning hearings was not set, but probably will be announced soon. The hearings of the Commission (sic) at this time will be confined to charges preferred against the Commission in the hearings heretofore held," the statement concluded. Rep. Miller branded as "a lie" the statement that no hearing date had been set.

"The protests of Mr. Wigglesworth and I the majority agreed to resume hearings Monday (March 6)," declared Rep. Miller. Rep. Wigglesworth also asserted that the majority agreed to resume hearings today with the FCC on the stand.

In a letter last Wednesday to Chairman Lea, Mr. Fly said: "I am impelled once again to request that the Commission be given a prompt hearing before the Select Committee."

Chairman Fly, pointing to the fact that the Committee's legal staff "is somewhat depleted," suggested that "in view of the competence of Committee members and of the documents and information in their possession and in view of the further fact that the Commission's staff will carefully organize material to be presented, I think it clear that the Committee can proceed with a thorough-going hearing."

Following the resignations on Feb. 25 of Mr. Garay and three assistants, two investigator-attorneys, Ross and Thomas Kavanaugh, resigned last Wednesday. As BROADCASTING went to press the Committee's staff consist-
ed of Mr. Barger and Harvey Walker, investigator-attorney; Mildred Cox, secretary, and Lillian Curley, clerks.

Last Friday's reported action came on the heels of an explosive two-hour session on the House floor Tuesday night after Rep. Wigglesworth demanded that Chairman Lea resume hearings in the WMCA sale or resign. Chairman Lea took the floor to defend his action. So did Rep. Hart. He bitterly denounced Eugene L. Garey, who resigned the previous week in a letter charging the chairman and majority members with whitewashing the Commission investigation.

Before the House adjourned, all five members of the Committee and the unpaid members of the majority were named. Rep. Miller commended Mr. Wigglesworth and himself asked for 30 minutes to address the House Tuesday (March 7). Rep. Magnuson also asked for time Tuesday in which to indicate that the fight on the floor between the majority and minority members over the Committee's procedure has been ended.

Rep. Francis Case (R-D.S.D.) tossed a bombshell into the House after Rep. Wigglesworth spoke, when he said he had been advised by a broadcaster-counsel that Mr. Fly sought the constituent's influence in restoring a 1.4-million-dollar cut to the FCC appropriation (see page 55). Reps. Dies (D-Tex.), chairman of the House Committee Investigating Un-American Activities, and Hoffman (R-Mich.) also spoke.

Charges Coercion

Denouncing the White House, Dept. of Justice, FCC "and other New Deal officials and advisers" in his statement, Rep. Wigglesworth told his colleagues: "I rise to report charges of political coercion or blackmail...to condemn the action of the majority members of the Committee in the absence of minority members."

For years, he said, he has advocated an investigation of the FCC believing that "investigation was imperative with a view to remedial legislation in the national interest." Mr. Wigglesworth cited instances wherein through Presidencial or other channels witnesses were forbidden to testify before the Committee and certain documents requested were withheld from the probes.

"Personally speaking," he asserted, "the full force of the Administration has been thrown (Continued on page 58)
We're talking about those Baltimore wartime workers who play while others sleep. They wanted good radio entertainment. And they wanted it all night long. W-I-T-H found the answer. Not with just a "recorded music" show...or a lot of smart-time talk. But solid entertainment...music, news and live, brisk fun. They're joining "The Night Owl Club" in droves. It's THEIR radio program. Here's listener loyalty that's typical of W-I-T-H. The kind that has always produced the lowest-cost-per-dollar spent. Time is available.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

WITH

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Religious Policy Tightened by Mutual

Sunday PM No Longer Available; Ban on Fund Appeals

A NEW POLICY curtailing commercial religious programs, with major impact of the restrictions falling on its top sponsor, Gospel Broadcasting Assn., was announced last week by Mutual Network, through its sales manager, Edward W. Wood.

New policy, which goes into effect Sept. 15, 1944, will eliminate all commercial religious programs from the morning and evening periods on Sunday, and will limit air time to a half-hour.

Most drastic measure is that prohibiting appeals for money, raising the question as to whether some of the religious institutions can and will continue on the air without the opportunity to obtain revenue from radio listeners.

Action Taken by Board

As it looked last week, however, the sponsors will accept the new regulations and continue on the network, which is in the unique position of being the only one of the four major networks to accept any sponsored religious time at all.

Action was taken by the board of directors, meeting with Mutual shareholders in New York, Feb. 2, but no official word was received until last Monday when Mr. Wood made his announcement.

Rumors had been circulating that Mutual might discard all commercial programs. Formation of Associated Broadcasting Corp. [Broadcasting, Feb. 21] to operate as a "network," confining its activities to religious programs for the present, gave further indications of changes in the religious broadcasting picture. According to Carl W. Kuning, general manager, ABC was organized to handle "the radio broadcasting facilities of a large number of radio stations for the benefit of certain clients, some of whom have been using the facilities of other networks for many years."

Mr. Wood announced "all commercial religious programs will be aired on Sundays before 1 p.m."

The change in policy, he stated briefly, prohibits solicitation of funds and limits air time to one-half hour.

The new ruling affects the Gospel Broadcasting Association, which counts three stations. Headling the list of Mutual clients with a total of $1,666,108.83 in billings for 1943 [Broadcasting Yearbook, 1944] are Mutual's stations 160 stations 2:30 p.m. and Old-Fashioned Revival from 7:5 p.m. on 203 outlets. Both would have been reduced to half-hours and morning until 10:30, a move to generate more in revenue from the money pleas stricken off. Contract for Pilgrim Hour was recently extended to Oct. 1, 1944. Other programs affected by the edict, most of them providing funds in one way or another, include Young People's Church of the Air, sponsored on 160 stations 9-9:30 a.m. for 52-week renewal last August through Ivey & Elington, Philadelphia, and Voice of Prophecy, sponsored on 167 stations by a group of the same name. It originates from KJH Los Angeles and is heard at 9:30-10 a.m. and again at 11:30-12 noon. Agency for the latter is George C. Hoskin Associates, Chicago and Glendale, Cal.

Lutherans to Continue

Other commercial programs are Rev. John E. Zoller's Weasley Radio League, a pensioning on 135 stations by the WRL, 11-11:30 a.m., and Radio Bible Class, heard in 147 stations 10-10:30 a.m. under sponsorship of Radio Bible Class. Both programs are handled by Aircasters Inc., Detroit. The latter program originates at WLAV Grand Rapids, Mich., station owned and operated by Leonard A. Harkins, founder and president of the ABC network.

Lutheran Layman's League, sponsor of the Lutheran Hour, actually only a half-hour program on Saturday, has every indication of continuing on Mutual under the new policy, according to Gotham Adv., New York, agency. Program will have to move from its present 1:30 p.m. spot to an earlier time. Agency stated that the only reference to money needs occurs in a brief sentence at the close of the program. At present, split from KFuo, Lutheran-owned station in St. Louis, the program is sponsored on a total of 450 stations, including the full Mutual network of 218-320 stations plus 20 non-Mutual stations in this country. Program is revised, transcribed and broadcast over 210 stations in 24 countries, including Canada, Brazil and Mozambique in Africa.

Speaking as general manager of Mutual's New York affiliate, Theodore C. Streibert, who is also executive vice-president of Mutual, stated there would be no change in the organization's policy not to carry any commercial religious programs.

New outlets for these programs are WHN and WMCA. The same general policy has held for WGN Mutual's Chicago outlet, although a few months ago it was relaxed to carry the Lutheran Hour.

"This new policy will have the effect of tightening the Sunday program structure, leaving the afternoon period open for various types of entertainment programs for the benefit of listeners not interested in the religious type of broadcasts, according to a Mutual spokesman.

NBC Late Dramas

In A RADICAL departure from the usual late evening programming, NBC on April 12 will start a series of full-hour dramatic programs to be heard each Friday, 11 p.m. to 12:30 a.m. each Wednesday-Thursday. Titled Arthur Hopkins, Presentations, the program will represent radio versions of some of the Hopkins stage successes, produced personally by Mr. Hopkins and adopted by him for radio. It is a charge of program development for NBC. Dramas already scheduled for this network include "The Philadelphia Story," "Burlesque," "Anna Christie," "Idioman" and "Our Town".

Authority of FCC to Require Recording Of All Networks Challenged by MBS

MUTUAL Broadcasting System last week challenged jurisdiction of the FCC in its proposed rule to require networks to record all programs. The challenge was laid down in a brief filed on behalf of MBS by its Washington counsel, Louis G. Caldwell.

Briefs were filed by CBS and Michigan Radio Network. NBC and the Blue posted letters, NBC suggesting amended wording. Mark Woods, Blue president, advised that his network could abide by the rule "without undue hardship" except that the network programs, originating at affiliates, are not cleared through master control. NAB was granted additional time to assemble facts.

Oral argument is scheduled before the Commission en banc at 10:30 a.m. March 15. Final date for filing briefs and requests for oral argument was last Wednesday.

"Mutual does not waive, but expressly reserves, its right to question the Commission's power to adopt such a rule ... which would be outside the jurisdiction of the Commission (having to do with the rights and duties of parties involved in claims based on defamation)," said the brief. Although Mr. Caldwell declined comment, the challenge was believed based on the Commission's public notice, announcing Order 119, which said in part:

"The Communications Act basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries (Sec. 516) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the Act, it frequently becomes necessary, and indeed the Commission is required to know what was said in a particular program."

Specifically MBS filed two objections to the rule at this time: (1) the cost; (2) shortages of manpower, critical materials and equipment. Oral argument was waived. Mutual recommended that the rule not be adopted, but that if it were, it should be postponed until the end of the war or "such time as there ceases to be a critical material shortage."

Based on recording from one station only, Mutual estimated the rule would entail an expenditure of $15,950 the first year and (Continued on page 50)
The normal hunger for news is stimulated and amplified

in a nation at war, and Westinghouse Station KYW provides a steady flow of complete,
thorough, authentic, up-to-the-minute news... 88 broadcasts per week!

Throughout KYW's service area, from the Atlantic to the Alleghenies, millions
hear other fine programs, too... highlighted by NBC's Parade of Stars, and carried

clearly by the power of 50,000 watts.

Ask NBC Spot Sales how KYW, Philadelphia, gives service to the advertiser by
giving service to the listening public. KYW, chosen by ever-increasing numbers of local

advertisers, should be on your national spot schedule.
Atlantic Refining to Maintain Last Year's Baseball Budget

Jamboree Program Planned for Days When No Game Is Played; Split Set-up in New England

ATLANTIC REFINING CO., Philadelphia, has completed plans to sponsor major league baseball games in Philadelphia, Pittsburgh and Boston, with negotiations still under way for the broadcast of the Baltimore Orioles games, International League team in Baltimore. No other games are contemplated with the major league schedule including the games of the Athletics and Phillies in Philadelphia, Pittsburgh Pirates in that city and the Boston Braves and Red Sox in the New England area.

The Atlantic schedule provides a split sponsorship of the Boston games on the Yankee Network in New England, originating with WJAC Boston; a regional network in the Eastern area originating with 11 stations with WBIG Philadelphia, picking up the games; and WWSW Pittsburgh, originating the games that are scheduled for a regional Western Pennsylvania network of nine stations.

Equals Last Year

Continued as a good-will gesture, the radio budget for the baseball broadcasts is equal to that of last year, according to Wallace Orr, account executive of N. W. Ayer & Son, Philadelphia, handling the account. The radio budget last year was approximately $500,000.

For the first time, provisions have been made for days that the play-by-play descriptions are not carried by any of the stations, either because the game has been called off due to the weather or it being a night game which a station is unable to carry because of previous time commitments. In that event, Atlantic Refining has arranged to sponsor a 50-minute "Sports Jamboree," 3:10 to 4 p.m. The program will consist of sports news and recordings.

Stations picking up the Philadelphia games from WIBG include: WGGAL Lancaster; WEST Easton, WJL Hazelton; WSW Sunbury, WSYL York, WKBG Harrisburg, WSAN Allentown, WILM Wilmington, Del.; WFGC Atlantic City. In Western Pennsylvania, excepting the deserts of WWSW Pittsburgh, the station list includes WISR Butler, WKST New Castle, WERC Erie, WPJA Washington, WJXM WILJ Pittsburgh and WJJC Johnstown. In addition, the games will be carried by WWSW-FM, FM adjacent of the originating station in Pittsburgh.

Announcers assigned to handle the play are: J. E. Roosevelt, Randy West, well and Jack Craddock in Pittsburgh, Byrum Saam and Clide Haring in Philadelphia, and Tom Hussey in Boston.

Outlook for the 1944 baseball season is good, according to Mr. Orr. Last year, he pointed out, the club owners did not think they would be able to complete the season, particularly because of the threat of air raids, test black-outs being staged and the exodus of ball players into war industries and armed forces. For the coming season, Mr. Orr said, "The club owners have all assured Atlantic Refining that they will see the season through, even if they have to put nine old men out in the field."

In charge of Atlantic Refining advertising is Joseph R. Rollins, advertising manager.

Insurer May Extend

MUTUAL LIFE INSURANCE Co., New York, is considering extending its injury insurance policy, approved last June, up to Dec. 31, 1944, and upon completion of a 13-week test campaign. A series of 39 five-minute transmissions, titled The Wounded Don't Die, dramatizing the work of the Army and Navy Medical Corps, was originated on WDJX Jackson, Miss.; KFRI Wichita, Kan.; WGBI Scranton, Pa.; KGO San Francisco. Agency is Doremus & Co., New York.

Borden's Policy

BORDEN FARM PRODUCTS, New York, will use its weekly half-hour program featuring Louis Sobol on WOR New York (BROADCASTING, Feb. 21) to build consumer good will, and on occasion to interpret to the public and to deal- ers the new Government position on milk products. It has been titled Bright Lights of New York. Agency is Young & Rubicam, New York.

Old Golds and Gillette Sponsor Big League Ball

P. LORILLARD, Co., New York (Old Golds) also sponsored the broadcasts of the Washington Senators' 1944 games, while Gillette Safety Razor Corp., Boston, will air all the home games of the New York Giants and Brooklyn Dodgers. The Senators' games on WOL Washington will be announced by Russ Hodges and Arch MacDonald. Under the contract, 39 network and 47 night games will be broadcast, with WWDC carrying night games due to previous WOL commitments. The cigarette concern will also sponsor the pre-season schedule of the Brooklyn Dodgers and the WHN New York station as well as the regular summer series.

Agency for P. Lorillard is J. Walter Thompson Co., New York. Mutual is considering an advertising program for Gillette's razors, the agency that handled Y. Giants and Yankees to be broadcast on WINS. Home games of the Dodgers at Ebbet's field will be covered by direct broadcast, while coverage of the out-of-town games will be based on wire reports. Negotiations are in progress between the Giants and the Dodgers to allow WHN to cover meetings of the two teams at the polo grounds by direct broadcast, and reciprocally for WINS New York to pick up the Giants-Dodgers games at Ebbett's Field.

Networks Plan Coverage of Invasion

Extreme Caution Urged

In CBS Coverage

By White

FIRST DETAILS of network plans to cover the invasion of Europe were disclosed last week in a memorandum distributed by Paul White, CBS director of public affairs and news broadcasts, to the network's news staff.

NBC Makes Plans

Warning news writers and broadcasters to exercise extreme care in preparing for the invasion new, Paul White said, the network's control of the network as long as conditions warrant it, interrupting and cancelling other programs whenever necessary.

Mutual, since the beginning of the war, has maintained "a continuous state of news alert," John D. Whittome, manager of the MBS anticipation, told Broadcasting. The network's system of news coverage has worked so well in the past, he said, that no special re-vamping of men and facilities is necessary in the face of the invasion, when "our forces will be mobilized as for any other major news event."

At the first announcement of the invasion, Mr. White's memo states, CBS Network Operations will assign production newsmen and engineers and announcers to Studio 9 on a 24-hour basis, to be maintained until the men are released by the News Department. It may be necessary for Traffic to have a man on duty throughout the day and night, the memo says, both for scheduling ships and for directing the assembling of last-minute agreement. The Program Department may also be called on to supply programs throughout the night.

Prompt Coverage

The CBS Listening Post, the memo continues, will operate on a considerably augmented schedule, with additional newsroom and technical personnel and extra teletype operators so that the news "processed" by the listening station will be made available rapidly and comprehensively to the CBS staff, the press associations and the New York daily papers.

Members of the Press Information staff will be assigned to the News Department from the beginning of the invasion, "so that a record of broadcasts may be kept continuously up-to-date and the press serviced with cabled and

(Continued on page 52)
in the Chicago gallery

Here's the picture in Chicago!
For four years WGN has led all major Chicago stations in the volume of local and national spot time.
In perspective, this can only be testimony to the marked ability of WGN to produce sales for its advertisers.

a clear channel station
Chicago 11, Illinois
50,000 watts, 720 kilocycles

mutual broadcasting system
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y.
P. H. Raymer Co., Los Angeles 14, Cal.; San Francisco, Cal.
Transfers Totaling $549,900 Granted to Nine Applicants

KGBX-KWTO Separated, Allentown Call Pub. Co. Relinquishes WSAN-WCBA Control, KGEZ to Talbot

STATION SALES totaling more than $549,900 were authorized by the FCC last week as nine applications for relinquishment and transfer of control were granted. Two of these, which had been submitted simultaneously by KGBX and KWTO, Spirit of Springfield, were held in abeyance until the Commission's rule on joint ownership in the same or overlapping areas.

WFTL Ft. Lauderdale, Fla., was granted voluntary assignment of construction permit and license from Ralph A. Horton to the Ft. Industry Co. [see story this page] for $275,000. Move of the WFTL main studio to Ft. Lauderdale, according to Mr. Horton, was also authorized.

Allentown Grant

Consent to the relinquishment of control of the Allentown Call Publishing Co. of Lehigh Valley Broadcasting Co., licensee of WCBA and WSAN Allentown, Pa., was authorized and involves stock sales of approximately $150,000. WGBR was granted modification of license to change hours of operation from sharing with WCBA to unlimited time, the call letters of WCBA being deleted.

In the Springfield, Mo., duopoly dissolution, Springfield Newspapers Inc., which owns all but 4 of 250 shares class B stock in KGBX, acquired 99.2% interest in KGBX through the purchase of all (250) shares of the class A stock from Lester E. Cox (118 shares), Ralph D. Foster (84.5 shares), C. Arthur Johnson (40.5 shares), and L. M. Magruder (7 shares) for total sum of $25,000. The relinquishing parties in the KGBX transaction acquired 126 shares of class B stock in KGWTO and $100,000 from Springfield Newspapers (496 shares), and H. S. Jewell, T. M. Duvall, Tana Bixby Jr., and Jeanne Bixby (each one share).

Interest holdings in the two stations now are as follows: KGBX—Springfield Newspapers, 496 shares (99.2%); Messrs. Jewell, Duvall, Bixby and Jeanne Bixby, each one share; KGWTO—Mr. Cox, 472 shares (47.2%); Mr. Foster, 388 shares; Mr. Johnson, 162 shares; and Mr. Jewell, 45 shares.

In the Lehigh Valley Broadcasting transfer 495 shares (77.14%) at $90.72 per share are sold by Allentown Call to Royal W. Weiler (50), J. Calvin Shumberger Sr. (165), J. Calvin Shumberger Jr. (16), Mr. Weiler, (115), Samuel W. Miller (50), Donald F. Miller (50) and Miller Associates (50). These acquisitions are prorated according to the interests held by each of this group in Allentown Call. B. Bryan Musselman, a clergyman, retains 147 shares (22.86%) and Allentown Call retains one share.

Mr. Shumberger is vice-president and controller of Allentown Call, which publishes the Allentown Morning Call and the Chronicle & News. Royal Weiler is president and general manager. Mr. Miller is vice-president and managing editor. All three are officers and directors of Lehigh Broadcasting.

KGEZ to Talbot

Authority for the sale of KSLM Salem, Ore. by H. B. Read, sole owner, to Paul V. McElwain and Glenn E. McCormick for $69,000 was granted. Mr. Read is retiring from the broadcasting business.

Mr. McElwain, who gets 130 of the total 135 shares from Mr. McCormick, who receives the remaining 20 shares, have sold their respective holdings in KBBK Baker, Ore. to Mr. McElwain and Lee W. Jacobs, both of Klamath Falls, Ore.

The KBBK transfer application is included among those granted early last week. Mr. McElwain’s 130 shares (76.47%) in KBBK, Mr. McCormick’s 39 shares (22.94%) and his wife’s one share were sold for $20,000. Mr. Cornett, former Oregon State Senator, receives 150 shares and Mr. Jacobs, new KBBK manager and a former program manager of KFJF Klamath Falls, receives 20 shares.

KGEZ Kalispell, Mont. was granted consent to voluntary assignment of license from Donald C. Treloar, solo owner, and the lease of all property used in the operation of the station to A. W. Talbot for $15,000, which covers the first three years of the 20 year lease. Rate of the lease is $5,000 per year. Mr. Talbot also acquires an option to buy the remaining 20 shares 1 month from the effective date of the contract. Mr. Treloar will assume parttime management of the station for two years. Mr. Talbot owns KEVR Seattle and KEVE Everett, Wash. He has pending applications for a new station for Missoula, Mont. and one for Billings, Mont.

WIAC Transfer

Voluntary assignment of license of WIAC San Juan, Puerto Rico was approved by Mr. V. V. Baker, sole owner of Sanfelis, station owner, to Radio Station WIAC Inc., a new corporation formed to take over the operation of the WIAC, Senor Sanfelis receives $44,000 in WIAC Inc., of which he is president.

Yankee Network Inc. was granted assigned license of the Winter Street Corporation, parent company. No monetary consideration is involved.

FCC Grants WFTL Acquisition By Ft. Industry for $275,000

AFTER a 10-month pendancy, the FCC last Tuesday approved the sale of WFTL Fort Lauderdale, Fla., 10,000-watt outlet, to Fort Industry Co., for $275,000. Simultaneously, it approved transfer of the main studios to Miami.

The seller is Ralph A. Horton, retired investment banker, who entered the agreement last May. President and principal owner of Fort Industry Co. is L. Com. George B. Storrer, USNR, now on duty as material procurement officer in the 9th Naval District, Chicago.

The Commission approved the transaction after an intensive investigation which included a hearing last fall in Miami. The station is on 710 kc., on which it began operating last year with 10,000 w. Prior to that it was a 250-watt local.

Coverage Condition

In granting WFTL modification of license to move its main studio from Fort Lauderdale to Miami, the Commission said it was subject to the condition that in the event the field intensity in the Miami business district proves to be inadequate, the station will operate with a directional antenna both day and night instead of nighttime only.

Comdr. Storrer announced from Chicago that his Mr. Storrer will continue as managing director of the station under the new ownership. He will report to George W. Smith, executive vice-president of Fort Industry and directing head of WWVA Wheeling, and L. A. Pixley, Fort Industry general manager in Detroit. Mr. Pixley also heads the standard operating Co., Storrer enterprise engaged in Government contract work. The Fort Industry Co. stations, in addition to WWVA, are WMMN Fairmount, WLOK Lima, WHIZ Zanesville, WAGA Atlanta, WSPD Toledo.

The application for transfer, filed by Andrew W. Bennett, Washington attorney, covered acquisition of equipment and property valued at $81,000, plus several mortgages, which brought the figure to $275,000. A claim against the sale was filed by Mr. Delemar, from a previous contract with Mr. Horton, was settled.

The WFTL transaction had been inquired into by the House select committee investigating the FCC, but was not covered in the formal hearings.

N. Y. Times Files Petition for WQXR

Price of Station $1,100,000; FM Outlet Is Included

ACQUISITION of WQXR New York, and its FM adjunct, WQXQ, by the New York Times, for a total of $1,100,000, is sought in a formal application filed last week with the FCC by the newspaper and Interstate Broadcasting Co., present licensees. Announcement of the previous had been made of an agreement covering the sale [BROADCASTING, Feb. 7].

Applications both for the transfer and transfer were filed by Philip G. Loucks, Washington attorney. John V. L. Hogan, president and principal owner, and Elloitt M. Sanger, executive vice-president and part owner of the station, remain as directing heads under a five-year contract.

First for Times

The transaction marks the first venture of the New York Times into the broadcasting field, though it has been identified with radio communications for many years. It had pioneered in point-to-point radio transmission of news and is identified with the operation of Press Wireless Inc., cooperative radio news organization.

The Times is an applicant for an FM station in New York. If the Commission approves the transfer of WQXQ, which currently covers the FM station WQXQ, it will withdraw its pending application, the papers state.

The balance sheet of Interstate for the year ended Dec. 1, 1943 showed total income of $468,590 and expenses of $446,225, with a net operating profit of $22,365. A paid-in capital, 40% of the year’s end was approximately $200,000.

Mr. Hogan, one of the country’s foremost consulting radio engineers and recent inventor, established WQXQ in 1946 with the assistance of Mr. Sanger. The station always has emphasized high fidelity operation, and has specialized in classical music. It operates at 1660 kc., with 10,000 w power. Sale of time on the station increased from approximately $37,000 in 1937—its first full year of operation—to $411,800 in 1943.

In announcing the transaction last month, Arthur Hays Sulzberger, president and publisher of the Times, said that there would be no change in executive direction or in program policies of WQXR. All of the stock of Interstate was acquired, including the 1,000 shares of preferred stock. The Times also has paid $25,000 in Time news bulletins, currently on WMCA for three minutes at the beginning of each hour, will be continued for the present.

In announcing the sale last Thursday announced the appointment of Nicholas Royle, former deputy director of OWI, as “liaison executive between the newspaper and the stations.” Mr. Royle is a former editorial writer for the Times.
Here's a billion dollar business - part of the KFAB area's wealth

These days, the farmer who has hogs, has dollars...cash on the hoof. And that is why we're doing so well here in Nebraska where most farmers DO have hogs.

If you've never thought of hog-raising as being important to YOUR business, consider this: The Omaha stockyard pays out more than a million dollars a day to farmers of this territory. One day's business recently reached the world record of four million dollars. That's big business.

And it's a lot of cash for Nebraska farmers...cash they can spend with you. But hog-raising isn't their only source of money — not by a long shot. Nebraska is a leader in many lines of farming and we farmers grow diversified, sure-income crops.

We keep track of the hog-market and the world at large through our good neighbor, KFAB, in case you ever want to get in touch with us. It's been that way for 20 years or more.

The Big Farmer of the Central States

KFAB
Lincoln
Omaha
780 KC-10,000 Watts
Basic Columbia
Represented by Edward Peyry Company
Radio Planning Big Convention Coverage

31 Stations, 6 Nets Will Broadcast GOP Meeting

THE BIGGEST story on the domestic political scene—the Republican and Democratic national conventions—will be covered en masse by 31 independent stations, and two regional networks supplementing the regular spot reporting of the four major networks and the radio news association services. These radio registrations for reporters and commentators are for the Republican National Convention in Chicago July 12th.

It is the first time in broadcasting that stations have gone out in such numbers to do a first-hand news job. The GOP Convention coverage will be duplicated at the Democratic National Convention also scheduled for Chicago. The political conventions coverage is seen as a forerunner of more intensive newsvendor coverage.

D. Harold McGrath, superintendent of the Senate Radio Correspondents’ Gallery, who will supervise the radio galleries at both the GOP and Democratic National Conventions, disclosed last week that applications of the six networks, the radio news services and 31 stations are generally total of 148 seats, indicating that these stations plan to supplement network and wire service coverage with “local” angles.

Regional Plan Coverage

Regional networks which have filed applications are Yankee and West Virginia. Regional plans do to special broadcasts of interest to their respective territories, as well as general coverage. Howard L. Connolly, managing director of the West Virginia Network, said his organization plans to interview West Virginia delegates at both Conventions, in addition to general broadcasts covering the meetings.

Yankee’s coverage will be handled by the newly-established Yankee News Bureau, under the direction of Jack R. Reid. It will include direct pickups and probably some recordings, in addition to special wire news, Mr. Reid said.

In addition to the American radio networks mentioned, the British Broadcasting Corp., which also covered the 1940 conventions, will be at both political meetings this year to write copy for sponsors to broadcast from Britain. The Associated Press, radio subsidiary of Associated Press, and Trans-Radio Press, each serving broadcasters, will cover all the conferences from a radio news viewpoint. UP will cover through its general news wires, as will INS.

Although Feb. 15 was fixed as a deadline for filing applications with Mr. McGrath for seats in the radio gallery at the GOP Convention, the superintendent said several stations had filed tentative requests, contingent upon definite decisions and completion of plans. He estimated that at least another half-dozen stations may seek permission.

Only four stations and the three major networks covered the 1940 conventions [BROADCASTING, June 15, 1940]. They were WLW-WSAI Cincinnati, WPEN and WIP Philadelphia. All except WPEN have made application to cover the 1944 Conventions, with WLW the only station filing request so far for direct pickups.

During the 1940 Republican Convention WLW scored a world beat by interviewing Wendell L. Willkie, the nominee, a few minutes after his nomination. Although Mr. Willkie’s party had banned all personal broadcasts, the Crosley station had made previous arrangements; the Willkie candidate was to be broadcast in which he was interviewed by Peter Grant, then chief announcer and newscaster.

Recordings Planned

That many of the stations covering the GOP Convention this year plan to record interviews and commentaries was indicated by the large number of requests for transcription facilities. Accordingly Wills (Tallahassee) radio director of the GOP National Committee, has arranged with the U. S. Recording Co. to install studios and handle such transcriptions.

“We decided to have one company do the job at a low price rather than have several setting up studios,” said Mr. Church. “Stations will pay for their own recordings but the arrangement with ASCAP that nobody will be overcharged.”

Again, the major networks will do a fulltime coverage job, although to conserve manpower and equipment they will pool their facilities [BROADCASTING, Feb. 7]. In addition to serving affiliates in this country the networks plan to beam Convention coverage overseas to troops in war theatres and to Allied nations.

MBS Plans

Mutual’s plans have not been completed but Tom Slater, director of special features, will supervise the conventions, coverage, assisted by Adolph Opfinger, MBS program director; John Whitmore, manager of the network’s news division, and Lester Gottlieb, public relations chief.

Frank Schreiber, general manager of WGN Chicago, will be in charge of Mutual’s arrangements at the conventions. Royal Arch Gunnison, formerly of Manila, P. I., and personnel of the Tribune’s Washington bureau, will present the overseas angle. Arthur Evans, political reporter of the Chicago Tribune, will present his analyses. From Washington Fulton Lewis Jr., Walter Compton, Theodore Granik and Arthur Sears Henning, the latter chief of the Tribune’s Washington bureau, will represent MBS. George Lang and Dale O’Brien, WGN announcers, have been assigned to the conventions’ broadcasts.

William F. Brooks, NBC director of news and special events, has assigned all the network’s top commentators and news reporters, as well as a staff of editors and writers to cover both conventions. He will be assisted by Francis C. McCall, manager of operations of the news and special events department.

NBC to Televisе

NBC also plans to use its television facilities, as it did in the 1940 Conventions. Sound motion pictures of the proceedings will be flown to New York for telecasting over WBIR, the NBC subsidiary. Commentators and reporters assigned to the Conventions are: H. V. Kaltenborn, Lowell Thomas, Carey Longmire, Robert St. John, Morgan Beatty, Robert McDonough, Richard Harkness, Alex Drier, Don Hollenbeck, John W. Vandercook, Louis P. Lochner, W. W. Chaplin and Leonard Sprague.

The NBC conventions staff will include two special announcers, two traffic operators, and a large crew of stenographers, stenotypists and equipment men. Televised coverage will be under the supervision of George McElrath, NBC operations engineer. The press department headed by John McKay, manager; Sydney Eiges, assistant; Everett Bragdon, trade news editor; Richard Connelly, staff writer, and Sydney Desfor, chief producer, will serve New York office, as well as Jack Ryan, head of the Chicago press department.

White in Charge

CBS operations, to be supervised by Paul White, director of news broadcasts, will be set up in the Stevens College, with Bob Trout, commentator, in charge. Commentators and reporters representing CBS will include Elizabeth Bemis, Quincy Howe, Everett Holles, Ned Calmer, Douglas Edwards, Bill Henry, Joseph C. Harsch, Robert Lewis, Bob Glaser and Bill Nakatano. In charge of color highlights will be Bill Scolum Jr., director of CBS special events and sports.

Following is a list of registrants for the GOP Convention, as announced by Mr. McGrath:

Networks—BRC, Blue, CBS, MBS, NBC, WWAAM-Gala Network, Yankee Network, Radio Wire Services—Press Asso., Trans-Radio Press, etc.

Individual Stations—KGOO Dodge City, KMSO St. Joseph, Mo.; KMAY Polson, Mont.; WBOI Long Beach, Cal.; KIFW Kennew, Neb.; KORN Fremont, Neb.; KPVF Los Angeles; KGLO Mason City, Iowa; KMFC Beverly Hills, Cal.; KFAS Sandusky, Ohio; KBOO Riverside, Cal.; KETP St. Paul; KTMS Santa Barbara, Cal.; KUOA Silmon, Iowa; WLOV Norfolk, Va.; WKJU St. Louis.


Peanut Council Series

NATIONAL PEANUT Council, Atlanta, is planning a nation-wide institutional campaign through its publicity and advertising agency, J. Walter Thompson, New York. Radio is being considered.

Page 20 • March 6, 1944
One of our twin selves moves to a glamorous NEW HOME!

With our complete facilities in St. Paul, KSTP now has the outstanding production center in each of the rich Twin Cities. As a matter of fact, our Minneapolis-St. Paul studios and offices are greater than those of all other Twin City stations combined.

The Minneapolis half of KSTP is now located in the most stunning entertainment center in the Midwest... the Northwest's own dazzling Radio City.

Radio City in Minneapolis brings together in one impressive building the Northwest's largest and finest theatre, seating 4400 people, and KSTP's ahead-of-the-minute new studios (including provision for future television developments). It's the Twin Cities' major center of interest, visited every day by throngs of Twin Citians and folks from all over Minnesota.

Naturally, this new development is making Minnesota people more KSTP-conscious than ever. Locally, we're telling listeners about Radio City by means of newspaper ads, 24-sheet posters, triple-size car cards and rural magazine and screen advertising... And all this spotlighting of KSTP is going to mean more listeners—urban and rural—for KSTP advertisers!

And remember... our complete facilities in each of the Twin Cities enable us to give detailed attention and comprehensive service in both cities to all our accounts. With this new capacity for greater service—plus the audience that comes from being the exclusive NBC outlet for the Twin Cities—plus a continuous, statewide promotional campaign to keep our audience steadily growing—KSTP is now more than ever before the Northwest's leading radio station.

 exclusive NBC Affiliate for the Twin Cities
Capital News Office

Established in the Nation’s Capital for the 21 stations comprising the Yankee Network and WJW Cleveland, was announced last week. Operations were to begin today (March 6) under direction of Jack R. Reed, who serves William O’Neill, president of the Rubber Co. and of Yankee Network, as assistant in the radio division.

Following a week of tests, in which five-minute newscasts were telegraphed to the Yankee stations and WJW, the News Bureau today was to begin a daily five-minute Washington feature, to be broadcast over the Yankee stations at 6:30 a.m. Reed said, although he has not yet completed his Washington staff, he had tentative plans call for direct pickups and special transmissions within a short time.

Special Material

Plans for the news bureau anticipate special interviews with Congressmen serving states and districts in which Yankee stations are located on questions of local and national interest. If a station is served by the bureau queries for special interviews or stories, the bureau will provide them, Mr. Reed added.

“We believe our listeners are vitally interested in Washington,” said Mr. Reed, who has been in the Nation’s Capital the last month laying the groundwork for the bureau. “For the time being we will telegraph our daily five-minute round-up but we plan to do a complete job of coverage. We have felt that radio stations, as newspapers, can provide distinctive and exclusive coverage for their listeners by maintaining Washington correspondents.”

The News Bureau has been established at 1026 17th St. NW, where General Tire has offices. Before becoming assistant to O’Neill, Mr. Reed was news director of WJW when that station was located in Akron. He created and wrote the Philip Kyene-Gordon news commentary, a feature of MBS.

Shipbuilder Renews

SUN SHIPBUILDING & Drydock Co., Chester, Pa., has renewed its exclusive radio schedule agreement, covering eight programs a week for the war plant’s help-wanted messages, effective March 6, according to the firm, commencing Feb. 23. Three series are sponsored, including a half-hour daily show, “The Vale of Philadelphia,” Thursday evenings, 5:30; a full-hour show, “Sweet Land of Liberty,” Monday evenings, 5:30-6:30; “Tom Moorehead Sports,” three-weekly, 10-minute show, and “To Whom It May Concern,” 15-minute open letter series four times weekly. Placed direct.

LOCAL

Local Shoe Discs

COMMONWEALTH SHOE & Leather Co., Whitman, Mass., has started its fourth annual spring campaign for Boston’s discount shoe and clothing manufac- turer, commencing Feb. 17. The campaign is designed to explain the functions of the branch to women listeners. Maj. Byron was previously with WJN, Cincinnati, and was owner and producer of Mr. District At- torney.

LATIN CAMPAIGNS

TO BE expanded

EXPART ADV. AGENCY, Chicago, is expanding radio coverage in Latin America for several old accounts and beginning new cam- paigns in the foreign market. Campa- gins starting dates may be pro- longed for 30 days, depending upon the market contracts vary from 13 to 52 weeks.

Frederick Stearns & Co., De- troit (rubber chemicals), with an established Latin American trade, has contracted three radio stations in Columbia, five Cuba stations, and one station in each of the fol- lowing: Mexico, Panama, Peru, Puerto Rico, Venezuela.

Winteramit Chemical Co., Louisville (tonic), is enlarging its radio schedule to include nine Co- lumbia radio stations, two stations in Cuba, and one station in Costa Rica, Mexico, Dominican Republic, Panama, Puerto Rico.

Citrus Products Co., Chicago (fist soft drinks) is expanding a newspaper campaign to radio cover- age in the following countries: Honduras, Guatemala, Dominican Republic, Chile, Hawaii, Puerto Rico, Nicaragua, Panama, Alaska.

Mentholatum Co., Wilmington, Del., has contracted a Latin American radio advertiser for over 25 years, plans expansion in several Latin American countries.

Bauer & Black, Chicago (Dr. West tooth brushes) will use dramatized one-minute spot an- nouncements in Mexico, Columbia, Venezuela and Cuba.

NRDGA Clinic

SALES PROMOTION division of the National Retail Dry Goods Assn. will hold a sales promotion clinic at the Netherland Plaza Hotel, Cincinnati, April 4-5. First day’s session will be devoted to problems in newspaper advertising, the other to interior display problems dealt with the sec- ond day and those of radio adver- tising the final day of the meeting.

PREPARING for post-war period, when visitors will again be permitted to tour radio stations, WTST, Philadelphia, has leased a new newsroom, complete with neon sign. The new studio, in line with the station’s expansion of news coverage, will be officially dedicated on I-Day, the station preparing to remain on the air for 24 hours on the eventful day of invasion. Bud Reinhard, WCAU news editor, discusses a story on the wire with one of the newsroom staff writers (back to cam- era).
PORTAL to PRECISION for War and Peace

Shown here is the proposed new doorway to Detrola’s offices and laboratories. It will soon be a part of the building—to serve not only as a practical and functionally beautiful entrance-way, but to stand as an outward symbol of the many changes that have brought the NEW DETROLA into being. Today this great radio-electronic plant is stream-lined throughout—with new research and engineering talent, new production facilities and hundreds of highly trained workers. All of these are dedicated, now, to the manufacture of highest quality war equipment. After Victory, in combination with the experience gained in war, they will be dedicated to the production of highest quality electronic products for civilian use. Help Secure Victory and Make Victory Secure—Buy War Bonds.
COMPLETE G-E EQUIPMENT
for wide-range, high-fidelity
FM broadcasting

1. FM Broadcast Transmitter. G-E two-section 1000-watt transmitter, consisting of basic 250-watt exciter and 1000-watt radio frequency amplifier. Others from 250-watt to 50-kw ratings.

2. FM Broadcast Antenna. Circular type — an exclusive G-E development. Easy to tune and adjust — increased power gain.

3. FM S-T Relay Transmitter (25 watts) for relaying, without wires, local studio programs to remotely located broadcast transmitter station.

4. FM Station Monitor for checking center frequency, percentage modulation, and fidelity.

5. FM S-T (studio-to-transmitter) Directional Relay Antenna that provides a 100-fold power gain when used at both the studio and station transmitters.

6. FM Receiver. Full fidelity FM with noise levels as low as the circuits themselves and less than 2% distortion.

When you start planning your post-war FM station, make full use of General Electric's broad FM experience and "know how."

You can have the full benefit of the background and knowledge of the only manufacturer with experience in building the complete FM system...from transmitter right through to home receiver. You can have the full benefit of exclusive G-E developments such as the FM circular antenna, and the studio-to-transmitter relay system which enables you to establish your studio for maximum convenience and your transmitter for maximum coverage. And, when you install your G-E equipment, we will put on an aggressive FM receiver sales campaign in your area to help you establish your station and to broaden your listening audience.

General Electric's own FM broadcasting experience, which includes more than 3 years of programming through its own proving-ground station WGFM, will give you valuable programming information.

General Electric equipment is installed in more than a third of all the commercial FM broadcast stations now in operation; and six exclusive G-E S-T relays, with thousands of hours of continuous broadcast operation, are now serving their stations. These provide examples where practical operating and maintenance costs are a matter of record.

Thus does widespread proof of performance supplement the years of development and engineering that have made G.E. unquestionably the leader in FM radio equipment.

NOW IS THE TIME TO PLAN YOUR POST-WAR FM STATION

Write for "How to Plan an FM Station," along with other helpful booklets and bulletins on how other broadcasters established themselves: on FM transmitters, antennas, and associated equipment.

Reserve your post-war FM equipment now

General Electric offers you "The G-E Equipment-Reservation Plan." This plan will help you secure your place in radio broadcasting post-war. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for quick post-war deliveries. Write for "The G-E Equipment-Reservation Plan"—address Electronics Department, General Electric, Schenectady, N. Y.

Reserve your place in radio broadcasting post-war!

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

STATION AND STUDIO EQUIPMENT - TRANSMITTERS
ANTENNAS - ELECTRONIC TUBES - HOME RECEIVERS

GENERAL ELECTRIC FM television AM
See G-E for all these!
Red Cross Drive and Victory Gardens Stressed on OWI War Packet for Week

CONCLUDING its 1944 campaign to raise $200,000,000, the Red Cross drive again heads the list of war messages scheduled by the OWI Domestic Radio Bureau for the week beginning March 27. Appeals will be carried through the Network and Station Announcement Allocation plans to the end of the month.

Three other subjects, scheduled on Station Announcement, are continued from the previous week. Especially important at this time is the campaign to encourage more Victory Gardens, the need for which is emphasized by announcement of the War Food Administration that civilians will have 19% less canned vegetables this year.

Garden Project

The value of Victory Gardens in contributing to the nation's food supply can be appreciated when it is realized that the gardens last year provided nearly half of America's total production of fresh vegetables. This enormous contribution—approximately 8,000,000 tons—was brought about by 20,000,000 gardeners, one-third of which were amateurs.

Radio stations can perform a highly patriotic service by urging listeners to plant gardens if space is available or join in community gardens in metropolitan centers and to enlist children in school gardens.

Programs wishing to devote extra time to this campaign over and above allocation may do so through the OWI Special Assignment Plan. Stations interested should communicate with any of the following OWI Radio Bureau offices: New York, George Ludlam, 230 Madison Ave.; Chicago, Mrs. L. S. Schwartz, 75 East Wacker Drive; Hollywood, Cornwell Jackson, 1650 North Vine St.

Fight Waste messages continue reminders to listeners that critical resources must be conserved if military demands are to be met. See Paper follows a similar theme, with emphasis on seeing to it that accumulations are sold or donated to salvaging organizations.

Messages informing listeners that declarations of imminent income and victory tax for 1944 must be filed by April 1 to bring everyone on a "pay-as-you-go" basis and appeals to continue strict conservation of rubber are scheduled on Network allocation. Recruitment of women for war plants or other essential activity is assigned through the National Spot plan.

CHECK the list below to find the war message announcements you will broadcast during the week beginning March 27. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or $1 per week.

OWI PACKET, WEEK MARCH 27

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>AGE</th>
<th>GROUP</th>
<th>KW</th>
<th>AFF.</th>
<th>IND.</th>
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<th>SPOT</th>
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<td>Red Cross (3/27 to 3/31)</td>
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<td>Tax Declarations</td>
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See OWI Schedule of War Messages 101 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.
WOWLAND is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

☑ CHECK these 6 reasons why WOW is a good buy!

☑ A GOOD MARKET: A rich farm and urban market with a BILLION DOLLARS in retail sales last year.

☑ INTENSIVE COVERAGE of its Service Area.
   (Proof on request).

☑ 590 KILOCYCLES: Because of this excellent frequency, and 5,000 watts power, WOW's 1/2 milli-volt contour is established approximately 200 miles from Omaha in every direction.

☑ NBC AFFILIATION: Basic NBC for 18 years.
   Now offering 33 of the 50 best programs on the air, every week.

☑ LOCAL IDENTITY: Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

☑ GOOD MANAGEMENT: John J. Gillin, Jr., is now President and General Manager of Radio Station WOW, Inc.

WOWLAND is that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—more than 300 counties in all served by WOW. WOWLAND has a population of nearly 5 million, and contains 1,144,229 radio families. For complete market data on WOWLAND, including new daytime coverage mail map, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

Also Operating
KODY NORTH PLATTE
Giving NBC Service to "The Heart of the Buffalo Bill Country" IN WESTERN NEBRASKA
Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

Member Station, The Blue Network and Mutual Broadcasting System
We keep the chairs *nailed down*!

WE'VE done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, *Author Meets the Critics*.

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics . . . not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. *Author Meets the Critics* is really a serious literary program . . . designed to perform a real service to WHN listeners by bringing them current opinion of current books . . . but one on which anything is liable to happen.

That's what makes *Author Meets the Critics* another of WHN's "programs with ideas".

*Wednesdays at 8:00 P.M.*
COMPLETE even to the extent of providing a pencil to fill in enclosed telegram, a brochure released to radio advertisers by WAAT Newark, N. J., is headed "Quick Facts Every Radio Advertiser Should Know about America's Fourth Largest Market". Stated reading time is 5 minutes 27 seconds. Paper band circling the blue and white brochure holds a penny and is labeled as "New Jersey's Best Radio Buy". First page contains a "Quick Quiz" of five brief questions for time buyers. Reference is made in each to succeeding pages which contain all the answers. Western Union telegram form partially completed is included, with suggestion to "wire collect" for the complete story from a WAAT representative. Final page contains list of WAAT advertisers and is headed "The Company You'll Keep" when you become another WAAT advertiser.

Crosley Promotion

PROMOTION booklet to acquaint dealers and sales representatives with Crosley's wartime accomplishments, the company's current activities and future plans, has been issued by the parent corporation of WLW Cincinnati. Cover girl for the brochure is typical of the "hundreds of women in each community" who will want to purchase durable consumer goods after the war. Her invitation of "You and I have a date, Mister!" is also used in a preview teaser mailing piece.

Shell Folder

ROYAL blue and white six-page folder calling attention to the Yankee network's news and sports program, Shell Digest, sponsored by the Shell Oil Co., has been issued to all Shell employers, dealers and fuel oil consumers throughout New England. Shell thrice-weekly broadcast is heard over WNAC WEEAN WICC WHTH WFSH WFEA WLNH WLBZ.

WTAG Brochure

SHOWING how Worcester, Mass., fits into post-war production and how the Worcester market is a "must" for post-war advertising plans, WTAG has mailed to advertisers and agencies a four page two-color brochure advising "After V-Day Watch Worcester's Pay Day". Pamphlet presents a survey of the 400 industries and 1,085 manufacturers in the region as well as figures on income, savings, home ownership and food sales.

Library Tie-In

PROMOTIONAL tie-in between WGAN Cleveland and the Cleveland Public Library is in the form of bookmarks, which the station furnishes for distribution through all library branches in the city. Each bookmark calls attention to a special network or local program and related books. First featured was the "Gay Nineties Review" and a list of books of the period and its people.

Timebuyer's Calendar

TIMEBUYER'S Calendar has been prepared by the William G. Rambeau Co., station representatives, New York, Chicago, Los Angeles. The 12 months are divided into two rows of six months each, to facilitate checking 13-week, 26-week and other usual length contracts. Stations represented by the Rambeau Co. are listed at the side of the calendar.

Sustaining Booklet

FIRST promotion booklet on sustaining programs to be issued by Mutual is titled "Plan to Help You," and highlights Frisco Kid, an action program; Peanut and Jerry, variety show and The Human Adventurer, educational drama. Attached to each program page is a kit containing promotional material.

No Kinks

"A SURE-FIRE way to remove any kinks from your Kansas selling methods is to use WIBW," states the Topeka station in a new promotion piece which includes a plastic anti-kink device for telephone cords.

KLZ Brochure

PROMOTION FOLDER released by KLZ Denver presents action shots of the KLZ talent and product departments, along with locally produced programs. Titled "Showmanship Gets the Green Light at KLZ," brochure will receive nationwide mailing.

Vital to Victory

From KWHK-land comes one-fifth of the nation's oil production. This rich resource adds to the part this region is playing in the race to outproduce and outfight our enemies. It is vital to victory on the battlefronts. Coverage of this area is vital, too, in carrying out your complete selling program.

Write for your free copy of KWHK net circulations day and night maps.

CBS

50,000 WATTS

KWHK

REPRESENTED BY

THE BRANHAM CO.

SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA
Is it "D-nee-per" or "D-ny-per" or "Neeper"?
And what about "amenable"?
Are you sure how that one goes?
* * * *
Well, NBC announcers are . . . they have to be.

What's all this got to do with advertising over NBC? Just this. When all NBC announcers give their words the same pronunciation—the correct one—the quality of every program is stepped up, distractions are avoided, the advertiser's sales message is given additional power to create receptiveness in the listeners and to induce action.

These are but some of the objectives of "The NBC Handbook of Pronunciation," which was compiled especially for NBC by James F. Bender, eminent American authority on speech.

Conceivably, each of the millions of NBC listeners has his own particular reasons for listening to NBC programs and responding to the sales messages of NBC advertisers.

But, whether it's the voice of a favorite crooner, the jokes of a favorite comedian, the music of a favorite orchestra—or the correct pronunciation of Dnieper (NEE-per)*—this nation-wide acceptance of NBC programs by millions puts a nice point on NBC's constant drive for perfection in "little things." It's the total of these "little things" that has made NBC "The Network Most People Listen to Most."

*From "The NBC Handbook of Pronunciation."

They all tune to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
ITS... in Watts
AND BIA Programs

L.B. Wilson

WCKY
Fetzer for Ryan

AN IMPORTANT event for radio transpired in Washington the other day. It was the appointment of John E. Fetzer, owner of WKZO, Kalamazoo, as assistant director of censorship for radio, succeeding J. Harold Ryan, incoming president of the NAB.

Broadcasters perhaps are inclined to view censorship lightly. That's because it has worked so well under the magnificently productive direction of Byron Price, director, and Mr. Ryan as radio censor. Mr. Price graciously gives Mr. Ryan credit for making voluntary radio censorship a success.

Broadcasters might take pause on what could have happened (and still can) if radio had slipped. Censors might have been placed in every station to check news and commercial copy. Many kinds of programs might have been outlawed. Conceivably radio could have been plagued with the most rigid kind of direct control of its entire schedule.

That didn't happen and probably won't, thanks to the wisdom of Mr. Price, who has made one of war's most thankless tasks look easy. He selected Harold Ryan because he wanted a practical broadcaster—a broadcaster's broadcaster—on the job.

For the same reason radio welcomes Mr. Price's selection of John Fetzer. He is a practical independent broadcaster. He knows radio and knows how to handle a smoothly working organization built by Mr. Ryan—such capable men as Bob Richards, formerly of WSPD; Lester Halpin, who came from KOIN; Edward H. Bronson, formerly of WCOL; Charter Heslop, formerly with NBC.

The shift at censorship will come without a hitch. It is reassuring to all in radio to have a broadcaster of John Fetzer's stature and experience in Harold Ryan's niche as the latter moves over to the more arduous and even less thankless task of directing radio's destinies as president of the NAB.

Ladies Next

MAKE WAY for the ladies! Loyal supporters of broadcast programs, the sweater segment of the American populace is starting to take an active interest in what happens to radio as an art and enterprise as well as what happens to favorite stars.

A threefold program by which women's organizations can support the war effort through the air medium was outlined before the New York City Federation of Women's Clubs by William G. Werner, of Procter & Gamble. He offered his views at a meeting that turned into a discussion of the benefits of private operation of broadcasting as against evils of the state operation that has characterized European radio [BROADCASTING, Feb. 21].

But the rise and progress of women in radio assumes important national proportions with the campaign being conducted by the NAB Association of Women Directors, under Dorothy Lewis. Some 650 AWD members are working through hundreds of stations, many department stores and 21 major national organizations to appeal to millions of listeners everywhere during the spring months in the interests of the American Home.

When the feminine folk start after something, they very frequently get it. They now have a chance to promote radio, the war effort, and the entire national welfare.

The House Fiasco

VIEWED from all angles, the House Select Committee investigation of the FCC is a dud. Taxpayers' money has been frittered away in what, at this writing, is a whitewash by the Democratic majority and a political fall of the Republican minority. The public and radio suffer.

The investigation was authorized by practically unanimous vote of the House more than a year ago. Under the Chairmanship of Rep. Cox (Cal.) there was an attempt to make real headway because its chairman had an axe to grind, and whether justified or not, he was vulnerable. He resigned last October.

Under the chairmanship of Rep. Lea (D-Cal.) almost the reverse has been true, with the FCC itself charged with having called the plays—to the point where Committee Counsel Eugene L. Garrey and his staff gave up. That was the goal sought by those at the FCC and in the Administration.

There isn't any question about Administration interplay, or even pressure. Some day the story will be told of the efforts to scuttle the inquiry even before it got under way, and the extent to which political trading figured.

This is a campaign year. The Democratic majority of the House obviously wants no muckraking. Congressional investigations usually develop into free-for-alls. The Republican minority wants to keep the issue alive and crack another New Deal deal. Neither effort is what the House intended in January 1943, when it adopted the Cox Resolution.

The FCC itself stands beclouded. The Committee is credited and publicly condemned by its counsel. Its two Republican members allege "obstruction, intimidation and sabotage" by the Administration.

The whole affair is smelly and shameful. The purpose was to conduct a fair, full and impartial inquiry to devise legislative safeguards against irresponsible or unlawful administration. The suggestion of Chairman Fly that the Committee be given a hearing now, even though the Committee is without counsel, is another example of the farcical aspects.

In fairness to all concerned the Committee promptly should be reorganized. New counsel should be selected without regard to political considerations. There should be none of the "collaboration" with the FCC staff charged under the Lea chairmanship, nor of the "Star chamber" methods charged against the Cox direction.

The public is entitled to a fair and unbiased investigation, unhampered by pressures from outside Congress. The Commission should have the right to tell its story, but not run the show.

To us it seems the House should start from scratch. The entire committee should resign and a new one should be named by Speaker Rayburn.

Our Respect To—

PAUL ALEMONT PORTER

ASK any wise Washington observer whose political shoes would be hardest to fill. The answer, in many cases, would be the shoes of Charles Michelson, publicity director of the last three Roosevelt campaigns. Charlie has now chosen to act in an advisory capacity. To take his place the Democratic National Committee has picked one of radio's sons—Paul Porter, former CBS Washington counsel.

The job of organizing and directing the 1944 Presidential campaign offers an array of new problems that would make the most daring promoter blush. Paul Porter blanched when the job was first offered to him. He thought it over and replied with a convincing No.

It wasn't sufficiently convincing, though, and after the heat had been turned on he accepted.

Those who have watched Paul's 11-year Washington career can understand why he was so earnestly sought by Democratic leaders. In that period he has done more pioneering and organizing than most officials, public or private, and worked upon to handle in a lifetime.

The Porter Washington career reads like this: Took three-month post in Agricultural Adjustment Administration back in 1933; became chief of press section, Department of Agriculture, in 1934; joined CBS as Washington correspondent and aid to Vice-President Harry Butcher in 1937; resigned from CBS in 1942 to transfer to National Defense Council as aide to Chester Davis; member of board of directors, Commodity Credit Corp.; Deputy Administrator, Office of Price Administration, in charge of rent control; Associate War Food Administrator under Marvin Jones; Assistant Director of Economic Stabilization under Judge Vinson.

In that array of important Washington assignments are found some of the neatest tactical problems and organizational projects that could be imagined. Yet Paul Porter, smiling and unruffled, has taken each assignment in his stride. There's the rent control post, for example. Next to Leon Henderson's over-all OPA honey, Paul had one of the capital's hottest spots. If he pleased the landlords, he angered the tenants. And vice versa. Yet his OPA regime was astoundingly free of difficulty. In fact, Paul actually made the thing look easy, a knack that helps him out of many impossible situations.

During the next nine months he will have ample opportunity to draw on his administrative reserves. The 1944 political campaign will (Continued on page 38)
EXTENDING A HAND
to those who deserve

Network and local commercial programs are the backbone of a radio station, yet WTMJ has always felt it owes even more to the people of Wisconsin.

Every Sunday, for example, WTMJ in co-operation with the Wisconsin Federation of Music Clubs brings talented young people from all over the state to Milwaukee to appear on "Starring Young Wisconsin Artists."

The musicians and singers that broadcast each week, from the spacious auditorium in Milwaukee's Radio City, are selected through a series of state-wide auditions. They do not compete for prizes, but are paid for their appearance out of a fund provided by WTMJ.

All that these young folks seek is a chance to be heard, to be given the recognition they deserve. WTMJ is proud to give them that opportunity.

Similar community service programs are regularly enjoyed by the WTMJ family of listeners. Such programs shall always be an integral part of the WTMJ schedule.
Our Respects to
(Continued from page 34)
be like no other political campaign in history. It will be a wartime campaign, and the Aldine red torch, train tours and flag waving will be out of place.

But the public must be contacted—and emphatically. That's where radio comes in. Paul isn't going to spell his plans as he has been devising, but it's obvious that he expects to rely heavily on the air medium. By no other method can so many people be contacted so potently and so frequently. He knows radio, and knows it intimately. For several years he was on the inside of most of Washington's liveliest radio regulatory controversies.

The man on whom all this responsibility rests is a shade under 40. Most radio folk are familiar with the quiet smile of the CBS attorney who sat through the month of network monopoly hearings without fluttering an eyelash. They know him as a yarn spinner de luxe. They like to repeat his famous Judge Cullbenner stories. They recall his delight in telling good ones on himself.

Among the good ones is the 1928 political campaign in Clark County, Kentucky. Fresh out of law school, Paul joined the law firm headed by his future father-inlaw, Judge J. M. Banton. Promptly he was named to run the Al Smith presidential campaign in Clark County.

That year Clark County went Republican for the first time since the Civil War. In self-defense, however, he explains that the GOP plurality was only four votes.

Paul Aldemont (don't let on you know that middle name) Porter was born Oct. 6, 1904 in Joplin, Mo., the son of a Baptist minister. At the age of three months the family moved to Winchester, in Kentucky, and occupied the house next to Judge Banton.

At the age of 4 he had his first date. Rereflect of his attention was Bessie Edear Banton. The idea caught on, and the childhood romance became a permanent affair. Through their school years Paul and Bessie Edgar strolled home from school together, holding hands as Paul obligingly carried books for both.

Paul stayed right in Winchester to attend, Kentucky Wesleyan college. After years he went to nearby Lexington to attend law school at the U. of Kentucky, graduating in 1928. At Lexington he doubled in journalism as city editor of the Lexington Herald.

After his initiation into politics in 1928 he left Winchester to join General Newspapers Inc., of which Gene Pulliam (now WIRE Indianapolis) was president. His assignment was newspaper purchasing in Southwest Oklahoma. The company later sent him to Georgia, where he worked a year before ac-

Join Blue Sales
PHILIP F. WHITTON, account executive in the sales office of the Blue, is joining the New York sales office of Mutual in a similar capacity. He headed his own agency from 1937 to 1942, and previously served as district manager of WHN. He was at one time in the Mutual sales department. Marjorie Dolge has been transferred from sales service to research division of the sales promotion and research department. Network has also announced the return of Alma Graef of sales service, as assistant Eastern sales service supervisor, in charge of contracts and estimates.

Brophy on Mission
MURRAY BROPHY, former communications chief of the OWI and a deputy of the Overseas Branch, returned to San Francisco on Feb. 24 after a ten-day special mission for theatre commanders throughout the Central Pacific area during which he witnessed action in some of the islands. After resting in San Francisco he will go to Washington to report. Mr. Brophy resigned from the OWI last August because of ill health and recently took over his special assignment.

Hardy Promotion
LARRY F. HARDY has been named vice-president in charge of the home radio division of Philco Corp., according to John Ballantyne, president. With the Philco organization since 1932 Mr. Hardy has served in the capacity of manager of the Chicago branch, division manager for the northwest division, vice-president and general manager of the Simplex Radio Co. (Philco subsidiary), and in 1941 was named manager of the home radio set division.

WOL Changes
KENNETH B. JOHNSTON, president, has taken direct charge of the operations at WOC, Columbus, and is now acting as both president and general manager. Frank N. Jones, who worked as a local salesman for many years, is elevated to the position of national sales representative. Increased volume of business has required remodeling and expansion of studio facilities.

WOR Changes
ALFRED J. McCOSKER, president of WOR New York, and chairman of Mutual Broadcasting, has been named to serve on Mayor F. H. LaGuardia's Committee on Unity, organized to promote racial understanding in New York.

BARRABA THORNBURGH, daughter of Donald W. Thornburgh, Pacific Coast vice-president, sponsored the launching of the new 10,000-watt Liberty ship 22 Joseph J. McKinnon at Richmond, Calif.

PAUL E. FORREST, with honorable discharge from Army and new to radio, has joined Homer Griffith Co., West Coast station representatives, as account executive.

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AL GASSEON, commercial manager of CJOK, Kirkland Lake, is the father of a girl.

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D'ARCY A. HUNTER is a new member of the sales staff of Specialty Sales, subsidiary of WNW Cincinnati.

SIDNEY N. STROTZ, NBC Western division vice-president, is radio division chairman of the annual Los Angeles Red Cross drive.

Paul has one hobby—actually an ex-hobby. It's golf. The last time he played was one Sunday morning, Dec. 7, 1941. His companions were Bob White, WOC vice-president; Jesse Willard, manager of WJSV (now manager of WBT), and Ed Murrow, on leave from London.

That afternoon the shooting started was pressed. Harry and Paul's too busy ever since to take time off for a round of golf.

But chances are he'll be even busier between now and Nov. 7. 

Join Blue Sales
PHILIP F. WHITTON, account executive in the sales office of the Blue, is joining the New York sales office of Mutual in a similar capacity. He headed his own agency from 1937 to 1942, and previously served as district manager of WHN. He was at one time in the Mutual sales department. Marjorie Dolge has been transferred from sales service to research division of the sales promotion and research department. Network has also announced the return of Alma Graef of sales service, as assistant Eastern sales service supervisor, in charge of contracts and estimates.

Brophy on Mission
MURRAY BROPHY, former communications chief of the OWI and a deputy of the Overseas Branch, returned to San Francisco on Feb. 24 after a ten-day special mission for theatre commanders throughout the Central Pacific area during which he witnessed action in some of the islands. After resting in San Francisco he will go to Washington to report. Mr. Brophy resigned from the OWI last August because of ill health and recently took over his special assignment.

Hardy Promotion
LARRY F. HARDY has been named vice-president in charge of the home radio division of Philco Corp., according to John Ballantyne, president. With the Philco organization since 1932 Mr. Hardy has served in the capacity of manager of the Chicago branch, division manager for the northwest division, vice-president and general manager of the Simplex Radio Co. (Philco subsidiary), and in 1941 was named manager of the home radio set division.

WOC Changes
KENNETH B. JOHNSTON, president, has taken direct charge of the operations at WOC, Columbus, and is now acting as both president and general manager. Frank N. Jones, who worked as a local salesman for many years, is elevated to the position of national sales representative. Increased volume of business has required remodeling and expansion of studio facilities.

WOR Changes
ALFRED J. McCOSKER, president of WOR New York, and chairman of Mutual Broadcasting, has been named to serve on Mayor F. H. LaGuardia's Committee on Unity, organized to promote racial understanding in New York.

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That afternoon the shooting started was pressed. Harry and Paul's too busy ever since to take time off for a round of golf.

But chances are he'll be even busier between now and Nov. 7.
A $25,000 MAIL MAP

We take pleasure in presenting a potent sales map based on 25,000 mailing pieces, each containing a $1.00 merchandise order—the direct result of forty weeks’ advertising over our station.

CONCENTRATED POWER IN THE SOUTH!!!

98% OF ALL ORDERS CAME FROM 13 STATES
Each of 11 states supplying over 1,000 orders

The mail used in the building of this map came in response to advertising messages broadcast at 6:45 A. M. during a period of 40 weeks. WLAC’s schedule from 5 to 7 A. M. daily is designed to

Sweep the South WITH 50,000 WATTS POWER!!

Nashville’s Gateway to the Tennessee Valley

Broadcasting Broadcast Advertising
LE GEAR SHOW ON KMA WINS AGENCY AWARD

In the first month of its first year on KMA, the LeGear Medicine Company (livestock and poultry) program outperformed those on every other station on the list.

"Therefore, someone at your station has a Stetson hat coming," says Lee Hammett of Simmonds & Simmonds, Chicago advertising agency.

"You are doing a consistently good job and certainly confirming your confidence in the kind of results KMA can bring," Mr. Hammett continued.

If you, too, have a client interested in sales returns or mail response—and what radio director doesn't?—get your KMA schedule set up NOW. KMA availabilities, like all other good things, are limited.

To learn the latest trends in mail response, get your copy of "The Complete Mail Study" right away. It took a full year to compile this book of solid facts—and only a few copies are left.

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.

VIS LENNON, formerly of the Ford Motor Co. news bureau, has joined the continuity staff of WJR Detroit. John Reilly has also joined the WJR script staff.

ROBERT SHERWOOD is a new announcer of WTVI Steubenville, O.

GEORGE HEYWARD has joined the announcing staff of WHYN Holyoke, Mass.

IRA COOK, honorably discharged from the Army, and prior to that an announcee of KMZQ Kansas City, has joined Smith & Bull Adv., Los Angeles agency, as account executive.

LILAH MATSON, formerly of WMBD Peoria, has joined the continuity staff of KOY Phoenix.

ELIZABETH TAYLOR, women's program director of KOY Phoenix, has assumed additional duties of traffic manager.

RUTH SHAHEEN, transcription department head and announcer Hugh Downes, both of NBC Central Division, were married Feb. 29.

EARL FITZGERALD, actor-director at the American Studio at New York, is leaving the station for a new position in Hollywood.

BOBBY BROOKS, formerly of WHL Lowell, Mass., has joined the announcing staff of WCOP Boston. Mervyn Amola, WCOP announcer, has been inducted into the Army.

JAMES BARRY, formerly on the script and production staff of WGB Norfolk, Va., has joined WTAG Worcester as program script editor. David D. Harvis, head production manager for WTAG, is radio chairman of the local Red Cross war fund drive.

P. C. ROBERT W. GENDALL, formerly with WJJS Beechley, Va., and Jean Law, WJW Cleveland women's editor, will be married on April 3.

EDWARD HOCHHAUSER Jr., formerly with NBC New York, is a new member of the announcing staff of WING Dayton, O.

LARRY MENKIN, script writer in the Radio Bureau of the Office of War Information, writing programs for both domestic and overseas broadcast, has joined the script staff of NBC reporting to Richard McLaughlin, newly appointed acting manager of the script division. Mr. Menkin was with CBS before joining NBC. Also added to the script staff is Tom Langan, who comes to NBC from the Blue network.

WAVELER ROOT, author and commentator, last week returned to air as news analyst of WAAT New-Orleans.

MARRY ELLEN RYAN, traffic manager, granddaughter of Don Lee Broadcasting System, Hollywood, and Ensign Jack Cook were married in Los Angeles Feb. 27.

GERTRUDE GROVER, former reporter, freelance writer and nutrition exponent of KOMO Hollywood, has joined Smith & Bull Adv., Los Angeles agency, as account executive.

LEWIS HARRIS, traffic manager, formerly with WTAE Pittsburgh, has joined the announcing staff of WGB Norfolk, Va.

DON INGLED is a new announcer of KSAL Salina, Kan.

OLIN TICE, CBS announcer, has joined the station for the network to enter the Army.

VIRGINIA BOOKS, staff writer in the CBS program writing division, and Capt. Joseph Turner, U.S. Merchant Marines, were married Feb. 19.

KEN CROSSLEY, announcer of CKGB Timmins, Ont., has returned to the station following recovery from an automobile accident which happened early in November.

ROSS GRAY, Toronto, has joined the announcing staff of CCHR Rouyn, Que.

FRED MOEGLE, has joined the staff of KWK St. Louis, as an announcer. He was formerly with KFUI St. Louis.

P. V. ARMAND R. L. G. POINT, formerly of WJUR Manchester, N. H., is an announcer at the post station Sioux Falls, S. D., Army Air Base.

SAM SAGUE, announcer of WCAE Pittsburgh, married Betty Jean Wise of Youngstown, O., Feb. 16.

BOB LEWIS has joined the announcing staff of WCAE Pittsburgh.

CO NEWMAN is now publicity director of WNIO West Palm Beach. The elder Taylor and Carl Morrow have left for induction into the armed services. Bill Marlowe is a new member of the WJNO announcing staff.

HAL DAVIS has joined the KLZ Denver announcing staff.

ERNIE BREVICK is a new member of the announcing staff of WDAY Fargo, N. D.

RAY Fournival, announcer of KROW Oakland, Cal., has been inducted into the Army.

MICHAEL WAYNE, formerly with WINX Washington, has joined the announcing staff of WOL Washington.

WILLIAM G. WILLIAMS, member of the WLS Chicago sales promotion department staff for the past three years, has been appointed WLS publicity director.

CHARLIE ROBERTS, farm editor of KLZ Denver, has been appointed publicity director for the Denver City and County Victory Garden project for 1944. Peggy Aftreat has joined KLZ as continuity editor.

BAD HALL, news reporter and announcer for WEAP New York, has passed his pre-induction physical and expects to be inducted into the Army shortly.

Heath R. Collins, announcer for WOR New York, is back after his brief service in the Army.

McCall to England
FRANCIS MCCALL, assistant di- rector of news and special events of NBC, is making arrangements to sail for England to assume di- rection of NBC coverage of "Euro- pean developments," presumably the forthcoming invasion. Accom- panying him will be Merrill (Red) Mueller, NBC correspondent who has been taking a brief rest in this country since his return from the Mediterranean theatre of op- erations late last year.

WALTER R. CARLE, news writer of KMPC Beverly Hills, Cal., has been promoted to news editor.

BILL KILEY Jr., who left WBFM Indianapolis to join the Army, is stationed at Stout Field, Ind. in the public relations branch.

WILLIAM SCHINGEL, with In- dianapolis stations WISH WIBC WIRE, has joined Hillman Periodi- cals, New York, as division supervisor for the midwest area.

MARTHA K. BRASHEARS, of the Blue publicity department, has an- nounced her engagement to Samuel J. Gibson, of the Merchant Marine.

TED MACMURRAY, will leave the Blue Central Division production staff, Chicago, March 13, to become production manager of the network's Hollywood division.

TOM DOLAN, traffic manager of the Blue network, and Betty Davis, sec- retary in Blue Sales, were married Feb. 26.
When customers are plentiful, and flying fast, a single burst will bring down some, but a double-barrel will get you more. That's why many advertisers are enthusiastic over the combination rate offered by the H. C. Wilder Stations, covering—and we mean covering—two notably prosperous, responsive markets—Central and Eastern New York—over:

**WSYR  WTRY**

**SYRACUSE  TROY**

Rates, individual or combined, market data, and other information may be had from either station, or their national representative.

**WSYR  WTRY**

**SYRACUSE**  5000 W at 570 Kc

Only NBC Station covering Central New York—including over 40% of farms in state.

**WTRY**

**TROY**  1000 W at 980 Kc

Basic Blue...Concentrated coverage where concentration counts...Albany - Schenectady-Troy

H. C. Wilder, President

**REPRESENTED BY RAYMER**
OLD LADY OPPORTUNITY MOVES TO KNOXVILLE!

She heard so much about Knoxville's growth that she moved in on us. She's a staff member now and is working every minute of the day over WBIR delivering sales messages to our vast listening audience. Messages that are really resulting in increased sales volume.

A FEBRUARY FORECAST

SALES MANAGEMENT forecast for Feb-

uary, 1944 showed Knoxville leading

all southern cities in retail sales and

services increase over February, 1943!

- WBIR offers concentrated coverage where the most people live with the greatest amount of money to spend.

WBIR

John G. Ballard, Mgr.

KNOXVILLE, TENNESSEE

-The Home of TVA-

WLAP

KFDA

WCMI

Leesington, Ky.

Amesville, Texas

Ashland, Ky.-Huntington, W. Va.

All Four Stations Owned and Operated by Gilmores N. Nunn and J. Lindsay Nunn.

Blue & Mutual

Mutual Network

Co-Op School Graduates Available to Stations

EDITOR BROADCASTING:

The caption under the photograph on page 62 of your Feb. 28 issue con-

tains four errors of fact which are as follows:

The NAB studio control training course is 12 weeks in length, not 9 as stated.

The present course will terminate on March 2, and did not terminate on

Feb. 25 as indicated. After March 2, these women are available for em-

ployment by interested stations anywhere in the United States.

Your caption fails to mention that there is a cooperative effort; agencies

involved were NAB and the four major networks. The four networks

contributed the use of their studios (WABC, WEAF, WJZ, and WOR),

control room facilities and staff engineers, all of which will accrue to the bene-

fit of the entire broadcast industry. All shared equally in this activity, classes

being held alternately in the various studios. RCA Institutes Inc.

of New York City, conducted the course which was approved by the

New York State Dept. of Education. Each of the 12 students paid a tuition

of $75.

The engineer mentioned in the cap-

tion conducted only those classes held

in the studio where he is employed, and not the classes conducted elsewhere.

The various network engineers, who have contributed so much to the success

of this course, acted as lecturers supple-

menting the RCA instructor who was present at all times.

Broadcasters interested in employ-

ing of these women should communi-

cate with NAB.

HOWARD S. FRANKS

Director of Engineering NAB

Feb. 29

De Vault on KDKA

BEGINNING March 6 Charles L. De Vault, former U. S. diplomat turned commentator, will be heard on KDKA Pittsburgh, Monday through Friday, 6:00-6:15 p.m. Mr. De Vault served 22 years in the foreign service of his country, start-
ing his diplomatic career in 1918 as an attaché of the American Embassy in Paris, later serving as consul in London, Taihoku, and Yokohama. He knows personally such figures as Tojo, Hirohito, and Laval. For the past two years Mr. De Vault has been commenting on world affairs on WOWO Ft.

Wayne.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on March 24 starts weekly half-hour transcribed musical pro-

gram on a large number of Cana-

dian stations. Recordings are be-
ing made by Dominion Broadcast-

ing Co., Toronto, and account is placed by Locke, Johnson & Co., Toronto.

Canada Campaign

TIP-TOP TAILORS Ltd., Toronto, a dominion-wide clothing chain, started a network show Riches to

Ritches Feb. 28, 6:30-7:00 p.m., over the newly-formed Canadian Broadcast-

ing Corp. Dominion network. Agency is McConnell-Eastman, Tor-

onto.

WILLIAM JAMES BROWN, former production manager of WABC-FM in New York, has been named WABC sales service manager replacing Stan-

ley Fulver, who has joined the New Jersey office of Bendix Aviation Corp.

Grandpop GI

JACK McCAUL, sports broadcaster of KXYA San Francisco, reports for induc-

tion March 11. He will be 28 on March 26 and is a grandfather.

Ferry-Morse on Blue

FERRY-MORSE SEED Co., San Francisco, on Feb. 28 started sponsor-

ing a weekly quarter-hour gar-

dening program, Cabbage &

Quesa, on 10 Blue California

and Nevada stations (KECA KGO

KPMF KTKC KFBK KWG KERN

ROH KMTS KHUD), Thursday,

5:15-5:30 p.m. (PWT). Contract is for 13 weeks. Rolly Langley, network West Coast war garden director, and Norvell Gillespie, camou-

flage consultant and war garden advisory counsel, answer gardening questions. Everyone who attends broadcasts receives a gar-

denia. Prizes are awarded for cor-

rect answers to questions. Account was placed direct.

Libby Plans

LIBBY, McNEIL & LIBBY, Chi-

cago, producers of Libby's foods, and 100 food producers, are understood to plan sponsorship of My True Story on the full Blue network, probably starting in April. A sustaining series of dramatic dramatizations from the Macfadden magazine, My True Story, started on the Blue February a year ago and is heard Monday through Friday, 8:30-9:00 a.m. as a commercial. It is expected to move into the 10:15-10:40 a.m. spot, leaving a five-minute overlap, which will be filled by the network. Libby used the Blue in November, 1943 for a one-time broadcast of a dealers convention. Agency is J. Walter Thompson Co., Chicago.

Oil-Air Project

STANDARD OIL Co. of New Jer-

sey, and Socony-Vacuum Oil Co., have organized a new company, which will arrange to provide aviation service at foreign air bases for private aviation operators. Company will be known as Inta-Va Inc., New York, and is capitalized at $100,000, President Shepherd Dudley, and vice-presi-

dent C. H. Bayless were both as-

sociated previously with Interna-

tional Aviation Associations, fore-

runner of the new firm.

"Just because I listen to 'Counter Spy' on WDFD Flint, you don't trust me any more."
Under pressure of war's demands for immense quantities of radio equipment for use on land, at sea and in the air, crystal grinding techniques have been revolutionized.

More than 9,000,000 crystals have been produced for war by Western Electric to date. One of our shops now makes as many crystals in a day as the whole industry used to turn out in a year! And four such Western Electric shops are now working.

In other phases of Western Electric's war work, much the same thing has been happening. Radio receivers and transmitters of many types have been produced by the tens of thousands—mikes of all types totaling more than 600,000—over half a million headsets—vacuum tubes by the millions.

As a natural result of Western Electric's years of leadership in telephone and radio work, this Company is today the nation's largest producer of electronic and communications equipment for war.

To speed Victory, buy War Bonds regularly—all you can!
SEARCH FOR four-year-old Douglas Trindell Jr. who was lost 15 hours in the Florida swamps, was greatly aided, (and later dramatized) by WFOY St. Augustine, last week. Several hours after young Trindell followed his pet dogs into the swamp, WFOY assisted the family by broadcasting an appeal for volunteer searchers who with the help of the Florida State Guard, a Coast Guard detachment, the Police, the Sheriff's Force, units of the Florida Defense Council and the State Highway Patrol, located the wanderer.

IN COMMEMORATION of the YMCA centennial anniversary in June, a series of eight quarter-hour transcription programs has been prepared for the use of stations. Name artists are featured. WVOY New York has named Surety Adv., New York, to handle its advertising. Herbert S. Chason is account executive.

Two Join NBC

TWO ARIZONA stations—KYCA Prescott, and KWJB Globe—became NBC affiliates last Wednesday, March 1, as members of the Arizona Group, which includes KTAE KVQA KYUM KGLU. The Globe station is operated with 250 watts on 1230 kc by Glia Broadcasting Co. Southwest Broadcasting Co. operates KYCA with 250 watts on 1490 kc. NBC now has 145 affiliates.

SPECIAL PROGRAMS for neighboring towns are now aired on CKWS Kingston, Ont., under the title Of Neighbor. Two half-hour programs weekly have been added to the station to cover the user town of Smith Falls, 57 miles distant.

WNAX Yankton, S. D., has opened a new street floor news room in Sioux City. AP and UP news printers are placed in the windows. Hourly bulletins are posted and regular newscasts now originate from the room.

WLW Cincinnati on March 4 broadcast the ceremonies at the presentation of the National Security's Liberty Loan poster to the Crowell-Collier Publishing Co. of Springfield, O.

KVI Tacoma, Wash., has appointed Homer Griffith, Hollywood, as Pacific Coast sales representative.

EXTENSION of broadcast time has been announced by WIP and WHAT Philadelphia. On Feb. 29 WIP went on a 24-hour schedule and WHAT has brought its part-time broadcasting schedule up from 42 to 45 hours a week. WHAT added 7 to 10 a.m. on Sundays to its broadcast schedule on March 5.

TOTAL OP 57 compositions were broadcast on the air for the first time during the 11-day annual music festival conducted by WNYC New York's municipal station. Heard on 148 special programs of the festival 27 of the musical pieces were given their world premieres, and 30 other works performed elsewhere made their radio debut.

WCBI Columbus, Miss., has completed installation of a second recording unit.

1944 Advertisers Rate & Data Guide has just been published by the E. H. Brown Adv. Agency, Chicago. In condensed form, it lists radio time rates and wattage of larger stations and principal networks. Also included are spot rates, circulation, closing and issuance dates for magazines and newspapers. The guide is available to advertisers without charge.

To Honor Woods

MARK WOODS, president of the Blue Network, will receive a citation from the Poor Richard Club, a group of Philadelphia advertising men, at their annual dinner March 16. Mr. Woods will be cited for his contribution to radio. As part of the club's "Salute to the Blue Network", Ralph Dunninger's mental telepathy program will originate from the dinner.

Westminster Test

WESTMINSTER Ltd., New York, makers of men's and boy's hose, will start a test campaign this fall, marking its first venture into radio. Woolen hosiery dealers will receive special Immediate Ten-minute Transcribed spot announcements to place on local radio stations. Agency is Fuller & Smith & Ross, New York.
Let's Get On with the War

We enter 1944 with a big war job to do. Throughout the country there have been boards and committees and associations set up to make plans for the post-war period—to reconver to peacetime industry.

Undoubtedly this is important. Industry must be ready to absorb the men who will come back from the military services. Industry must be ready to supply the great demand for consumer goods.

But industry must first do its part in winning the war. We must not look so far ahead that we don't see clearly before us the all important task of turning out every possible piece of military equipment today. We must not forget that the peak demand has not yet been reached. We must not overlook the fact that it has taken us months to advance a few miles in Italy... that a very minute portion of our army has yet seen action... that Berlin is a long way from Rome.

We are becoming altogether too confident of victory. We all know that it will come. But we can not afford to spend the early months of 1944 in talking and planning conversion to peacetime products. We must first complete the job at hand because every day that peace is speeded hundreds of our boys are saved from death or disfigurement.

No industrialist will deny that we must plan for the future. America has been built on just such planning. But the plans can be made while production is going on. That production should not be slowed for a minute to experiment with some system of making peacetime products.

Labor, too, seems over confident. Eighty per cent of the men at our plant are working harder than ever before, doing everything they can to turn out tires. The other twenty per cent—a small minority but a serious bottleneck—has so reduced production that we are making no more tires in an eight hour shift today than we did in a six hour shift before the war.

For every hour's delay in the production of war goods, we must answer to our boys when they come home. And everytime some new committee is organized to promote post-war planning, the public gets new assurance that industry, at least, thinks the war is all over and we will be back to business as usual within a short time.

Encouraging this attitude are opinions from so-called experts who predict that Germany will be out of the war by April, that the Japs will be defeated by the end of the year.

Those same optimistic predictions have been made since wars began. When the Revolution started, it was to be over within a year. It lasted seven. During the War between the States both sides freely predicted it couldn't last a year. It lasted four.

We have been making progress. We have taken the offensive. We have begun to push back our enemies in Europe and in the Far East. But we have a long way to go.

Let's concentrate on winning the war. Let's get out every truck and plane and gun and tire we can today. Let's do our planning after the day's work is done. Let's do it after working hours and keep those hours for producing more and more war goods. Only in that way can we face our returning sons with confidence that we have done our best to help to wind up this war in a hurry.

WO'Neil
President
THE GENERAL TIRE & RUBBER COMPANY
AKRON, OHIO
WHO Des Moines

Beaumont Labs, St. Louis (4-oct cold symptoms), 15 weeks, thru Dr. Ruth & Ryan, N. Y.

WGY Schenectady

Leeer Bros., Cambridge, Mass. (Spy) 5 weeks, thru WSM-AM, Nashville, Tenn.

Walter & Co., Chicago (3- & 4) Boulton Cubes, 2 as weekly, 28 weeks, thru U. S. Advertising Corp., Chicago.

Consolidated Royal Chemical Corp., Chicago (Standard Oil Co. of New Jersey), 6 weeks, thru Marshall & Pratt, N. Y.

Cargill Inc., Minneapolis (Carrig Feeds), 13 weeks, thru Dancer-Fitzgerald, Minneapolis.

Bozell & Ray, Chicago (Blacker Girl Baking Powder), 4 as weekly, thru Folayan & Co., Terre Haute.

New York Telephone

Consolidated Royal Chemical Corp., Chicago (Standard Oil Co. of New Jersey), 6 weeks, thru Marshall & Pratt, N. Y.

American Chicle Co., Long Island City, N. Y. (Chicle), 13 weeks, thru Squires, Briston & Ose, N. Y.

World Foods Inc., Beverly Hills, Calif. (Globe sauce), thru Squires, Briston & Ose, N. Y.

Bell & Boys, Chicago (Mounds, Walnettos.), thru Federal Advertising Agency, N. Y.

On-Top-Studio, Baltimore, Md. (Junket Aids), 8 weeks, thru Wm. S. Scull Agency, N. Y.

Poultry Journal, Chicago, 6 weeks, thru Dr. Emerick, Chicago.

The Business of Broadcasting

STATION ACCOUNTS

sp—studio programs

McM. Shoe Co., New York (Royal Scarlett products), 6 as weekly, thru Allyn & Richards Co., N. Y.

Vick Chemical Co., New York (Vatrolon and Inhaler), 6 as weekly, thru Morse International, N. Y.

J.C. Penny Co., Long Island City (Kodak's shave cream), 9 weeks, thru Arthur Merriwell & Co., Chicago.

New York Telephone Co., New York, 5 weeks, thru RKO-NY, N. Y.

Studebaker Corp., So. Bend (institutional), 2 as weekly, thru Root, Williams & Cunyngham, Chicago.

KHT Hollywood

Old World Foods Inc., Beverly Hills, Calif. (Bar's wine sauce), 6 weeks, thru B. & B. of New York, N. Y.


Mrs. Schonewald, Inc., Philadelphia (food products), 1 as weekly, thru May Ad, Philadelphia.

CFR Toronto


American Home Products Corp. Chicago (Anacin), 4 weeks, thru Dancer-Fitzgerald-Sample, Chicago, Ill.

W. H. Comstock Co., Brockville, Ont., 6 weeks, thru Murphy Ltd., Toronto.


KECA Los Angeles

Globe Grain & Milling Co., Los Angeles (Globe Milling), 4 as weekly, thru McCann-Erickson Inc., Los Angeles.

Bob's Bakers, Los Angeles (Bob's delivery service) 6 as weekly, 13 weeks, thru Dana Jones Co., Los Angeles.

Interstate Bakers Corp., Los Angeles (bakersy products), 2 as weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

Radio Advertisers

BOND STORES, New York, will sponsor for 52 weeks a three-weekly series of commercials on WABC New York starting Mar. 21. Clothing house also sponsors news and musical programs to 52 stations throughout the country, including newscasts on the two networks. Agencies is Neff-Bogov, New York.


GRIESBIECK-WESTERN, Bethlehem, Pa., has begun sponsorship of transcribed Coast Ork Boys on WKNK-WB, N.Y. (KSWK). Agency is Mason Inc., New York.

METRO-GOLDWYN-MAYER STUDIO, Los Angeles, in addition to using an average of eight transcribed and live announcements per week, on Feb. 21 started sponsoring a five-week ten minute news commentary by John Davis on KFI Los Angeles. Film studio on Feb. 20 also started using an average of seven live and three ad announcements weekly on KECA. Contracts are for 52 weeks. Agency is Donahue & Co Inc., New York.

PORTERS, Phoenix (department store), currently is sponsoring a weekly quarter hour spot and local newscast commentary, Porter Reporter, on KOY Phoenix. Contract is for 52 weeks. Morgan Agency, Phoenix, has the account.

AMERICAN DEHYDRATION Co., Los Angeles (Cowboy's chili, beans), new to radio, on Feb. 15 started for 13 weeks using three weekly participations in a big advertising program on KPAB Pasadenca, with two per week in Art Baker's Notebook on KFI Los Angeles. Campaign will be expanded to include other Pacific Coast stations. Agency is E. Wood J. Robinson Adv., Los Angeles.


ZENITH APPOINTS BONFIG TO VICE-PRESIDENT POST

HENRY C. BONFIG, formerly commercial vice-president of ECA, has joined the executive staff of Zenith Radio Corp. as vice-president in charge of the household radio division, it has been announced by James F. Nance, vice-president and director of sales and Comdr. E. F. McDonald Jr., president.

B. J. Farwig, Mr. Bonfig, formerly assistant general sales manager for Cities Service Oil Co., has been appointed sales manager for the hearing aid division. E. R. Taylor now heads the newly created sales planning department, designed to coordinate sales promotion for the company's principal sales divisions.
Censorship Meeting

EDWARD H. BRONSON, of the Office of Censorship's broadcasting division, will meet with New York and New Jersey foreign language broadcasters March 13 to discuss the censorship problems of foreign language radio. Conference will meet at the offices of the Common Council for American Unity, which arranged the meeting.

HEARN'S DEPARTMENT STORE, New York, N. Y., on Feb. 22 renewed Little Theatre, children's 45-minute variety show on WJZ for 52 weeks. Contract for the weekly feature, now in its ninth year, was placed direct.

FREDERICK FELL Inc., New York, book publishers, have appointed H. C. Morris & Co., New York, to handle their advertising. No radio is planned.


KELITE PRODUCTS, Los Angeles (Kestu cleanser), in a 30-day San Diego area campaign which started Feb. 18 is using daily chainbreak announcements on KFMB KFSD KGB. Firm in addition sponsors a weekly quarter-hour news commentary by Sam Hayes on 4 Blue California stations, and one per week 15-minute recorded musical program, Heart Strings, on KWKW Pasadena. Agency is Little & Co., Los Angeles.

SCARFE & Co., Brantford, Ont. (paints), is to start a spot announcement campaign on a number of Ontario stations. Agency is McConnel Eastman & Co., Toronto.

WE REACH NO SOULS IN BAREFOOT (Ky.)!

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

representing

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

KTHS
KWKH
KTBS
WCPO
WTJS
WNOX
WMC
KTRC
KRIS
KRLD
KXYZ
WCHS
WBLK
WSAZ
WPAR

Hot Springs, Ark.
Shreveport, La.
Shreveport, La.
Cincinnati, Ohio
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Austin, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
Houston, Texas
Charleston, W. Va.
Clarksburg, W. Va.
Huntington, W. Va.
Parkersburg, W. Va.

Ramsdel to Agency

ARTHUR W. RAMSDELL, former vice-president and sales director of the Borden Co., New York, has purchased an interest in Buchanan & Co., New York, and will serve as vice-president. He will specialize in merchandising and sales promotion. Mr. Ramsdel was a former president of the National Federation of Sales Executives Clubs. He headed the research staff of BBDO New York for several years and has been sales consultant for business firms. He was formerly vice-president and director of Grocery Mfrs. of America.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

KTHS
KWKH
KTBS
WCPO
WTJS
WNOX
WMC
KTRC
KRIS
KRLD
KXYZ
WCHS
WBLK
WSAZ
WPAR

Hot Springs, Ark.
Shreveport, La.
Shreveport, La.
Cincinnati, Ohio
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Austin, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
Houston, Texas
Charleston, W. Va.
Clarksburg, W. Va.
Huntington, W. Va.
Parkersburg, W. Va.

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BROADCASTING • Broadcast Advertising
Wisconsin Uses Radio In Reaching Electorate

USING 19 Wisconsin stations for a political talk by Gov. Ed Thye of Minnesota on Feb. 29, Wisconsin is among the first states to conduct a presidential primary election for delegate slates. Indications point to extensive use of radio facilities for reaching the electorate. The Stassen for President Club of Wisconsin, which sponsored the Governor’s talk, also purchased three commercial announcements.

Traffic for the statewide hookup was handled by the Wisconsin Network, which includes WRJN, WCLO, WHBY, KEIZ, WIBL, WIBU, WSAU and WPHR. In addition to the regular Wisconsin Network affiliates, the political organization used WEMP, WIBA, WKBH, WEAU, WGMT, WIBA, WDSM and WOSH. Ralph Timmons, Inc., Madison agency, handled the negotiations.

Eickelberg to MBS

WILBUR EICKELBERG, sales manager of the Don Lee Network in Hollywood before joining the Marines, has received an honorable discharge from the service, and will join the Mutual sales department March 9 as account executive.

reported on NBC past and future war coverage programs.

Sheldon B. Hickox Jr., manager, stations department, reported on the success of the network's present cooperative programs and offered to arrange more if the affiliates want them. Sid Eigen, assistant manager, press department, told about Your Radio Reporter, quarter-hour radio gossip show prepared by the press department and now broadcast by 94 stations, and other means devised to secure publicity.

Roy Witner, v-p in charge of sales, reported that NBC had reached a new high in 1943 and that 88 program periods of commercial programs a week are currently broadcast over the full NBC network. Mr. Hedges concluded the meeting with an address on the topic, “Keep NBC the Number One Network.”

WITH VISIONS of gastronomic ecstasy, S/Sgt. William F. Kiley Jr., former commercial manager of WFBO Indianapolis, awaits his piece of the birthday cake being cut by Rose Lee Farrell, who recently celebrated the tenth anniversary of her WFBO Kitchen of the Air. S/Sgt. Kiley is now in the public relations office of the Troop Carrier Base at Stout Field.

NBC Affiliates

(Continued from page 9)

ods for network-station cooperation. Station men met alone Monday under chairmanship of Paul W. Morency, WTC Hartford, representative of district 1 of the NBC stations planning and advisory committee, for a preliminary discussion of station-network problems.

Mr. Trammell conducted one ses- sion on the problem of allocating time to provide equal opportunities for discussion of controversial is- sues, with Dr. James Rowland Angell, public service counsellor, suggesting that forums and debates are better than separate talks as they provide the same audience for both sides of an issue.

James Gaines, assistant manager, promotion department, reported that the network promotion staff is now equipped to assist af- filiates with local promotion cam- paigns. He also announced that the parade of stars fall campaign on NBC commercial programs will be repeated and expanded this year. William F. Brooks, director of news and special events, re-
One Good Deed...
CHUCK SIMPSON, m/c of Yarns Patrol, early morning hour on WCSC Charleston, S. C., reported for Army duty Feb. 17. The Charleston Ministerial Union presented Chuck with a handsome kit of toilet articles. An unusual occurrence for a sportscaster, the presentation was a great credit to Chuck, whose interest in the morning program of the Ministerial Union, Morning Devotions and many good deeds for the service men stationed in the Charleston area have endeared him to the members of the Union.

U. S. Rail Plan
(Continued from page 10)

radio in its budget and therefore could not spend money on this media. OWI accordingly informed stations that although RRB's requests for time were legitimate Government requests, the stations were at liberty to refuse to carry the messages if they felt that the subject was commercial.

Mr. Hymes said the RRB budget change places funds at the disposal of the regional offices of the Board, with the proviso that radio can be used to recruit help in local situations. In the past, these offices have called upon OWI station relations chiefs for assistance in recruiting freight handlers, conductors, engineers, ticket sellers, trackmen and other railroad labor.

The RRB action does not affect the situation concerning "Don't Travel" messages, Mr. Hymes said. In the case of the travel announcements, stations had protested the donation of time requested by the Office of Defense Transportation while railroad companies have been buying space in other media for similar messages. When OWI discussed this matter with the Assn. of American Railroads it was advised that the request of stations that radio be considered along with other media in railroad advertising was for each railroad to decide [Broadcasting, Dec. 29, 1943].

K & E ON COAST
KENYON & ECKHARDT has established West Coast offices at 6533 Hollywood Blvd., Hollywood. Telephone is Hillside 8668. J. A. Briggs, formerly advertising manager of the Keggy Co., Battle Creek, Mich., who recently joined the agency, has been appointed West Coast manager.

The WTAG Mobile Unit
FOR BIG EVENTS IN A BIG MARKET

Here in a big market is a big station operating on a metropolitan scale and serving all Central New England with radio's finest programs - CBS network and local shows created and produced by WTAG's large and efficient staff.

WTAG's Mobile Unit, a complete modern transmitting and recording unit, is the only one in the Central New England Market. Seldom a day goes by that this Mobile Unit is not scheduled to cover a major community event, or to do a commercial assignment.

WTAG has the facilities, the people, and the "know-how" to command and hold the audience in the vast and busy Central New England Market. It does things in a big way, inside the market.

Paul H. Raymer Co. National Sales Representatives

WTAG
ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

KOBH TO DEAN
WHOP-WSON SHIFT
KOBH Rapid City, S. D., last week applied to the FCC for transfer of control to Robert J. Dean, general manager of the station for the past seven years, through the transfer of 100 shares common stock (and 111 shares preferred stock) for $32,000 from the Tri-State Milling Co. (40 shares), C. A. Quarnberg (14 shares), and P. R. Quarnberg, E. F. Gronert, George E. Bruntlett, William McNulty (each 10 shares). Mr. Dean already owns 47.5 shares of the total 150 shares common stock.

Kentucky Petitions
Paducah Broadcasting Co., licensee of WPAD Paducah, WHOP Hopkinsville and WSON Henderson, Ky., filed applications last week requesting voluntary assignment of the licenses of WHOP and WSON to Hopkinsville Broadcasting Co. and Henderson Broadcasting Co. respectively, new corporations formed to take over operation of the outlets.

Paducah Broadcasting receives 49 shares (65.3%) in Hopkinsville Broadcasting, plus $1,500, and 44 shares (56.5%) in Henderson Broadcasting, plus $8,251.56.

Pierce E. Lackey, general manager of WPAD and president and major stockholder (191 shares—95.5%) in Paducah Broadcasting, is also president and stockholder in the new corporations.

Interest holdings are divided as follows: Hopkinsville Broadcasting—P. L. Lackey, (president) 3 shares—4%; Hecht S. Lackey, (1st vice-president) 10 shares—13.3%; F. Ernest Lackey, (secretary-treasurer) 10 shares; Montana Lackey, (2nd vice-president) 3 shares; Paducah Broadcasting, 49 shares—65.3% 65.3%. Henderson Broadcasting—P. L. Lackey (president), 3 shares—4%; Hecht J. Lackey, (secretary-treasurer) 25 shares—33.3%; Montana Lackey, (vice-president) 3 shares; Paducah Broadcasting, 49 shares—50.5%.
'Time' Underwrites Free Press Study
U. of Chicago to Take Charge Of Two-Year Inquiry

Radio figures prominently in the two-year study into the freedom of the press in the U. S., which will be conducted under the auspices of the U. of Chicago with a grant of funds from Time Inc., according to Robert K. Hutchins, president of Chicago.

The Commission will conduct an inclusive inquiry, the announcement said, into the nature, function, duties and responsibilities of the press (using the word in its broadest sense) including radio, news, editorial expression, commentators, departments, and advertising will be studied. Time magazine, which in no way enters into the work of the commission of inquiry, pointed out editorially that, "When CBS recently tried to ban its newscasters from expressing their own opinions on the air it only emphasized the whole great problem of the interpenetration of "news" and "opinion."

Dr. Hutchins said the commission planned to "examine areas and circumstances under which the press in the United States is succeeding or failing, to discover where free expression is or is not limited, whether by governmental censorship, pressures of readers, or advertisers, the unwisdom of its own proprietors or the timidity of its managers."

Members of the commission, which will have its headquarters and a permanent research staff in New York, are:

Zechariah Chafee Jr., professor of law at Harvard University; John M. Clark, professor of economics at Columbia University; John Dickinson, general counsel of the Pennsylvania Railroad; William E. Hocking, professor of philosophy at Harvard University; Dr. Hutchins; Harold D. Lasswell, Library of Congress; Robert D. Leigh, director of Foreign Broadcast Intelligence Service of the FCC and chairman of the United Nations Monitoring Committee; Archibald MacLeish, Librarian of Congress and director of the Office of Facts & Figures, abolished with the creation of OWI; Charles E. Merriam, professor of political science at the University of Chicago; Reinhold Niebuhr, professor at the Union Theological Seminary; Robert Redfield, dean of the Division of Social Sciences at the University of Chicago; Beardsley Ruml, chairman of the Federal Reserve Bank of New York; Arthur M. Schlesinger, professor of history at Harvard University; George N. Shuster, president of Hunter College; Dr. Hu Shih, former Chinese Ambassador to the United States; Jacques Maritain, president of the Free French School for Advanced Studies; John Grierson, Government Film Commissioner of Canada; and Kurt Riezler, professor of philosophy at the New School for Social Research.

DAIRYLAND HOOKUP ORGANIZED IN MINN.

FORMATION of the Dairyland Network, comprising four Minnesota stations, WJON Minneapolis; St. Paul; KWNO Winona; KWLM Willmar; and KATE Albert Lea was announced last week by the managers of the stations involved.

The Dairyland Network is designed to supply complete coverage of one of the richest dairying sections of the country. It will carry Blue Network features. Agreements covering the new network's formation were signed in the offices of WTGN, which will serve as general headquarters. Edgar L. Hayek, KATE; Max White, KWNO; H. W. Linder, KWLM; and C. T. Hagman, WJON, will direct the new organization.

KSFO Expansion
IN AN expansion of facilities, Associated Broadcasters Inc., owner and operator of KSFO San Francisco, has purchased KQW studios in Mark Hopkins Hotel, where station is also located. KSFO retains its San Francisco headquarters at 111 Sutter St., with no reported change in schedule of foreign broadcasts.

ON WMPS

The latest C. E. Hooper survey of Memphis again reveals WMPS' leadership. Here you will find the life, music and news that is America—presented in a manner that attracts through superior showmanship. Buy WMPS—IT'S BEST.

THIS IS THE Blue NETWORK

WMPS is under the same sound management policy as WCPU, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.
Air News ‘College’ Is Urged by Lewis

MBS Commentator Honored
At Sigma Delta Chi Luncheon

FORMATION of an “American College of Radio Reporters” to establish a code of ethical standards for its membership of radio analysts, commentators and newscasters, was proposed last week by Fulton Lewis Jr., Mutual commentator. The suggestion was made at a luncheon last Tuesday in Washington of Sigma Delta Chi, professional journalistic fraternity, which awarded Mr. Lewis a plaque and certificate for his outstanding work in radio reporting.

Also receiving awards were Drew Pearson and Robert S. Allen, newspaper columnists, for excellence in Washington correspondent, and Alexander Kendrick, editor of the "Philadelphia Inquirer." Lt. Col. Allen is on active duty. Mr. Pearson, vacationing in Florida, did not accept the award personally. The Pearson Company was for their newspaper column, rather than the Pearson broadcasts.

Full Disclosure

Mr. Lewis emphasized the need for a voluntary self-regulatory code for radio reporters. Describing radio as “public domain,” he declared the newscaster must serve the public interest. Members of the proposed college would be obliged to publicly disclose “every penny they earn.” A credit line mention of membership in the organization was suggested, such as: “John Doe is a fellow of the American College of Radio Reporters.” Biographies and former connections of all members would be public.

Mr. Lewis was the first president of the Radio Correspondents Assn. and was active in gaining Congressional recognition for radio reporters through the establishment of the Congressional radio galleries.

Dept. Stores Sponsor ‘Calling All Girls’ Discs

LEADING department stores throughout the country are promoting their teen-fashions departments through sponsoring on their local stations of a newly transcribed program “Calling All Girls Club of the Air” developed by the Calling All Girls Magazine. Featured are Nancy Pepper, famous New York fashion editor; Linda Allen and “Jennie Jabberwocky”; Tom Shirley is announcer. Among the stores signed are Filene’s, New York, Philadelphia and Milwaukee; Hecht Co., Washington; Wm. Filene’s Sons Co., Boston; John Shillito’s Co., Cincinnati; Crowley-Miller Co., Detroit. The programs are produced by Frederic W. Ziv Inc., Cincinnati and New York, recorded by Muzak, New York and directed by the Calling All Girls magazine.

BROADCASTING • Broadcast Advertising
Cast" scripts of network programs and those not keeping such records could do it with little difficulty, CBS explained. In addition, material for network programs is "carefully examined prior to broadcast to insure compliance with the Communications Act" and voluntary Code of Wartime Practices.

CBS said the rule would work a hardship on affiliate stations and that if any portion of the broadcasting profession be required to record all programs, then all stations should be included. On the manpower question CBS told the Commission it has lost 59 technicians to the armed services and

Miss Betty Barrett
Morroe International
New York, N.Y.

Dear Betty:

Course there's always a chance someone might see this and let you to a good thing, but at least I'm going to let you in on something that's darn good. It's a quarter-hour program called The Poet's Corner following Edward R. Morrow Sunday afternoons. Frank Welting reads poems and gosh can he read them. Charles Graybill, who as you probably know is Charleston's leading organist, plays the background and a mighty fine solo too. I get the mail each morning so I know how much listeners all over the state like The Poet's Corner. A poem book-let would be a "natural" as a give-away. I don't know about this institutional "business", but I'll bet The Poet's Corner will build goodwill as much as it will sales.

Regards,

Dolly Ayer

WCHS
Charleston, W. Va.

Government from New York alone and that 19 more are scheduled to be inducted by Sept. 1. Therefore sufficient manpower to carry out the manual labor in connection with the rule would not be possible. Also materials are not available.

The rule places an "undue burden on stations affiliated with networks" since each is potentially the station at which programs originate, said the CBS brief. "The rule would require each station to make the recordings and not permit any such station to have the recordings made," it added. CBS offered an amendment, should the rule be adopted, to make it possible for any station or the network itself to do the recording, regardless of the origination point.

NRC's brief letter, signed by Henry Ladner, assistant general counsel, suggested the following wording for the rule: "Any program broadcast over a regional or national network shall be simultaneously electrically recorded and the recording retained for one year. The suggested wording would make it the obligation of each station broadcasting a network program to arrange that at least one station on the network or the network organization itself make and retain such a recording."

Segal, Smith & Hennessey, filing on behalf of WXZY Detroit and the Michigan Radio Network, objected to the proposed rule because to comply the network would need two instantaneous recorders, three extra fulltime operators, 225 16-inch discs per month and filing cabinets for 2,700 discs. Philip J. Hennessey, Jr., and George S. Smith, who filed the brief, also asked to appear for oral argument.

NAB will protest the rule on the grounds that there is not sufficient manpower to carry out the regulation and necessary equipment is not available.

It is understood that the Commission is not so much concerned with what is said on the air as to whether certain commentators say it. Several members of both Houses of Congress, whose names have been used by network commentators, have demanded that the Commission produce recordings of what was said.

One Congressman, who asked that he not be quoted pending possible libel action, complained to the FCC that the commentator who allegedly libeled him did not follow script but inserted derogatory wording on the air, a transcript of his newscast disclosed.

That the FCC is concerned with voice inflection is indicated in the Feb. 1 notice which stated:

"The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air."

**POSTWAR?**

"Class A-2 Area," Census Bureau's Asst. Dir., Dr. Philip M. Hauser, says. "Most rapid wartime growth plus excellent prospects of retention."

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED.

5,000 WATTS DAY AND NIGHT

NBC NETWORK

NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETTY & CO.

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Nets Plan Invasion Coverage
(Continued from page 18)

broadcast reports by CBS correspondents." Extra Ediphone operators will be engaged "so that transcripts of all invasion broadcasts will be available as soon as possible after they have been completed."

Since much of the invasion news may be released or officially commented on in Washington, the memo reports that "arrangements will be made for 24-hour coverage of the WTOP new room and important Government departments."

A "beep" system will be set up for "notifying stations of prospective break-ins at the beginning of the next scheduled program," the memo states, continuing: "Regarding break-ins generally, it will be our policy—except for bulletins of transcendent importance—not to interrupt a program but to give the news at the end of that program or the beginning of the next program. Thus listeners will know that they are not missing any extremely important news development but will not have their attention frequently diverted by intrusions of news of lesser importance."

Mr. White emphasizes the need for caution and accuracy in monitoring, transcribing, writing and broadcasting news of the invasion.

Monitors are warned: "If any words are missing because of atmospherics and it should appear even remotely possible that these missing words might affect the content of the dispatch, don't take chances. Discard the story."

General Instructions

Five "simple general instructions" are laid down for news writers and broadcasters:

1. No matter what the general tenor of the news, keep an informative, unexcited demeanor at the microphone.

2. Give sources. Be sure to label every report that is not officially released. As a rule of thumb, let us in every case lead with the latest Allied communiqué or report from one of our own correspondents, and then, if there are contrary reports from enemy or friendly sources, label them and subordinate them. It cannot be emphasized too strongly that accuracy should never be risked for the sake of a prospective "beat."

3. Be careful even in the choice of words. For instance: 'Allied forces today rolled toward Y'; 'Allied air armada today continued their round-the-clock bombing;' "The German defenses of Y today were pulverized.' The italicized words are apt to be exaggerated and breed a dangerous optimism. If the facts call for more moderate language, then sacrifice colorful writing and say: 'Allied forces today moved toward Y;' 'Allied air forces today continued their repeated bombings;' 'The German defenses of Y today were hard hit."

4. When we don't know, let's say so. If the last official word on an invasion force came 20 hours ago and was to the effect that 'satisfactory progress' was being made in an attack on Y, then let's not lead a news broadcast with some position as this: "Allied troops were believed today to be progressing toward Y. . . . Far better to do it this way: 'Nothing has been released for the past 20 hours concerning the Allied attack on Y. The last official word was, etc.'"

5. In short, always aim for the listener's confidence and remember that winning the war is a lot more important than reporting it.

News Heads Meet

William Brooks, director of news and special events, has perfected NBC's plans for invasion coverage. News department heads from the network's offices in Chicago and Washington met with the New York staff for an intensive discussion of these plans on Feb. 10, and a similar meeting will soon take place on the West Coast.

If the news should break late at night, after the network operations have shut down, arrangements have been made to notify immediately news staff personnel and all major executives of NBC, as well as the managers, chief engineers and newsmen of all NBC affiliate stations. An extensive series of special programs, including interviews with prominent military and Government officials, news analyses by the network's commentators, and other similar feature material, has been prepared for broadcasting at almost a moment's notice, so that extended bulla between new bulletins will be filled with interesting, important program material, Mr. Brooks stated.

NBC also arranged to pick up any statement that President Roosevelt may make and to record and re-broadcast it without delay.

Mutual press department on Thursday issued a special "pre-invasion" news sheet of stories and pictures of the network's leading news reporters and commentators, which was sent to radio editors together with photos and mats for use when the invasion occurs. In addition to the network's own staff men, the special issue also features the 850 newsmen of the Christian Science Monitor who cover the world's newsfront for "The World's Front Page," broadcast on MBS.

TITLE of the Westinghouse program starting on the Blue March 13 (Broadcasting, Feb. 28), will be Top of the Evening.

GENNETT-SPEEDY-O
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST
ACTUAL WARFARE - EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office

CHARLES MICHelson
New York, N. Y.
67 W. 44th St.

STARR PIANO CO. - STARR PIANO CO.
Baltimore, Ind. - Los Angeles, Calif.
S. 1st and B Sts. 1344 No. Flower St.

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Sustaining of House Appropriation Cut For FCC Intelligence Activity Is Seen

ABOLITION of FCC wartime intelligence activities which duplicate similar duties of the armed forces, appeared certain on the basis of Capitol Hill talk last week.

Reliable reports in the Senate were that the Appropriations subcommittee on the Senate Appropriations Act, headed by Sen. McKellar (D.-Tenn.), not only will sustain a $1,654,877 cut from the Commission’s 1945 budget made by the House, but go further to the point that no appropriation will be sent to Mr. Fly in Washington.

Rep. Case made it plain that Mr. Jewett did not ask him to act on the question, but called “to ask me what it was all about”. The South Dakota Congressman said later that Mr. Jewett told him the letter was from the head of the North Central Broadcasting System.

FCC’s Engineering Functions Shifted

Taking advantage of the experience and special talents of its top-ranking engineers, the FCC engineering department, under George P. Adair, named last month as chief engineer, has effected a redistribution of certain functions, it was learned last week. Commissioner E. K. E. Jett, who left his post as chief engineer to accept Presidential appointment to the Commission, will retain chairmanship of the coordinating committee of the Board of War Communications, top committee of the wartime policy agency. He will have the post since creation of the Defense Communications Board, predecessor of BWC, in 1940.

Philip P. Siling, new assistant chief engineer in charge of broadcasting, remains in direct charge of spectrum allocation work, which he handled as chief of the international division, under Mr. Adair. Mr. Siling also will continue as FCC alternate on the Interdepartment Radio Advisory Committee and as secretary of that organization, which functions on radio allocations for the Government directly under the President. Marion M. Woodward, who succeeded Mr. Siling as international division chief, will handle all other division activities.

Mr. Adair, in addition to supervising all technical activities of the Commission, including Radio Intelligence Division, becomes the FCC observer on the Radio Technical Planning Board, cooperative group recently created by representatives of various industries identified with radio communications.

GE in Latin America

INTERNATIONAL General Electric Co., New York, is launching a Latin American advertising campaign, which will include spot radio, to be placed locally by IGE jobbers and distributors. Radio will be tied in with a consumer publication campaign which gets under way this month. Drive is primarily institutional. Agency is Williams & Saylor, New York.

BROOKLYN RULING Upheld

U. S. COURT of Appeals last week upheld the decision of the Federal District Court in dismissing the libel suit of Dr. Louis Berg for $25,000 against Printers’ Ink. Action was based on an article by Max Wyile of N. W. Ayer & Sons, Dated Off Dr. Berg, which the New York psychiatrist thought libelous, but the courts held it plain that under the bounds of fair criticism. Dr. Berg last week had made no decision about a further appeal.

KSO

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NBC Television

(Continued from page 9)

Mr. Trammell wrote that his company “looks to the Bell System to provide and make available to NBC the necessary interconnecting facilities for such a television network system.

Mr. McHugh replied: “The Bell System is planning to construct within the next few years a large amount of coaxial cable. The extent of this construction, when and where it will be undertaken, will depend upon the requirements of the armed forces, general business conditions, the volume and distribution of long distance telephone messages, the availability of the necessary manufactured cable and equipment, and other factors. Tentatively, however, our plans call for between 6,000 and 7,000 route miles of coaxial cable in the next five years.


Problem of Frequencies

Before nationwide television becomes a reality, Mr. Trammell pointed out in his statement to NBC affiliate stations, there are a number of problems to be solved. First is the question of standards and frequency allocations, now being studied by the Radio Technical Standards Board, with final action to be taken by the FCC to “determine the technical and service bases on which we as broadcasters can proceed with television.”

Pointing out that the 18 channels presently allocated to television are sufficient for its initial development but may prove inadequate for its ultimate requirements, Mr. Trammell continued: “If television allocation now in existence were to be changed substantially and a new start in the higher frequencies were required, it would retard the establishment of television as a practical service for a period of years that cannot now be definitely forecast. It is to be hoped, therefore, that post-war television will be permitted to continue on the present frequency allocations.”

If video networks comparable to those of sound broadcasting are to be established, Mr. Trammell stated, “it is evident that competitive network organizations must own and operate outlets in strategic cities. . . . The present FCC rule which limits ownership, operation or control by any one interest to three television broadcast stations in the United States is a severe deterrent to the organization and sound economic growth of national network television. It is to be hoped that . . . the FCC will grant the petition recently filed by NBC requesting a modification of this rule.”

“Natural” for Advertising

On the economics of television, Mr. Trammell declared: “As in sound broadcasting, it is obvious that advertising revenues must furnish the financial support of the service.” Costs will be greater, he said, and there will be a period of initial investment with no immediate return. “Receiving sets must be in the hands of the public before we will have circulation to sell, and yet many receivers cannot be sold unless there are available programs to attract an audience.”

Fortunately, he went on, experience so far indicates “tremendous interest and enthusiasm on the part of audience and advertisers alike.” Some 125 advertisers have already made their television debuts on WNBTV, NBC station in New York, he said, calling television a “natural” for local advertisers and predicting that national advertisers will be in the market for local time before national networks have been established.

“Television,” Mr. Trammell declared, “as a self-supporting national service, will need sympathetic consideration on the part of Government and vision, courage and cooperation on the part of all members of the radio broadcasting and manufacturing industries. . . . We of the radio industry must lead, not lag, in the establishment of this great new service of sound and sight.”

FORGETTING SCRIPT corrections William H. Weintraub, president of the agency; Ben Abrams, president of Emerson Radio & Phonograph Corp., sponsors; Himan Brown, producer of the show concentrate attention on Wendy Barrie, as she rehearses Green Valley, U.S.A., which had its debut over MBS Sunday Feb. 27 at 5 p.m.

Store’s First Venture

GUS BLASS Co., Arkansas’ largest department store, on March 1 began its initial venture into radio on KARK Little Rock with the transcribed Betty & Bob series, 9:15-9:30 a.m. Monday through Friday. The program, which will run for a year, was given a ten day teaser campaign before it opened. Before sponsoring this program, Blass Co. was the only department store in Little Rock which did not use radio.

FOR SALE

An Outstanding Regional Network Station in one of the South’s Biggest and Best Markets.

Box 959, BROADCASTING

.Broadcast Advertising

Page 54 • March 6, 1944
Lea Calls for Law Stating FCC Power
Claims Adoption of Authority Not Intended by Congress

ASSERTING that he believed the FCC has been inclined to “reach out and exercise powers that Congress did not intend to give it,” Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the Commission, last week called for radio legislation defining the “powers of the Commission.”

He was addressing the House Tuesday in defense of his administration as chairman of the Select Committee, following charges of whitewash by Rep. Richard B. Wigglesworth (R-Mass.), when he disregarded long enough to express his views on the need for remedial laws, particularly in view of the so-called Frankfurter decision handed down last May 10 by the Supreme Court (see page 12).

Need of Stability

“I think the Supreme Court decision has made it more desirable than ever that we should have legislation which would more clearly define the powers of the Commission, more definitely limit and restrain its activities, and that would also give a greater degree of stability to the broadcasting industry instead of leaving it so largely in the discretionary control of the Commission,” said Rep. Lea.

“The recent Supreme Court decision gave the Commission wider authority than I think was in contemplation when the Act creating the Commission was passed,” he told his colleagues. “I am one of those who believe the Commission in its administration has been inclined to reach out and exercise powers that Congress did not intend to give it.”

Mr. Lea outlined the functions of the Committee which included, he said, inquiry into the FCC organization. “The question as to the organization of the Commission is one primarily of legislation,” he added. “I am of the opinion that legislation is needed to improve the legal procedure in conducting meetings before the Commission.”

Rep. Warren G. Magnuson (D-Wash.), who defended the chairman against the minority charges, pledged his support to legislation. “If there is any legislation to be proposed, any just criticism of the FCC that this Congress can correct by legislation, you are at least long to have my vote, for on,” he asserted, “and I know the vote of the majority members of this Committee, as well as the vote of the two minority members.”

Shortly after his appointment as chairman Mr. Lea expressed a need for legislation and predicted the investigation would provide sufficient information to guide the House in formulating a law that would define the powers of the FCC and give broadcasters a degree of security.

Du Mont Video Station Opening Second Studio

COMPLETION of the second studio of W2XWV, Du Mont video station New York, sometime in the spring, will make this the first television station using more than one studio, according to Sam Cuff, manager of commercial programs for the station. This will enable W2XWV to operate under what will eventually become normal television conditions, as well as eliminating the use of movies in view of a long intermittent period of set changing, Mr. Cuff explained.

The station offers of studios to advertisers and agencies to experiment with sound-and-sight broadcasting has created a lively interest. and the studio now has a listing of 16 agencies. William Morris Agency will begin a weekly show this month.

Will Ballin, former program director W2XWV, has resigned to become secretary-treasurer of Television Broadcasters Assn., and will not be immediately replaced. Companies using the station facilities provide their own programs and need only assistance of a technical nature in handling lights and cameras. This is supplied by the station’s technical staff under supervision of Walter Swenson, technical director.

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of “listening areas” of every Iowa station programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO. 912 Walnut St., Des Moines, Iowa

WSAI Wins

WSAI Cincinnati has been awarded first prize, a $250 War Bond, in the Blue network interstation promotion for Breakfast at Sardi’s. Brett Howard, WSAI promotion director, was in charge of the winning project. Two second prizes were awarded to WRNL Richmond and KMA Shenandoah, Ia., while third prize went to KWMJ Grand Island, Neb. Six honorable mentions were: KFOR Lincoln, Neb., WNHC New Bedford, Mass., WSIX Nashville; WARM Scranton; KXEL Waterloo, Ia.; and WDSM Duluth, Wis. Procter & Gamble, Kellogg Co., and Alaska Pacific Salmon Co. donated the prizes.

Adam Easter Plans

ADAM HAT STORES, New York, starts an extensive Easter campaign for men’s hats next week. Adam Hats will be promoted on some 140 stations throughout the country for four weeks starting March 13. Commercial will be a 30-second transcription of the same story heard on Adam Hat network programs. Firm has had two successive series on the Blue — That’s A Good One, a joke program which was replaced last December by an amateur show, Star For A Night, Wednesday, 10:30-11 p.m., which goes off the air after the March 8 broadcast. Agency is Glicksman Adv., New York.
Hager Is Renewed As NAB Director
2d District Praises Miller, Votes Confidence in Ryan

KOLIN HAGEE, general manager of WGY Schenectady, was reelected NAB director from the Second District, covering New York and New Jersey, at the conclusion of a meeting of the district held Thursday and Friday at the Roosevelt Hotel, with 20 of the District's 28 stations represented.

Group adopted resolutions extending to Neville Miller a vote of appreciation and to NAB President-Elect J. Harold Ryan a pledge of cooperation and expression of confidence; condemning the Cannon-Mills Bill for the Government purchase of paid advertising to aid the war effort; pledging greater support to BMI; condemning the "unjust, unreasonable and American" demands of AFM President James C. Petrillo on the transcription industry and urging NWLB to reject the principle; condemning the NAB legislative committee.

Final afternoon session included reports on public relations by Michael R. Hanna, WHCU Ithaca, district publicity chairman, and Willard Egolf, assistant to the president of NAB, and on engineering problems by Earle Godfrey, WBAB Atlantic City, district engineering chairman.

Opening session was conducted by C. E. Arney, acting general manager of the NAB, who reported on the current legislative situation and the status of the Wheeler-White bill to amend the Communications Act, the labor situation in view of current policies of Selective Service and War Manpower Commission, the activity of various NAB committees, including also on post-war problems of the industry. Mr. Arney's report was interlarded with discussion from the floor of the various topics dealt with.

First afternoon session was devoted mainly to music and recording problems, with representatives of the various music licensing and recording companies addressing the broadcasters. Edgar H. Twamley, WBEN Buffalo, led a discussion of practical operating and accounting procedures for stations in connection with their music licenses.

Second morning session, with John A. Bacon, WOR Buffalo, presiding, covered marketing problems, with Lew Avery, NAB director of broadcast advertising, leading a general discussion, and Walter Neff of Neff-Bogow, Inc., New York, speaking on radio for retailers. Dorothy Lewis, NAB coordinator of listener activities, reported on progress in that field and also on the current "American Home" campaign of the Assn. of Women Directors. Harry Levin, regional director, OWI, thanked the broadcasters for their cooperation, reporting that stations in New York and northern New Jersey in 1943 had broadcast 42,000 war messages on regional problems that did not fall within the OWI national radio allocation plan.

Attendance at the NAB district meeting No. 2 in New York follows:

W. Mo. Doerr Jr., Og King, WEDR; Mel. E. M. River, WINA; John Godfrey, WAB; Ray McCleary, WBHF; Jack Lee, WHAM; Kolm Hager, WGY; C. D. Martin, WHFR; Charles Godolfky, WBIB; William Fay, WHAM; Jerome M. Lorain, Clarence G. Conboy, J. Trevor Adams Jr., WINS; John H. McNee, WJZ.

Joyce D. Alway, R. C. Row, J. M. McConnel, WEAF; Walt Dennis, WHN; John H. Field Jr., Arthur Hall Hayes, WABC; E. F. Twamley, WEDR; C. A. E. McElroy, NBC; Jack L. Phillips, WBAL; Wm. A. Riple, WJY; E. Schubach, WIB; Wm. L. Moore, WMCA; Sheldon S. Hickey Jr., NBC; L. F. Peniel, John J. Scheler, WMF; G. D. MacDonald, WGY.

Bruff W. Olin Jr., WKPX; Charles D. Osborne, WMBB; Garrett O. Wise, WEEC; A. E. Spock, WJTN; Frederick L. Keese, WMBO; Nathan W. Cook, Geo. S. Jones, WHIB; Michael R. Hanna, WHCU; Thomas L. Henry, WOR; John A. Bacon, WOR; WBK; Elliott Stewart, WIBX; Wm. O. Doerr, WMCA; Wm. T. Stantis, NAB spot sales; Willard D. Egolf, Howard S. Frazier, GM.
HOLLYWOOD BLOCKS
AIR APPEARANCES

IN WHAT is believed to be a concert
move to discourage radio
guest appearances, Hollywood film
studios are reported preparing
new rules to keep talent from
network programs. Although each
firm has its own restrictions,
the object is a basic agreement
acceptable to all major film studios.

Edicts would include: (1) in-
creased control of players and their
material on radio; (2) refusal to
talent for guest appearances
while their picture is in produc-
tion; (3) request for talent’s avail-
ability recognized only from agency
by letter; (4) definite segregation
of those radio programs whose
value to player is questionable.

While in the past average price
by film studios has been charge of
$1,000 for screen plays adaptable
for radio, new plan is to increase it
to a flat $3,000 minimum. There
has been increased lack of coopera-
tion on the part of film studios
within the past several months.
A recent meeting was held at the
turn of affairs, and if all studios
adopt the $3,000 per script mini-
num, it is the consensus that film
adaptations will be abandoned, with
programs going in for originals.

Order 118 Taken
Under Advisement

Would Eliminate Competition
In Industry, FCC Is Told

ACTION on a proposed rule under
Order 118, making certain business
records of broadcast stations pub-
lic, was taken under advisement by
the FCC last week following brief
oral argument.

James D. Wise, appearing for
NBC and Radiomarine Corp., and
Philip J. Hennessey Jr., for King-
Trendle Broadcasting Corp. and
Scripps-Howard Radio, opposed adop-
tion on the ground that it was unfair,
would eliminate free competition
and would tend to place broadcasting
in the category of common carriers.

Mr. Wise argued that the rule
would make public contracts that
had been reached through negotia-
tion, Chairman James Lawrence Fly
inquired if “that wouldn’t lead to com-
petition”, adding, that the rule
would lead to “greater bidding”.

“The people who are engaged in
that bidding don’t think so”, said
Mr. Wise, “that think that there
will be a tendency toward uniformity
of price. It is interesting to note
that the Dept. of Justice doesn’t
favor making public negotiated
matters.

Mr. Wise requested that the rule,
if adopted, be modified to provide
that portions of network con-
tracts relating to compensation be
excepted from the public inspection
mandate. “We’ll make other provi-
sions public but we ask that com-
ensation not be made public,” he
added.

He explained that both NBC and
Radiomarine Corp., although the
latter is a common carrier and also
a manufacturer of equipment, have
“competitors not subject to the
rules of the FCC” and therefore
the proposed rule would be discrimi-
natory. He said his company didn’t
belong to the Commission or
affiliated financial affairs but did object
to the Commission making them
public.

Mr. Hennessey said his clients
did not object to the Commission’s
right to see financial figures but
they did oppose making public con-
tractual relations. “We regard our
activities as a competitor in a com-
petitive field,” he said. “Making
contracts public is a misnomer. The
public-at-large is not concerned
about our contractual relations.
Only our competitors are.”

Mr. Hennessey suggested that if
the rule is to be adopted, any infor-
mation hereafter filed with the Com-
mission as confidential be excepted.

Others filing letters or briefs pro-
testing the proposed regulation
were: NAB, CBS, Don Lee Net-
work, All-American Cables & Ra-
dio, Commercial Cables, Commer-
cial Pacific Cables, Mackay Radio
& Telegraph Co.

STARS OF TWO CBS programs sponsored by R. J. Reynolds Tobacco
Co.—Moore-Durante Show, and Thanks to the Yanks—are welcomed to
a Victory Jump at KJRT Des Moines by Craig Lawrence, vice-president,
Iowa Broadcasting Co., and KRNT general manager. In
the studio of CBS’ Des Moines affiliate are (1 to r) Mr. Lawrence; Ted
Evans, KRNT station manager; Bob Hawk, CBS quiz master;
Garry Moore, comedian; Edmund Linehan, KRNT program director;
and Kendall Foster, producer, of Wm. Esty & Co., agency handling series.

Dorothy Lewis, E. E. Arney Jr., NAB; Alex Sherwood, Standard Radio;
C. Y. Langdon, Lang-Worth; Leonard D. Callahan, Gus Ragasheh, SEARS; Robert
Jay Burton, M. E. Tompkins, R. L. Har-
low, Tod Williams, RMI; B. J. Rowan,
General Electric Co.; Harold R. Sherrill,
New York Telephone Co.; Geo. W. Brett,
Stephen R. Kintoul, Katz Agency; Willis B.
Farrance, Wade Barnes, Claude Barrere,
NBC Theatricals.

Edwin H. Kasper, A. R. Bloom,
Kasper-Gordon; Ben Selvin, Clinton M.
Finney, Associated Music Publishers;
Dinty Dorje, WABC; Carl Haverlin, BMI;
Murray B. Grabhorn, Blue, Lt. Jack Ov-
all, USNR; LeRoy Keller, A. F. Harrison;
UP; Victor Vonn, Jim Kelly, Standard
Rate & Data Service.

Members and guests of the Ra-
dio Executives Luncheon:
Herman Greenberg, Jim Collins, ABCAP;
Paul J. Spen, Geo. P. Hollinshed, Sto-
logy Chapin, George W. WJ; C. H.
Beckett, Abbott Kimball & Co.; D. E.
Robertson, Casper; Harry H. Greenberg;
Harry Levin, OWI; J. F. Flanagan, McCann-
Eglin; Phil Peabody, UP; Arthur Sime-
heimer, Peck Agency.

C. Herbert Maness, WXYZ; William
Beggs, Easton C. Woolley, NBC; Gerald
King, Milton Blunk, Standard Radio; How-
ard Lane, H. V. Akerberg, CBS; Rhoda
Magid, Gordon Heywood, BBC; Louis M.
Block Jr., Intergalactic Broadcasting Sys-
tem; J. O. Parsons Jr., W. W. Dorrell.

Baker Bulk, C. O.; Victor A. Bennett, WATT; George W.
Allen, WABC; John R. Gray, WTIC; James G.
Bennett, Michael O’Brien, Larry Hass-
brock; Blue; D. C. Packard, Robert B.
Bailey, Paul H. Rayner & Co.; Patricia
Murray, Printer’s Ink; W. S. Mal, WWBC;
P. L. Romaine, Paul H. Rayner & Co.;
Arthur Puppo, The Hollywood Radio
Griff, Thompson, Arthur Simon, WPEN; Capt.
Joe Armstrong.

Lionel Colton, Helen Wood, radio sta-
tion representative; Hazel Westerlund.
CBS; Peggy Shilling, WJAC; Joe Sales; Elizabeth Black, Joseph Katz Co;
Ninette Joseph, J. D. Archer; Helen Harts-
 wig, Ruthrauff & Ryan; Helen Thomas,
Motion Broadcasting; Harriet Bembe, Mur-
ray Carpenter, Compton Adv.

FLASH! The shortest distance to profitable
results in California’s billion-dollar market
and western Nevada is
The Bee Line

McClatchy
Broadcasting
Company
Sacramento, California

Robert A. Rayner
Sales Manager
Paul H. Rayner Co.
Representatives

SACRAMENTO-KFBK
RENO-KON
STOCKTON-KNG
FRESNO-KMJ
BAKERSFIELD-KERN

BROADCASTING • Broadcast Advertising

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against the work of the Committee." He charged that under Chairman Lea the Committee had experienced "continuous difficulty" in obtaining its personal documents from the FCC. He alleged that the majority action in postponing the WMCA investigation "can only be interpreted as a determination to yield to Administration pressure and to suppress indefinitely unsavory facts said to involve high Administration officials and advisors, past and present."

Deploying the resignations of Mr. Garey and three of his staff and the resignation last October of Rep. Cox as Committee chairman, Rep. Wigglesworth said the "methods used" to bring about the resignations "were both brutal and shameful."

"What is the President afraid of, Mr. Speaker?" he demanded. "What is his Administration afraid of? What is it that they fear to expose to the light of day? What can there be that is so wrong or damaging as to lend to this obstruction, intimidation and political coercion or blackmail?"

Makes Demands

Rep. Wigglesworth closed his speech with these demands: "An end to these tactics; cooperation with the Congress and with all its duly appointed committees; that the New Deal permit the people to have the truth; that the duly appointed members resume hearings on WMCA at the earliest practical moment; that they take immediate steps to insure the production by the FCC of essential documents and data; that they permit the orderly conduct of this investigation without fear or favor; that they comply with the mandate of this House regardless of pressure from the Administration or any other source."

"If the present chairman is unwilling to comply with these demands, he should immediately resign from his position and permit the appointment of a fearless successor who will not bow to executive domination," he declared. The Republicans and several Democrats stood and applauded loudly.

Rep. Hart, after explaining that he made the motion to postpone investigation of the WMCA sale pending litigation in New York, declared he had opposed from the first the presentation before the Committee of the case because of the court action. Mr. Hart denounced Mr. Garey's letter of resignation in scathing terms.

"In narrating the facts which led up to the action of the Select Committee which Mr. Garey so vehemently deprecates, I hope I shall succeed in avoiding the in-temperature of language which Mr. Garey has employed," said the New Jersey Congressman who for many months stood by the general counsel when Chairman Lea and
ELEVEN OF THE ORIGINAL members of the radio division of the Golden Gate International Exposition gathered for a reunion Feb. 18 at the Palace Hotel, San Francisco, five years to the day after the opening of the fair. Seated (1 to r): Eddie Calder, K.L.S.; Sam Malinose, K.EY; NBC; Paul Smith, KQW-CBS; Les Hewitt, OWI; Linn Church, formerly of KYA. Standing (1 to r): Paul Williams, U. S. Signal Corps; Dick Brace, KSFO-KWID; Russ Davis, OWI; Herb Sauter, OWI; Art Turnrose, KGBI; Ray Lewis, OWI. They discussed "Way Back When" which he, as an honest man, condemned as having been unfair?"

"I have not read the whole record," replied Chairman Lea, "but I would not say that in the published report itself I found that fault. I do not say that for what may have occurred in private records, I have not seen these records."

Mr. Lea defended his procedures, which provides that all hearings will be public. He told of having telephone conversations with Chairman Fly the day of his appointment as chairman, that Mr. Fly had called him and offered the cooperation of the Commission.

Rep. Miller demanded: "Will you state whether or not you have, behind closed doors, talked with Mr. Charles Denny, counsel for the FCC?"

Chairman Lea said he had talked to Mr. Denny several times but that as chairman of the Committee he deems it within his province to talk to "any respectable man." He asserted that he made it clear to Mr. Denny at the outset of his chairmanship that the investigation would be conducted "without fear or favor." He termed Mr. Denny's letter of resignation as "ridiculous" and said: "If my 27 years of service have not answered the charges of that letter, nothing I can say here today will answer them."

He was applauded by the Democrats and a scattering of Republicans. (Mr. Lea for 12 terms has been a member of both Republican and Democratic parties from his district). Speaking of Mr. Garey, he said:

"I would not be candid with you if I did not confess that I have been unable to find a basis of confidence and respect under which as chairman I could cooperate with him as chief counsel."

He charged that rumors begun reaching him within three days of his appointment that the general counsel had "initiated or started to create distrust and undermine me as chairman of this Committee".

"In repeated contacts he treated me with an insincerity that I have never before seen displayed by an employee of any Member of this House," said Chairman Lea. "My experience has convinced me that he is vindictive to an extreme degree. As an investigating attorney he has the fault of being an inveterate hunter of headlines and too frequently by the smear route to that end. I know I have a bias that might unduly prejudice my viewpoint, but there is a reason that I can give you as nearly as I can a correct appraisal."

Rep. Lea denied he was white-washing the investigation. He declared that he had received no orders from the White House and that "you can be dead certain that Franklin Roosevelt knows enough about me to know that if he sent such a message it would be the thing that would most deeply cause my resentment."

Indicating that the investigation by the present Committee might be near an end or that he may resign, the chairman said: "Now the problem of this investigation will rest in the hands of those who may have the responsibility for its completion. . . For my part if those who carry this burden for the future do it well fairly well they will have my support."

Rep. Magnuson said he had opposed Mr. Garey as general counsel from the start but that Chairman Lea had "retained him in spite of my objections. He admitted having breakfast, on his return from Alas-ka "by way of my own district in Seattle", with Thomas G. Corcoran, who was under subpoena in the WMCA hearing, but said: "I have had many breakfasts with Tom Corcoran during the years I have known him." He denied he rushed to Washington from Attu to attend the majority meeting the middle of February.

Cox Lauds Garey

Rep. Cox, who the week before had landed Mr. Garey a chair on the floor to pay tribute to him as a "great lawyer and great American". He said that the general counsel had been on the job but a week when the campaign to "force him out of the Committee as its counsel" began.

"It is my feeling that the work of this Committee is at an end, but that the FCC will be thoroughly investigated there is no doubt," said Rep. Cox. "When Garey left this Committee the Committee's effectiveness as an agency of the House, inquiring into the bad behavior of this creature of the Congress, came to an end. He is the man that the FCC is afraid of. He is the man that these bureaucrats downtown dreaded, and it is unfortunate for the Committee and the country that he was compelled to leave."

"I want to say to you, and through you to the country that powerful influences have been brought to the aid of the FCC. . . There has never been an agency of the Government that has treated with greater contempt the Congress of the United States than has this Commission and its chairman, but it is now on the offensive."

WJR Off 24-Hour Day

WJR Detroit will discontinue all-night operation March 7, according to Leo Fitzpatrick, vice-president and manager. The move was necessitated because of the need for maintenance time and the manpower shortage. Sign-off will be at 1 a.m. operations starting at 8 a.m. daily except Sunday at 8.

DAYTON, O. 261,722 people spent $410,000,000 last year for things you sell.

Use Basic Blue WING

Ronald B. Weedon Exec. Vice President
Announcer Wanted by KSD

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

KSD
Basic NBC Station
St. Louis

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING National Press Bldg., Wash., D. C.

PAUL F. GODLEY
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National Press Bldg., D. C. 1105
Washington, D. C.

GEOFFREY T. BRENNER
CONSULTING ENGINEER
Washington Bldg., D.C.

H. L. KENYON & CO.
CONSULTING ENGINEERS
226 W. Washington St., Springfield, Ill.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

R. C. A. Communications, Inc.
66 Broad St., New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
erde Building, Washington 4, D. C.
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Earle Bldg. District 4871
Washington 4, D. C.

Actions of the FEDERAL COMMUNICATIONS COMMISSION—FEBRUARY 26 TO MARCH 3 INCLUSIVE

Decisions

WCI San Juan, Puerto Rico—Granted vol. assign. license to American Broadcasting Corp. (Dismissed at request of applicant.)

WCMJ Ashland, Ky.—Vol. assign. license to American Broadcasting Corp. (Dismissed at request of applicant.)


WFBM Inc., Indianapolis—CP new FM station, 47,900 kc.


Monumental Radio Co., Baltimore, Md.—CP new FM station, 49,900 kc, 4,820 mc, deleted.

WHOP Hopkinsville, Ky.—Vol. assign. license to Hopkinsville Broadcasting Co. (Dismissed at request of applicant.)

WONN Henderson, Ky.—Vol. assign. license to Henderson Broadcasting Co. (Dismissed at request of applicant.)

KOBV Rapid City, S. D.—CP change from 1450 kc to 1390 kc to increase 60 w to 1 kw. Designated said application for hearing.

KJKE Galveston, Tex.—Designated said application for hearing.

KLOJ New York City, (Dismissed at request of applicant.)

FM Applications

WCGV Chicago, Ill.—CP new FM station, 1310 kw.

WBGW Detroit, M. I.—CP new FM station, 1310 kw.

WHL Chicago, Ill.—CP new FM station, 1310 kw.

WGGM Greensboro, N. C.—CP new FM station, 1310 kw.

WJBS-JBBS Des Moines, Iowa—CP new FM station, 1310 kw.

WBOG Fort Wayne, Ind.—CP new FM station, 1310 kw.

WJPY-JPLO York, Pa.—CP new FM station, 1310 kw.

WJBD-JBLY Jackson, Miss.—CP new FM station, 1310 kw.

WJHH-1WJRY Burlington, Vt.—CP new FM station, 1310 kw.

WFAB Fort Lauderdale, Fla.—CP new FM station, 1310 kw.

WEBH Jersey City, N. J.—CP new FM station, 1310 kw.

WYAL Fort Wayne, Ind.—CP new FM station, 1310 kw.

WERS Enfield, Conn.—CP new FM station, 1310 kw.

WIZA Des Moines, Iowa—CP new FM station, 1310 kw.

WUWM Milwaukee, Wis.—CP new FM station, 1310 kw.

WDJX New York City—CP new FM station, 1310 kw.

WBJJ New York City—CP new FM station, 1310 kw.

WTRV-1WTRV Columbus, Ohio—CP new FM station, 1310 kw.

WJIC Des Moines, Iowa—CP new FM station, 1310 kw.

WLS Chicago, Ill.—CP new FM station, 1310 kw.

WTRM Alexandria, Va.—CP new FM station, 1310 kw.

WJSR-1WJSR New York City—CP new FM station, 1310 kw.

WOR Radio, New York City—CP new FM station, 1310 kw.

WJOJ-1WJOJ Cedar Rapids, Iowa—CP new FM station, 1310 kw.

WIOX Hoboken, N. J.—CP new FM station, 1310 kw.

WBCF El Paso, Tex.—CP new FM station, 1310 kw.

WCOH Brockton, Mass.—CP new FM station, 1310 kw.

WBTW New York City—CP new FM station, 1310 kw.

WCRG Rockford, Ill.—CP new FM station, 1310 kw.

WCI Cincinnati, O. —CP new FM station, 1310 kw.

WCHQ Columbus, Ohio—CP new FM station, 1310 kw.

WCTC-1WCTC Milwaukie, Wis.—CP new FM station, 1310 kw.

Applications

WCGV Chicago, Ill.—CP new FM station, 1310 kw.

WCMJ Ashland, Ky.—Vol. assign. license to American Broadcasting Corp. (Dismissed at request of applicant.)

Applications

Back the Attack! Buy War Bonds!

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BROADCASTING • Broadcast Advertising
Help Wanted

WANTED—Operator, first class; draft deferred. Can work either forty or forty-eight hours a week. State salary wanted. Radio Station WSBY Rutland, Vermont.

Radio Commercial Writer—Large Chicago Advertising Agency offers splendid opportunity to writer with some background and wide experience in writing radio commercials. Some food account experience necessary. All applicants with proven ability will be considered. Replies to commercial formation as to experience, age, salary, etc. Box 975, BROADCASTING.

Radio Salesman—Man or woman, wide awake, unlimited possibilities. Salaries and commissions A.T. Rush Re- quirements and if audition transcription available. Box 971, BROADCASTING.

ANNOUNCER WANTED—TEXAS LOCAL STATION. CBS AFFILIATE. ADVISE STATION IN REQUIREMENT AND IF AUDITION TRANSCRIPTION AVAILABLE. BOX 971, BROADCASTING.

OPERATOR—Permanent position with chance of advancement. State qualifications and enclosures please. Please include your recommendations. Write Technical manager, WFDF, Flint, Michigan.

CHIEF ENGINEER WANTED—By 1000 watt station Central Atlantic state. Give complete details including salary ex- pected and draft status. Box 954, BROADCASTING.

ANNOUNCER—Experienced, deferred. Complete backer, full record shows. Basic Network Station, Metropolitan market. Permanent position. Enclosed find one week's experience salary expected, draft status. Box 949, BROADCASTING.

CHIEF ENGINEER AND recording men wanted by large independent New York recording company. Permanently guar- anteed. Starting salary for Chief Engineer $500.00 to $5000.00 depending on qualifications. Box 947, BROADCASTING.

ANNOUNCER—Five-wire Blue network station in New York State. Good talent opportunities. Box 942, BROADCASTING.

Use Can—Two good ad lib announcers. Prefer you actually in person, otherwise send ER and recent Photo, Status. WIBG, 1425 Walnut St., Philadelphia 2, Pennsylvania.

WANTED—First class license, 550 watt midwest network station. Excellent future. Box 599, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER—Permanent job with future. State all. Send audition disc if possible. Box 958, BROADCASTING.

SALESMA7—New York territory. Radio Station representative. If you want to get out of time-old tedious class and get into sales needing to responsible position in growing station, reply to Box 927, BROADCASTING.

SALES EXECUTIVE—For New York of- fice of nationally recognized metropolitan station. Start. Good opportunity to build substantial situation for future. Our organ- ization knows of this ad. Reply in confi- dence. Box 908, BROADCASTING.

WANTED—Southern network station has opening for person who can sell time and spots. Good opportunity, give experience, references. Box 910, BROADCASTING.

WANTED—Experienced salesman for major network station in good market. Established accounts offered. Commission only. Please submit full particulars, including experience. Reply Box 963, BROADCASTING.

WANTED—Announcer—with turntable tech- nique for clear channel kilowatts. No night work. KC9N, Byrdville, Arkansas.

Situations Wanted


BASEBALL ANNOUNCER—Announced in Direct and Recreation play-by-play broadcasts. Begin 1944 Season. Draft exempt. Write Box 976, BROADCASTING.

VERSATILY Gifted—31, recently with Coast Guard Forces, available. Fully experienced in continuity, news, spots, pub- licity. Eager to take situation in any radio work. Box 975, BROADCASTING.

WANTED—Announcer—Desires position in 5 kw station preferably in North Carolina. Or Virginia. Salary open. Box 974, BROADCASTING.

Executive—With seven years radio network experience which includes business ad- ministration, station relations and han- dling personnel. Desires to make a perm- anent connection as manager of station or, at least, assistant manager. Possess experience as president of station. University graduate and certi- fied public accountant. 47, married, two children. Excellent references. Box 945, BROADCASTING.

WANTED OPERATOR For FM Station

OPERATOR FOR FM STATION

Man having first class license and experience on second grade of trans- mitter of WMF, stop Climbing's Peak in Westford, Vermont. Draft exempt.

Announcer—Man preferred as he must live at transmitter. Good salary plus board and lodging. Attractive proposition for right man.

WANTED TO BUY

250 Watt station in Northwest. Give full particulars. Box 958, BROADCASTING.

Situations Wanted (Cont'd)


PROGRAM DIRECTOR—ANNOUNCER with woman key network station desires position with largest and best station. Will use initiative-originitivity. Thoroughly ex- peired. Box 965, BROADCASTING.

Woman News Editor Broadcaster—Five yearsradio writing and broadcasting. Delicious position handling women's programs and later spotcasts. Excellent references. Box 940, BROADCASTING.


WOMAN NEWS EDITOR BROADCASTING—Two years writing, editing and broadcasting. Very good taste, energy, imagination. Recommend to any network with large independent station. Box 959, BROADCASTING.

WANTED TO BUY

To buy new or used RCA Instantan- eous Recording Attachment to fit RCA turntable. Will pay price. WMRF, Lewiston, Pennsylvania.

ONE kilowatt transmitter, any make. Give full details. Box 972, BROADCASTING.

MINORITY INTEREST—In progressive local station. Prefer south or southwest. Box 970, BROADCASTING.

Equipment Wanted—Modulation Monitor, with PC2 approval, studio console, new or used copper wire, and a limiting amplifier to complete unit. Will pay cash for any and all items. Bob McLaney, General Manager, WCBI, Co- lumbus, Mississippi.

WANTED—One Wincharger or any guay 176-foot tower and lighting equipment. 1,000 watts. Ammonia filled, foot 4-inch or larger Coastal Cable with 1,000 feet. Desires receiver or transmitter complete with tubes. Box 928, BROADCASTING.

WILL PAY CASH—for Western local or regional sales office. End of season. Box 922, BROADCASTING.

WANTED to buy—1 KW Transmitter. Address Box 902, BROADCASTING.

If you are a Good Announcer or salesman here is a real chance for permanent well-paid position. If you have any special ability as M.C. or ex-manger, so much the better. Write down (in confidence) all possible particulars, including draft status, physical defects, age, experience, etc.

Last year this opened place ten men good ranges in a well known Eastern basic station. Special conditions were given men with mil- itary discharges. Others should state when they can accept position, if of- fered. There is a genuine opportunity, if you have ability and ambition, to get set for the future.

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Gob’s Luck

WWNC Asheville, N. C. held an impromptu interview the other day on the Western North Carolina Farm Hour. A troubled sailor entered the studio to report the loss of $190 and to his surprise Charlie Newcomb, m.c. of the show, brought him before the mike and introduced him to a Mr. Carter who had come to the studio for the express purpose of reporting a find—$180.

NBC Women’s Series

WRITTEN, produced, directed and acted by women, a series of four half-hour programs dramatizing the life of girls in military service will be heard on NBC starting Saturday, March 25. It will be the first entirely feminine series for the Network. Where women can’t take over, as in the engineering department, a woman will serve as contact. First-hand material will be gathered by Priscilla Kent from camp centers in the New York vicinity. Ernesta Barlow, who conducts NBC’s Commando Mary, will be narrator. Titled Now Is the Time, the series will be in effect “a salute to the girls in service from the women at home.”

Candy Co. Plans

MAISON, AU & MAGENHEIMER Confectionery Mfg. Co., Brooklyn, N. Y., will shortly introduce Vita-Snak, vitamin and mineral food candy bar. Radio is being planned for the introductory campaign. Candy firm is currently using a spot radio schedule for Mason Mints and other candy products. Agency is John H. Owen, New York.

FULLER ON LONDON TRIP

CLEMENT FULLER, BBC’s European news correspondent in this country, is making a brief trip to London to work on his series for NBC. His topics include the national elections here and the Pacific offensive.

NAB Group, Wheeler Discuss Proposed New Radio Statute

Elias Succeeds Miller

FURTHER informal and exploratory conversations on the White Wheel-er Bill (S-814) were held last week by Chairman Wheeler (D-Mont.) with the NAB Legislative Committee, but no date yet has been set for full Interstate Commerce Committee consideration of the measure.

Absence from Washington of acting minority leader White (R-Me.), co-author of the measure, as well as other Committee members, resulted in postponement of planned executive consideration of the draft. Senator White headed a delegation to Oregon for the funeral last week of Sen. Charles L. McNary.

The Legislative Committee, along with NAB president-elect J. Harold Ryan, met with Senator Wheel-er last Tuesday and Wednesday. It is understood the Committee will meet again in Washington within a week and probably will confer with Chairman Wheeler again March 13.

Elias New Chairman

Don S. Elias, WWNC Asheville, was named Committee chairman, succeeding Neville Miller, who last week formally retired as NAB president. Mr. Ryan plans to take office in early April, leaving his post as assistant director of censorship.

J. Leonard Reinsch, managing director of the Cox-owned stations, WSB Atlanta, WIOD Miami, and WHIO Dayton, was added to the Legislative Committee and participated in the meetings. He had testified before the Senate Committee at the recent hearings.

Chairman Elias left Washington following the session Wednesday, but was to return early this week. Mr. Reinsch likewise planned to be in Washington. Robert T. Bartley, war activities director of NAB, and Karl A. Smith, legislative counsel, along with C. E. Arney Jr., temporary managing director, participated in the legislative activities and will work with Messrs. Elias and Reinsch.

The Committee made no announcement following the sessions, aside from Mr. Elias’ observation that the meetings were “very satisfactory.” He emphasized that the discussions were informal and exploratory.

E. B. Craney, general manager of Z-Bar Network, who has been in Washington since last November as unofficial adviser to Chairman Wheeler on the new legislation, left for Montana last week. He plans to return, however, by mid-March.

All members of the Legislative Committee were present except James D. Shouse, WLW-WSAI Cincinnati, who was detained in Cincinnati because of labor negotiations. Other members of the Committee, aside from those mentioned, are Clair R. McCollough, WGA-L Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James W. Woodruff Jr., WBCL Columbus, Ga.; G. Richard Shafts, WIS Columbus, S. C.; Nathan Lord, WAVE Louisville; and Ed Yocom, KGHL Billings, Mont.

Miller’s Farewell

Mr. Miller, who left Washington Feb. 29 for a two-week vaca-ception in South Carolina, has not announced his future plans. In a far be- gun to his wide acquaintanceship in radio, Mr. Miller dispatched this card:

“Connection with the NAB during the past six years has been a very happy one, and I wish it were possible for me personally to express my appreciation to all those both within and without the broadcasting industry who have extended to me so many courtesies, and cooperated with the NAB in all its activities.

Since it is not possible to write each one individually, I am taking this inadequate, but nevertheless sincere way, of saying how much I have appreciated your many kindnesses, that I have enjoyed working with you, and that I hope I shall have the pleasure of seeing you many years from now.

“Thanks again, and with best wishes.”

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PRESIDENT of Kansas City’s Chamber of Commerce says of radio: “Radio’s contribution to the home front cannot be emphasized too greatly. I particularly recognize radio for its realistic approach to community problems brought on by war times. Yes, indeed, radio has earned its inherent right to play an important role in the moulding of a better post-war world.”

Looking to Tomorrow...

Radio’s responsibility, as vital as it may seem today, has touched only lightly upon the potentialities ahead. KMBC looks to the future with great optimism. Not satisfied to drift along on accomplishments of the past, KMBC is laying the foundation today for broadened responsibilities tomorrow. KMBC’s new Service Farms...its “Big Brother Club”...both are steps in that direction—already taken. Only in this way KMBC feels that its leadership...the leadership of radio...can step forward into the "New Horizons" of tomorrow.
THE Denver livestock market—fifth largest in the nation—broke its all-time volume record in 1943. The year proved to be the biggest both in number of head of stock handled and prices paid to shippers marketing their cattle, sheep, and hogs here.

Value of livestock received at Denver during 1943 totaled $139,661,373. This was an increase of more than 25 million dollars over 1942.

Even before wartime demands encouraged livestock raising to the utmost, the Denver region was an important source of the nation's meat. It was and is the most intensive lamb feeding area in the world.

Livestock raising is one of the permanent, well established industries of this region which, along with agriculture, mining and manufacturing have been and will continue to be the foundations of its economic soundness.

DENVER DELIVERS MEAT

The Denver livestock market—fifth largest in the nation—broke its all-time volume record in 1943. The year proved to be the biggest both in number of head of stock handled and prices paid to shippers marketing their cattle, sheep, and hogs here.

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DENVER DELIVERS VITAL MINERALS

The mountains of Colorado, once better known as a playground for vacationing tourists, are actually a limitless storehouse of war-vital minerals. Mines, old and new, are working around the clock to pour their life-giving ores into the industrial heart of America.

DENVER DELIVERS SALES OPPORTUNITIES

The stepped up production and employment on every hand in the Denver region has naturally increased population and income. Continued above-average sales gains by retail establishments in this area give proof that the time is opportune for selling effort.