5,000 Baltimore Listeners per Dollar

That's what W-I-T-H delivers in Baltimore on a Sunday afternoon show. Latest figures, using coverage, cost and number of listeners, give you a common denominator that proves why W-I-T-H, day in and day out, produces at the lowest-cost-per-dollar-spent in Baltimore.

W-I-T-H
The Independent Station in
BALTIMORE

TOM TINSLEY, President
Represented Nationally by HEADLEY-REED
FOLKS in Midwest America, whether from city or country, think and react pretty much alike. It's probably because so many of the city folks either came from the farm themselves, or have relatives who are farming. Consider the G. E. Bausmans, farming near Dayton, Indiana, and Mrs. Bausman's nephew, J. F. Robeson, a railroad clerk in Niles, Michigan (pop. 11,328). Both the Bausmans and Robesons regularly buy WLS-advertised products! Checking last year's purchases in classes of goods advertised on the station, we found that 46% of the Bausmans' selections and 45% of the Robesons' selections were brands advertised on WLS! Here's definite evidence that, both in town and country, WLS Gets Results!

DAYTON, Ind.—Mr. and Mrs. G. E. Bausman (she is Mr. Robeson's aunt) own a beautiful home on a 155-acre farm near Dayton. The house, a sturdy and spacious brick structure, was built in 1843, has been completely modernized with running water, electric stove and refrigerator, central heating. They have a car, truck and two tractors. Mr. Bausman is one of the principle cattle feeders in Tippecanoe county; his wife has long been one of the state leaders in farm women's organizations and activities. Pictures show Mrs. Bausman looking over her extensive collection of valuable milk glass (she has another cabinet of Majolica); the couple before one of two marble fireplaces in their living room; and Mr. Bausman relaxing in his easy chair — near the radio, of course.

IN TOWN...

IN TOWN...
Cultivate a Victory Garden in New England

NEW ENGLAND is fertile ground. It isn't a question of sales richness, it's a question of covering all the productive acreage with effective selling.

The more you sow, the more you'll reap in the 21 key market areas which comprise 2,055,010 radio homes.

The Yankee Network hometown station in each of these markets is the cultivator. It gives you the direct contact necessary to reap the bumper crop you are after.

Planting the sales seed directly in each field is obviously the sensible procedure. There is only one effective way to do it by radio. Use The Yankee Network's 21 stations, reaching a potential audience of 8,377,543 out of the total New England population of 8,437,290.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.  EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omaha has its
Ak-Sar-Ben

Omahans Work Hard
But They Like Fun, too

While, of course, Omahans have laid aside some of their earthly pleasures (the Annual Ak-Sar-Ben Ball is one of them) for the duration... they still retain their knack for gracious living.

The point is... "enjoying life" is an inherent characteristic of Omahans. What's more, they have a "way-above-average" income with which to do it.

To sell this TOP market most directly and at lowest cost... the TOP buy is Station KOIL. Write for availabilities.

A RICH MARKET
During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power.

—Sales Management.
PORTRAIT OF A GROWING MARKET

• Representative of KWKH-land's growth in population is Shreveport, hub of the rich East Texas-North Louisiana-South Arkansas area. In the past decade Shreveport’s population has increased more than 25 per cent. This is not a wartime increase, but a steady rise resulting from greater demands for the market's resources such as oil and gas, lumber, minerals and diversified agricultural and livestock products. In addition, wartime expenditures have brought about a steady increase of industrial growth destined to become an important factor in post-war prosperity.

All these things make for a healthy, growing market... one in which your advertising dollars will sell now and build greater sales in the future. There is only one medium powerful enough to cover it completely, effectively — KWKH, the Shreveport Times station! For details and availabilities, contact KWKH directly or ... ask a Branham Man!

KWKH
50,000 WATTS
CBS
A Shreveport Times Station Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising

April 17, 1944 • Page 5
you are the Hope of the World

Not in the Halls of Congresses and Parliaments—
Not in the Staff Rooms of Generals and Admirals—
Not in the meeting halls of societies and organizations—
It is in none of these places that a great new world will be fashioned and grow to new greatness.
It is in your home... your living room—in your mind and in your heart. Yours is the strength that must set the world aright.
Yes, you are the hope of the world.
A wiser, broader-visioned, more understanding you.
A you of vision and the capacity for greatness...
A you who knows the ways of human beings... people of this land and other lands...

Who hears the news... the music and the drama of the world.
Who hears its laughter and its sobs—who understands the work and the games of everywhere.
A you who knows the aspirations and ambitions and strivings of others like yourself—folks who speak a common language of dreams and longings... and have the will and the wit to make dreams into realities.
Yes, it is you who are the hope of the world.
For no home, no village, no nation and no world can be more great or noble than the individuals who people it...

To American can look to the future without a deep and sober regard for the children of America... his children... citizens of the future.

The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse... the entertaining and instructive Quiz Kids... the pure adventure that is part and parcel of every child’s ambitions... Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

It’s radio for all people of all ages... on “The Blue”—great music, complete, accurate news, great ringing forum, pure drama, adventure, variety, comedy! Listen, America!
And here's advertisement number three in the BLUE Network-BLUE stations national campaign.

As you read the copy you will realize again that we are continuing to tell the story of broadcasting—not from our point of view, but from the listeners' angle—always the "you" angle.

A very important portion of that "you" is the youth of America.

The Blue is serving them with more shows for children than ever before. At the same time there are still several "kid shows" available and good periods in which to run them.

... and the purpose of the Campaign is still

TO MAKE THE Blue A BETTER BUY FOR YOU
WHAT’S YOUR “ATTENTION-GETTER”?  

In printed advertisements the function of an illustration is to catch the reader's eye. In radio, the function of "entertainment" is to catch the listener's ear. But don't forget that, regardless how attractive the illustration or the program, the whole idea is frustrated unless the consumer gets the sales message.

Sonovox does for the sales message what "entertainment" is supposed to do for a program. Sonovox puts interest-value, curiosity-appeal, interruptive-quality into the commercial itself. And that's why the sponsor-identification rating of programs using Sonovox goes up quickly, and stays up, while most others rise slowly through the sheer weight of repetition.

Sonovox is a new art—but not for art's sake. Sonovox is offered as a means of increasing the effectiveness of radio commercials.

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

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

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)  
Badger and Brown & Co.  
American Industries Salvage Committee  
(Metal Scrap Drive)  
McCann-Erickson, Inc.  
Buick Motors Division, General Motors Corp.  
Arthur Kudner, Inc.  
Chicago, Milwaukee, St. Paul & Pacific R. R.  
Roth, Williams & Cunningham, Inc.  
Colgate-Palmolive Peet Company  
(Vel, Palmolive)  
Ward Wheelock Co. and Wm. E. Ely & Co., Inc.  
Delaware, Lackawanna & Western Railroad Co.  
Roth & Ryan, Inc.  
Walt Disney Productions  
Emerson Drug Company (Bromo-Seltzer)  
Roth & Ryan, Inc.  
Christian Feigenspan Brewing Company  
(Feigenspan and Doblé P.O.N. Beers and Ales)  
E. T. Howard Co.  
Feltman-Curme Shoes  
Russell C. Comer Advertising Co.  
Forum Cafeterias of America  
R. J. Peer-Calkins & Holden, Inc.  
Griesedieck-Western Brewery Co.  
(Stag Beer)  
Maxson, Inc.  
Grocery Store Products Sales Co., Inc.  
(Mold's Macaroni Products)  
Campbell-Ewald Co., Inc.  
Andrew Jergens Co.  
(Woodburn's Products)  
Lennen & Mitchell, Inc.  
Liver Brothers Co. (Lifebuoy Soap)  
Roth & Ryan, Inc.  
Lyon Van & Storage Co.  
Bates, Barton, Duverson & Osborn, Inc.  
National Broadcasting Company  
Naval Aviation Selection Board  
Navy Seabees (U. S. Navy, Construction Battalions)  
Office of Civilian Defense (Region Six)  
Pabst Sales Company (Pabst Beer)  
Warwick & Legler, Inc.  
Pen American Coffee Bureau  
Buchanan & Co., Inc.  
Purity Bakers Service Corp.  
(Taysee Bread, Granen Cakes)  
Quaker Oats Company  
Roth & Ryan, Inc.  
Radio Corporation of America  
Roth & Ryan, Inc.  
Radio Station KOMA, Oklahoma City  
Alvino Rey and his Orchestra  
Shell Oil Company, Inc.  
J. Walter Thompson Co.  
Stanco, Inc. (Mistletoe)  
McCann-Erickson, Inc.  
U. S. Treasury Dept.  
Universal Pictures Company, Inc.  
Wagner Brothers Pictures, Inc.  
Williams, Churchill, Ltd.  
Cockfield, Brown & Co., Ltd.  
*Space no longer permits a complete list of Sonovox users. 

*Space no longer permits a complete list of Sonovox users.
Ryan Seeks Broadcaster-FCC Cooperation

Says Two Groups Have Common Objectives

J. HAROLD RYAN last Saturday formally assumed the presidency of the National Association of Broadcasters with a plea to broadcasters to stick together in fulfilling their public obligations and an invitation to the FCC to work with the organization in achieving maximum radio performance by "understanding cooperation."

Brushing aside past grievances of the NAB with the FCC Mr. Ryan, in a statement to BROADCASTING [see text herewith], said he believed both radio and the FCC were here to stay. "Both have a common objective and should be able to attain it by understanding cooperation," he said.

Interim Service

In taking over the office occupied by Neville Miller for six years, Mr. Ryan becomes the second paid president of the NAB. A practical broadcaster who had served since December 1941 in Washington as Assistant Director of Censorship, Mr. Ryan was elected to the NAB post last Feb. 3 by the NAB board meeting in extraordinary session in Chicago. He then agreed to serve as the interim executive until July 1, 1944.

Mr. Ryan assumed his new post on April 15—precisely on schedule. Last Thursday he handed over to John E. Petzer, owner of WKZO Kalamazoo, the functions of Assistant Director of Censorship in charge of radio, and then moved up to NAB Washington headquarters at 1790 N St., N.W. Mr. Petzer, a member of the NAB board and an active figure in Association affairs, was named Mr. Ryan's successor by Byron Price, Director of Censorship, following Mr. Ryan's acceptance of the NAB post.

In his maiden statement as leader and spokesman for American radio, Mr. Ryan expressed his "utter faith" in American broadcasters. If they work together toward the common goal of good radio, he declared, they will "meet any test to which they are put by those they serve."

Expressing no preconceived notions about immediate radio problems, the 59-year-old Toledoan had been in touch with NAB headquarters since his appointment last February, functioning through C. E. Arney Jr., secretary-treasurer, as acting managing director. He will meet with the full NAB board of 26 members May 8-10 at the Statler Hotel in Washington, at which time he will outline his plans and possibly the question of headquarters' staff reorganization. Under NAB's by-laws, the president has virtual plenary powers.

Legislative Session

Mr. Ryan was to confer this week with Don S. Elias, executive director of WNNC Asheville, chairman of the Legislative Committee, in connection with the White-Wheeler bill (S-814) now pending before the Senate Interstate Commerce Committee following hearings before the Committee. It is expected the Legislative Committee will meet with Mr. Ryan during the week of April 24 to appraise the legislative situation. Members of this Committee, in addition to Chairman Elias, are: Clair R. McCullough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. House, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Co.

(Continued on page 58)

J. HAROLD RYAN'S DECLARATION OF POLICY

WE HAVE plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which free men are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government. The people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence toward technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering pre-sentiment that the Federal Communications Commission is also.

Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their desserts. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clear-cut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve.
RTPB Panel Proposes Wider FM Band

Modulation, VHF Band Position, Channel Size Studied

FORMAL resolutions proposing a widening of the present FM band from its existing 40-channel limit to 50 channels, retention of the 200 ke channel width, and continued occupancy of the existing portion of the spectrum for FM were adopted by Panel 5 of the Radio Television Planning Board at an all-day session at the Palmer House in Chicago April 11. C. M. Jansky Jr., senior partner of Jansky & Bailey, consulting engineers of Washington, presided at the meeting attended by some 30 members and observers.

The first part of the RTPB structure created to develop proposed allocations and standards for various radio services for FCC consideration, concluded that there are no systems of modulation which show indication of being either as good or better than FM. Moreover, it held that despite contentions of interference in the present FM range (40-50 mc) the present position should not be changed.

The panel advocated a minimum of 80 to 100 channels for FM, both commercial and non-commercial, in a 100-channel. Televised Band No. 1 occupies the range from 50 to 56 mc and the amateurs have the range from 56 to 60 mc—the additional bands sought.

The proposal for expansion of the band, to cover 80 to 100 mc in lieu of the present 40-channel range, was advanced by Mr. Henry H. Damm, WMJW-WMFM Milwaukee, as president of FM Broadcasters Inc., on his board’s instructions.

It was also recommended that the name of Panel 5 should be changed from VHF Broadcast Band Panel, since the panel had decided it shall be used for broadcasting in very high frequencies.

The formal resolutions, as adopted at the all-day session were:

1. Type of Modulation: The Panel at its first meeting had referred to its “Committee of the State of the Art,” composed of men having access to classified radio information, the question whether there has been any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good or better than the FM system now in use.

2. Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Diller, Radiobunic, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that certain propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that there would be any other advantages to be gained through the use of other locations of the spectrum, and the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum;

Be it hereby resolved that it is the consensus of this Committee that the present position of FM Broadcasting

(Continued on page 54)
Agencies Ready for Post-War Television

Checkup in Major Markets Reveals 55 Laying Plans for Visual Art

Premiere of FCC Movie Is Telecast; Fly Appears on Three-Station Hookup

BROADCASTING - Broadcast Advertising

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AFM 'Make Work' Strike Hits WJD

Chicago Local Demands Station Music Staff Be Doubled

DYNAMICS by the AFM of WJJD Chicago that it double to 20 the number of union musicians it now employs, and at the same rate of $75 weekly for the maximum five-day week, caused a "walkout" strike at the station at 9 p.m. last Thursday. Meanwhile, the work of the 10 musicians, directed to strike by James C. Petrollo, AFM president, was being carried on under police protection by five girls clerical employees, who also attended to their regular duties.

WJJD has been sold to Marshall Field, Chicago publisher and department store owner, for $700,000, under subject to FCC approval [BROADCASTING, March 6]. Ralph L. Atlases, president of WJJD, issued the following statement April 14:

On Tuesday, April 11, we were informed by one of our musicians that the WHAM joins NBC

NETWORK MAY 1

REGULAR affiliation with NBC will be effected May 1 by WHAM Rochester, an announcement last week by the Stromberg-Carlson Co. For the past year the 60,000 watt channel station has been carrying both NBC and NBC programs.

A full-time Blue affiliate until last summer when the NBC affiliation went into effect, WHAM has since continued to broadcast Blue programs as a carryover from previous contracts, which expire May 31.

Interest in Radio Legislation Revives; Wheeler Optimistic

Reversing Views, Predicts Action This Session; House Probe of FCC Resumes This Week

INTEREST in radio legislation was revived in the Senate last week as Chairman Burton K. Wheeler, (D-Mont) of the Interstate Commerce Committee and co-author of the White House-Maleville (S-514) bill, announced a new pending in his Committee, reversed himself and predicted new legislation this session. On the other hand, Sen. John J. Tobey, (R-Me), also the bill's co-author and acting Minority Leader, had expressed pessimism as he left Washington just before Easter.

Meantime the House Select Committee to Investigate the FCC scheduled hearings for 10 a.m. Monday, April 17, as the first presenations since the appointment three weeks ago of John J. Sirica, as Committee general counsel [BROADCASTING, April 5]. Charles R. Denny, NBC general counsel, was also scheduled for further cross-examination on foreign language broadcast.

Others Doubtful

Fresh from his participation in the Blue network Town Meeting of the Air in Cincinnati April 6, Sen. Wheeler was making his first appearance at this session. While he at the time he was more optimistic over legislation than he had been for many weeks. He and Sen. White conferred briefly before the House Probe of FCC Resumes This Week...
Buying Power?
Yours for the Asking When
You're on the Spot!

OUT WHERE THE VEST BEGINS

in the Sales Curve in the Inland income, including Stock Raising, Truck and Fruit Farming, give Buying Power in the nation—Spokane County in Second Place—not only Spokane and Spokane Empire—the only single medium market.

rt on 20 highest cities in 100,000
n 100,000 group.

KHQ—Spokane, Washington
5000 WATTS—590 KILOCYCLES
Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.
OWI Constructing Foreign Shortwave

CBS to Operate New West Coast Installation

ANOTHER extensive shortwave installation on the West Coast to serve OWI psychological warfare activities in the Asiatic theatre will soon be under way, following authorization last week by the Defense Plant Corp. of a contract with CBS to provide facilities at Delano, Cal., at a cost of $450,000.

The project will be similar to one now being built near San Francisco to be operated by NBC, which is acting as agent for DPC in supervising construction [BROADCASTING, March 10].

Ready in Autumn

The CBS plant will provide at the outset two 60 kw transmitters and eventually 300 kw. OWI will furnish transmitters which are being purchased from General Telephone & Telegraph Co., New York, N. J. The site for the plant, improvements and buildings are covered in the contract with DPC which will retain title for the Government. The network has an option to purchase the land and structures after the war and some arrangement to this effect with the transmitters also will be made.

Together with the transmitter equipment, the project will represent an expenditure of approximately $1,000,000. Construction will begin as soon as materials are made available by WPB priorities and it is expected that the plant will be in operation early in October.

The CBS installation will be part of OWI's long range shortwave expansion plan calling for 36 transmitters, of which 21 are now in operation. The remaining transmitters are in various stages of manufacture or installation on sites already acquired. Autonomy and supervision of the projects are under the direction of James O. Weldon, chief of the Bureau of Communications Facilities, OWI Overseas Branch.

LOOKING OVER PROMOTION material and part of the quarter-million membership request letters on the Blue Network's latest promotion idea— the formation of a listeners' "Breakfast Club" for the early morning Breakfast Club program, quarter-hour portion of which is sponsored by Swift & Co., Chicago, are these client, agency and network officials (1 to r): John Urice, J. Walter Thompson Co., agency handling the account; Bill Kutch, advertising director of Swift's ham and bacon division; E. K. Hartenbower, sales manager of the Blue central division; E. J. Huber, sales promotion manager of Blue central division; Don McNeill, m. o. of the morning program. Membership requests passed the 250,000 mark only five days after inauguration, it was stated. Swift & Co. at present sponsors quarter-hour portion of the program, Mondays through Fridays. It has been reported that in May Swift will add Saturday to the schedule.

Role of Broadcasting in War

To Mark Ohio State Session

Freedom of Air, FM Among Topics Scheduled For Series of Meetings at Columbus May 5-8

BECAUSE of its desire to aid radio in performing its "significant job in total war" the 15th Institute for Education by Radio will be held May 5-8 at the Deshler-Wallick Hotel, Columbus, despite wartime difficulties. Along with the Institute sessions will be held the American Exhibition of Educational Radio Programs. The events are sponsored by Ohio State U. Dr. I. Keith Tyler is director of the Institute.

Opening the sessions will be a pre-conference meetings at 2 p.m. May 5, with George V. Denny Jr., moderator of America's Town Meeting of the Air, in charge. Among participants will be Gordon Hawkins, program supervisor of Westhouse Radio Station WOSU and James Leonard, program director of WSAI Cincinnati.

Radio War Activity

A session on "How Free Is radio?" will be held at 8 p.m. May 5, with H. Kaltenborn, NBC commentator, presiding. Participants will include James Lawrence Fly, FCC chairman, who has tentatively accepted; Paul Resten, CBS executive vice-president; Edgar Kobs, Blue executive vice-president; J. Harold Ryan, NAB president; Niles Trammell, NBC president; Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), who has tentatively accepted. Citations will be announced for radio education programs following the symposium on radio freedom.

"Radio in the War" will be the topic of a general session at 9:30 a.m. Saturday. H. B. McCarty, director of WHA Madison, Wis., will preside. A symposium on wartime reporting will include Paul W. White, CBS director of public affairs and news broadcasts, as chairman; D. C. McArthur, Canadian Broadcasting Corp. chief editor; Stephen Fry, British Broadcasting Corp.; John Daly, CBS war correspondent.

A series of work-study group meetings will be held at 2 p.m. Saturday. A session on agricultural and homemaking broadcasts will be directed by Wallace L. Kader, chief of radio service, U. S. Dept. of Agriculture [see separate story on page 62].

Broadcasting by national organizations will be discussed, with Jesse Butcher, radio director, United Service Organizations and National War Fund, as chairman. Among scheduled participants will be Lyman Bryson, CBS director of education; Max Karo, educational director of WCCO Minneapolis; Edythe Meserand, assistant director of special events, WOR New York; Jane Tiffany Wagner, NBC director of war activities for women.

Sessions on children's programs (Continued on page 68)
More than 25% of WWJ's present advertisers have been consistent users of time on this station for 5 years or more!

WWJ
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Representatives of the Republican National Committee and NBC, who met in Chicago to discuss radio plans for coverage of the coming convention, are (1 to r): Ann Gillis, NBC news and special events department, New York; Ted Church, radio director, Republican National Committee; George McPherson (standing), operating engineer, NBC; James F. Selvas, publicity director, Republican National Committee; Bill Ray (standing), manager, news and special events, NBC central division; Howard C. Luttgema, chief engineer, NBC central division; F. L. Stebbins, assistant chairman of Housing Committee, Republican National Committee. Facilities—working space, booths, lines, etc.—to be used in broadcasting both conventions, were discussed, as the Democrats will take over installations made by the Republicans. Outside of the convention hall, all four networks are setting up headquarters in the Stevens Hotel, where most of the party delegates will stay.

Radio personnel must register by May 1 for GOP Convention

Radio correspondents and special events personnel who will cover the Republican National Convention in Chicago June 26 must be registered no later than May 1, Ted Church, radio director of the GOP National Committee, and Earl Godwin, president of the Radio Correspondents Assn., announced last Friday following a meeting.

Radio personnel will be broken down into two categories, according to Mr. Church, news correspondents who will cover the convention strictly from a news standpoint, and special events, which will include program, special events and engineering personnel.

News correspondents must be registered with D. Harold McGrath, superintendent of the Senate Radio Gallery, Washington, while special events personnel must be registered with Mr. Church at Republican National Committee headquaters, Washington.

Transportation a Factor

The Office of Defense Transportation has advised chairman of the Democratic and Republican National Committees that special train facilities will be provided for necessary personnel to travel to and from the Chicago conventions. Each party is asked to furnish the ODT with lists of accredited representatives of radio, newspapers and newscasts. Radio personnel must have certificates from the ODT to acquire space on the special convention trains and coaches.

War News Policy Announced by Owi

Military security will strictly govern the release of forthcoming news on military operations and whenever information is withheld by theatre commanders the facts are to be submitted promptly to Washington for review, the Owi announced Friday in making public the government policy on war news. The policy was stated as follows:

1. The Owi and the War and Navy Departments are in agreement that news of military and naval action should be made public as soon as and as fully as military security permits. Wherever immediate publication of an item of information might result in the loss of American lives or have an adverse effect on current or future operations, the release must be withheld until such danger is past.

2. While broad responsibility for military information policy rests with the government in Washington, most of the news of military and naval action is released by commanders in theatres of operations. Their first concern is victory and they carry the heavy burden of responsibility for the lives of many men and the success of operations. Their decisions, including those on publication of news, are influenced accordingly. The local conditions and the important demands of security on which their action is usually not immediately obvious to the public at home or even to the local war correspondent on the ground, nor can an explanation always be given without serious detriment to our cause. However, theatre commanders may not always be in a position to balance the relative importance of local problems against the general peril to the American people a full and accurate picture of the war situation as a whole, insofar as this can be done without giving the enemy useful information which he could not otherwise obtain.

3. To an effort to produce the fullest possible flow of information without distortion the theatres news or bad, theatre commanders have been instructed to give prompt publicity to such news of action in their theatre as can be released without damage to the war effort. It is not within the power of these theatre commanders to control news. However, theatre commanders can and should be the initial of timely notice of operations, and the facts will be submitted promptly to Washington for review and decision as to release, by officials of the War or Navy Department and Owi.

4. In areas of allied operations, especially where the theatre command is not American and incidents occur involving troops other than ours, the theatre commanders and that of our allies must be consulted.

CBS Sport Series

CBS will start April 29 a spring and summer series of Saturday afternoon sports broadcasts, in line with the wishes of CBS stations managers. Fred Haring will handle this series, necessitated by his absence last fall on the Taking Hour series which starts April 29.

Mullen stresses ethics

Frank E. Mullen, NBC vice-president and general manager, in a memorandum last Friday to NBC division and department heads, urged the maintenance of "ethical standards of program content and commercial copy in order to retain now and in the future the goodwill and confidence of the listening audience". "It is imperative," Mr. Mullen said, "that NBC's standards be maintained and strengthened not only in respect to network programs, but likewise national spot and local announcements."

Switfe on Three

Swift & Co., Chicago (Swiftie beef extract powder), on April 24 will begin sponsorship of participation on home economies program on KOIL Omaha, WBPM Indianapolis and WAR Providence. Newspapers are also being used. Contract is for 13 weeks. Agency is McCann-Erickson, Chicago.

Womi to MBS

WOMI Owensboro, Ky., will become affiliated with Mutual as last line facilities are available. Station is operated by Owensboro Broadcasting Co. on 1490 kc with 250 w.

Gamble is elected AAAA president

Benson Retires; Billingsley Renamed Board Chairman

FREDERICK R. GAMBLE, for the last four years managing director of the American Assn. of Advertising Agencies, was elected president of the organization by the board of directors Tuesday following the AAAA annual membership meeting at the Waldorf-Astoria, New York. He joined the AAAA in 1929, coming from Curtis Publishing Co., and served as executive secretary for 11 years before becoming managing director.

Mr. Gamble succeeds John Benson, who has retired after more than 16 years as AAAA president, who will be succeeded by 20 years in the agency business in Chicago. Recently elected chairman of the Committee on Consumer Relations in behalf of the agency networks, Mr. Benson will continue in that capacity. In 1940 he was awarded the gold medal for distinguished service to advertising.

Billingsley Renamed

Allen L. Billingsley, president, Fuller & Smith Inc., Cleveland, was reelected chairman of the board for his third term. He served in 1939-40, was reelected in 1943 and again this year. He is president of the Cleveland Better Business Bureau.

Other officers include: Richard Compton, president, Compton Adv., New York; vice-chairman, John L. Anderson, secretary-treasurer, McCann-Erickson, New York; reelected secretary-treasurer, and Mr. Gamble.


Broadcasting • Broadcast Advertising
Cleveland gets the big news
SOON
CLEVELAND'S FRIENDLY STATION
W GAR
MOVES TO
1220
A BETTER SPOT ON THE DIAL
A BIGGER AUDIENCE
A BETTER BUY THAN EVER

* BASIC STATION ... COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., National Representative
RADIO LARGEST SOURCE OF NEWS

MAJORITY of housewives, who incidentally are spending more time in their homes during wartime, claim radio is the medium through which they receive war news, it was revealed in the second annual survey conducted by the committee on Consumer Problems of Central New York, results of which were published and released by WSYR Syracuse.

Asked where they obtained most of their news about the war, from radio stations or newspapers, 64% or 69% answered radio, 220 or 31% newspapers, with 9% checking both sources and 50 failing to answer. In the area surrounding the city, by 85% or 73.5% stated radio, 208 or 25.5% newspapers, with 7% checking both and 36 failing to answer.

Effects of wartime conditions on shopping habits, brand preferences and amount of time spent in the home are some of the results secured by the survey which was directed by Prof. Hepner of Syracuse. U. Rural consumers are buying fewer groceries in the cities but more clothing and household equipment, it was shown. Buying habits of consumers have shifted slightly from chain stores to independents, and the housewife is spending more time at home than she did before the war, according to the survey, which classifies her as a potential radio listener. In Syracuse 41% stated they were in their homes more since the war, 9.5% answered less, and 46.1% claimed they spent the same amount as before the war. Outside the city, more time at home while 61.1% spent less and 45.1% apparently spent the same.

Trained interviewers arranged with the officers of women's clubs to direct filling-in of the questionnaires by representative housewives, and of the 2,555 families studied in this report, a cross-sectional survey of the family of every 50th in Syracuse families was represented and one family of every 25 families of the geographical 5-25 mile belt "outside Syracuse".

Richard Connor Joins ABC Net As V-P; Grand Rapids Net To Extend Services

RICHARD F. CONNOR, former station relations director of MBS, has joined the recently formed Associated Broadcasting Corp. as vice-president and will be headquartered in Grand Rapids, it was announced last week by Leonard A. Ver- sluis, president of ABC and owner of WFLA Grand Rapids.

With the appointment Mr. Ver- sluis has announced that ABC, which heretofore has specialized in commercial religious programming, has extended its services and facilities. "Our clients are not confined to any one classification of advertisers," he said, "and we are currently offering adequate outlets to meet the demands of many accounts desiring national, specialized, or specific market coverage."

Mr. Ver- sluis added the "same careful scrutiny of commercial copy and programming" is being exercised by ABC as employed by other networks "in order that all ethics of good broadcasting might be observed and maintained."

Mr. Connor, who left Mutual in February, had served as station relations director of the Radio Bureau of OWI in 1943. He said he had known Mr. Ver- sluis favorably a long period and that it would be "both a pleasure and a privilege to carry out the principles and policies of service to both the stations and advertisers" outlined by the ABC head. He alluded to the "whole-hearted response and reaction of stations to the formation of the network."

Clayton W. Kunig, ABC general manager, said the network at present is using more than 100 outlets in addition to several regional networks and its specialized hookups. Roy C. Kelley, executive vice-president, and William G. Henderson, station relations manager, are now on a tour negotiating station contracts.

Van C. Newkirk, for many years director of program activities for Don Lee-Mutual, has assumed his duties as West Coast manager, with offices in Los Angeles. He reported that 26 stations on the Pacific slope have signed affiliation agreements with ABC.

ECA Sponsors Steel Labor-Management keynotes announcements preceding and following a newcast of Johannes Steel, 7:30-7:45 p.m., sponsored by Electronic Corp. of America, New York over WMCA New York starting April 17. Ten- tative plans for a special small network to carry the program live from WMCA to Selected radio outlets were outlined. In addition to discussion of labor-management relations, ECA will discuss issues connected with the co-operation between its own organization, workers' war contributions. Program is scheduled to run for six weeks, with agency in charge.

MONKEYING with the manpower situation, Robert Fleming (left), program director of WCKY Cincinnati, decides to make an announcer out of a monkey. Sir Toby (right), is a four-year-old chimpanzee from the Cincinnati Zoo, draft exempt.

GE Names Peine

APPOINTMENT of Louis Peine as district representative of the General Electric company's special division, electronics department at 840 South Canal St., Chicago, was announced by H. W. Bennett, manager of the division. In 1934 Peine was employed by G-E as a radio field engineer. In 1937 he worked for KXYZ, the Harris County Broadcasting Co., in Houston, and at the outbreak of war became civilian instructor in elementary electricity at the radio material school, U. S. Navy, at the U. of Houston. Rejoining G-E in November, 1943, he has been with the company's specialty division in Chicago since that time.

American Net Sessions

BOARD of directors of American Network Inc., projected as a nationwide network of FM stations, will meet April 20-21 at ANI headquarters in New York to discuss current progress and future plans. William B. Lewis, executive vice-president and general manager, has become active in this post following the completion of a survey he had contracted to conduct for CBS, where he was formerly vice-president in charge of programs.

W-E Reelects Stohl

ANNUAL meeting of stockholders April 11 of Western Electric Co., reelected Clarence G. Stoll presid- ent. All members of the board of directors, and all other officers also were reelected. Officers include: William Hosford, T. Kennedy Stevenson, Walter L. Brown, Stanley Bourke; Frederick W. Birchwirth, David Levinger, Frederick R. Lack, vice-presidents; Norman R. Greene, secretary; George B. Proudt, treasurer; and S. Wallace Murkland, comptroller.

Sharpe to NBC

C. W. SHARPE, former comptroller of Columbia Broadcasting Co., appointed assistant to John H. Mac- Donald, NBC vice-president in charge of finance.

BROADCASTING  •  Broadcast Advertising

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Owner, Manager Liability Defined

Circuit Court of Appeals Decides in Favor of AMP

DOCTRINE that a station manager is equally liable with the station owner for the programming of a station is contained in a decision handed down April 7 by the United States Circuit Court of Appeals for the Second Circuit, upholding the decision of the U. S. District Court for the Southern District of New York that an unauthorized announcement of a program's musical composition constitutes copyright infringement, even though the performance is on a sustaining program.

Suit, brought by Associated Music Publishers against Debs Memorial Radio Fund, operator of WEVD New York, and Henry Greenfield, manager of the station, alleged that WEVD had broadcast a portion of an AMP-licensed composition, "Petite Suite Espagnole," without permission from AMP. Although the court held that it was "unimportant whether the profit went to the label or to its employees or to advertisers. The purpose was for profit and the owner has a statutory right to preclude each and all from reaping where they have not sown.

Manager Status

According to Arthur E. Gar- maize, AMP attorney and counsel, the opinion is sweeping in that it may be the first opinion holding that the manager of the station, even in broadcasting a sustaining program, is held liable. The Circuit Court decision states "there can be no question that the individual defendant Henry Greenfield, who was personally paid for his services in managing the station and exercised his judgment in choosing material on the basis of Money's opinion, was as responsible as an infringer or contributing infringer as the corporate defendant.

Order the ordered defendants to pay damages and costs of $378.23 to AMP.

Miami Beach Cancels

ARMY OBJECTIONS have re- suited in a temporary cancellation of Miami Beach Time scheduled to have made its initial broadcast last Sunday, April 16, on 50 MBS sta- tions [BROADCASTING, April 10]. The broadcast was to be an audience participation program involving men and women of the armed forces from Miami Beach rehabilita- tion centers where have served overseas. The station was objected to the lack of seriousness in the pro- posed program and that the Army's Special Services Division itself had defined the Miami Beach situation. Originally said to have been spon- sored by the Miami Beach munici- pality, it was revealed that spon- sor is the Miami Beach Hotel Assn.
Conceiving their franchises as a trust, the stations of Westinghouse place service in the
communial weal above all other considerations. Altruism, yes; but also a recognition of the fact that
bread cast upon the waters returns manyfold; that the community spontaneously rewards those who
deserve well of it. Among the Westinghouse public-service activities which have proved themselves through
public acceptance are KYW’s “Radio Workshop,” a Summer course for school-teachers, to foster a greater
interest in, and appreciation for, broadcasting. “Adventures in Research”: Science simplified to the common
understanding. Started locally by KDKA two years ago, it is now broadcast by more than 100 stations,
coast to coast and, translated into Spanish, reaches South American listeners. Sale of millions
of dollars’ worth of Bonds by mail, in more than thirty states. “By-Products of Broadcasting,” these may
be called, yet they are an essential part of the broad base of popular acceptance and confidence
upon which you build, when the stations of Westinghouse are integrated into your sales-plans.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Consult NBC Spot Sales for availabilities
Alaskam Remote

A 1440-MILE remote hookup from Fairbanks to Edmonton, Alberta, was presented when KFAR up in Fairbanks, Alaska piped a play-by-play account of the first All-Alaska-Canadian Army Basketball Tournament being played in Fairbanks, with Army teams entered from Attu Island, Nome, Anchorage, Sitka, Fairbanks and Edmonton. The games were also carried to KQFD Anchorage and KFQD manager handling the play-by-play account of the five game tournament aided by Al Bramstedt doing half-time interviews.

Vitamin Introduced

CHRISALTY LABS, New York, is introducing Blends, a new B-complex vitamin product through March. The new product, introduced to New York in Newark last January. Product is promoted via tie-in advertising of department and grocery stores through which it is sold.

SPORTS SHORTWAVE TO TROOPS ABROAD

MAJOR LEAGUE baseball games will be rebroadcast overseas shortwave by the armed forces radio service of Army Service forces, the War Dep't has announced. Synchronized so that play-by-play will be heard at conventional times the last hour of a major league baseball game will go over an East Coast station 3:45-4:15 p.m. (EWT) to England and North Africa. The last 45 minutes of a game will be shortened five days warning at 3:30 P.M. Saturday, 3:45-4:15 p.m. (EWT), over the same station and into the same theatres. The International League game will reach South America and Central America, the Antilles, Caribbean, Alaska and Aleutian areas, from 3:00-3:30 p.m., PWT. A half-hour of a major league game over five West Coast stations to the same locations five days a week and to the South Pacific, Southwest Pacific and China-Burma-India theatres, will be heard as well.

WCAU Staff Changes

STAFF CHANGES at WCAU Philadelphia have been announced. Three new announcers are: John R. Egan, formerly of WBRT Waterbury, wooden flute player; Owen McFarlane, from WAAT Newark, N. J.; and Frank Carlyle, who was heard as Edgar D. Panter's assistant on WBIG Philadelphia. They replace Craig Stewart, who joins WOR New York as a Mutual newsman. Panter's assistant is Craig Gregor who resigned from the announcing staff of KWY Philadelphia to enter the Merchant Marine. In the realignment of announcers, Glenn Adams becomes newscaster. New additions to the newsroom are: Violet Shuman, new to radio; and William Windle, formerly of the local Evening Bulletin.

WMC Names Curtin

D. THOMAS CURTIN, former newspaper writer and radio producer, has been retained to direct radio activities for the War Manpower Commission. Mr. Curtin was formerly new director for McCann-Ericsson, New York, prior to entering the information service of the U. S. Maritime Commission in 1942. During the early 30's he wrote and produced network shows.

MBS 84% Increase

GROSS billings of Mutual for March, 1944 amounted to $1,607,- 000, 84% over the same month last year, when the figure was $941,833. Accumulated billings for the three months of this year stand at $5,173,169, as compared to $2,759,722 for a similar period in 1943. This represents an increase of 84%.

Mennen Costs

MENNE Co., New York, will supplement its regular space advertising with intensive insertions in 50 national magazines May through September. Agency for Quinanga, a remedy for athlete's foot, is H. M. Kiesewetter Adv., New York.
THE WORLD'S GREAT OPERETTAS
CREATED BY WGN
FOR A NATION-WIDE AUDIENCE

In all the country—only WGN is making radio history so magnificently in terms of musical entertainment.

Every Saturday night before more than 4,000 spectators, WGN presents The Chicago Theater of the Air operettas featuring the best loved music of the opera and operetta stage. Outstanding vocal artists and the WGN symphony orchestra combine their talents to make this program one of the finest on the air.

These broadcasts are emblematic of the outstanding entertainment WGN furnishes the community of Chicago, the mid-west and the nation.

A CLEAR CHANNEL STATION

Chicago 11,
Illinois
50,000 WATTS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
OWI PACKET, WEEK MAY 8

Check the list below to find the war message announcements you will broadcast during the week beginning May 8. All station announcements are 30 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.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>RF</th>
<th>Ind. AF</th>
<th>Ind. AF</th>
<th>NAT. SPOT PLAN</th>
<th>Total</th>
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<td>War Bonds</td>
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<td>WAC</td>
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<td>Rubber Conservation</td>
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<td>Ceiling Price Lists</td>
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<td>X</td>
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<tr>
<td>Hold Prices Down</td>
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<td>Victory Gardens</td>
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See OWI Schedule of War Messages 107 for names and time of programs carrying war messages under National Spot and Network Announcement Plans.

WAC, Ceiling Price Lists, and Rubber Conservation Campaigns on OWI Packet

THREE SUBJECTS return to the OWI Domestic Radio Bureau packet for the week beginning May 8 while three others are continued from the previous week.

The campaign to recruit women for the WAC is scheduled on both the Network and Station Announcement allocation plans, with messages emphasizing advantages offered in this branch of the women's services and the urgent need for candidates to replace Army men in non-combat jobs.

Messages on Ceiling Price Lists, a phase of the Home Front Pledge campaign, will be carried through the Station Announcement plan. The appeals urge shoppers to make certain that they are paying no more than ceiling price by consulting ceiling lists displayed in stores or obtaining the lists from ration boards.

Scheduled on Network allocation, messages on Rubber Conservation urge careful driving, proper care of tires, car sharing wherever possible and use of car only when necessary. Heavy military demands for rubber products and shortcake of manpower in tire factories are given as causes for the tire shortage.

Stations may find sponsors for WAC spots among firms supplying uniforms and apparently for institutional advertisers. Ceiling Price messages are suitable for sponsorship by supermarkets, department stores and other large mercantile establishments.

War Bond appeals, continued on Network and Station Announcement plans, Hold Prices Down, assigned to transcribed National Spot allocation, and Victory Gardens, listed for live messages on National Spot, complete the week's packet of war campaigns.

WARNER AIR FUND TOTALS $250,000

WARNER BROS., New York, with a $250,000 radio appropriation, has prepared a “radio-trailer” series of five-quarter-hour transcribed dramatic programs based on the life of Mark Twain as a promotion campaign for a new film, “The Adventures of Mark Twain,” to be released throughout the country May 6.

Scripted by Arch Oboler, radio playwright, the series will be aired on more than 200 stations twice a week for a month, starting April 17. Beginning May 7, the stations will use, for a week's period, 30 specially prepared spot announcements and chain breaks as further promotion for the film. Publicity kits have been mailed to radio stations for use in local promotion.

Radio pages of newspapers and periodicals throughout the country will carry a series of promotional ads for the movie during the campaign. On April 21, the Warner Double or Nothing broadcast will also aid in promotional activities by devoting the entire program to questions based on the life of Mark Twain. Agency handling the account is Blaine-Thompson Co., New York.

Colonial Biscuit Discs

COLONIAL BISCUIT Co., Des Moines, will sponsor Modern Romances twice-weekly on 12 stations in Pennsylvania, West Virginia and Maryland, according to NBC Radio-Recording Division, which produces the transcribed dramatic series. Station schedule includes WWSW, WJEJ, WBLK, WHJB, WMBS, WISR, WKPA, WPJA, WFIQ, WCED, WJAC, WFBG. In Youngstown, where the series is not available, Colonial is using two Time Out shows produced by NBC Radio-Recording. Agency is Walker-Dowling Co., Pittsburgh.

Radio Training Test

RADIO TRAINING Assn. of America, Beverly Hills, Cal., on April 10 started a six-week test spot campaign on six West Coast stations on behalf of its correspondence courses and training school in electronics and other similar technical aspects of radio. School has signed for news programs, participations and spot announcements on KSAN, KX, KGFJ, KSRQ, KTMS, KLX. Business placed through Sound Adv., New York.
"From the top of America's Tallest Radio Tower, 927 feet up, you can see way to hell and gone . . . and broadcast even further"

...from The NEW YORKER, CBS "Listen" Ad

"...the guy in overalls serves too, and WNAX yells loud as hell to let the city-slickers know about him"

...from VARIETY, 1943 Showmanagement Award

America's TALLEST Radio Tower

570 on the dial WNAX The Billion Dollar Market SIOUX CITY · YANKTON
A Cowles Station · Affiliated with Columbia · Represented by the Katz Agency
and this - - - all the way from Vermont —650 miles from our transmitter!

Radio Station WWVA Wheeling, W. Va.

Dear Sirs:
The other day I heard your announcer say that you served a population of five million. I think you were too conservative in your claim. You may know all this, but I should like to tell you that Raymond Gram Swing's talk at ten o'clock in the evening comes through for me, clearer and with more volume than any other station I can get here in Vermont.

May we add that Vermont is many, many miles outside our established 123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia (Pop. 7,534,006)? —ASK A JOHN BLAIR MAN

If you're planning a trip, consider Vermont —it's a wonderful place to visit! The weather is mild, the people are friendly and the scenery is breathtaking. Don't miss out on this unique experience.

Merchandising & Promotion

WJR Program Brochure—KSO-KRNT Food Fair
MBS Contest—Blue Ads—WWL Whittlings

WALTER W. CRIBBINS, who heads his own radio, advertising and public relations agency in San Francisco, has released a brochure on his package show, The Home-Town Philosopher, prepared especially for small stations and for the small community advertiser of limited budget. The brochure explains that the program is not a transcribed feature, but a speech specially prepared scripts, which makes it possible in the small community for some individual, such as the local optician or paint store proprietor, to become a radio celebrity in his own locality as "home-town philosopher" by sponsoring and appearing on the program. The brochure is in the form of an old fashioned scrapbook, with simulated stamped ivory cover bearing a leather-like embossed initial, heavy glossy stock, and bound with a blue ribbon. Illustrations complete the step-by-step story of the program and its application.

Program Promotion

BROCHURE on promotion of the program Victory F.O.B., Saturdays 3 p.m., has been distributed by WJR Detroit. Edited by Mark Hass, WJR advertising director, the 36 page booklet contains talks of six guest speakers, script experts and other material including a preface by station president, G. A. Richards. Speeches in the brochure are by Eric A. Johnston, president of the U. S. Chamber of Commerce; U. of Michigan President Alexander G. Ruthven; Merle Thorpe, former editor of Nation's Business; Naval Commander Warren H. Atherton of the American Legion; Frederick C. Crawford, president of Thompson Products of Cleveland; Beardsley Runyon, treasurer of R. H. Macy Co.; and Howard W. Jackson, former mayor of Baltimore and president of the Riall Jackson Co.

Food Fair

A FOOD FOR FREEDOM FAIR, to be held in Des Moines in August, will be sponsored by KRTN-KSO Des Moines, according to manager Craig Lawrence. A boost to the Iowa victory gardening and home canning campaigns, the fair will award prizes to total five-hundred and thirty dollars for vegetables, canned goods and some flowers. Fair will be publicised on two KRTN programs; farm editor Joe Ryan's Farm Family Circle and the afternoon Victory Varieties, live-talent show.

KSTP Album

PROMOTION BOOKLET titled "Family Album" has been released by KSTP St. Paul, containing a picture array of both local and NBC network stars. The cover includes a picture of radio city St. Paul home of KSTP, and the first two pages contain a picture of Fenton E. Hubbard, president and general manager of the station, and various members of the station staff. The rest of the brochure is devoted to the stars featured on the station.

WWL Whittlings

SHAVING KIT sent out by WWL New Orleans labeled "Two ways to whittle down costs—gives savings—the other savings," contains a miniature pen-knife, wood shavings, and a card stating "The way to whittle down sales costs in the deep South is WWL New Orleans."
WBAL promotion is building more and more listeners for your advertising.

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

Baltimore Broadcasting • Broadcast Advertising
Film Engineers to Meet For Video Discussions

HIGHLIGHTING its 55th semiannual technical conference with a special Army-Navy Day, the Society of Motion Picture Engineers will conduct a symposium on television during its meeting at the Hotel Pennsylvania, New York, April 17-18.

At the television forum, which will mark the opening session, Thomas T. Goldsmith Jr., director of research, Allen B. Dumont Laboratories, will discuss "Recent Technical Advances in Television" and Sherman Price of Filmedia Corp., New York, will speak on the "Scientific Approach to Television Program Production.

Army-Navy Day will be observed April 18 when officers of the armed forces will lead discussions on training films and photographic science as applied to war needs. Thirty-six papers will be presented during the convention.

Leadership of CBC Hit By Graydon at Air Club

THAT THE Canadian Broadcasting Act should be changed to speed development of broadcasting in Canada was the opinion of Gordon Graydon, leader of the official opposition in the House of Commons at Ottawa. He expressed this thought at the inaugural luncheon of the Toronto radio executive club April 6.

Mr. Graydon spoke on "Radio—Today and Tomorrow." The official stand of the Progressive-Conservative party, as stated by Mr. Graydon, was to the effect that there must be no monopoly of broadcasting in the Dominion, either under public or private ownership, that the party felt that a change from the present set-up was necessary for the benefit of both the private broadcasters and the CBC, and that somebody other than the CBC should be the referee for regulating the CBC Act. He added that CBC leadership has to date been aimless, and that CBC board members lacked the confidence of the public and industry.

Facsimile Plans

A PLAN to broadcast "facsimile news" has been decided by Morris and Julius Goldman, who operate the M. & J. Radio Co., retail radio stores, in Philadelphia. The Goldmans have devised an electric eye attachment which can be attached to an ordinary radio set for the reception of facsimile news. The inventors have applied to the FCC for permission to broadcast their facsimile news. The attachment will cost less than $40 and they have also entered a bid with the War Production Board for materials to put their plan in operation.

DOLLAR billing of Stromberg-Carlson Co. ran 25% over last year and actual equipment shipped during the first quarter of this year ran considerably over 55% more than for the first quarter of last year. It was announced by Dr. Ray H. Masseu, vice-president and general manager.
Youth pays for war. Not only in lost lives but in lost opportunities, lost dreams. A generation engrossed with war might easily forget its struggling talented young people who may be the musical great of tomorrow's peaceful world.

KFI's interpretation of Public Service as an "obligation, a privilege and a promotional opportunity" includes a vision of tomorrow as well as the reality of today.

Such Public Service programming builds radio listener loyalty...and this is one of the reasons for KFI's undisputed leadership in Los Angeles.

**KFI LOS ANGELES**

N.B.C AFFILIATE • 50,000 WATTS • 640 KILOCY CLES • CLEAR CHANNEL

**EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES**
Brush Creek Follies is not only recognized as the "Heart of America's" greatest radio-stage show, but thousands of radio listeners have come to know KMBC intimately through personalities appearing both at the Follies and over the air. Completing its seventh consecutive season in Kansas City, the Follies has been attracting S. R. O. crowds. This talent is infiltrated into KMBC's broadcasting schedule.
"Food Scout" is Nancy Goode's claim to friendship with KMBC's tuners-in. She tells homemakers daily of best buys in produce direct from the food terminal.

RADIO STATIONS ARE RECOGNIZED BY THE COMPANY THEY KEEP

Knowing how to win friends and influence listeners has a great deal to do with the operation of a successful radio station. KMBC of Kansas City credits its microphone personalities for the prominence it has attained in the "Heart of America." These personalities, through their abilities as specialists in various phases of microphone technique, have established for KMBC a loyal following of deep-rooted listeners. These listeners welcome KMBC personalities into their homes as they would friends from next door. Consider, too, the extent of this closely knit following, for "the company KMBC keeps" is more such personalities by far than any other radio station in its service area. Add to this the fact that KMBC has been basic affiliate of the Columbia Broadcasting System since 1928, and you can well understand why KMBC stands head-and-shoulders above every one else in the "Heart of America."

Great Farm Audience turns to KMBC as Phil Evans, director of farm service, broadcasts findings three times daily from radio station's own livestock farm.

Livestock Interests have given KMBC exclusive right for marketeer Bob Riley to broadcast official market reports direct from Kansas City's livestock building.

World News importance demands the "know how" attention of a news editor such as Erle Smith. He directs KMBC's department of three full-time radio newsmen.
THIS IS WHAT television studios for postwar broadcasting of major network programs, will look like according to the designer, J. K. Gannett, New York, vice-president and director of engineering of the Austin Co. A "working" model of the above studio plan was presented at a press luncheon, Waldorf-Astoria, New York, where Dr. Walter R. G. Baker, vice-president of General Electric Co., and other G-E officials discussed "television postwar" and company's plans in the field.

The isometric view above gives a glimpse of some of the ideas which have been worked out by the engineers, with the purpose in mind of an overall plan to provide continuous video presentations with a minimum of expensive equipment. A revolving stage faces two large audience-seating areas located on alternate sides of a central control booth. Each section seating the audience is equipped with a sound-proof curtain, making it possible to alternate or use both areas.

Cantilevered cameras located in various positions around the stage quadrant from which the program is being presented, make it possible for one man to control the travel of each. Offices and dressing rooms, and other auxiliary facilities are located below the control room and seating areas. Added flexibility is also incumbent in the illumination system which will include water-cooled mercury vapor lamps remotely controlled. Austin engineers have developed special insulated wall and roof construction permitting controlled noise and atmospheric conditions.

North Central Expands; Forms Iowa State Net THREE STATIONS in Iowa, KJFB Marshalltown, KDTU Dubuque, and KROS Clinton, have been added to North Central Broadcasting System. Through their affiliation with NCB the stations will join MBS, though this has not been a Mutual affiliate for some time.

Other North Central affiliates in Iowa are KVPD Fort Dodge, KICD Spencer and KTRI Sioux City. According to North Central these stations in Iowa are to be sold as an Iowa State network as well as parts of the regional network.

Quaker Oats on Blue QUAKER OATS Co., Chicago, has signed for a Monday through Friday five-minute broadcast at 10:40 a.m. on the full Blue Net-work starting June 19. Format has not been selected. The 52-week contract was placed through Sherman K. Ellis & Co., Chicago.

American Merchant Marine last week issued a call for at least 500 first and second class radio telegraphers, licensed by the FCC. Men who qualify may wire collect to U. S. Merchant Marine, Washington, D. C. Registrants selected will attend a Navy school on wartime procedure.

COPYRIGHT CHECK URGED BY SESAC

BROADCASTERS should set up a system of copyright clearance to avoid penalties for infringement. SESAC urges its members to make these provisions. SESAC's suggestions follow:

Copyright clearance of music is as simple as ABC. All broadcast, publication and productions of ownership. This copyright notice is advisable. Radio stations should place a notice in the television program for which the music is used. The notice should contain the name of the copyright owner and the name of the publisher. It should be placed in a conspicuous manner. The copyright notice is the only way to avoid penalties for infringement.

It should be observed that the name of the copyright owner is the one party which has the responsibility for determining the fact of infringement. The copyright owner is the party responsible for determining infringement.

The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement. The Copyright Law has simplified the matter of determining infringement.

Lt. Symons is Missing After Raid On Germany LT. TOM W. SYMONS 3d, former KFPY Spokan, Seattle, Wash., KFDX Fort Worth, Flying Pilot, Fort Worth, has been reported missing. Last advices received by his mother, Mrs. Tom W. Symons Jr., Seattle and identified with KXL, was that he was returning from a raid over Germany on May 4-5. The latter was seen diving into a cloud. Nothing has been heard of the crew since.

Lt. Symons was 24 years old and prior to entry to the U. S. Army had enlisted in the Royal Canadian Air Forces, joining the AAF when the War ended. His sister, Virginia, is in the Marines.

Lt. Symons' father, one of the best-known broadcasters in the West, died Oct. 3, 1941.

Farris to Own WLAY Acquisition of all the stock of WLAY Sheffield-Muscle Shoals, Ala., to supplement his present one-third interest, is proposed by Frank Mitchell Farris Jr., a director of the SmithPack Co., Nashville meat packers. He would acquire the one-third interest of Joseph W. Hart and John C. Russell, and would pay $8,000 each. WLAY operates on 1450 kc with 250 w and is an MBS outlet. The application for the license for Farris was filed through the offices of Dow, Lohnes & Albertson.

Sponsor Video Test

ANOTHER SPONSOR ventured into the television field March 28 when Proctor & Gamble, of Cincinnati, Ohio, presented the first in a monthly series of one-act plays which were telecast over Dubuque's WDBU-TV. The program was based on George S. Kaufman's, If Men Played Cards as Women Do and aimed to highlight the Proctor "never lift into air" type of advertising. CBS was not a part of the play. The agency is NewellEmmett Co.

Sale and Transfer Split KLRA-KGHI

IN COMPLIANCE with FCC Order 84-A banning dual ownership of standard broadcast stations in the same or contiguous areas, Arkansas Broadcasting Co., licensee of KLRA-KGHI Little Rock, Ark., last week filed with the Commission applications to effect separation of the two stations through transfer of control of KLRA from A. L. Chilton to the Gazette Publishing Co. for $275,000 and the latter of KGHI to A. L. Chilton and his wife, Leonore H. Chilton, a partnership doing business as KGHI Broadcasting Service.

Mr. Chilton is president of Arkansas Broadcasting and holds 2380 of the total 3720 shares common stock issued and outstanding. Of the remainder, the Gazette Publishing Co., operator of the Arkansas Gazette, holds 599 shares; Mrs. Chilton, vice-president, 182 shares; S. C. Vinsolhaler, secretary-treasurer, 169 shares; W. C. Vinsolhaler, 161 shares; and E. Steuber, 372 shares. Mr. Chilton is also major stock holder in Chilton Radio Corp., licensee of KSLL-Dallas. His wife owns a part of the remaining minor portion.

In acquiring control of KLRA, subject to FCC approval, the Gazette Co. is purchasing an additional 2400 shares in the licensee corporation from Mr. Chilton (2206 sh.), Mrs. Chilton (8 sh.) and Vinsolhaler (161 sh.) for a total consideration of $275,000.

The remaining 174 shares each held by Mr. and Mrs. Chilton are to be exchanged with Arkansas Broadcasting for the control and licensing of KGHI, under the related proposed transactions. As a partnership, KGHI Broadcasting Service, each will hold half interest in it.

A CBS affiliate, KLRA operates on 1010 kc with power of 10 kw to local sunset and 5 kw night. KGHI is a 250 w local outlet operating on 1320 kc as a Blue and Mutual affiliate.

Dutton on WQXR

E. P. DUTTON Co., New York, on April 27 starts a weekly quarter-hour evening program, Browsing Through Books, on WQXR New York, believed to be one of the few fulltime programs to be used by book publishers. The author and critic, Boris Tordin, will read excerpts from Dutton books to create interest in a particular publication. Publishers are to be introduced. Dutton does not sell books outright and will play up books in its profit center. The program is copy and program content. Booksellers may be invited to participate, with tales of humorous happenings in book stores. Content for 8 weeks was placed through Louis M. Cottin, New York.
Iowa is famous for her prodigious agricultural accomplishments, but brother don't let those tall corn stalks fool you. Iowa's 1½ billion dollar farm income for 1943 was solidly bulwarked by tremendous industrial payrolls in the meat and food processing industries. Add a crushing overlay of war production dollars and you get a still truer picture of the buying power now on the loose in the tall corn state.

Within WMT's roughly circular ½ millivolt line of 320 miles in diameter lies 22 million acres of the nation's richest farm land. That's 22 ½% of all the Grade "A" Farm land in the U. S. A. and the largest primary area of any station in the State of Iowa!

Nearly 3½ million people (1940 Census) live and work and spend in the prosperous WMT Primary Area. Get your share of them as customers! Give your Corn Country advertising 7-League Boots by taking advantage of WMT's superior wave length (600 kc.), splendid soil conductivity and a transmitter located in an area of low absorption.

WMT is the dominant station in Eastern Iowa, reaches the people in this area as no other medium can . . . does the job thoroughly and economically. May we send more complete details today?
WING Dayton, Ohio, presented exclusive coverage of the arrival of the famous B-17 "Hells Angels" at Wright Field. Special interviews with members of the original crew and talks by Air Force officers were featured.

ASSOCIATED Music Publishers, New York, has completed four licensing agreements with WGLS WTCM KDKR WMT KSGO, and has extensions of contract from 20 outlets—KKBST KOMC KPFM KFPJ KFCL KIHM KMBG KMO KMO KPT L KRC KRLH KROS KSVK KYBC KXYV KWOA KXOS WDSM WEWE WIPY WIPY WIPY WOR WRR WWTP WTCM WXYZ.

TWENTY-FIVE Future Farmers of America, recognized by the Prairie Farmer-WLS Chicago Rural Youth Award program instituted this year to honor outstanding members of farm youth groups in Illinois, Indiana, Wisconsin, and Michigan, will be guests May 10-11 of WLS on an all-expense-paid trip to Chicago. Choice of awards was made by individual groups. The FFA winners scheduled to receive the Rural Youth Award will participate in a WLS broadcast; join in an informal roundtable discussion with industrial leaders and become acquainted with Prairie Farmer-WLS personnel at a studio party and WLS National Barn Dance.

KRNT Des Moines originated the half-hour Victory Party broadcast of the Iowa Farm Bureau Federation on April 12 WMT Cedar Rapids, L. W. WAXX Yakatoon, B. D. and KGLO Mason City, Iowa, carried the program.

CKCH Hall, Que., has appointed Radio Representatives as exclusive representatives in Toronto.

AS AN AID to the Government rationing program, WHIS Bluefield, W. Va., in presenting a series of programs titled For the Housewife, dealing with the problems and various phases of rationing and wartime housekeeping.

WNEW New York has increased from 3 to 9 the number of newscasts presented by the New York Daily News from 6:30-9 p.m. Schedule now includes three-minute news summaries every quarter-hour in addition to the five-minute news periods every hour and half hour during that period.

WIP Philadelphia has appointed the George P. Hollingham Organization as national representative.

KSTP Minneapolis has released new rate card, No. 33, which became effective April 15 and is superseded all former ratings. The cover contains a sectional drawing of KSTP coverage.

WOR New York last week started using 30-second spot announcements on its sustaining news periods to promote special and regular WOR programs.

KATN Watertown, N. Y., has appointed Spot Sales, New York, as national sales representative.

WNYC, New York municipal station, has added a series of broadcasts of ballet music alternating from the Metropolitan Opera House and from the New York City Center of Music and Drama, where two different ballet companies are opening simultaneously.

KIRO Seattle on March 25 presented a special Salute to Labor program in cooperation with the Navy. Half-hour show officially commended organized labor in the Puget Sound area and the Pacific Northwest on their war production record.

TRANSmitter on the grounds of KWFT Wichita apparently is running competition with a 125 ft. steel derrick of an oil well. The well is now producing 350 barrels a day. Oil that is to be removed so as not to interfere with radio propagation. The self-supporting antenna is 400 ft. high.

Correction

NAMES of H. L. Kirke, head of the research department for BBC, London, and A. E. Barrett, BBC engineering representative in Washington, were transposed in the caption provided by WLYW Cincinnati for a photo published in the April 10 Broadcasting.

WPB Assignment

CRAMER-KRASSELL Co., Milwaukee, has been selected as War Manpower Commission area volunteer task force agency, by Carlton Healy, War Advertising Council coordinator. Agency activities will be directed by Walter Saller, president of Cramer-Krassell and also publicity chairman of the Wisconsin State War Finance Committee.

KDFY Salt Lake City, in cooperation with the Salt Lake Council of Women, is presenting an on-the-spot description of the various child day care centers located in the city.

KSL Salt Lake City is now utilizing quarter-hour original dramas as public relations broadcasts. Instead of just giving time to organizations seeking radio publicity, the KSL program department has developed the low cost programs for these groups, using staff writers and actors. Dramas have a maximum of four actors and one sound technician, and use musical bridges.

CKLW Windsor-Detroit has acquired Press News radio service.

CFNEB Fredericton, N. B., has installed new Ajax antenna towers to replace those wrecked in a heavy windstorm in mid-February.

KPO San Francisco staff members, outside of the program department, entered for a $5 War Bond in a contest which called for an original program idea. Prize was split three ways. First idea to be sold to a sponsor means another War Bond for its owner.

SIX STATIONS have acquired the special AP radio wire of Press Assn: KBTM Joplin, Mo.; WOSW Omaha; KODY North Platte, Nebr.; WJRD Tuscaloosa, Ala.; WNNC Asheville, N. C., WBEZ Chicago FM station.

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50,000

Measurements

On March 31 we made our Fifty Thousandth Frequency Measurement in our K.C. Lab.* The station measured was the new KWBU, 50 KW, Corpus Christi.

*Total does not include any Hollywood measurements.

THIS IS AN EXCELLENT RECORD, BUT HERE IS ANOTHER OF WHICH WE ARE PROUD:

KMMJ, Clay Center, Nebraska, Commercial Radio's First Account is STILL with us. March 31st they received our Measurement No. 50,007!

THIS IS CONVINCING PROOF OF DEPENDABLE, ACCURATE SERVICE

Commercial Radio Equipment Co.
Radio Engineers

321 East Gregory Blvd. 315 Evening Star Bldg. 1584 Cross Roads of the World,
Kansas City 5, Mo. Washington 4, D. C. Hollywood 28, California

(Monitoring Services Available from KC and Hollywood)
You have just stepped into the news room of Milwaukee's Ultra-Modern Radio City. You are watching a news broadcast being put together for WMFM, The Milwaukee Journal FM Station.

That clicking noise is the battery of teleprinters bringing in last minute international, domestic and war news. Those telephones jingling on the news editor's desk carry the latest state and local flashes from The Milwaukee Journal and its tremendous state-wide staff.

Now the editing. First the news is weighed and sifted to the wants and interests of the WMFM audience. Second, it is edited to the announcer's rate of delivery.

And so, in a few short minutes, a clear, concise news report will be enjoyed in thousands of WMFM homes. Smooth, efficient, interesting, it will be typical of the distinctive, well-planned programs that have won a loyal following.

Today, tomorrow ... whenever you make plans for FM radio, remember, the call letters WMFM ... Milwaukee, one of America's outstanding FM Stations.
Our Respects to
(Continued from page 36)

(intelligence, and blood to the bare bones of radio circulation statistics. With more than a third of million personal interviews accumulated to date, this study has analyzed the listening audience, not merely by the number of home radio sets, but by age and sex and income levels. In addition to these qualitative data, it has reported on what these individuals thought of the programs they heard.

Dissipates Use of Data

As a research scientist, Allen is proud of the compilation of such information. And in his assignment of assistant director of promotion of WOR, he has frequently had the opportunity to demonstrate the potential of these qualitative data to more efficient advertising and station programming, as he presented the hard-hitting business men interested only in the accuracy with which the radio impulses they buy register in the will-to-purchase of the listening audience.

The CAB has already announced the addition of age and sex listener breakdowns to its former listening analyses, together with an expansion of its reports to cover 21 cities, representing a cross-section of a city of 50,000 population or over, in place of the 33 cities of equal network opportunity to which its reports were formerly limited. Enthusiastic over this collection of qualitative and quantitative analyses, together with the addition of listener breakdowns, Allen is even more enthused with the CAB’s declaration that this is only the first step toward the goal of national program rating service, covering both telephone and non-telephone homes in small towns and on farms as well as the great urban centers.

Camera Addict

In 1940 George Allen married Virginia Russell. They have one son, Douglas Williams, aged 11 months, and reside in Hollis, L. I. Barred from more strenuous activities by injuries acquired in college athletic activities, George ranks photography as his current hobby, but admits that many of his out-of-office hours are spent on his major interest, the development of more accurate, more extensive, radio audience research.

As a director of the American Marketing Assn., he has conducted a series of wartime radio lunch groups which have served to keep radio buyers abreast of a major field for market research. George views his new job with the CAB as an opportunity to make radio research continually more valuable to broadcasters and advertisers as a compass for charting the future path of broadcasting as well as a measuring rod of its past achievements.

Percy S. Straus

PERCY S. STRAUS, 67, former director of WOR New York, and chairman of the board of R. H. Macy & Co., New York department store controlling the station, died April 6 of a heart ailment at his home in New York. Mr. Straus was director of WOR from January 1930 to October 1933. At the time of his death he was a director of L. Bamberger & Co., Newark store, and the N. Y. Life Insurance Co. He leaves his widow and three sons. WOR closed its offices until noon on April 10 to observe Mr. Macy’s closed radio service for the entire day in respect to Mr. Straus.

Westinghouse Changes

JOHN W. WHITE has been named president and general manager of the Westinghouse Electric Interna-
tional Co., subsidiary of Westinghouse Electric & Mfg. Co., it was announced last week. He succeeds George H. Bucher, who becomes chairman of the board of the International Company. At the same time, Mr. White, former assistant general manager, was elected vice-president. Both men have long service records with their company.

KEITH HIMEBAUGH, information specialist of the Dept. of Agriculture for the past decade, has been appointed director of information succeeding Morse Salisbury, who has become information director for the combined Nations Relief and Rehabilitation Administration. In his new post, Mr. Himebaugh will have charge of radio extension service, in addition to general information. He was formerly manager of the Michigan State College Station, WERK E. Lansing.

J. S. MIMS, vice-president and general manager of the Tupco Tribune, which operates WPTA, has been elected president and publisher of the newspaper at its request last week. He succeeds S. E. Thomas, who died March 20. Mr. Mims joined the Tribune in 1906 as general accountant.

GARETH GARLUND, formerly commercial manager of WBLK Carolineharb. W., has been named general manager of the WMFR Palm Beach, Fla.

FLASH! The shortest distance to profitable results in California’s billion-dollar market and western Nevada is The Beehive McClatchy Broadcasting Company

Sacramento, California

Represented Nationally by Spot Sales! KOFX 1040 K.C. SACRAMENTO KFBK STOCKTON KKG TIBSON NMJ MCLAINTY FRESNO KMR BAKERSFIELD KERN

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BROADCASTING • Broadcast Advertising

These smart time buyers know what the boys in the back room will have every time—without asking!
Habit is contributing to victory in a dozen different ways.
For instance, the dexterity of this worker on an assembly line is the result
of doing the same thing, in the same way, thousands of times.

The manner in which the people of Southern New England listen to WTIC is an example of another powerful habit. For more than 19 years, WTIC has brought to these people the best radio programs available. As a result, WTIC enjoys an audience loyalty unsurpassed by any station in the area.

Because more people in Southern New England rely upon WTIC, and because these people possess a buying income at least 60% in excess of the national average, WTIC is the logical medium for creating sales response in the Southern New England market.

You'll find it profitable to put part of your appropriation to work on WTIC.

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

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

GEORGE C. FURNES, 60, chemical engineer and pioneer broadcaster, who originated and handled the Eveready Program on NBC's first regular network commercial program, died April 10 in a New York hospital after a brief illness. He was in charge of new products of National Carbon Co., a division of Union Carbide & Carbon Corp. He had been associated in various capacities with Union Carbide since his graduation from Massachusetts Institute of Technology in 1926.

In July 1932 Mr. Furnes started the forerunner of all sponsored network advertising—a program promoting the dry batteries produced for the old-time radio sets by the Eveready Division of National Carbon Co. The series started on WEAF and made the first network commercial broadcast in radio history on Lincoln's Birthday, Feb. 12, 1924, with a program titled He Knew Lincoln. By 1927 the series was aired on nine to 14 stations.

Mr. Furnes introduced many techniques and personalities, later to be firmly established in radio. He had complete charge of the program from 1923 until it went off the air in 1930, selecting the artists, producing the show, and for a year or so in the late 20's actually taking part in the program as one of the first network men.

Laux WKNY President

ELECTION OF JOHN J. LAUX, of Steubenville, O., as president of the Steubenville Broadcasting Corp., licensees of WKNY, Mutual affiliate in Kingston, N. Y., was announced after completion of a plan of corporate reorganization for Mutual's outlet in the Hudson River Valley, which has already been approved by the FCC. WKNY management is now affiliated with WSTV, MBS outlet in Steubenville, and WJPA Washington, Pa., independent, both of which Mr. Laux manages. Local management of WKNY will remain in the hands of E. H. S. Steckel, who has been acting manager and program director.

Lt. Vern Cox Missing

LT. VERN COX, formerly of the sales promotion department of KSO-KUNT Des Moines, now in the Army Air Corps, has been listed as "missing in action" over Austria. Lt. Cox is the stations' first casualty.

Carroll Ragan

CARROLL RAGAN, specialist in industry publicity, until last December on the public relations staff of Carl A. Schuster, Inc., New York, died at his home in Yonkers, N. Y., April 10. Mr. Ragan was managing editor of "Industry," a program presented on WMCA New York under the auspices of the American Marketing Assn. He is succeeded by Walter B. Shackleton, CIA director of public relations.

RINGLING BROS. BARNEUM & Bailey Circus was telecast from Madison Square Garden in New York April 15 on NBC's video station, WNET.

CBS Names Dan Russell To Shortwave Position

DAN RUSSELL has been named assistant in charge of program planning in the CBS shortwave department. He succeeds Ben Feiner Jr., who transferred to the network's television operation. Mr. Russell will act as general supervisor of shortwave production as well as handling his program planning duties.

Mr. Russell was CBS shortwave production supervisor during 1941 and 1942, and later became a field representative of CBS Latin American network. He took a leave of absence in August 1942 to program production for the Office of the Coordinator of Inter-American Affairs. Last fall he went to Uruguay to supervise organization of production and program departments for Radio Carve, CBS affiliate in Montevideo.

Mr. Feiner was to take up his new duties as general programming assistant and director-writer in the network's television department April 17. Following CBS in August 1942, Mr. Feiner served successively as manager of the shortwave script division and head of the script division's superintendents and supervisors of broadcasters beamed to American forces overseas. Before joining CBS, he was president and general manager of the Kingston (N.Y.) Broadcasting Co., and previously had been a partner in Furman, Feiner & Co., radio advertising agency.

Hanson to OWI

MAURICE F. HANSON, on leave from J. Walter Thompson Co., has been named Deputy Domestic Program Manager of OWI in charge of information programs for War Food Administration and Office of Price Administration. Mr. Hanson, who handled OPA's food information program, is married to Samuel Dalser, vice-president of Cecil & Presbrey, continues as OWI program manager for OPA, while John O. Shuttleworth, former assistant advertising manager for Carstairs Brothers Distilling Co., remains as OWI program manager for WFA.

BEHIND THE MIKE

JOSEPH H. TOBIN, formerly on the announcing staff of WEXX, Salem, Mass., has been appointed chief announcer of WINN New York. Samuel F. T. T. Jones, former freelance script-writer, has been named director of the Sales Department.

BILL MARTIN, formerly on the announcing staff of CKLW Detroit-Windsor, has joined the announcing staff of WBTV Brooklyn.

JIM PENNOCK, formerly with WLAG Lexington, is a new member of the announcing staff of WCKY Cincinnati.

JANET FRASER, of public relations department of CKY Winnipeg, has been married to Signaller J. W. Spoon, Royal Canadian Navy.

D. R. COATES, has returned to CKY Winnipeg after two and a half years in the Royal Canadian Air Force as a public relations and recruiting officer with the rank of flight lieutenant.

MAURICE BURCHELL and Tom Benson, formerly announcers of CKY Winnipeg, now in the Royal Canadian Navy, have been promoted from sub-lieutenants to lieutenants.

HOWARD M. PAUL, former commentator and former program manager of WMFM Milwaukee, now in the Navy, has been promoted to a lieutenant junior grade.

WILFRED N. (Bill) SHULTZ, Canadian hometown philosopher, enters his 17th year of broadcasting on CHAB Dawson, Saskatchewan. His five hour Sunday afternoon variety program, Golden Memories, has been sponsored since 1931 by the Army and Navy Department Stores. Daily half-hour Pleasant Memories program now supplements the Sunday broadcasts.

DOUG E. ONE, formerly with WOOD Grand Rapids, Mich., has been added to the announcing staff at WHO Chicago. He replaces Dick Noble, now serving with the Navy.

ROBERT VENABLES, former freelance announcer in New York and of the staff of WHN New York, has joined the WBBM Chicago announcing staff.

LT. THOMAS L. MOORE Jr., former announcer of WIBG Philadelphia, has been awarded a second Oak Leaf Cluster to his Air Medal, for heroism in bombing missions over Europe.

C. T. (Midge) MAJER has been appointed news editor of WIBG Philadelphia.

"WFDK Flint said the admiral is in town."
Time is Our Business

We like this symbol. To us it means just one thing . . . that this organization devotes itself exclusively to the sale of time. We have no diverting occupations with other advertising media, or with transcriptions or talent. We leave accounting and engineering to the stations we represent.

Our stations profit by this exclusive attention, and by far the largest part of the time we sell is program time of five minutes and longer.
The Ryan Credo

J. Harold Ryan, drafted for the presidency of the NAB as a broadcaster's broadcaster, formally has taken over that post.

In his first utterance as the spokesman of American radio, he calls upon broadcasters to work together in the interest of good radio. He calls upon the FCC to forget bygones and achieve the common objective through "understanding cooperation."

No man ever had a clearer concept or understanding of his task. Harold Ryan has a rich background as a business man, practical broadcaster, Government official, and a student of the arts. He came to the Office of Censorship as radio chief following Pearl Harbor and after having directed an important broadcasting organization for 15 years. He leaves the Government at the call of his colleagues to lead radio in its most critical period.

Mr. Ryan's maiden statement is a credo for American broadcasters. In simple, direct language he cites the obligations and functions of Radio by the American Plan. Harold Ryan said of the NAB presidency: "It sought him. He is entitled to the support of every broadcaster, to enable radio to attain the status, integrity and dignity it deserves."

Agency Foresight

FOR YEARS television has been the most talked about and glamorized of the radio arts. It captured the public's fancy even before auroral broadcasting came of age. Almost everything conceivable that could have happened to frustrate a budding art befell visual radio. It was stopped dead by the FCC in 1940. Then, when it was seen in a new vision, the war's outbreak put it back on the shelf.

Now television is being talked up again as radio's post-war contribution to mankind. It can be that. There are still many problems ahead. The most important immediately discernible is that of allocations, so manufacturers can gear production of receivers engineered to respond to frequencies assigned to television, FM and the other broadcast bands, domestic and international. Preparatory work is in the hands of the Radio Technical Planning Board.

Commercial television on a sufficiently broad base to warrant public acceptance can't be undertaken until the allocations task is completed, and transmitters and receivers are available in adequate numbers. Thus, television's debut must be a planned development and not the haphazard, or somewhat accidental onset that marked sound broadcasting, which grew like Topsy in the early 20's.

It is clear now that those who will ultimately foot the bill for home television (as distinguished from large-screen theatre exhibition) are aware of television's potential as an advertising medium. In this issue we publish the results of a survey of advertising agencies identified with radio. It is significant that every top agency in the country either has or plans a television department and that all are interested on behalf of their clients to the extent of either experimenting with video or of working out paper plans.

There was no serious planning when sound broadcasting got its start following World War I. Most agencies and advertisers alike looked upon radio as a passing fad that wouldn't stick and couldn't sell. Published media were ugly about this upstart, except for the handful that got in early and stayed in.

So television, given half a chance, can get off to a good start with the cessation of war. That all presupposes, of course, that the brokers will keep hands off, and that radio's overall existence as a free, competitive enterprise, will be unfettered.

As We Like It

FEW, IF ANY, agencies of wartime Government have been subjected to the kind of cufing about handed the OWI by politicians and other chronic objectors. But so far as radio is concerned, that agency has performed meritoriously despite several changes in the top direction of that radio bureau.

Latest evidence of fair play by OWI's Radio Bureau was the directive sent to branch offices designed to protect stations against demands for free time for Government messages from commercial industries which pay for advertising in other media [Broadcasting, April 10]. John J. McManus, Deputy Chief of the OWI, who left the radio department of Foote, Cone & Belding to assume the Government post, enunciated the new policy coincident with the campaign to recruit workers for food processing plants under OWI auspices.

If the food processors have advertising budgets for recruiting emergency workers, Mr. McManus advised them: "An appropriate amount should be used for radio in proportion to other media if radio coverage is desired." If no advertising funds are available for any media, then the OWI regional chief is to do his utmost to secure time on a free basis on local stations.

For radio's part, broadcasters, is a fair, honest and equitable approach. It's a far cry from what has happened in the past, when space in the printed media has been purchased for all sorts of campaigns, while radio has been asked to give away its time. We hope the OWI precedent, established in this instance, will permeate all Government establishments identified with the encouragement of war advertising and recruitment campaigns.

Incidentally, the whole matter of OWI appropriations for the next fiscal year comes up this week before the House Appropriations Committee. Whatever emerges from the smoke of battle, it is to be hoped the Domestic Radio Bureau will get its independently funded budget.

The Bureau asks Congress for $488,000—sufficient only to continue operations on a sharply curtained basis. The Bureau has done an excellent job, one that would entail possibly 900 extra people in stations and networks if there were no Government agency to prepare, clear, coordinate and schedule messages through its various allocation plans.

The cost of the operation seems a small price to pay for $105,000,000 contributed in time and talent by stations, networks and advertisers in selling War Bonds and conducting more than a hundred other campaigns. From where we sit it's a mighty good war investment.

Our Respects To —

George Howard Allen

"RADIO RESEARCH has been too much concerned with statistics and not enough with people, too much with the statistical abstraction of 'radio homes' which never laughed or cried over the words used, nor bought a sponsor's product; not concerned enough with counting all the men and women, boys and girls, who respond to radio's offerings with intelligence and emotion—and purchases at the corner store. In fact radio is the most intimate, the most personal, of all mass media of communication," says George Howard Allen, who has just been appointed manager and secretary of the Cooperative Analysis of Broadcasting, "and it needs the same kind of research." He succeeds A. W. Lehman who was elected president of CAB after ten years as manager and secretary.

Born June 1, 1914, in Boston, he spent most of his young life in Westborough, a suburb of Worcester chiefly noted as the birthplace of Eli Whitney. An all-around youth, in high school, George was president of his class, business manager of the school paper, captain of the baseball team and an honor student, winning at graduation the Women's Club scholarship as well as the American Legion medal for character, athletics and scholarship.

At Massachusetts State College, George played halfback for the football team, won his stripes in the ROTC, in the ROTC cavalry unit, held various positions with the college newspaper and annual, sat on the student intercollegiate Athletic Board and the Academic Activities Board, and maintained a regular position on the scholastic honor roll—while paying all of his own expenses by working at jobs that ranged from real ditch-digging to superintending the college dining facilities.

He was a member of the national Lambda Chi Alpha fraternity and chosen for the college's highest elective award, The Adelphia, his senior year.

Topping his B.S. degree from Massachusetts with an M.B.A. from the Harvard Graduate School of Business Administration, he went to work in 1938 as assistant to the president of National Theatre Supply Co., now National Simplex-Bludworth, one of the principal stockholders of Seaphony Corp. of America, developers of television equipment, particularly in the field of large-screen theatre reproduction.

In 1940 he joined the research and promotion department of WOR New York and for the past three years has supervised that station's continuing study of radio listening, one of the first attempts by any member of the broadcasting industry to add a sheath of quali-
NEVER MIND what the census says...since Johnson's Wax gave America our Fibber McGee and Molly in April, 1935 this pair has made part-time Peoria citizens of darn near everyone who listens to the radio.

Now as James and Marian Jordan enter into their tenth year of broadcasting over an NBC network in the same character parts...with the same writer, the same sponsor...they "come in" even more secure in the affection of the public than ever before. NBC feels that not only this network but the entire world of entertainment owes a salaam in the general direction of Fibber and Molly and Don Quinn, the writer whose exceptional talent has contributed so much to the success of this program.

The McGees and their neighbors and friends portray the warmheartedness, the ready wit, the human frailties that Americans understand and appreciate. But there must be more to their popularity than that.

Maybe it's because the public senses that the friendliness they project over the air is as real in real life as the characters of Fibber and Molly are to their millions of listeners.

*   *   *

Whatever it is, NBC proudly numbers this show in its top-notch list and points out that it is programs of this caliber...plus the finest facilities in radio...which make NBC "The Network Most People Listen to Most."

THE TWO who gave Peoria its 28,000,000 population

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

National Broadcasting Company
It's a National Habit

America’s No. 1 Network
A Service of Radio Corporation of America
Market Coverage that pays a Profit

- A booming market of over 1,250,000 people—
- Ample power (5,000 watts) and a favorable frequency (980 kc) to cover it—
- At extremely low cost per 1,000 families.

Check up on Nashville and WSIX for any pending schedule — wire this station or The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

Gordon Van Doever, former member of the network "Tom, Dick and Harry" team, has joined the WHBI Chicago production department.

Ed Rogers, announcer of WFIL Philadelphia, has joined the staff of WTOP Washington, D. C.

Fred Hall, formerly of WFLA Tampa, Fla., has joined the staff of WSMB New Orleans, replacing Gay Nelson, who has been inducted into the armed service.

Wayne Osborne, professional baseball player for 13 years on the Pacific Coast, has joined WJJD Chicago for the 1944 baseball season to handle Jugout Internees and Sports Review.


David Portman, announcer of WPAS White Plains, N. Y., has been inducted into the Navy. Robert Perry, relief announcer, joins the regular staff as replacement.

Joel Stovall has been appointed program director of WKRC Cincinnati, replacing James Patt now at Great Lakes Naval Training Station. Mr. Stovall was formerly with KFNV St. Louis.

Laurel McKittrick is now with the WMBD Peoria continuity department.

Constance Dever, traffic manager of WORL, has announced her engagement to Charles Reynolds, medically discharged pilot in the Army Air Corps.

William J. Taylor has transferred from the Montreal office to the Toronto head-office of Radio Representatives.

Ned French and Dick Coughlin have joined the staff of WCPB Boston.

Olive Kackley, women's commentator of WCKY Cincinnati, has been awarded a national honorary membership in Pi Omicron, national sorority.

Corp. Norman Shandelman, former announcer of WMRF Lewiston, Pa., and Mona Schneider, have been married.

Thomas Deren, announcer of WHAT Philadelphia, is confined to Frankford Hospital with a broken knee-cap.

Ralph H. Minton, former promotion manager of the Philadelphia Evening Ledger and more recently handling public relations for Philadelphia's Fourth War Loan Drive, has been appointed promotion director of WIP Philadelphia.

Tom Noone, announcer-newscaster of KFI-KECA Los Angeles, has resigned to prepare for Army induction on May 1.

Presentation of the Kiwanis International Victory Farm plaque is made by Milton S. Eisenhower (I), president of Kansas State College of Agriculture, to farmer Leo Rexing (r) of Evansville, Ind., in a ceremony heard on the Blue network National Farm and Home Hour, m.e. of which is Curley Bradley (c). Farmer Rexing was crowned "wheat king of southern Indiana" last year when he produced 45.2 bushels of wheat per acre on his 360 acre farm. Mitt Eisenhouzer, brother of Gen. Dwight D. Eisenhower, was formerly deputy director of OWI and is also ex-director of public relations for the Dept. of Agriculture.

John Richbourg, announcer of WLAC Nashville, has been inducted into the Navy. New WLAC announcer is Alan Jasper, formerly of WMEX Boston. Additions to the WLAC writing staff include Irene Dale, formerly of the continuity department of KSD St. Louis, and Marion Benford, new to radio.

Harry Renfro, public relations director of KXOK St. Louis, who has been with the station since it went on the air in 1936, has been inducted into the Navy. He is replaced by Neil Norman, program director of WIL St. Louis. KXOK announcer John Corrigan has been inducted into the Army and is replaced by Jack Bennett, formerly of KARK Little Rock, Ark.

Bob Berry, formerly in the Merchant Marines and new to radio, has joined the announcing staff of KIRO Seattle. Helen Stryker Kinball has rejoined KIRO as writer and producer.

Corp. Harry C. Lytle Jr., former program director of WMAN Mansfield, Ohio, for more than a year with the 391st Engineers Regiment in England, has been transferred to the American Forces Network in London.

General Television Corp.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in NEW ENGLAND
Thompson L. Guernsey, President

Broadcasting • Broadcast Advertising
Year after year Presto has supplied more discs to broadcasting stations than any other single manufacturer.

There's a Reason! Broadcast Engineers are the most critical of all listeners. It is their business to spot the slightest trace of noise or distortion in musical reproduction. The clean, crisp, "surface free" wide range response of Presto Recordings is music to their ears... and yours, too.

It's no wonder that year after year they choose—

Presto Recording Corporation, New York 19, N.Y., U.S.A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
Cage Caller

ANNOUNCING 33 basketball games in seven days is the claim to fame of Pat O'Halloran, general manager of KPOW Powell, Wyo., when he single-handedly aired 36 games during the Big Horn Basin tournament held in Casper, March 2-4, starting at 5 a.m. with time off for meals. He then continued with the broadcast of the State tournament at Laramie, bringing his total for the period to 33 games.

MARVIN ELLIN, formerly announcer of WOKR Fresno, who has received a medical discharge from the United States Marine Corps, has joined WAAT New Orleans, as announcer.

WILMER SARGENT CLARK, formerly of WMCA New York, Wood Grand Rapids, and more recently in the station representative field, has joined the New Orleans office of Bum-Smith Co., station representative.

John R. Newhouse, former announcer of WFLI Philadelphia, and more recently program director of WARR Stanford, Conn., has joined the announcing staff of WOR New York.

Charles P. Shoffner, farm program director of WCAU Philadelphia, marked his 12th year in radio with a special birthday program on April 13. A director of the Farm Broadcasters Association, Mr. Shoffner conducted his first broadcast on April 11, 1933, on a Philadelphia station and has been with WCAU for the past 18 years.

STANLEY BUSH, formerly of WAYS Charlotte, N. C., and WINN Louisville, has joined the announcing staff of WSBN Birmingham, Ala.

Fair Taylor, publicity promotion director of Don Lee Broadcasting System, Hollywood, is currently conferring with executives of several West Coast stations. The former director of WABC New York and Chicago executives on network promotion plans.

Georgia Fuller, formerly with NBC's International Division, has been put in charge of auditions and casting for the network in New York.

ROGER PAGE, a new member of the announcing staff of WDAY Fargo, N. D. Gil Swenson has been named assistant news editor.

Bud Mitchell, WRJ Detroit director of operations, has been elected president of the New Center Exchange Club.

Luther Newby, announcer of Kori Los Angeles, has joined KFAU Los Angeles in a similar capacity.

Chapter XXII

"What you should have done," said the Inspector, "was to look at this picture through a farmer's eyes. A farmer would note the breed, size and health of the litter . . . the cost of feed, vaccine, etc., necessary to raise the pigs to marketable size. You missed these everyday farm angles. That's why I say that most problems are 90% solved the minute you get the other fellow's point of view!"

Because WIBW has the farmer's point of view . . . speaks his language . . . enjoys his confidence, we've solved some mighty tough sales problems throughout Kansas and adjoining states. We're certain we can help you. Our experience of the past two decades is yours for the asking. Get in touch with us.

SING A SONG for station breaks, explains Lee Little (left) general manager of KTUC Tucson, to Wayne Sanders, station program manager, as the pair discuss merits of recorded song-jingle announcements for broadcasting.

Pen Brown, announcer of WOR Boston, has left the station to join the American Field Service overseas.

Sylvia Bennett, scriptwriter at WNAC Boston, has announced her engagement to Lt. James W. Winston.

Elinor Mirabella, announcer at WICA Ashtabula, Ohio, has been married to Robert Lowther of Pittsburgh.

Charles Nuzman, announcer of WVL Wheeling, W. Va., has been inducted into the Army. His brother, Bill Nuzman, a sophomore in a Bridgeport, Ohio, high school, has joined the station as part-time announcer. Don Meeks, former WVVA announcer, has been inducted into the Army.

Doris Acock, of the Blue's program information division, on April 5 was married to Lt. Bernard Curtis Ramsey, U. S. Army.

James P. Lapin, formerly in NBC's traffic department, has joined the station relations department of Keystone Broadcasting System, New York.

David Finis, formerly of Baron Associates, New York, publicity firm, has joined Radio Reports, New York, radio monitors, as a member of the nightly editorial staff. Ethel L. Pollock, newspaper woman, has been added to the nightly monitoring staff.

Helene Pustell, of the program department of WCAU Philadelphia, is to be married to Lt. Robert McClintyre April 22 in New Orleans.

R. J. Tate, chief engineer of CFAR Pin Plou, Manitoba, has joined CFBC Kamloops, B. C., as chief engineer.

Bob Kent, former announcer for WVVA Martinsville, W. Va., has joined the staff of WSSS Greensboro, N. C.

Ted Malone, who has conducted the Bakers-Hendersons on the Blue Network since 1936, has been credited to the European theatre of operations as Blue commentator-correspondent. He leaves shortly to join the network's London news staff.

Robert Dufton, Mutual personnel director and assistant to Miller McClellan, MIS president, has re-turned from a trip to Mexico.

Paul Kennedy, formerly publicity liaison between radio and press in the New York office of the Coordinator of Inter-American Affairs, joins the W. J. Turner Agency, April 17, as a movie critic. John P. Lee, who heads the CIA New York press and publicity branch, has taken over press-relations contacts until a replacement is made.
TOMORROW—WHEN THE UMPIRE SHOUTS "PLAY BALL" AT SHIBE PARK—
WIBG BEGINS ITS THIRD SUCCESSIVE YEAR OF BROADCASTING ALL HOME
GAMES OF THE ATHLETICS AND THE PHILLIES UNDER THE SPONSORSHIP
OF THE ATLANTIC REFINING COMPANY.

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's
"sports-minded" station, WIBG broadcasts not
only big-league baseball, but also play-by-play
collegiate and professional football, collegiate,
professional and scholastic basketball and top-
flight sports news every day of the year.

WIBG plays ball with advertisers, too—
giving them the kind of cooperation and program
service that spells successful campaigns. That's
why Philadelphia's Most Powerful Independ-
ent Station is also Philadelphia's Best
Radio Buy!

Philadelphia's Baseball Station

WIBG
10,000 WATTS • 990 Kilocycles

SPOT SALES, INC.
NATIONAL REPRESENTATIVES
...and a Housewife in Green Bay, Wisconsin, Served a Better Supper That Night!

Five days a week Beulah Karney speaks to the women listeners of WENR and helps them plan their meals in these crucial times when women want to learn how to set a good table with the least expenditure of points and dollars.

She is a Home Economist in the true sense of the word—and true to the instincts of America’s housewives they listen to her.

That is important.

But still more important is the distance her voice travels when she steps to the WENR microphone, sometimes erroneously considered only a “Chicago station.”

Beulah Karney’s voice comes clearly to women from the top of Wisconsin to Terre Haute, Indiana, and beyond. She’s heard in most of Illinois and Wisconsin and at least half of Indiana and Michigan.

Or, if you want it another way—13,000,000 Americans are within the range of her voice—and that’s one-tenth of a nation. It’s the second richest market in the world and what’s more, probably the most susceptible to change of any market.

BELATED ANSWER
Radio Should Determine Who’s Attacked, Says Wheeler

WHEN Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), appeared April 6 on George V. Denny’s Town Meeting of the Air from Cincinnati, he left one question unanswered.

During the question portion of the broadcast, after Sen. Wheeler had advocated legislation providing for “equal time” on the air for persons whom commentators had “attacked” or “lied about,” a spectator asked: “Who would determine whether a person should be entitled to equal time?” Sen. Wheeler started an explanation but before he answered the question the forum was on another subject.

Back in Washington last week the Montanan said: “I’d like to answer that question. I intended to say the broadcasters—that is the radio stations themselves—should have the responsibility. Of course if they didn’t see fit to give time to a person who had been attacked by a commentator, then the FCC should have the authority, but I’d rather leave it up to the broadcasters. I don’t want Government control of radio or any other business.”

WCOV Wins Appeal

THE POSITION of Capital Broadcasting Co., owners of WCOV Montgomery, Ala., that it should not be required to employ technicians for the operation of its studio control boards was upheld in a recent arbitration award. The ruling concerned a petition of the IBEW local to have technicians perform all work boards or to require announcers in connection with studio control and control board operators (not being technicians) within the meaning of the contract) to become members of the union.

New Radio Log Rate

SPECIAL LINE rate for advertising listing in its daily radio log time table has been set up by the Philadelphia Evening Bulletin, effective May 1. Acceptance of radio listings as advertisements was tried with success the past month and the new rate is in accord with the newspaper’s new general display advertising rate, increasing charges from 75 cents to 85 cents per agate line. The new rate includes radio display advertising.

Crane Joins Avia

MANUFACTURERS of radio and aircraft equipment, Lear Avia Inc., Piqua, O. and Grand Rapids, Mich., has appointed Elmer R. Crane, Washington, as general manager of the company’s radio division in Grand Rapids, according to William P. Lear, company president. Mr. Crane was 18 years with General Electric and two years in Washington with the Radio & Radar Division of the WBP.

LICENSE has been issued by the Dept. of Transport, Radio Branch, Ottawa, to the Standard Free Holder, Cornwall, Ont., to operate a 250 w station on 1230 kc.
INSPECTION

Federal is a leading manufacturer of aerial navigation, broadcast and general communications equipment. Its outstanding contributions through the years have made the name Federal synonymous with radio development and progress.

Key to the excellence of Federal Crystals is intensive, step-by-step inspection, geared to strict production tolerances.

And behind this painstaking process are world famous engineers, skilled technicians, highly developed precision machinery.

As a result, Federal has earned a reputation for crystals of the highest standard — crystals which are today filling a vital role in wartime radio.

Remember, Federal's comprehensive facilities can fill any crystal need . . . from the lowest frequency bar to the highest oscillator plate.

And with every crystal goes the Federal stamp of approval, an assurance of uniform performance under the most difficult operational conditions.

When it's crystals you want — call Federal.

* * *

Federal is a leading manufacturer of aerial navigation, broadcast and general communications equipment. Its outstanding contributions through the years have made the name Federal synonymous with radio development and progress.

Federal Telephone and Radio Corporation

Newark 1, N. J.
IRVING ABRAMSON has joined the creative staff of Henry J. Kaufman Ads., Washington, D.C. He formerly was with the Hecht Co., Washington department store, as divisional advertising manager and assistant merchandise manager of men's wear.

WILSON SHLTON, formerly of BBDO, Minneapolis and the Blow Co., New York; Harry Dodsworth, formerly of Ruthrauff & Ryan, New York; and William Tyler, formerly of Foote, Cone & Belding, New York, have joined the New York office of Kenyon & Eckhardt.

DONALD STAUFFER, vice-president and director of radio for Ruthrauff & Ryan, New York, left April 11 for a three-week business trip to the west coast.

PHANK BROMBERG, formerly radio director and timebuyer of Dienes & Doraskin, New York, has joined Hal A. Salzman Associates, New York as an account executive.


J. P. PETIT, who heads his own talent management and production firm in New York, has been named New York representative of Henri, Hurst & McDonald Inc., Chicago. He will continue his own management operations as a separate activity.

ROBERT L. PERRY, formerly business and automotive editor of the Detroit Free Press, joins Ruthrauff & Ryan, Detroit, April 24 as assistant to Matthew J. Casey, vice-president and manager.

C. JAMES FLEMING, assistant account executive of Pedlar, Ryan & Lusk, New York, has resigned.

C. WILLIAM WILSON, formerly director of daytime radio for the agency, has held the position before becoming account executive. Miss Irwin replaces Woody Klose, resigned.

Underwood Named V-P

CECIL P. UNDERWOOD, who continues as West Coast manager of Needham, Louis & Brophy, has been named vice-president of the advertising agency, it was announced last week. Mr. Underwood, who has been in radio for the past 19 years, is radio producer of the agency's Mr. Underwood Fibber McGee & Molly and The Great Gildersleeve. He joined the agency in 1927 after serving many years as announcer, station manager and program director for NBC.

HARRY T. BREEDING, formerly of W. A. Ager & Son, and Athlone-Kynett Co., Philadelphia, has joined the New York office of Ivey & Ellington as vice-president and account executive.

MAXINE ANDERSON has been promoted to Hollywood office manager of The Bow Co., and also assistant to Col. Kuhl, executive producer. She assumes duties formerly handled by John Rider, now in armed forces radio services.

HARRY N. BLAIR has opened a branch of his New York publicity service at 1500 Vine Street, Hollywood, and is specializing in radio accounts.

HAAN J. TYLE, for approximately two years account executive of KPFI-KFCA Los Angeles, has resigned to join Smith & Bull Adv. as general manager.

C. H. CODDINGTON, radio director of KDKA Co., has returned to New York following Los Angeles conferences with H. A. Steblins, Pacific Coast and vice-president.

ANTON (Tony) HARDT, assistant producer of Young & Rubicam Inc. on NBC Time To Smile, currently is in Chicago to make advance arrangements for special broadcast of that program from Great Lakes Training Station on April 19. He will confer with New York home office executives before returning to Hollywood in late May.

CRAIG MAUDSLEY, formerly general manager of WABD Chicago, will become manager of the West Coast office of Dancer-Fitzgerald-Sample with the present Los Angeles D-F-S manager, James West, transferring to the advertising company's Chicago office May 15.

GEORGE C. DOHERTY has joined the staff of Baldwin & Strochem, Buffalo, an account executive and public relations counselor.

HARRY WOODWORTH, formerly in the radio research department of BBDO Minneapolis, has joined the New York office of the agency in the same capacity. He replaces Joseph Stone, resigned. Richard Digg, former freelance writer, has joined the New York office.

ROSS POTTER, formerly account executive of Young & Rubicam, New York, has joined Sherman K. Ellis & Co., New York, as account executive.

LEON W. GIEFFER, formerly in the writing department of William Esty & Co., New York, has joined the copywriting staff of Ivey & Ellington, New York.

H. E. LEHMAN, media director of Ferry-Handy Co., New York, has been elected to the board of directors. He also is treasurer and treasurer.

ROBERT MCDONALD HINSON, president of Huldon Donnell Adv. Inc., has been appointed a Los Angeles city councilman by Mayor Fletcher Bowron.

KARL A. REMBE, formerly a member of the WIND Chicago sales staff, has been appointed account executive with Campbell-Ewald Co., Chicago.

Recently 280 members of the American Society of Metals came to see the marvels of modern scientific steel treating at the Massachusetts Steel Treating Corporation of Worcester. Mr. Joseph Boorky, President, and his sons welcomed the scientists.

Had such a group come to Worcester 35 years ago, they would have found Mr. Boorky at the same location, but at the anvil in his blacksmith shop.

This plant is only one among the 400 different types of industries which are packed into the WTAG area, one of the 1200 factories where work is stable — now, and assuredly in the post-war period — whose employees are skilled and whose payrolls are high.

PAUL H. RAYMER CO. National Sales Representatives

WTAG • Worcester

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Broadcast Advertising
Recent announcements that the army is to make San Antonio the nation's largest air center means increased aviation activities, personnel, and facilities for a city that is already more than air-minded.

Already, San Antonio is at work developing to the fullest extent its tremendous potentialities as "Air Center of the Hemisphere" in the post-war air world.

It's strategic location and ideal flying weather give San Antonio a commanding position as the Air Gateway to Latin America.

To reach this great air-minded, aware-of-tomorrow market use the radio station that is tuned to its tastes and needs. KTSA is a FULL SCHEDULE CBS station that has won its spurs coralling record audiences in the Great Southwest ... and is now ready to pilot your program to new successes in the air-world of tomorrow that is taking shape in San Antonio, today.

MEMBER: Taylor-Howe-Snowden GROUP
KGNC AMARILLO KFYO LUBBOCK
CENTRAL SALES OFFICE
895-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS

COMPRISING:
KRGV WESLACO
KEN L. SIBSON, General Sales Manager
TEL. RIVERSIDE 5663

SAN ANTONIO
550 ON YOUR DIAL
KTSA
SAN ANTONIO

NATIONALLY REPRESENTED BY JOHN BLAIR & CO.
COMMERCIALS FIGHT CHILD DELINQUENCY

IN COMMERCIAL as well as sustaining radio, there is a growing tendency to bring juvenile delinquency to the fore. Nehi Corp., Columbus, Ohio, for example, has set up a program for Royal Crown Cola is offering teen-age children and their parents a booklet "How to Organize and Operate a Teen-Age Night Club." First through in suggestions for maintaining "the nightclubs" after the booklet offer is withdrawn May 6. Nehi's schedule consists of 2,000 transcription chains and spot announcements weekly on 300 stations.

Allied Liquor Industries, New York, last month started a campaign to raise money for social workers who earn owners contribute to juvenile delinquency by serving minors liquor [BROADCASTING, March 27]. Local spot announcements have been tied in with fund development to answer the problems presented on the series. Here's to Youth is presented in cooperation with 10 voluntary national youth organizations.

N.Y. Relief Fund

TIED IN with the annual campaign to raise money for social agencies through the Greater New York Fund, some 20 New York and New Jersey stations will receive quantities of broadcast material representing the efforts of outstanding talent in radio, music and other fields, if they were supplied for cost by WOR recording studios. NBC Radio-Recording division and Colonia Recording Corp. All radio activities are under the direction of Bob Nevak, with Young & Rubicam, New York. Fund hopes to have several major variety one-time shows and a series of 15-minute talks on the NBC New York in addition to tie-ins on regular programs throughout the drive April 15-June 7.

Ring Firm Records

MANUFACTURERS of Keepsake Diamond Rings, have initiated a series of 25 five-minute musical programs and 25 five-minute spot announcements, made by WSYR Syracuse. The first disc of the series contains a five-minute presentation talk, three shows and four of the announcements. The audition disc is available to stations located in cities which there are authorized Keepsake Jewelers, by writing to the A. H. Pond Co., 214 S. Warren St., Syracuse, 2, N. Y.
WJW delivers

daytime

preference

WJW

850 KC

5000 Watts

Day and Night

BASIC

Blue Network

CLEVELAND, O.

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
S. A. SCHONBRUNN Co., New York, has replaced its singing commercials on WQXR New York with live copy for Savarin coffee. Under a new station ruling all singing commercials are to be banned at the expiration of contracts. Schonbrunn cut out the transmitted jingles almost immediately, without waiting for the deadline. Agency is Roy S. Durstine Inc., New York.

HY-TROUS Co. of California, Los Angeles (liquor fertilizer), in an eight-week campaign which started April 10 is using from two to four live spot announcements weekly on KOR KOA. Other stations will be added. Agency is Elwood J. Robinson Adv., Los Angeles.

WINNING LAYOUT — Judges awarded the First Prize for this layout in "Eye Catchers" competition, announced in Advertising Age. Award was made to Joe Gunther of the Branham Company, Chicago.

NATIONAL NEEDLECRAFT Bureau, New York, has placed its account with Kenyon & Eckhardt, New York. Plans are said to include radio.

CLINTON WATCH Co., Chicago (Clinton Watches), early in March began sponsorship of a series of chain breaks and spot announcements on WCFL and WGN Chicago. Contract is for 26 weeks. Agency is Malcolm Howard Adv., Chicago.

WARD BAKING Co., Chicago, beginning April 18 will sponsor a quarter-hour morning news program with John Holbrook as commentator on WGN Chicago, Tuesdays, Thursdays and Saturdays. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

TWIN CITY SHELLAC Co., New York, is using a local morning news program heard Wednesday nights has been a feature of Chicago radio for 15 years, and presents Lois Allen, soprano, an all-male octet and orchestra directed by Harry S. Walsh. Agency is J. Walter Thompson, Chicago.

ACME BREWING Co. and Young's Market Co., Los Angeles (Dr. Pepper), on April 8 started co-sponsoring daily two-hour description of home baseball games of Los Angeles and Hollywood Stars on KMPX Hollywood, starting April 7. Agency is Van Norden & Stafl, Los Angeles.

SUPERIOR OPTICAL Co., Los Angeles (Zenith hearing aids), placing direct on April 15 started sponsoring a weekly 30-minute recorded musical program on KMPC Hollywood. Contract is for 52 weeks.

HUDSON SALES Corp., Los Angeles (new cars), has a 30-day campaign which started April 16 is using a total of 150 spot announcements per week on the stations in that area. List includes KKLA KFAC KMJ KJU KFAN. Agency is The Meyers Co., Los Angeles.

GRIBBON MFG. Co., Brooklyn (shoe polish), has renewed quarter-hour news program with Holland Engle on WGN Chicago, Tuesdays, Thursdays and Saturdays, for 52 weeks, effective April 17. Agency is N. B. S. Grinnell & Co., Chicago.

SCHULZE & BURCH BISCUIT Co., Chicago, effective April 2, began sponsorship of Funny Paper Party, a half-hour reading of Chicago Tribune comics, Sundays on WGN Chicago, with Harold E. Meador as m.c. Contract is for 13 weeks. Agency is Leo Burnett Co., Chicago.

NORTHERN TRUST Co., Chicago, has renewed the Northerners for 52 weeks on WGN Chicago. Half-hour program heard Wednesdays nights has been a feature of Chicago radio for 15 years, and presents Lois Allen, soprano, an all-male octet and orchestra directed by Harry S. Walsh. Agency is J. Walter Thompson, Chicago.

**A Preferred Market**
April SALES MANAGEMENT

WFMJ
YOUNGSTOWN, OHIO
28 th U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REEF
New York - Chicago - Detroit
Atlanta - San Francisco

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BROADCASTING • Broadcast Advertising
UTTER-MCKINLEY, Los Angeles (mortuary), on April 8 started sponsoring a nightly quarter-hour live musical program, "Music For You," on KFWB Los Angeles. Contract is for 52 weeks. Associated Adv. Agency, Los Angeles, has the account.

VENUS PACKING Co., Los Angeles (Pronto precooked chili & beans), in a 30-day test campaign which started April 10 is using a heavy schedule of daily spot announcements on 10 Southern California stations. List includes KFOX KGKR KFAS KFWV KECA KPAC KFPH KFWD KGJ KHH KMPC KMV KKRX KFAY. Agency is Glassman-Berger & Co., Los Angeles.

SANTA MONICA PALISADES, Santa Monica, Cal. (ballroom), on April 4 started using a total of 100 transcribed announcements weekly on seven Southern California stations. List includes KHJ KFAY KFVB KFVD KPAS KMPC KNX. In addition, daily participation is being used in Make Believe Ballroom on KFWB with a nightly 30-minute remote broadcast on KMPC. Contracts are for 30 weeks. Denn L. Simmons Adv., Hollywood, has the account.

M. SUSKIND & SON, Rochester, has begun sponsorship with WSAY Rochester of Stanley Dixon, MBS commentator originating from KOS Des Moines, on his Sunday night program. Cohen Whelihan-Grocery of Sioux City, Ia., has been sponsoring the commentator on KTRI Sioux City.

ADMIRACION Labs., Harrison, N.J., the first of April started a new series of transcribed musical commercials on seven Eastern and Southern stations in behalf of Admiration shampoo. Replacing a former jingle by a trio of singers, the new 30-second spot is more elaborate—features a three-piece orchestra and mixed chorus. Airs are aired five times weekly on two stations in Philadelphia, and in Baltimore, Washington, Norfolk, Richmond and Atlanta. Agency is Charles Dallas Reach Co., Newark, N.J.

SAMARITAN INSTITUTE, Los Angeles (alcoholic cures treatment), on April 9 started sponsoring a six-week quarter-hour news commentary with Gilbert Wolfe on KMPC Hollywood. Contract is for 30 weeks. Institute currently sponsors a daily ten-minute transcribed musical program on that station and recently added similar programs six times a week on KNX Pasadena and two times weekly on KFWD Los Angeles. Schedule of two spots and announcements weekly is also used on latter station. Agency is Smith & Bell Adv., Los Angeles.

SALLY MASON CREATIONS, New York (women's apparel), has named Cleviston Advertising, New York, to handle its advertising account. Plans are said to include radio.

PLEASING WITH PREMIER of Palmolive Party, NBC, Saturday, April 1, were (l to r) Thomas Butcher, advertising manager, on Palmolive Soap, Colgate-Palmolive-Peet Co., Ted Bates, president, Ted Bates Inc., Barry Wood, singer; Robert E. Healy, general advertising manager, Colgate-Palmolive-Peet Co. The celebration took place in the Rainbow Room, Radio City, New York, following the initial broadcast of the new program, on which Barry Wood is a featured vocalist.

KENU PRODUCTS Co., Los Angeles (Kenu cleaner) on April 8 started sponsoring a six-week five-minute transcribed program "Record for Today" on KNX Los Angeles. Series presents musical salute as well as tribute to outstanding local servicemen. Contract is for 52 weeks. Little & Co., Los Angeles, has the account.

BLUM'S CONFECTIONERY, San Francisco (candy and pastry), on April 23 switches Red Lacquer and Old Jade, half-hour recorded music and travelogue from KSFO to KFRC Sunday 6-30-7 p.m. (PWT). Contract is for 13 weeks. Account was placed by Julian Zelerman Agency, San Francisco.

GREAT STAR COFFEE Corp., New York, has named Al Paul Leffon Co., New York, to handle advertising on Star and Great Star, new soluble coffees. Space and radio advertising campaign is now in preparation, but no definite plans have been made.

HOUSE OF DIAMONDS, New York, new to radio, has signed for a 52-week institutional series of seven weekly quarter-hour recorded music programs on WLIB Brooklyn. Agency is Blackstone Co., New York.

PIEL Bros., New York, is using a total of 150 transcribed spot announcements and chains breaks weekly on five New York stations: WBYN WHN WINS WNEW WMCA. Campaign which started Jan. 3 was expanded April 8 on WHN with participation during the period preceding broadcasts of the Brooklyn Dodgers' baseball games. Agency is William Strickland, New York.

SHELL OIL Co., New York, has renewed its early evening ten-minute sports and news program, Thursdays, Fridays and Saturdays, over the Yankee stations WNBC WNEW WHN WABC WGBB WHM.

With KCKN now operating in Kansas City, Missouri, and continuing the use of its Kansas facilities, KCKN becomes the only station operating in both cities — the only truly Greater Kansas City station.

KCKN's new quarters, utilizing the entire third floor of the Walmot Building, house the business offices, auxiliary studios, auxiliary news room, music library, and auxiliary production facilities.

Thus does KCKN become an even more potent advertising medium for your sales messages to the folks in and near Greater Kansas City.

"This is MUTUAL"

At 6 P.M. KCKN becomes a BASIC station of the Mutual Network, bringing to its in-the-money, eager-to-buy listeners the outstanding night-time Mutual shows.

ON THE AIR — DAY AND NIGHT

Add the listener-attracting feature of KCKN's Mutual affiliation to KCKN's day and night — all night — all night schedule, plus the fact that KCKN has always been Greater Kansas City's "popular music station" — and come up with one of the "hottest" radio buys in town.

The Voice of Greater Kansas City

KCKN, Kansas City

BROADCASTING • Broadcast Advertising

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

BEN LUDY, GEN'L MGR.
KCKN, KANSAS CITY

ELLIS ATTEBERRY, MANAGER, KCKN

CAPPER PUBLICATIONS, Inc.

NEW YORK 17 • CHICAGO 1
140 W. LEXINGTON AVE. 420 NELSON AVE.
Motel 4-2100 9-2100

KANSAS CITY 6 • SAN FRANCISCO 4
105 W. MICHIGAN AVE. 2Y 7 W. 15TH STREET
CENTRAL 9971 1111 FOLSOM BUILDING

HARRISON 4-720

DAGSBORO 8228

April 17, 1944 • Page 53
ALLAN T. PREYER, executive vice-president, Vick Chemical Co., has been nominated to serve as president of the Advertising Club of New York, which will hold its annual meeting and election May 9. Other officers are: vice-president—Clarence L. Law, vice-president, Consolidated Edison Co.; Lee J. Eastman, president, East Coast Aviation Co.; Stanley Resor, president, J. Walter Thompson Co.; and treasurer—James A. Brewer, president, Brewer-Cantelmo Inc.

SEEMAN BROS, New York, has signed a 52-week contract for a five-minute program weekly on WLIB Brooklyn as part of a local campaign for Pique Kitchen Magic. Schedule now includes participations in news programs on WOR, WNEW New York and WATT Newark. Agency is J. D. Tarcher & Co., New York.

THREE additional sponsors have signed for Martin Agronsky's locally sponsored news program on the Blue Monday through Friday 8-9:15 a.m. They include J. S. Hall & Sons, men's clothing; on WBIR Knoxville; Leary Beverage Co., on KGHI Little Rock; and J. H. Tyrell Co., growers and farmers supply house, on KDQ Wenashe, Wash.

EVANS FUR Co., Chicago, on April 10 began sponsorship of Johnny Betts, the Sleeping Salesman, whose quarter-hour program will be heard five weekly on WGN Chicago. Length of contract is indefinite. Account is handled by State Advertising Agency, Chicago.

V. R. WEST, in the public relations department the last three years with McCormick-Erickson Adv. Agency, Minneapolis, has joined the Pillsbury Flour Mills Co., Minneapolis as director of public relations.

RTPB Panel (Continued from page 10) in the spectrum should not be changed.

III. (Approved by an 18 to 6 vote) Width of Channel: It was the general thought of the Panel that they saw no reason to discuss changing the present 6-kc-channel for commercial and non-commercial broadcasting stations is necessary for the development of an adequate nation-wide FM broadcast structure, and the Committee recommends that these 80 to 100 channels, comprising a band of 10 to 20 megacycles, be so assigned that they shall be continuous.

Members of the Panel present were:

C. M. Jansky Jr., chairman; W. R. David, General Electric Co., vice-chairman; Everett L. Dillard, Commercial Radio Equipment Co., Kansas City, secretary; I. R. Wirt, and H. P. Thomas, General Electric Co.; G. L. Biers, RCA Victor Division, Camden; O. B. Hansen and Raymond Guy, BBC, N.Y.; Dr. F. M. Do-\n
to. Broadcasting Co., New York; L. Thompson, Metropolitan Television Corp. (WNY), New York City; Frank A. Gunther, Radio Engineering Labs., Long Island; Walter J. Hanson, president, FMRI Milwaukee; Thomas T. Gennrich Jr., Alcoa B. DuMont Labs., Pasaic, N. J.; George W. Lang, chief engineer, WGN Chicago; Howard Lutgina, chief engineer, NBC central division; C. H. Weaver, chief engineer, WWRW WENYA Detroit; Philip Laserr, chief engineer, WTMJ-WMFM Milwaukee; Dr. E. A. Loudermilk, U.S. Office of Education, Washington; R. Briggs, Westinghouse, Baltimore, Md.; B. Thompson, Federal Telephone & Radio, Newark; W. W. Holt, Buffalo; J. C. Knapp, technical supervisor, WHEN Buffalo; and Grant Watham, consulting engineers, Washing-\n
ton, Observers were: George P. Adair, FCC Chief engineer; J. E. Hayes, CBS; Dudley E. Foster, Majestic Radio & Television Corp., Chicago; J. C. Fried, Standard Oil Co. of Connecticut; A. E. Barret, British Ministry of Supply Mission.

337 OWI OVERSEAS SPOTS ARE FILLED

ABOUT two-thirds of current re-

requirements for men and women for important missions overseas in con-

nection with impending military operations have been met with ap-

pointment of 337 of the required 450 persons needed for the over-

seas propaganda program, Elmer Davis, OWI director, announced last Saturday. Response to the ap-

peal, made Feb. 23 through the OWI Newspaper and Radio Advis-

ory Committee, brought nearly 4,000 letters of inquiry and 2,221 applications.

Appointments thus far made in-

clude: 12 administrative officers and assistants; 1 information specialist of various grades; 16 language specialists; 94 newsmen; 39 radio program specialists; 69 Morse code operators, and 48 radio engineers. Mr. Davis added it may be necessary, as military operations advance, to increase this overseas staff. The personnel will prepare material for distribution in enemy-occupied territory and will work in close cooperation with the invasion armed forces. They will be stationed either in combat areas or in bases serving these. Most of the new personnel will be assigned to the European theatres but some will go to the Mediterranean on the Adriatic and others to Far Eastern theatres of operations. A few will be in New York City, San Francisco but nearly all will be trained for eventual overseas work.

Alley to Navy

GENERAL MANAGER J. Lindsay Alley, of WHIS Bluefield, W. Va., has been commissioned a lieutenant (jg) in the Navy and reports for active duty April 25. Hugh Shutt Jr., vice-president of the Daily Tele-

graph Printing Co. parent cor-

poration, will take over the duties of the vacated post. Miss Ruby Brewer, traffic director and secretary to Lt. Alley, will handle all routing correspondence.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

STILL AMERICA'S BUSIEST MARKET!

In Sales Management's High Spot Cities forecast for May, Knoxville ranks First with a City Index of: 155.0

The bustling WROL Market offers the Sales Opportunity of the Decade. Write WROL for the complete and amazing story of the brightest market, present and future, in the entire country.

WROL Knoxville NBC FOR EAST TENNESSEE

Page 54 • April 17, 1944
AFM BANS REPEATS OF FM TO SCHOOLS  

REFUSAL by James C. Pettrillo, president of the AFM, to allow re-broadcasts beginning last week of the WBBM Chicago, Workshop for War program over the Chicago Board of Education’s FM station, WBEZ, was based on his contention that it was merely another item of the whole AFM controversy now being investigated by a Senate subcommittee.

According to George Jennings, acting director of the Radio Council of the Chicago Public Schools, Mr. Pettrillo’s action was not an outright refusal, but in Mr. Pettrillo’s terms, was done because “the whole FM situation is under consideration” and until it is straightened out, we don’t wish to make any commitments.”

The Pettrillo letter to the school officials stated that his refusal resulted from the AFM’s incomplete plans in regard to the broadcasting of live music by FM stations. The Board of Education had asked WBBM if it might re-broadcast Workshop for War, a series of phases in Midwest industry, for educational purposes in its classrooms. Live orchestral backgrounds are used on the programs, and the AFM has not yet made a ruling on use of such music by union musicians on FM stations. The program will not be used.

New WRJN Studios

NEW STUDIOS and offices have been opened at 1225 W. Mitchell St., Milwaukee, Wis., by WRJN, whose studios formerly were located in West Allis, Wis., which is adjacent to Milwaukee. The new studios, opened to the public April 15, represent the foreign language division of the station and broadcast 22 hours weekly in 12 languages. Albert B. Gale, station salesman, manages the new facilities.

Censors Meet

OFFICE of Censorship called in three members of the shortwave section, broadcasting division last week for a meeting in Washington, April 13-15. Those who attended were Lt. Campbell Watou, USNR, chief, shortwave section, broadcasting division, San Francisco; A. F. Kimball, chief, and Thomas D. McCrory, assistant chief shortwave section, broadcasting division, New York.

WNAX Film Shown

PHIL HOFFMAN, vice-president and general manager, WNAX Yankton, and Jack Paige, promotion manager of the station, entertained about 125 agency radio executives at luncheon last Wednesday at the Waldorf-Astoria, New York. Two color films were shown: “The Story Behind America’s Tallest Radio Tower,” depicting the station’s personnel, facilities, audience and market, and “The Typical Midwest Farmer,” made at the dedication of the station’s 915-foot radiator tower and at the launching of the S. S. Typical Midwest Farmer by the farm family chosen as typical of the farmers in the WNAX five-state service area. George Brett, sales manager of the Katz Agency, which represents WNAX, introduced the station officials to the gathering.

WOW Birthday

CELEBRATING its 21st birthday, WOW Omaha sent a summary of the station’s war record to the FCC and the NAB. The report to the FCC indicated that 38.4% of WOW time was devoted to programs contributory to the war effort, and the statement to NAB stated that ‘during the 12 month period ending March 1, 1944, the station used 3,077 spot announcements and 108 programs for various war agencies, the commercial value of which totaled slightly more than $57,000. This, it was pointed out, did not include the war-effort announcements and programs given over WOW on network and transcribed shows.

that Crossley study of the Syracuse Market is ready

CROSSLEY, Inc. has just completed the most exhaustive study of radio listening ever undertaken in Syracuse and Central New York. This study covers radio homes in Syracuse and the 40 mile trading area. It embraces nearly 60,000 interviews. It covers non-phone as well as telephone homes and both daytime and nighttime listening.

In an effort to insure as nearly perfect accuracy as possible, Crossley’s investigators made thousands of personal house-to-house calls and took actual dial readings from radios.

THIS study was sponsored by all four Syracuse radio stations. We believe it to be an invaluable guide to buyers of radio time in Central New York State. We are proud of the position which WAGE has attained in that market and cordially invite you to inspect the full Crossley report. Just ask a Petry man.
Ryan Invites Cooperation

(Continued from page 9)

During the latter part of Mr. Miller's term considerable opposition developed to his continued stewardship. FCC Chairman James Lawrence Fly, shortly after he was appointed to the Commission in 1939, had sharply criticized the NAB and its president, alleging that the organization was "network-dominated." The desire for change in the presidency, however, was not premised upon the FCC controversy but rather on the expressed view that a "practical broadcaster" familiar with radio operations and with Government should occupy that post during wartime conditions. Mr. Ryan was drafted as one who meets all the requisites.

A Toledo businessman before his advent in broadcasting in 1927, Mr. Ryan was identified with the Arbuckle-Ryan Co., manufacturers of agricultural equipment and railroad supplies. The company was dissolved in 1928, at which time he went into the gasoline business with his brother-in-law, L. Comdr. George B. Storer, USNR, president of Fort Industry, now stationed in the Ninth Naval District, headquartered in Chicago. In 1931 the gasoline business was sold and Fort Industry went into radio as its major activity. Stations in the group include, in addition to WSPD, WVVA Wheeling; WMM Fairmont; WLOK Lima, WHIZ Zanesville; WAGA Atlanta; WFTL Fort Lauderdale-Miami.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dream-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't half match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at cash; and let the Coin (and credit) go! ... If you're a realist, too, you'll know WAVE is your one best bet in Kentucky.

7 FM, 2 VIDEO CPs ARE SOUGHT OF FCC

APPLICATIONS for seven new FM stations, two commercial television stations and one local standard outlet were filed with the FCC last week. Facilities as requested for these new stations may be found in Actions of the FCC on page 64.


20th Year for WLS

WLS Chicago silently observed its 20th anniversary April 12. No formal celebration marked the occasion because of the war. "The Prais- er Farmer" familiar with radio operations and with Government should occupy that post during wartime conditions. Mr. Ryan was drafted as one who meets all the requisites.

A Toledo businessman before his advent in broadcasting in 1927, Mr. Ryan was identified with the Arbuckle-Ryan Co., manufacturers of agricultural equipment and railroad supplies. The company was dissolved in 1928, at which time he went into the gasoline business with his brother-in-law, L. Comdr. George B. Storer, USNR, president of Fort Industry, now stationed in the Ninth Naval District, headquartered in Chicago. In 1931 the gasoline business was sold and Fort Industry went into radio as its major activity. Stations in the group include, in addition to WSPD, WVVA Wheeling; WMM Fairmont; WLOK Lima, WHIZ Zanesville; WAGA Atlanta; WFTL Fort Lauderdale-Miami.

Fij-Oil Sponsors

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo), on May 1 begins sponsorship of 6 to 24 spot announcements daily, live and transcribed programs on the following stations: WENR, WCP L, WGN WAIT WJJD Chicago, and WIBC WWO WEMP WTCN WLKD WMIN. Contract termination indicates Agency is Malcolm-Howard Adv., Chicago.

EFFECTIVE April 1 the New York advertising agency of Siesel & Bruck was changed to Kaplan, Siesel & Bruck, with the addition of Alvin H. Kaplan, former radio director and vice-president of Rose-Martin as an associate member. Firm was known for 17 years as Harold J. Siesel Adv. until January of this year when Sidney Bruck, former Rose-Martin art director, became an associate.
ONLY THE TIP of the wrecked antenna (circle) of WCBI Columbus, Miss. shows as flood waters of the Mississippi snapped the supporting guy wires. Though its tower site was inundated, WCBI gave bulletins on flood conditions and highway information every few minutes over a mobile unit. WCBI general manager, Bob McNaney, reports the tower a complete loss and announces plans are under way to erect a new one.

ANOTHER STATION which fell a victim to Mississippi flood waters, forcing it off the air for two days, is WGRM Greenwood, Miss., part of which is visible above the torrent. In the boat are Gordon E. Clark, chief engineer and F. C. Ewing, manager, while standing in the door, partially obscured, is Billy Lewis, one of WGRM’s operators. When last heard from, they were still using hip boots inside the transmitter house, and a boat was used for transportation to and from stranded station.

WJMC to Bridges

VOLUNTARY assignment of the license of WJMC Rice Lake, Wis., was granted by the FCC last week from Walter H. McGenty, sole owner, to Walter C. Bridges, for $17,500. It was learned that Mr. McGenty, who also owns and publishes the farm journal Stock & Dairy Farmer, is retiring from broadcasting because of ill health and in order to devote more time to his other interests. Mr. Bridges is president of WEAU Eau Claire, Wis., and is secretary-treasurer of Head of the Lakes Broadcasting Co., licensee of WEBC Duluth, WMFG Hibbing, Minn., and WLIB Virginia, Minn. He holds 10% interest in the corporation.

Capt. Lovette to Sea

CAPT. LELAND P. LOVETTE, director of Navy public relations, will be replaced by Rear Adm. Aaron S. Merrill, just returned from Pacific combat duty, the Navy Dept. announced last week. Capt. Lovette, in command of a destroyer squadron at Pearl Harbor, Dec. 7, 1941, has been given a sea command.

CBS Program Types

MANAGERS of most CBS affiliate stations reported that 70% of CBS programming by types was “about right”, in answering a questionnaire from the network. Figure was erroneously reported as 10% in the April 3 Broadcasting.

Macmillan to Grant

MACMILLIN PETROLEUM Corp., has appointed Will Grant, Adv. Agency of Los Angeles to handle its advertising it was announced.

KSUB POWER BOOST
TO 250 W GRANTED

CONSTRUCTION PERMIT for changes in equipment and for increase of power from 100 w to 250 w was granted by the FCC last week to KSUB Cedar City, Utah, in accordance with the FCC-WPB Public Notice of Jan. 26, 1944, regarding the use of critical materials by broadcasters.

In the same action, WTEL Philadelphia was granted its petition for reinstatement of application for construction permit to make changes in equipment and increase power from 100 w to 250 w, subject to the condition that a construction permit will not be issued until the company shows by written evidence within 60 days of notice of conditional grant, in accordance with the Jan. 26 notice, that proper WPB approval has been obtained; that the company is able to complete all construction necessary within a reasonable period, and that acceptance of grant upon these conditions is made within 20 days of notice of grant.

The petition of Meadville Tribune Broadcasting Co., Meadville, Pa., for reinstatement of application for a new standard station, was denied by the Commission without prejudice to consideration of a further petition with facts and data as required under procedures established in FCC statements of policy issued Aug. 11, 1943 and Jan. 26, 1944. The proposed station would share time with WSJ Grove City, Pa. on 1340 kc with power of 250 w.

Corrections

The April 10 issue of BROADCASTING carried a full page ad on SAM ADAMS, Your Home Front Quartermaster. The ad stated that SAM ADAMS is sponsored on 105 stations. That is incorrect. SAM ADAMS is now sponsored on 126 stations. SAM ADAMS is that quarter-hour transcribed program that everyone is talking about. The show, built around a typical folksey grocery store, is pulling amazing audiences all over the country. 156 episodes are available for sponsorship on a three- or five-a-week basis. For availability in your city and further information, write or wire to Harry Jacobs Productions, 745 Fifth Ave., New York 22, N. Y.
Agencies Ready for Video Boom

(Continued from page 11)

Casual Clothes Inc., all of New York.
J. Walter Thompson Co. has established joint radio-film department activity under the direction of John U. Reber, agency vice-president, with George Gladden as "film director". Television directors are Gene Kuhne and Tom Weatherly, who are described as "creative executives". The agency has used both the DuMont and Schenectady stations.

Young & Rubicam, under the supervision of Harry Ackerman, reported it plans a "great deal of early action for our clients". John Southwell, formerly of BBDO, has joined the agency as television director and John Barry, motion picture head, is serving as adviser in television. Definite television plans will be formulated within a month, Mr. Ackerman reported.

R&R Research

Ruthrauff & Ryan has an "unofficial" television department under the supervision of Reggie Morgan, agency copy chief. While the agency has not yet done any telecasting, it is conducting intensive research and is evolving plans for television programs.

Donahue & Coe, New York, reported through John Hugh, television director, that television is "definitely on our bill for future productions". While no television staff has been set up, Mr. Hugh is working on a series of programs for various clients. The agency has done no telecasting to date but has a number of clients interested.

Crichtfield & Co., Chicago, through M. E. Blackburn, radio director, reported the agency is "not unmindful of television nor indifferent to the part we feel it will play in advertising. However, our present operations permit only the most tentative plans regarding it."

Abbott Kimball Co., New York, through Cecil H. Hackett, vice-president and radio and television director, has used the DuMont station for fashion programs. Its current television client is Harper's Bazaar.

Lawrence C. Gumbinner Adv. Agency, New York, reported two clients definitely interested in television. One of these, unidentified, has already set up a definite budget for experimentation. The agency said it was not rushing into production but was exploring possibilities of television for several accounts, looking on the experimentation as guidance for the future rather than for direct commercial value. Television director is Paul G. Gumbinner, who also is the agency's radio director.

Kenyon & Eckhardt reported it has used "before and after" commercials on the DuMont station and that it has three accounts definitely interested in television campaigns. Robert Stevens is television director, and will function under Joseph Stauffer, who takes over as radio director as of June 1.

Seeds Interested

Russel M. Seeds Co., Chicago, reported it was "very interested" in television for such clients as Brown & Williamson Tobacco Co., Grove Labs. and Schaeffer Pen Co., according to June Rollinson and Hub Jackson, of the agency's radio department.

Among large agencies reporting "several" accounts interested in commercial television but which did not identify the clients were Buchanan & Co., New York, which reported four or five accounts planning commercial television "shortly", according to Jack Wyatt Jr., radio and television director; Arthur Kundner Inc., New York; William H. Weintraub & Co., New York; Mitchell-Faust Adv. Co., Chicago; H. W. Kastor & Sons, Chicago; Freda, Fellers & Freda, Chicago; Goodkind, Joice & Morgan, Chicago.

Lake-Spiro-Shurman, Memphis, and J. Carson Brantley Adv. Agency, Salisbury, N. C., who place substantial national business in the proprietary fields, reported client interest in television and

CBS Television Outlet Resumes Live Pickups

VIDEO STATION WCBW for CBS in New York, will resume a "limited production" of live programs originating in its studios at 15 Vanderbilt Ave., New York, across the street from the station's transmitter atop the Chrysler Bldg.

Studio programs, limited now to two hours a week, will be telecast each Friday night beginning May 5, replacing the film programs presented since suspension of studio shows in December, 1942.

Station officials explaining say there are so many limitations of manpower and facilities they do not wish to make any definite statements about plans until they are sure they can carry them out.

WNBT, NBC's New York video station, opened its television studio briefly last Monday for a talk sales presentation by Lawrence Fly, FCC Chairman.

eventual establishment of video departments.

Expansion of television transmitting and receiving facilities is frozen by WPB restrictions on equipment and receiving set manufacture. There are nine television stations operating on more or less consistent schedule and some 40 applications for new video transmitters pending, primarily from major markets.

Trade sources estimate that within 18 months to two years following the lifting of the manufacturing freeze orders, which conceivably will coincide with outcome of European victory, most of these stations will be on the air. Simultaneously, receiver manufacturers now poised for an unprecedented sales and exploitation drive can be expected to get under way.

Trade estimates place the cost of the average television set at retail at approximately $290. It is predicted that within 18 months some 750,000 homes in such markets as New York, Philadelphia, Schenectady, Chicago, and Los Angeles will be equipped for video reception. Assuming an average viewing audience per receiver of six, the total audience available in these markets would be approximately 4,500,000.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighbor- hood business. Here are some of the latest sales and exploitation drive facts as well as figures on how American advertisers can profit ably use our network.

A Good Tip from a Neighbor

It will pay you to consider the vast possibilities of this great neighborhood business. Here are some of the latest sales and exploitation drive facts as well as figures on how American advertisers can profitably use our network.

THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives HARRY E. CUMMINGS, Southeastern Representative

Page 58 • April 17, 1944
Resumption of Commercial Telecasting At Early Post-War Date Urged by Panel

RECOMMENDATIONS that commercial television broadcasting be resumed as soon as manpower and materials are available and on approximately pre-war standards will be submitted to the Radio Technical Planning Board by the Television Panel, No. 6, it was learned following a meeting of the panel last Friday in the Roosevelt Hotel, New York. (See story on Panel 6 meeting on page 10.)

Although Chairman David B. Smith of Philco Corp. declined to discuss the contents of the recommendations approved by his panel, it is understood that they urge the resumption of approximately the same operating standards for video broadcasters as obtained immediately before the war—bandwidths of six megacycles, with 205 scanning lines, an interface of two to one, with 30 frames and 60 fields per second.

Citing operating experience as proof that the lower channels of the 40-55 mc bands in which telecasting has been done are the best ones, as well as the need for more channels than have presently been assigned to television, the panel recommended assignment to commercial telecasting of 30 contiguous six-megacycle channels, with the lower end in the vicinity of 40 mc. Lowest channel currently assigned to television is the 50-56 mc band. The 44-50 mc channel, formerly television channel No. 1, is now part of the frequencies allotted for FM broadcasting.

Recommendations are also said to request that 30 channels, each 20 mc wide to provide for experimentation with images of higher fidelity and higher definition, be allotted for experimental telecasting in the upper frequencies between 600 and 2,000 mc. Relay channels for commercial broadcast purposes and FM radio stations, as well as experimental relay channels for television in the upper frequencies of the radio spectrum.

No decision was made on whether the aural part of sight-and-sound broadcasting should be transmitted by FM, at present, or by AM. This question was returned to committee 4 of panel 6 for further study, it was reported.

Blue Group to Meet

THE STATIONS Planning & Advisory Committee of the Blue Network will hold its annual spring meeting April 21 at the Hotel Waldorf-Astoria, New York.

WE NEED A SPORTS ANNOUNCER

Sam Molin, our sports announcer, is moving on to do sports for KMBC and we need someone to replace him.

The man we need should be of stable character, good habits and dependable. He should know more about sports than merely be able to read a news dispatch. He should be able to do play-by-play football because we cover all West Virginia University football games by direct wire from the various stations. He should know plenty of baseball because he will cover major league training camps with a portable recorder and must be able to converse freely with all the baseball big shots.

The position we have open is not a big league job but it has proven a stepping stone for the last three fellows who occupied it. The man we seek will be paid a reasonable salary. He will be expected to work 40 hours a week and do some other announcing chores as well as sports. He will get a two week vacation with pay each year as well as a month and a half salary as bonus just as all our employees do.

If you’re looking for a chance to get some darned good experience on a medium-sized station, send us your background, picture and salary requirements in your letter.

STATION WCHS

CHARLESTON, W. VA.

BROADCASTING • Broadcast Advertising

WMMN offers you PLAIN PEOPLE -of the liberal American sort who have all the needs of the average citizen and who have a tremendous loyalty for their WMMN which we have built up over the years.

THEY LISTEN!

They have CONFIDENCE!

They BUY

No Advertiser can ask for more!

ASK A JOHN BLAIR MAN
83.9% of WSAI’s contracts are renewed contracts!

WSAI

DIVISION OF THE CHICAGO CORPORATION
CINCINNATI 2, OHIO
Radio 4th Loan Aid Tops Other Media
$12,800,000 Contribution Is Estimate of NAB Research
CONTRIBUTIONS totaling $12,800,000 in time, talent and promotions were made by radio and radio advertisers on behalf of the Fourth War Loan Drive, according to data released last week by the research department of the NAB. This figure tops the combined Fourth Loan contribution of all other advertising media by a million dollars.

The NAB figure is based on the war effort broadcast reports submitted monthly to the NAB and the report of OWI covering network allocations, network advertisers and national spot advertisers. The estimate made by OWI was adjusted to place the figure on a gross basis and to include the talent involved.

Included in the tabulation of individual station reports on war effort contributions was detailed information on all efforts originated by each station in Fourth Loan promotion. These included contributions over all time and talent—special rallies, mass meetings, traveling bond tours and other unique bond promotion activities. The NAB figure is without duplication since the station reports of network, network advertiser or national spot advertiser contribution to the Loan are contained in the OWI reports.

The estimate of $12,800,000 was furnished by the NAB to the Treasury Department on April 8, but through some misunderstanding, the Treasury Dept. assumed the NAB figure did not include the OWI figure released in February [BROADCASTING, Feb. 28] and issued a report that the total radio contribution was $15,000,000. This figure, of course, was an overstatement.

BOB HOPE, star of NBC series bearing his name, is author of a book, *I Never Left Home*, dealing with his entertainments tour overseas. Published by Simon & Schuster, New York, volume will be released in June.

WOW Omaha has purchased the Associated Press leased wire service.

Winchell Sues Hoffman for $250,000 For Article in Michigan Newspaper

WALTER WINCHELL, Blue commentator, last week filed suit in the Supreme Court in New York against Rep. Clare E. Hoffman (R.-Mich.), charging that Rep. Hoffman "maliciously composed, published and furnished" to the *Marcellus* (Mich.) News an article conveying the impression that Mr. Winchell is "un-American, unreliable and a party to a conspiracy to undermine the confidence of the general public in the U. S. Government." The commentator asks $250,000 damages.

Black Files Complaint

The article in question, according to a copy attached to the complaint, appeared in the *Marcellus News* March 16 under the caption, "Statements of Fact from Washington" over the signature of "Clare E. Hoffman, Your Representative." Question one sentence: "It is about time the Navy, having stripped Winchell of his uniform, his pay and his duties, ousted him from his position as a Reserve Officer of the Navy," the complaint charges that the article gave the impression that Mr. Winchell was "guilty of some improper, unbecoming and disgraceful conduct by reason of which the U. S. Navy deprived the plaintiff of his right to wear the uniform of a lieutenant commander in the U. S. Naval Reserve."

The complaint, filed by Loring L. Black, former New York congressman, alleges that the article held Mr. Winchell up to public scorn and to his injury and personal damage in his reputation as a radio commentator and newspaper columnist.

In Washington last Thursday Rep. Hoffman said he had not been served with any papers and that he wasn't aware the New York federal court had jurisdiction in Michigan. "If Winchell wanted to sue me," said the Congressman, "he should have gone to the federal court in the Western District of Michigan."

Rep. Hoffman said he sent a copy of the Congressional Record, containing a speech about Mr. Winchell, to "Michigan newspapers". On March 15 Rep. Hoffman is quoted in the Record as saying: "The Navy has stripped Winchell of his uniform, of any duties he might have had; they have stripped him of his pay, but he is still, to the disgrace of the Navy and every decent man in it, carried on the rolls as a reserve officer. He is carried there according to my understanding by virtue of White House influence. How long are they going to carry that man?"

Meantime investigators and analysts of the House Special Committee on Un-American Activities, of which Rep. Martin Dies (D-Tex.) is chairman, are continuing a study of Mr. Winchell's broadcasts and columns of the last two years, according to Robert E. Stripling, chief investigator, with a view to beginning hearings in the near future. Rep. Dies had not returned to the capital from Texas as Broadcasting went to press, but before leaving he had said his Committee would investigate alleged "un-American" writings and utterances of the columnist-commentator.

STROMBERG-CARLSON Co., Rochester, N. Y., manufacturers of communications equipment for the armed forces, has received a second star for its Army-Navy "E" pennant.
War Role to Mark Radio Session

(Continued from page 14)

will be directed by Gloria Chandler, Children's Theatre and Radio Announcer of Junior Leagues of America.

Religion's broadcast panel will be headed by Franklin G. Dunham, National Catholic Welfare Service. Head of the panel on radio research will be Matthew N. Chappell, consultant to C. E. Hooper Inc.

School broadcasting will be directed by Kathleen N. Lardie, assistant supervisor, Dept. of Radio Education, Detroit Public Schools. Among those participating will be Maj. Harold W. Kent, War Information, Office of Education; Luke Roberts, educational director, KOIN-KALE Portland; Mark L. Haas, WJR Detroit; Frank Ernest Hill, CBS American School of the Air.

Kenneth G. Bartlett, director, Radio Workshop, Syracuse U. and chairman of the FREC Committee on Standards for College Courses in Radio, will direct the panel on college radio courses. Participants will include Robert J. Landry, CBS director of program writing; Lyman Bryson, CBS; Tom Slater, MBS director of special features, war programs and sports; Arthur Strauss, NAB; H. B. Summers, Blue manager of public service division; Judith Waller, NBC central division director of public service.

FM Panel

Music broadcasts will be directed by Alton O'neen, department of fine arts, Alabama U. Panel on radio and reading will be directed by James F. Fullington, department of English, Ohio State U.

FM radio and education will draw many figures from the radio industry. William D. Boutwell, information service director of the Office of Education, will be chairman. C. M. Jansky Jr., of Jansky & Bailey, consulting engineers, will discuss FM technical requirements. Terms of coverage: George P. Adair, FCC chief engineer, will talk on procedure for obtaining educational station licenses. Panel participants will include Walter Evans, of Westinghouse; Hugh S. Frazier, NAB engineering director; O. H. Hanson, NAB vice-president and chief engineer; William B. Lodge, CBS chief engineer. A Sunday panel session also is planned.

Directing the Junior Town Meeting panel will be co-chairman, W. Linwood Chase, Boston U., and Harry D. Lamb, supervisor of radio education and speech, Toledo Public Schools. Broadcasts to women will be directed by the NAB Asn. of Women Directors, with Ruth Chilton, association president and a women's commentator of WCAU Philadelphia, presiding. A special session at 5 p.m. Saturday will cover regional station international broadcasting. Presiding will be William Wallace Beavers, program director of WCOL Columbus. A demonstration of the BBC-WLW broadcast is planned by James L. Cassidy, WLW-WSAI special events director, and Stephen Fry, of the BBC, New York.

Section meetings on educational subjects are planned Saturday night. Work-study groups will be held Sunday morning, continuing the Saturday afternoon meetings. A general session at 2 p.m. Sunday will take up radio's role in understanding. Presiding will be Harry H. Davis, vice-president, Ohio State U. Among speakers will be Pearl S. Buck, author.

A special session will consider morale on the fighting fronts, and is scheduled for 5 p.m. Sunday. Annual dinner of the institute will be held at 7:30 Sunday. Toastmaster will be Howard L. Bevis, president of the Ohio State U., with Elmer Davis, Office of War Information director, as speaker. Crosley Corp., Cincinnati, will provide entertainment.

At Monday sessions, Wynn Wright, NBC production chief, will head a panel on production techniques. Elmer G. Sulzer, U. of Kentucky director of public relations, will be in charge of college public relations broadcasting. Other sessions will go into education responsibilities in wartime through special events, writing for radio, training radio journalists, and teaching radio and recruitment, radio councils and recorders for education. These meetings are all slated for 9:45 a.m. Monday. A general session on radio and post-war problems will be held at 2 p.m. Monday.

SUPPLYING news to more radio clients than ever before in its history, the Chicago Press has added ten new stations in nine states, according to UP radio sales manager, A. F. Harrison, to its new subscribers: WDEY WWSR WJTS WRLC WCFB WWKB WHMO and WHIP.

PROPOSED $150,000 advertising campaign of Chicago's Committee for Patriotic Action was ended last week by the committee chairman James M. Cherry. He reported that only $26,990 had been contributed by industry.

FARM Radio Men Meet in Columbus

First National RDF Gathering Scheduled for May 5

FARM SERVICE directors of stations and networks will hold their first national meeting May 5 in Columbus, Ohio, site of the Association of Radio Farm Directors meeting (RFD for short) in conjunction with the Ohio State University Institute for Education by Radio. It is expected that representatives of approximately 100 stations will attend.

Directors of West Coast stations met recently in Berkeley, Calif., to attend the fourth in a series of regional conferences called by the War Food Administration to discuss information problems in connection with 1944 farm production goals. A regional organization of RFD was formed by this meeting, with Bill Mosher of KJR-KOMO Seattle named chairman and secretary, Henry Schacht of KFO San Francisco vice-chairman, and Jennings Pierce, NBC Hollywood, honorary chairman.

Others present were Nelson McInich of KKL Los Angeles, Raymond Rodgers of KJMY Fresno, E. J. Jorgenon of KFFY Spokane, Luke Roberts of KOIN Portland, and Hamilton Hints of McClatchy stations, Sacramento.

Previously, the farm program directors held meetings in Chicago, Atlanta and New York (Broadcasting, March 13).

A number of station and network farm men will participate in the IER meetings at Columbus. Before a joint session May 6 on agriculture and homemaking, presided over by Wallace L. Kaddery of the Dept. of Agriculture, discussions will be held on sponsored service to farmers and homemakers and potentialities of television and FM in reaching these audiences.

William B. Lewis of CBS New York will lead a discussion on radio service to farmers at a farm service session May 7 which will include such topics as use of transcriptions, mail response from listeners.
Reginald K. Harris has been named acting assistant technical supervisor of WIP Philadelphia. He is shifting the engineering personnel as a result of Clifford C. Harris taking leave for overseas duty as field engineer with the Western Electric Co. James H. Twische has been promoted to acting technical supervisor of the station.

Carl Beasley, WWVA Wheeling, W. Va., has been inducted into the Army.

Robert L. McKenny, technician of KJY, Glendale, Calif., has joined KFV Los Angeles.

Ely J. Bergmann, of the engineering staff of Mutual and WOR New York, has resigned to join the overseas division of the Office of War Information. He will be stationed in London.

Al Bisbee of the WKRC Cincinnati engineering staff reports to Great Lakes Naval Training Station in three weeks.

Richard Delp, engineer of WPHL Philadelphia, has recovered from a prolonged illness and resumes his post in the master control room.

Marie Cornet, completing a training course under the direction of Ernest Gager, plant manager of KYW Philadelphia, has obtained a first class operator's license and is now a member of the KYW engineering staff. Other young women holding down fulltime positions in the KYW control room are Alice Cleveland and Winifred Hunt.

The three busy B's of WMAL Washington see Ruth Crane off to a flying start with her new participation show, The Modern Woman, by providing two sponsors, Swift & Co. for Sunbrite and H. J. Heinz Co. for Vieco. Busy B's are (1 to r) Kenneth H. Berkeley, WMAL manager; Ben Baylor, commercial manager; Byron Rash, director of special features. Miss Crane recently joined WMAL after 15 years at WJR Detroit.

Frank Bernato, former engineer of WICA Ashtabula, Ohio, has married Mary Pavolino, music director of the station.

Alden Abromatis has joined the engineering department of WOR New York, replacing Ely Bergmann, resigned.

George Pearce, active in broadcasting and allied radio industries for the past five years, has been added to the engineering staff of WPEN Philadelphia.

Paul J. Foody, transmitter engineer of KYW Philadelphia, has left to enter the Navy.

O. P. (Jerry) Achtenhagen, for the past two years general manager of the Philco Training School, Philadelphia has purchased the Radio & Appliance Distributing Co., Denver, a Philco outlet for that area.

Grace Sabbath has joined the control room staff of CKLW Windsor-Detroit.

Dr. Alfred N. Goldsmith, consulting engineer, has announced the new location of his office at 505 Fifth Ave., New York.

William Kleine, engineer at WJJD Chicago, is the father of a boy.

James West Transferred to Chicago by Agency

Former manager of the Pacific coast office of the Dancer-Fitzgerald-Sample Co., James West, has been reassigned and will assume the enlarged responsibilities in the radio department of the company's Chicago office, effective May 16. Craig Maudsley will take over management of the Pacific coast office.

Mr. Maudsley formerly was manager of WAIT Chicago prior to joining Dancer-Fitzgerald-Sample Co., and has had agency experience as producer and radio director. He has been associated with KNX KFI KPAC Los Angeles.

Stevens Hotel Spots

Stevens Hotel, Chicago, started sponsorship of an institutional radio advertising campaign, April 6, using spot announcements on 30 stations in key cities. Contract is indefinite with the first schedule running four weeks. Agency is M. M. Fisher Associates, Chicago. Jack L. Fisher is account executive.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAV —if the network they are on cannot furnish coverage here.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 8 TO APRIL 14 INCLUSIVE

DECISIONS...

APRIL 12

KSBZ Cedar City, Utah—Granted CP in accordance with Public Notice of Jan. 26, 1944 to make changes in equipment and increase power from 100 W to 250 W.

KDSN, Fergusville, Minn.—Denied CP for use of Channel 3 for FM station, 88.500 kc, 1020 sq. mi. coverage. (Incomplete, wrong frequency).

APRIL 14

Consolidated Broadcasting Corp., Ponca, P. O.—CP for new standard, 1540 W, unlimited. Facilities of WPRP. WMBD Hamilton, Ill.—CP for adoption of station site and change studio location.

WNQR, Waco, Texas.—CP new FM station, 1550 W, unlimited. Facilities of WRLA. WRLA Harrison, Texas.—CP new FM station, 500 W, included.

WIBB Rock Island, Ill.—CP new FM station, 500 W, unlimited. Facilities of WRLA.

WIBB Rock Island, III.—CP new FM station, 250 W, unlimited. Facilities of WRLA.

Broadcasting...
WANTED—Transmitter Engineer holding radiotelephone first license for 5 kW microwave station WIBG, Ft. Wayne, Ind., or more hours overtime. Supply outline of experience, references, pay, and enclose a snapshot. Address Box 22, BROADCASTING.

WANTED—Mutual desires congenial, experienced announcer. Send all. Box 122, BROADCASTING.

ANNOUNCER—NEWSCASTER. FLORIDA BROADCASTING Two or more hours overtime. Supply outline permanent and salary and Talent and program control center. Voice.

Announcer—needed. Station located in Midwest near large city. Age 25-35, good character and background, for permanent position. Travelling expenses paid from Seattle. Address Vincent 1, Kraft, 708 American Bldg, Seattle.

WANTED—First or second class license, new, or second class license. Permanent, no warping, replacement. Salary $40.00 per week. WERC, Harrisburg, Pa.

WANTED—Experienced radio announcer on 5 kW regional network station. Give experience, requirements. Box 125, BROADCASTING.

WIBG, Philadelphia wants 2 good ad announcers. Wage and working conditions are good. Apply in person or send transcription for perma- nent position. Class A operator $1.00 per hour. KOVO, Missoula, Montana.

WANTED—Experienced field sales man, permanent position. Excellent opportunity for progressive station. Must be able to work with or without supervision. Salary at least $3200 per year. Box 163, BROADCASTING.

WANTED—Experienced man pull announcer by prominent Midwest CBC station. Excellent opportunity for deferred man of good character. Should also have some experience in radio announce- ment. Will pay moving expenses. Box 164, BROADCASTING.

WANTED—Experienced announcer by Midwest network. Box immediately giving full information concerning draft status, salary, etc. Box 126 BROADCASTING.

PROGRAM—PROMOTION—DIRECTOR. Officers, affiliated stations in Ohio and Caribbean. Must have experience in handling combination department. Must be able to maintain high status, wide public interest, quality of program. Salary $1200 plus expenses. Box 165, BROADCASTING.

ANNOUNCER—Mutual desires congenial, experienced, energetic radio man. 13 years radio-publication experience.勾, connection with promising future. Box 166, BROADCASTING.

SITUATIONS WANTED—Vernale, energetic radio man. 13 years radio-publication experience. Hooking up with promising future. Box 167, BROADCASTING.

SITUATIONS WANTED—Vernale—Announcer, Miss., programs, act, news, originality, human interest, Radio, Theatre, Newspaper background. Non-Draft. No nepotism. Details first letter, Box 87, BROADCASTING.

COMMERCIAL—Age 30-5 years experience—salary and commission—servic- es. Ready September 1. 1437 Broadway. Box 158, BROADCASTING.

Women’s Editor—Two years radio writing and broadcasting. Artcraft inventions specialties with audio demonstrations, prospectus and transcription on request. Box 160, BROADCASTING.

FIRST CLASS LICENSE—Want job as transmitter operator. Southwestern or Rocky Mountain States. Ammon and Navy operating experience. Single, age 35. 4 F. Ernest Howser, Broad- play Avenue, San Antonio, Texas.

CHIEF ENGINEER—10 years experience. College. Well rounded background. 4-9 draft status. Applications, Box 166, BROADCASTING.

STATION EXECUTIVE available for work, $4000. Box 159, BROADCASTING.

WANTED—Transmitter engineers by WCKY Cincinnati—50 kW CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

WANTED—Control room engineer by WCKY Cincinnati—50 kW CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

TP 327

MODULATION MONITOR WANTED

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE: Box 131, BROADCASTING

WANTED—Control room engineer by WCKY Cincinnati—50 kW CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

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New Directives Clarify Draft Policies

Stay of Induction for Men Over 26 Only

Temporary

The MANPOWER situation confronting the broadcasting industry, in the light of new instructions given draft boards governing the induction of men over 26 in essential activities, was clarified by Selective Service officials for broadcasting last Friday as follows:

1. The procedure for the induction of men over 18 to 38 as laid down by Maj. Gen. Lewis B. Hershey, Selective Service director, two weeks ago (Broadcasting, April 10) remains in force.

2. The stay of induction ordered April 8 of men over 26 in essential activities is only temporary and was granted for the sole purpose of enabling inessential induction stations to concentrate on the processing of men under 26 who are urgently needed by the armed forces.

3. Draft boards will resume processing of men over 26 in essential activities as soon as they have completed their calls of men under 26, except where quotas may be filled by the younger men.

Essential Activity

4. All physically qualified men in the broadcasting industry under 26 who have been given occupational deferments will be immediately induced.

5. Draft boards will continue to apply the War Manpower Commission list of essential activities in considering deferments for critical personnel in radio between the ages of 26 and 38.

6. Radio personnel who are classified IV-F will be undisturbed in their present employment.

Selective Service officials made it clear that Gen. Hershey's adamantly drastic order staying inductions of men over 26, with its attendant massive loss of manpower, affected thousands of registrants who had arranged their affairs to enter military service, was merely a "postponement" which was put into effect to hasten the induction of younger men. Any speculation that this action involves or indicates a change of policy concerning registrants over 26 in essential industries was regarded as entirely without foundation.

In his instructions to State Selective Service directors regarding postponement of processing of men in the older groups, Gen. Hershey stipulated that such postponement "should remain in effect until you are satisfied that the processing of men under the ages of 26 has been substantially accomplished." Selective Service officials would not estimate how much time the processing of the younger men would require, pointing out that availability of younger men varies in different areas. In some cases, the processing may be completed in a few weeks while in others it may take several months.

When the boards have exhausted their rolls of physically qualified men under 26, they will proceed with the processing of men between the ages of 26 and 30 and then with men over 30 until quotas are filled. The WMC list of essential activities will be recognized by the boards in considering deferments for radio men over 26 but will not apply in the case of men under 26.

Jett Plea Denied

Deferments for men under 26 will be granted only to a highly select list of activities and programs certified by the WMC Inter-Agency Committee on Occupational Deferments after two weeks of conferences with representatives of claimant agencies. The Committee denied the request of FCC Commissioner E. K. Jett, who appeared before it as chairman of the coordinating committee of the Board of War Communications, for deferment of young men in domestic communications, including broadcasting. The Committee recommended deferment for a few technicians employed by international radiotelegraph, radiotelephone and cable carriers outside Continental U. S.

The "supercritical" list includes radio engineering students graduating before July 1, 1944 and students in medicine, dentistry, and certain other professions. Industries listed include synthetic and reclaim rubber, specified aircraft, aviation gasoline, radar, rockets, submarines, aircraft carriers, landing craft used in domestic communications, including broadcasting. The Committee recommended deferment for a few technicians employed by international radiotelegraph, radiotelephone and cable carriers outside Continental U. S.

Railroad Testing

RAILROAD TESTING RADAR FOR SAFETY

Experiments in the use of radar and electronic devices in railroad safety control on railroad lines, were begun recently by the Chicago, Rock Island & Pacific Railway, Chicago.

J. D. Farrington, chief executive officer of the road, announced that tests are now being made toward the development of equipment for communication between front and rear ends of trains, between office clerical employees in the yards, and ultimately, between dispatchers and crewmen. In the tests now under way, radar will be used as a safety factor.

The railroad has appointed Ernest A. Dahl, Chicago engineer ing Tangle Line Western Electric Co., Chicago, and an instructor in radar and micro-waves in the Communications Engineering department of the Army, to conduct the investigations. Problems of space and available channels will be overcome with the use of micro-wave equipment, it is reported.

Lufi Cosmetic Series

STEPPING up promotion of Tan geel Petal-Finish face powder, General Foods, New York or May 7 starts Sammy Kaye and His Sunday Serenade on 176 Blue stations.

Continuing its five-week five-minute Band of the Week transmission over WJZ, Blue New York outlet, the firm plans additional spot radio in the near future.

The previous talk show series which ran from October, 1938-April, 1939, featured the NBC-Radio Emmy Post show The Right Thing to Do, which ran from October, 1938-April, 1939, featuring Dame Marian Anderson.

The firm decided lipstick could not be sold effectively on the air since its prime market is among women aged 15-30 and the Far West still has a very small domestic radio audience.

"And Now, Fellow Gardeners, We Come to the First Hosing Lesson in Our Garden Series!"

Page 66 • April 17, 1944

Broadcasting • Broadcast Advertising
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station
"Folks keep accusin' me of tellin' tall tales," as Bob Burns might say, "so if I say they've built a radio tower out in Oklahoma that's 915 feet high, they might not believe me.

"That's the honest truth, though, folks. WKY in Oklahoma City has a new antenna—she's no aunt of mine—that's 915 feet high. And I'm tellin' you, that's high. I've seen Uncle Slug pretty high—that's my drinkin' uncle—but his ceilin' is around 500 feet. You can see farther with your naked eye from the top of it than lots of stations can be heard with a 17-tube superdooperdyne receiving set."

WKY's new vertical antenna is one of the two highest in the Western Hemisphere. When its new transmission facilities being installed at a cost of nearly a quarter-million dollars is complete, WKY will increase its coverage leadership in Oklahoma still further and will, more than ever before, be the station to which most Oklahomans listen most.