Knowing what’s on this man’s mind can save money, time and trouble for advertisers and agencymen.
See pages 14-15
IN TOWN AND COUNTRY...

They Listen to WLS -- They Buy WLS-Advertised Products

PEOPLE in cities and towns of Midwest America are pretty much like those on farms. Their likes and thinking and reactions are very similar, because most city folks have direct ties to people on farms. Take the Cunninghams in Vermilion county, Illinois. Frank grew up on the farm, but moved to Danville (pop. 36,919), where he is a truck driver. Walter, his cousin, is still farming, near Rossville. Both families, one in the city and one on the farm, are regular WLS listeners, and both regularly buy WLS-advertised products. Checking last year's purchases in classes of goods advertised on the station, we found that 60% of the city Cunninghams' selections were brands advertised on WLS, and 59% of the farm family's selections were WLS-advertised brands! If you have something to sell to city people and farm folks, WLS offers you direct contact with both — another reason why WLS Gets Results!
WE CULTIVATE OUR GARDEN...

WITH A SOUND PROGRAM POLICY—REACH THIS FERTILE MARKET WITH "THE Station THAT SELLS"

WPEN
950 ON THE DIAL
PHILADELPHIA (2) PENNSYLVANIA
5000 WATTS
The Petry offices have the new Fall-Winter HOOPERS. Take a look—compare this year with last year!
Between 8 A.M. and 6 P.M., WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station—including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives (Outside N.Y. Area) Spot Sales, Inc.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Right, Mr. Davidson—and what's more, the best way we know to prove the power of spot-broadcasting is to induce advertisers to try out a few of their toughest markets, and then keep tab on the results! Here at Free & Peters we've cooperated with agencies on literally dozens of such eye-opening demonstrations.

Maybe it's a strange thing to say, but we believe that one of the distinguishing things about Free & Peters is our faith in radio as a sales medium, and our eagerness to share in the responsibility of making it pay off in sales. And maybe that, in turn, is one of the reasons why so many of you agencies and advertisers have honored us with your friendship and confidence.
Newspapers Plan Bid for Radio Accounts

FM, Video, Free Press Feature ANPA Meet

By BRUCE ROBERTSON

INTEREST of newspaper publishers in radio, particularly in FM which offers those who failed to make broadcasting affiliations in the past a chance to remedy that oversight in the near future, was undisputedly proved last Thursday when publishers attending the fifty-eight annual meeting of the American Newspaper Publishers Assn. filled the Grand Ballroom of the Waldorf-Astoria, New York, for a special FM session, following the conclusion of the regular convention business on Thursday morning.

Meeting also demonstrated that the newspaper publishers and their representatives are determined to regain their one-time positions as top advertising medium. Reports were made at the Bureau of Advertising session that they have already begun a hard-hitting campaign to take some of radio's most faithful accounts into the newspaper camp and that this campaign will become an all-out offensive as soon as unlimited newsspace is again available.

Free Press Major Topic

Convention was the largest in ANPA history, according to Crans- ton Williams, general manager, who announced a total registration of 810, first time any ANPA meeting has passed the 800 mark. ANPA membership also is at an all-time high, with 644 newspaper members, an increase of 76 during the past year.

Freedom of the press was a major theme of both the ANPA meeting, held Tuesday through Thursday, and the Associated Press meeting on Monday. Reviewing the Government anti-trust suit against the AP, whose appeal is now before the U. S. Supreme Court, the AP board in its annual report declared: "Only by the maintenance of a free and independent press can democratic institutions survive. If the Government can control the news, its power is unlimited. The AP will resist to the utmost every effort to bring about Government control of the news."

Linwood I. Noyes, Ironwood (Mich.) Globe, ANPA president, pledged the support of the ANPA to the AP in its fight for freedom of the press and further stated: "No democracy can function without the free newspaper and the free speech which the newspaper symbolizes."

Message from Devers

First day of the ANPA convention was devoted to a meeting of publishers of papers with less than 50,000 circulation, who discussed their particular problems under the chairmanship of Buell W. Hudson, Woonsocket (R. I.) Call. Highlight of this session was a message to the convention from Lt. Gen. Jacob Devers, Deputy Supreme Commander of the Allied Forces and Commander of American Forces in the Mediterranean Theater, which had been recorded on a General Electric magnetic wire recorder in Italy two days before and flown to America for reproduction on a similar device at the publisher's meeting.

Introducing the demonstration, Mr. Hudson termed the machine "a new communications tool which you will probably find applicable to your postwar business." Describing its war record, he said: "FM recorded the first, permanent record of a landing operation against the Jap-held territory when the Marines took over at Bougainville. It hit the beach at Salerno, was present at the Anzio beachhead, lashed the fire control bridge of a U. S. destroyer. It was on a cliff looking directly up at Moncassino when the famous Abbey received its first bombing. It was put to work on Kwajelein immediately following the capture of that island from the Japs."

Plans for an organization in the field of retail newspaper advertising to do a promotion job comparable to that of the ANPA Bureau of Advertising in the national field were discussed by James W. Egan Jr., advertising manager, New York Times. Such group, he explained, would be Helpful in selling chain stores, cooperatives and other retailers with group facilities, and also in preparing material which each newspaper would find valuable in selling its local merchants.

Suggestion that the ANPA should have its own radio division to keep its members informed on FM, television, magnetic recordings (Continued on page 64)

Publishers Told of FM Opportunities

Proponents Urge ANPA Members to File Immediately

ADVANTAGES of FM operation, the immediate opportunity for newspaper publishers in FM radio and specific dollar costs of construction and operation were given to some 500 newspaper publishers and editors at the FM session of the American Newspaper Publishers Assn. last Thursday afternoon at the Waldorf-Astoria.

The newspaper men heard with interest Walter Damm, WMJ Milwaukee and FMBI president; Dr. W. R. G. Baker, GE vice-president in charge of the electronics department and chairman of the Radio Technical Planning Board, and Dr. Edwin H. Armstrong, FM inventor, relate the various aspects of FM operation. The meeting was followed by a session of written and oral questions answered from the floor by Mr. Damm and Dr. Armstrong.

Independent Programming

"FM opens the door of station ownership," Mr. Damm told the group, "to thousands of individuals and corporations who have long ago realized the potential possibilities of radio, but who have been unable to find a space in the radio spectrum allocated to broadcasting which would permit the assignment of a station in their community. FM, he went on, operating as it does a different part of the radio spectrum and because of its inherent technical advantages, will make possible a number of interference-free stations in every community."

Mr. Damm urged independent programming for FM stations, critically commenting on the views of the national networks that an AM station operator should broadcast the same programs on FM. Such a regulation, many FM owners feel, should be independent of their AM operation, and this, he said, "with the full realization that as FM listeners increase, the listeners will decrease and eventually fade out of the picture."

Independent programming, he explained, will promote a program structure incorporating improvements and changes "which many of us feel are needed". In accordance with this line of thinking, Mr. Damm continued, a group of owners and applicants of FM stations, in 1941, organized a corporation to operate a network of FM stations "which could be operated to take advantage of every improvement offered by this new radio service—something it is impossible to do if FM stations are merely used as a bonus service to AM stations by broadcasting the same programs of both stations."

Mr. Damm explained that duplicate operation might well be considered unfair competition by FM owners not affiliated with an AM station. "As a matter of fact," he asserted, "the FCC rules, which were suspended for the duration, require at least two hours a day of unduplicated programs, and it may well be that when the war is over, and this regulation is reinstated, the number of hours may be increased, or duplicate operation of any kind entirely prohibited."

Decrease in AM Seen

Newspapers are missing a tremendous opportunity if they do not thoroughly investigate FM, Dr. Baker told the publishers. "Within a relatively short time following the war," he said, "FM stations will be built in most cities (Continued on page 8)
Distinguished Service Award Is Given Hough by Newspaper Radio Committee

Mr. Hough

FM as a source of first-class institutional promotion among their local readers without any thought to the additional revenues such a service would make available to the newspaper and its clients. That, however, is a matter of individual opinion and depends upon the newspaper’s own economic problems.”

Armstrong Urges Applications

Dr. Armstrong reviewed the historical development of FM, summarized the advantages and predicted that the 100-mile radius coverage of the FM signal will be increased to approximately a 200-mile radius. “FM today is working up to three or four horizons and given suitable elevation will out-

PUBLISHERS GIVEN FM COST DATA

ESTIMATED construction and annual operating costs of FM stations, prepared by FM Broadcasters Inc., were distributed at the FM session of the American Newspaper Publishers Assn.”

The breakdown provides very little for local program talent, he pointed out, and means that the station will have to depend largely upon a transcription library service. The amount is dependent upon the type of service the station owner wants to give his community. Mr. Dammann added that the operating costs were subject to variables of salaries, decreases and costs of equipment and other factors.

The construction cost of FM stations from 1 kw to 50 kw were broken down as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>3,000 W</th>
<th>10,000 W</th>
<th>50,000 W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Transmitter</td>
<td>15,000</td>
<td>25,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Antenna</td>
<td>7,500</td>
<td>12,000</td>
<td>17,000</td>
</tr>
<tr>
<td>System</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Station</td>
<td>3,000</td>
<td>7,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Measuring</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Power of performance</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>500</td>
<td>2,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Total</td>
<td>$32,585</td>
<td>$52,585</td>
<td>$130,000</td>
</tr>
</tbody>
</table>

Computed on an average station basis this would mean an approximately $64,500 as an average construction cost. The average plant expenditure in an analysis of pending applications made by Broadcasting (April 24) is $60,000.

Newspaper Radio Committee Dissolved at ANPA Meeting

Retraction of FCC Orders 79-79A Nullifies Duties Of Committee for Newspaper Ownership

Newspaper Radio Committee, formed during the ANPA convention of 1941, was dissolved last Tuesday, during the ANPA convention of 1944. Committee was organized following the issuance of FCC Orders 79 and 79-A, halting the issuance of station licenses to newspapers pending an investigation of newspaper ownership, for the purpose of resisting any Governmental move toward forcing a divestment of newspapers from station ownership. Its decretal to dissolve followed the FCC action retracting Orders 79 and 79-A and placing newspapers on a parity with other applicants, each case to be considered on its individual merits.

Committee Praised

Funds remaining in the Committee treasury, $8,000 to $9,000, will be distributed to members on a pro rata basis. Meeting gave a vote of thanks to Harold V. Hough, Fort-Worth Star Telegram (KGKO WBAP), chairman of both the full committee and its nine-man steering committee, to that day when the committee’s counsel, headed by Sydney M. Kaye, for their work during the three years and three days of the group’s existence.

In contrast to the intense and prolonged activity of the Committee’s formation, its dissolution was both quiet and rapid, the entire session taking scarcely more than 15 minutes. Mr. Hough opened the meeting at 4 p.m. by reading a resolution adopted by the steering committee at its meeting earlier that day that: “Inasmuch as the Federal Communications Commission has announced that in the light of the record, Orders 79 and 79-A have been dismissed and the duties of the Newspaper Radio Committee have therefore been concluded, it is resolved that the Committee be dissolved.”

Hough Honored

After the full committee had approved the action of the steering committee, Mr. Hough read a letter he had received from Linwood J. Noyes, Presswood (Mich.) Globe, president of the ANPA, praising the committee for its “constructive works” and in view of its impending dissolution, asking the ANPA what it could do anything to aid the interests of radio and of newspapers owning stations. Mr. Hough also read his reply, expressing the personal view that it would be a mistake for the committee to be continued as a part of the ANPA organization since that might be taken to indicate that newspaper stations are operated as departments of the papers, whereas in actual practice they are usually operated as entirely separate organizations, with little duplication of operating personnel. He expressed the hope that the newspaper stations enter into the radio field because of their past history of successful station operation and because, as stations go into more local news coverage the newspaper background in that field will be of great value.

Walter J. Damm, Milwaukee Journal (WTMJ WMFM), vice-chairman, presented to Mr. Hough on behalf of the steering committee a gold wrist watch and a handsomely embelished scroll.
Jett Sees Dual Post-War Video System

Present Standards For One; Other Later

TWO COMMERCIAL systems of television—CBS to get under way as soon as wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war, are foreseen by Commissioner E. K. Jett of the FCC, recognized engineering and allocations expert.

In answer to questions propounded by Norman D. Waters, president of the American Television Society, Lt. Jett last week projected his personal views on the visual medium. The wisest course is to proceed under existing commercial standards, with the more permanent system, occupying a different band of frequencies to come perhaps once a year. He feels it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters—simultaneous transmission under the old and new standards.

No Delay Urged

Lt. Jett, who was chief engineer of the FCC from 1938 until his appointment as a Commissioner this year, urged no delay in promoting full commercialization of television. To operate an "inferior" system of television as soon as freezes are lifted, and the "superior" system simultaneously, corresponds with the plan on AM and FM stations, since it contemplates continued use of both aural bands.

Lt. Jett's letter to Mr. Waters, dated April 19, is being published in the ATS News, bulletin of the Television Society, scheduled to be mailed May 1. It follows in full text:

Dear Mr. Waters:

This is in reference to your letter of April 17, 1944, in which you propound certain questions with respect to the future of television. I believe that the subject matter has been dealt with at length in articles appearing in the various trade journals. I see no reason, however, why I should not give you my views on this important matter. Naturally, I do not speak for the Commission or any other person.

Accordingly, there is given below a brief statement in answer to each of your questions:

QUESTION 1: What are the possibilities of commercial television, based on the assumption that materials and manpower become available? Is the production of transmitters and receivers at a reasonably early date possible?

If materials and manpower become available at a reasonably early date for the production of television transmitters and receivers, the wisest course of action would be to proceed under the existing commercial standards of the Commission. In other words, there should be no delay in promoting the full commercialization of television beyond the time required to manufacture equipment in conformity with existing frequency allocations and engineering standards of the Commission.

I do not mean to imply that we should cease to consider proposals to effect worthwhile changes. Indeed, the time is now to continue and adopt some desirable changes; for example, the RTPB may be able to show that certain changes can be made without changing the manufacture and sale of equipment. It would be very unfortunate, however, if the public is deprived of television service simply because there is not theoretical basis for certain worthwhile improvements.

Obviously, any theoretical proposal could not be accepted unless it can be backed up by practical tests and demonstrations in the field. Therefore, proposals involving extensive research and development should not be allowed to interfere with progress under the existing system.

Higher Bands

The present commercial rules and standards were adopted by the Commission in 1941 after lengthy hearings. Since that time the Commission has reserved 18 channels for commercial television and a few stations have remained on the air in spite of the handicaps resulting from the wartime "freeze" on equipment and manpower. We know that service on the lower seven channels, i.e., below 108 mc will measure up to our original expectations.

I must admit, however, that we lack reliable data with respect to the performance characteristics of frequencies in the upper 11 television bands above 182 mc; likewise we do not have any assurance that high power transmitting equipment can be built for this portion of the spectrum.

Therefore, I am not convinced that the present allocation would permit the licensing of a truly competitive nationwide system of television broadcasting, particularly if lower band channels are assigned to some stations, and upper band channels to other stations in the same city.

There are, of course, other considerations such as the feasibility of developing an efficient receiver which may be tuned to any of the 18 channels. This is important both from the standpoint of sales distribution and convenience to set owners who move from one locality to another. Receivers should, of course, possess the same possibilities with respect to reception of all television frequencies that now exist with respect to Standard and FM receivers.

QUESTION II: How would you provide for an immediate system, and at the same time provide for a new and improved system of television, so the public will be fully protected?

If large-scale television operations are commenced at a reasonable time, confusion is pretty well and good why change it?

But, the report declares: "CBS believes that all of them combined do not offset the simple rule of public service which demands the best-ent product any industry can give. We recognize the problem which a quick and basic shift of (Continued on page 60)

Build for Better Television—CBS

Kesten Points to War Progress Achieved In Electronics

THE CASE for a post-war renaissance of television on a basis that takes advantage of the normal decade of electronic progress achieved under wartime pressure in slightly over two years, with better pictures, larger pictures and pictures in full color, in contrast to a post-war resumption of television on pre-war standards, is presented by CBS in a 16-page report announced at a luncheon in New York last Thursday.

Proposed Standards

Paul Kesten, CBS executive vice-president, in presenting the report, declared that since Pearl Harbor "enough has already been done—developed, tested, proved and put to work—to strike off the technical shackles that held post-war television to a relatively coarse-screen picture" with "definite new standards which lie today at the very finger-tips of engineers."

He and Dr. Peter Goldmark, CBS chief television engineer, described the proposed new standards: black-and-white pictures comprising 585,000 picture elements in place of the pre-war 250,000 and colored pictures of 900,000 picture elements, broadcast on the now-unused pre-war bands of 6 mc. The differences are vividly shown in the report by half-tones of varying screens, both black-and-white and full color.

Arguments Cited

Report cites the arguments against change: Adapting wartime discoveries to peacetime television would involve a post-war lag, estimated by engineers as one to five years; the 7,000 receivers already purchased would have to be scrapped, as well as the several million dollars worth of transmitting equipment at the nine video stations now operating; improved pictures would take more space in the spectrum which the Government may need for other services; the public would not buy pre-war models if they knew improved sets were in the works, which might tend to balk post-war employment; so much fanfare has been made about present television that any basic change might cause embarrassment; pre-war television, anyway, was pretty good and why change it?

But, the report declares: "CBS believes that all of them combined do not offset the simple rule of public service which demands the best-ent product any industry can give. We recognize the problem which a quick and basic shift of (Continued on page 62)

MR. KESTEN

BROADCASTING • Broadcast Advertising

May 1, 1944 • Page 9
Radio Operator Pulliam Buys Indianapolis, Muncie Papers

Sets Precedent in Press-Broadcasting Ownership; Price of Dailies Reported at $2,500,000

IN A “man bites dog” version of newspaper-radio ownership, Central Newspapers Inc. of Indianapolis, controlled by Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, last week purchased the Indianapolis Star and the Muncie (Ind.) Star. The price was understood to be in the neighborhood of $2,500,000, representing one of the largest newspaper transactions in recent years.

The purchase was consummated with the Star Publishing Co., publishers of the two newspapers, on April 25 through acquisition of all of the common stock. Mr. Pulliam immediately took over as publisher. Central Newspapers Inc., the majority of which is owned by Mr. Pulliam and his wife, also owns the Huntington (Ind.) Herald-Press, the Vincennes Sun-Corniall, operated in conjunction with WAOV, and is a stockholder in WKDV Richmond, Ind., and KPHO Phoenix, Ariz., recently acquired.

No Staff Changes

The Indianapolis Star, morning newspaper with a Sunday edition, is one of the best-known publications in the Middlewest, with a daily circulation of approximately 150,000 and a Sunday circulation of about 190,000. The Muncie Star, also a morning newspaper, has a circulation of approximately 25,000.

The transaction was negotiated by Smith Davis, head of the Smith Davis Co., Cleveland, newspaper and radio publisher, who is a former owner of the newspapers, and was financed through that company.

Mr. Pulliam, active in radio since acquisition of WIRE a decade ago, announced that the staffs of the newspapers would remain unchanged. B. F. Lawrence, publisher and general manager of the Indianapolis newspaper, will retire from that post.

The acquisition of an important metropolitan newspaper by broadcast interests is believed to be without precedent. The usual practice has been for purchase of local stations by newspapers, with a dozen such applications now pending before the FCC.

The April 26 issue of the Indianapolis Star carried announcement of the transaction. “To meet a tax situation in the settlement of the estate of John C. Shaffer, deceased, sale of the common stock of the Indianapolis Star and the Muncie Star (Star Publishing Co.) was consummated yesterday (April 25),” said the announcement. “Mr. Eugene C. Pulliam of Indianapolis is the purchaser and will take possession immediately. We bespeak a hearty reception and continued success for Mr. Pulliam, who is known not alone to Indianapolis but to all Indiana as a civic leader, newspaperman and operator of radio stations.” The announcement was signed by B. F. Lawrence and Walter Bravery, trustees.

Active in Radio

Another important transaction in Indianapolis involving newspaper-radio ownership was completed in February subject to FCC approval. The Indianapolis News, afternoon newspaper, contracted to purchase WIBC for approximately $440,000. This transaction involves acquisition of the station’s stock from H. G. (Bud) Wall, attorney, and his wife, who own 9%, with the balance also to be acquired. This transaction also contemplated payment by the newspaper to Indianapolis Broadcasting Co., WIBC licensee, of approximately $2,000 per month, pending FCC approval.

Mr. Pulliam has been active in radio affairs and several years ago headed Network Affiliates Inc., organization of regional stations commuting high power. He also was active in the reorganization of the Indianapolis Newspapers, with a circu-

San Antonio Local KABC Asks Expansion to 50 kw on 680 kc

Outlet Plans to Purchase Mexican Station, Transfer Equipment to San Antonio for Installation

By L. C. CHRISTOPHER

OPERATION of a new high-powered station in San Antonio, utilizing the equipment of XENT Nuevo Laredo, Mexico, across the border from Laredo, Texas, is proposed in an elaborate application filed last week with the FCC by KABC, San Antonio local and Blue outlet. The application seeks assignment on 680 kc, erstwhile clear channel of KPO San Francisco, with 50,000 w day and 10,000 w night, using a directional antenna. KABC now operates on 1450 kc with 250 w. The station would continue on the Blue.

Five Now on 680 kc

Marking the second time that Mexican equipment would be used for operation in Texas, the KABC application sets forth that the XENT equipment would be purchased, moved and installed for approximately $190,000. Alamo Broadcasting Co., owner of (KABC, is identified with the Col. Elliott Roosevelt and Ruth Gogins Roosevelt interests operating the Texas State Network and other Texas stations.

Last year the FCC authorized

MR. PULLIAM

NAB in 1938, for the last three years he has been State Chairman of War Bond campaigns in Indiana.

Born on May 3, 1889 in Kansas, Mr. Pulliam began his newspaper career as a cub reporter on the Kansas City Star. In 1912 he became editor of the Atchison (Kan.) Champion and three years later editor and owner of the Franklin (Ind.) Star. In 1923 he also became publisher of the Lebanon (Ind.) Reporter and 10 other Midwestern daily newspapers. In 1929 he formed Oklahoma Newspapers Inc. and afterward established Central Newspapers Inc. operating in Indiana.

Carr Collins, Crazy Water Crystals head, to remove the equipment of XEAW Reynosa, Mexico, to Corpus Christi, Tex., to operate daytime on 1010 kc with 50,000 w. The station—KWBU—now is operated jointly by the Collins interests and Baylor University.

According to results and engineering analysis filed with the application, full protection as required under the Rules and Regulations of the FCC and the North American Regional Broadcast Agreement would be afforded stations now on 680 kc: KPO San Francisco—50,000 w.; WPTF Raleigh—50,000 w.; KFEO St. Joseph—50,000 w.; WLAW Lawrence, Mass.—50,000 w.; XED Guadalajara, Mexico—1000 w.; WISIR Butler, Pa.—250 w.

Majority of the voting stock in Alamo Broadcasting is owned by R. Early Wilson (30%), president; Charles F. Rosener (29%), vice-president, also 25% owner of Frontier Broadcasting; licensees of WACO Waco and KNOW Austin; and Mrs. Ruth Gogins Roosevelt (20%), now president of the Texas Broadcasters Association.

Elias Calls NAB Legislative Group Meeting May 8 Coincident With Full Board Session

DESPITE mixed reports about prospects for radio legislation at this Session the Congress the NAB Legislative Committee meets in Washington next week coincident with the May 8-10 sessions of the Board of Directors to reappraise the prospects of the White-Wheeler Bill (S-814), now pending before the Senate Interstate Commerce Committee. The full board of 26 will meet for the first time since J. Carl Ryan took the presidency of the Association April 15, succeeding Neville Miller.

Although Chairman Wheeler (D-Mont.) and Acting Minority Leader White (R-Mo.) in the past have blown hot and cold on legislative prospects, it was reliably stated last week that a revised bill generally acceptable to both now was being worked on which probably would be reported to the full Committee within a fortnight.

The co-authors, it is understood, met privately last week to iron out proposed modifications. The bill is understood to provide for a five-man FCC, separated into two autonomous divisions, and with a rotating chairmanship.

Don S. Elias, chairman of the NAB Legislative Committee and a board member, called the Committee meeting for May 8. Practically all of the Legislative Committee members are members of the board. In addition to Mr. Elias, they are: Clair R. McColluhee, WAGL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; D. Shivers, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shaw, WFI Columbia, S. C.; Nathan Lord, WAVS Louisvile, Ky.; Elsah Olen, KHCW Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

WRNL Transfer

RICHMOND Radio Corp., licensee of WRNL Richmond, Va., last week filed with the FCC an application for authority to transfer control from W. D. Bryan to Douglas S. Freeman (28%) and D. Tennant Bryan (20%) to Richmond Newspapers Inc., which publishes the Richmond Times-Dispatch and eastern Virginia. The Transfer involves all of the 500 shares voting stock and would cancel certain obligations held against the station by former owners, Co., which merged with the Times-Dispatch in 1940 to form Richmond Newspapers Inc. The relinquishing parties are identified with the ownership and operation of the newspaper organization. The transfer in no wise would affect management or operating policies of the station. General manager is Edward S. Whitlock.
NWLB Summons Petrillo In Radio Strikes

Demands to Know Why He Defied Work Order

BY JACK LEVY

FOLLOWING refusal of James C. Petrillo, AFM president, to comply with its request to call off his "make-work" strikes at WJJD Chicago and the Minneapolis studios of KSTP, the National War Labor Board last week summoned the union leader to appear before it at a public hearing today (May 1) to explain why the strikes have not been terminated and to show cause why sanctions should not be imposed.

Following a meeting last Wednesday, the Board issued a statement declaring it has summoned Mr. Petrillo and officers of the Chicago and Minneapolis AFM locals to Washington "to show cause why the strike has not been terminated as directed by the Board on April 21 and why the Board should not immediately invoke sanctions and penalties provided under the War Labor Disputes Act and Executive Order 9370."

Other Efforts Fail

While the statement referred to the strike at WJJD, which was certified to the Board April 21 [BROADCASTING, April 24], telegrams summoning union officers were sent to Mr. Petrillo, Edward Benkert, secretary of AFM Local 10, Chicago, and George Murk, president of AFM Local 73, Minneapolis.

The Board's action came after other recourses to end the two strikes proved unavailing. The WJJD strike, now in its third week, and the KSTP walkout, which is two weeks old, have been

reuphated by William Green, AFL president, as unauthorized and violation of labor's non-strike pledge during wartime. Mr. Green had informed Ralph L. Atlass, WJJD president, and Stanley Hubbard, KSTP station manager, that he would endeavor to reach Mr. Petrillo in an effort to end the strikes. At last reports, he had been unsuccessful.

A telegram April 22, Mr. Green advised Mr. Hubbard as follows:

Regret to learn of existence of strike of musicians at your radio station. We will go into matter and endeavor to get in touch with representatives of AFM and exercise all efforts possible to get men back to work.

On Monday, Clyde M. Mills of the WLB Strike Section notified officers of Local 73, Minneapolis:

The Secretary of Labor and the U.S. Conciliation Service have notified the NWLB that a dispute involving Local 73, AFL (AFM) and KSTP Minneapolis is in process of certification to the Board. The Board is informed that a strike of some members of your organization is in progress which is seriously affecting the operations of KSTP.

This strike is contrary to the national policy and is in violation of the no-strike pledge of your organization. This strike must be terminated immediately. You are directed to take such steps as may be necessary to terminate this strike and restore KSTP to normal operation. Please advise the Board of any action taken in compliance with this order.

Earlier, similar instructions had been telegraphed to officers of Local 10, Chicago.

Union Denies Strike

On Tuesday Stanley Ballard, secretary of Local 73, replied to Mr. Mills:

In answer to your telegram to George Murk and myself, our local feels that inasmuch as our members are continuing to service station KSTP there is no existing strike. While we recognize that the management of the station and this local are not in entire agreement, musical programs services by our members have with our sanction, continued to be broadcast over the station during the entire period of the controversy.

We further feel that the disagreement which we have with the management of the radio station does not in any way affect the war industry. It arises because of the individual or collective refusal to perform the work of the radio station.

Since we have no order of the Board, whether from Mr. Hubbard or Mr. Green, that the men be sent back to work, it seems that no strike is in existence. Perhaps we misunderstand your telegram. We therefore ask your board to reconsider its statement concerning us as you have in the past.

The Chicago AFM local also claimed that its action does not affect the war effort. A telegram received the same day from Mr. Benkert stated:

We are in receipt of your telegram of April 21 wherein you stated that the Secretary of Labor and the U.S. Conciliation Service have certified the labor dispute between WJJD and the Chicago Federation of Musicians and NWLB to the Board April 21 and the War Labor Disputes Act.

The particular dispute does not in any way affect a war industry. Neg is the class of work performed by the employees war work. Careful inquiry on your part will convince you that there is no interference of any kind with the war effort.

Under the circumstances we are not violating the War Labor Disputes Act nor your no-strike pledge. We will be pleased to appear before your Board as soon as you can arrange for the convenience of our members.

Despite Mr. Ballard's denial that "there is no existing strike", members of the Minneapolis local told Mr. Hubbard, it was learned, that they were still under orders not to play at KSTP's Radio City studios in Minneapolis. Mr. Ballard's assertion that members of the union are "continuing to support" the station referred to KSTP's St. Paul studios.

The musicians indicated their personal willingness to comply with Mr. Hubbard's request that they resume their broadcasts of Overseas Special, a servicemen's program, from the station's Minneapolis studio but said their orders would not permit them to do so. The program is broadcast nightly before a live audience, including members of the armed forces, and is for troops at home and abroad.

"Advertisers Being Robbed"

"Although the union has attempted to make much of the fact that the musicians have continued to perform on our WJJD," Mr. Hubbard said, "they have studiously neglected to consider KSTP's reasons for opening its Radio City, Minneapolis studios."

"KSTP was instrumental in the re-opening of the Northwest's greatest showplace as Radio City and created Radio City studios in order to provide complete and adequate radio facilities for the listeners of Minneapolis. KSTP opened its Radio City studios in order to compete with what they wanted, the opportunity to see as well as hear KSTP's programs.

Minneapolis advertisers, too, are being robbed of something they have a right to expect. When (Continued on page 57)

J. C. Petrillo: Little Man Who Isn't There . . . . . . . An Editorial

NOTHING short of calling out the Marines, it seems, can stop James Caesar Petrillo in his blit against radio. He seems to ignore the President of the American Federation of Labor, with which his musicians' union is affiliated. The National War Labor Board and the Dept. of Labor are just passing incidents in his life. Evidently he can be reached only by the "strike" are called in this disain of national policy and the "no-strike" pledge of AFL and its affiliated unions.

AFM locals have struck at WJJD Chicago and KSTP St. Paul-Minneapolis. There isn't any explanation from Petrillo. The station managers say they were asked to double their quota, their "strike" are called in this disain of national policy and the "no-strike" pledge of AFL and its affiliated unions.

NWLB, its ire up over Jimmy's tactics, has hailed him to the carpet, along with the heads of the AFM locals responsible for the KSTP and WJJD strikes. Maybe the redoubtable Jimmy will be brought to book this time—pro-vided he can be located.

Election year or not, Congress certainly should put a stop to this sort of "shack-down", which permits a union czar to defy the Government and ignore the command of his own parent union head. If not otherwise occupied, the Marines could do it.

BROADCASTING • Broadcast Advertising

May 1, 1944 • Page 11
CBS Wins Five Peabody Radio Awards

NBC, Blue, KYA, KNX Also Are Cited

FIVE of the eight major citations for the 1943 George Foster Peabody radio awards, for outstanding service in radio, have been given CBS stations and their programs, according to the formal announcement last week by the Henry W. Grady School of Journalism of the University of Georgia.

The 1943 winners are:

- Outstanding community service by a regional radio station—These Are Americans, KNX Los Angeles. Honorable mention for Junior Commandos, WSNJ Bridgeston, N. J.
- Outstanding community service by a local radio station—Calling Longshoremen, KYA San Francisco.
- Outstanding reporting of the news—Edward R. Murrow, CBS.
- Outstanding entertainment in music—Music and the Spoken Word by Senior Citizens (St. Paul, Minn.), and the American People, CBS—a double award.

A & P Test Spots

THE GREAT Atlantic & Pacific Tea Co., New York, last week started a national test spot campaign for their various divisions, built around the theme “It’s Time To Turn To The A & P.” Schedule calls for one-minute singing commercials on some 33 stations in 31 eastern and midwestern cities, for 15 weeks, with plans beyond that date undetermined. A & P in New York told Broadcasting that the company was expanding into radio advertising because “of the limitations and curtailment of newspapers’ ad space” which is now in short supply. A & P actually got under way two weeks ago with sponsorship of a women’s program on WFIL Philadelphia Broadcasting, April 24. Agency is Paris & Peart, New York.

HONORED IN PEABODY AWARDS

RALPH Casey, director, School of Journalism, U. of Minnesota, Minneapolis; Jonathan Daniels, editor Raleigh (N.C.) News and Observer, now in Washington as administrative assistant to President Mark Etridge, publisher, Louisville (Ky.) Courier-Journal and Times; Joseph Henry Jackson, literary editor, San Francisco (Cal.) Chronicle; Chalmers Kempf, assistant professor of journalism, University of Pennsylvania; and Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, and president of “Vado” (Radio); Mr. Weeks; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City.

Faculty Committee

The faculty committee consists of Mrs. Mary S. Gaston, chairman, assistant in journalism; Miss Florence E. Smith, professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, Department of Drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio; and Louis H. Edmondson, acting assistant professor of journalism.

Trammell Heads Group

At WHAM Ceremonies

NILES TRAMMELL, NBC presi dent, was head of a group of NBC executives who were scheduled to take part in ceremonies at WHAM Rochester, today (May 1) when the station became a full-fledged member of NBC’s basic network. Highlight of the ceremonies was to be a banquet attended by officials of the Broadcasting-Carlson Co., owners of WHAM, members of the Rochester City Government, and network representatives. Principal entertainment was to be performance of the program Mirth & Madness, originating from WHAM Monday night.

NBC officials making the trip, in addition to Mr. Trammell, are vice-presidents William S. Hedges (stations), Roy C. Witmer (sales), Clarence L. Menser (programs), and O. B. Hanson (engineering). Eastern cocktails were given to Mr. Hedges, and John T. Murphy, of station relations, and Sydney Eiges, assistant manager, press department, complete the network delegation.

On the preceding day, William Fay, Stromberg Carlson vice-president, was to make a speech in radio and the WHAM staff, were to be hosts at a party for the cast of Mirth & Madness, and for the press.
Who Would Pay More To Reach Fewer Radios?

Some people do. That happens sometime in radio with those who don't know the Baltimore market thoroughly. But not to people who know the astonishing story of W-I-T-H, the independent station. W-I-T-H gives you 92.3% of radio homes in the Baltimore trading area. It produces at the lowest cost by any method you choose . . . coverage, popularity or cost. W-I-T-H is the Baltimore buy.

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
THIS IS
John Rourke
NATIONALITY: American
AGE: 48
CHILDREN: 3...

...so what?
There's nothing unusual about John Rourke. He's just another WOR listener. But what WOR knows about the Rourkes, Cohens and Boccalinis of Greater-New York is unusual.

Two weeks out of every month, WOR talks—through the skilled personal interviewers of Crossley, Inc.—to more than 6,000 people like John Rourke, and Mrs. Rourke, too. All ages, all incomes, both sexes range within the circle of this penetrating, scientific radio quiz.

Since June, 1941, Crossley, Inc. has talked to approximately 300,000 Rourkes and their families. What they think from month to month about your show is tucked compactly between the bright blue covers of WOR's "Continuing Study of Radio Listening." But, vice versa, what you want to know about the Rourkes is there also.

Is it the ages of your listeners you want?

WOR's "Continuing Study" has it.

Would you like to know the sexes of your listeners?

WOR's "Continuing Study" has it.

Do you want to know how many people are in your average listening family?

WOR's "Continuing Study" has it.

Would you like to know how much your listeners earn?

WOR's "Continuing Study" has it.

Is it any wonder then that WOR can help its sponsors and their agencies pick the right time and show as accurately as a gunner lobs a shell?

Why not call WOR today about your time or show problem? For greater accuracy, economy and ease, there's nothing like using WOR's exclusive "Continuing Study of Radio Listening" as a yardstick. It's the key to a greater per-penny profit on every penny you invest in New York radio.

The number is PE 6-8600. Our address, 1440 Broadway, in New York.

---that power-full station---
KOBAK PARABLE ON COMMERCIALS

By WQXR's (New York) recent ban on singing commercials, Edgar Kobak, executive vice-president of the Blue Network, unburdened himself of the following

Insipred by WQXR's (New York) recent ban on singing commercials, Edgar Kobak, executive vice-president of the Blue Network, unburdened himself of the following

Once upon a time there was a man who lived in the woods all by himself. He had a very nice house and a lot of dogs which he had obtained to fight off the wolves who lived in the woods. He gave his house and himself and his dogs.

But on a certain day, one of the dogs ran away with the foxes. Unfortunately the man had never heard of his house and he did not know how to get rid of them. So thinking that all dogs had fleas, he got rid of all his dogs.

Then the wolves came in and got rid of him.

Radio in the United States is not supported by the government, nor by the broadcasting companies themselves, but by advertising manufac-

WINCHELL SCRIPTS BARRIED BY RANKIN

TRANSCRIPTS of broadcasts by Walter Winchell, Blue commentator, will be barred from the Congressional Record if Rep. Rankin (Tenn.) and his colleague, Sen. Barkley (Tenn.), join at that point to alter the current Blue commentaries in the Congress. The Blue columnist was the first to use the medium for political purposes.

Once upon a time there was a man who lived in the woods all by himself. He had a very nice house and a lot of dogs which he had obtained to fight off the wolves who lived in the woods. He gave his house and himself and his dogs.

But on a certain day, one of the dogs ran away with the foxes. Unfortunately the man had never heard of his house and he did not know how to get rid of them. So thinking that all dogs had fleas, he got rid of all his dogs.

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Howard Saunders

HOWARD SAUNDERS, a

announcer and engineer at WMFR High Point N.C., was killed in his own airplane April 22 when it crashed coming in for a landing. He was buried April 24 at 5 p.m. the time when his hour program of hillbilly records usually went on the air. WMFR broadcasts the ser-

ing parable and moral:

Once upon a time there was a man who lived in the woods all by himself. He had a very nice house and a lot of dogs which he had obtained to fight off the wolves who lived in the woods. He gave his house and himself and his dogs.

But on a certain day, one of the dogs ran away with the foxes. Unfortunately the man had never heard of his house and he did not know how to get rid of them. So thinking that all dogs had fleas, he got rid of all his dogs.

Then the wolves came in and got rid of him.

Radio in the United States is not supported by the government, nor by the broadcasting companies themselves, but by advertising manufac-

Curtis Publishing Co., Philadelphia (Saturday Evening Post), on May 8 will begin sponsorship of 260 weekly programs on WMAQ Chi-


GLEYER, CORNELL AND NEWELL Plann Post-War Video

TO CELEBRATE its 25th birthday, the WOW Omaha dug deep into the files and came up with four pictures of what the present WOW executives were doing in the year the station was founded—1923. Upper left is Harry Burke, assistant general manager, who then was a tennis champ as well as an obvious lady killer at preparatory school in Worcester, Mass; upper right is John J. Gillin as the "Sheik" in a Copleghen Preparatory School drama. Without a coat it was impossible for him to wear the customary rosebud in his lapel. Lower left is Lyle Dijon, WOW program manager, producer of Union Pacific's Your America, NBC network show, then "Queen of the May" at York College, Neb; lower right is Bill Wiseman, in 1923 a green freshman, with a full head of hair, at the U. of Mo.

Edwards Thomas

EUGENE THOMAS, public relations director, G. Allen Campbell, general manager of WXYZ Detroit, was selected to succeed Harold V. Hough, KKKO Fort Worth-Dallas, as chairman of the Blue's Stations Planning & Advisory Committee at a meeting in New York, April 21. [Transcript, April 21] Edward P. Thomas, public relations director, Geyer, Cornell & Newell

BROADCASTING • Broadcast Advertising

Sponsors Planning Summer Schedules

Some 25 or More Revamping

BROADCASTS for Season

SOME 25 network advertisers are revamping their summer schedules by substituting new shows or by changing featured stars while retaining basic form, talent and sponsors, according to a check of New York agencies. The major networks had received few definite orders on summer changes.

Philo Plans

About half of the 25 or more programs scheduled for revision or replacement were still without definite substitutes, including Philco's Radio Hall of Fame, to be replaced on the Blue by a new show June 4-Aug. 27; Standard Brands, Charlie McCarthy of NBC June 28 for 12 weeks; Citgo, Dody's Tavern, off the Blue 13 weeks July 10.

There are several alternatives for the first half of General Foods' Kate Smith Hour, off CBS June 30, including Maxwell House Coffee Time which may shift from NBC or go off entirely for the summer. Glass' Coreless Archer on CBS will probably end its time in the last 25 minutes of the Kate Smith Hour for the sum-

Goodyear Shift

Previously reported is the success for Goodyear Tire & Rubber, Co.'s Hook 'n' Ladder Follies, with Ralph Dunke on NBC. Moving to Hollywood May 13, to secure Andy Devine, movie comedian as the featured star, the program will emerge in an entirely new format in a 13-week deal.

Among the programs to continue the same format with summer vac-

ations for the featured stars, Coca Colas' Pause That Reaches CBS, which will have Pauly Fisch, retired conductor, while Andre Kostelanetz engages in a musical project for the Army. Ronald Colman will be replaced on the NBC Electric Autolite Show for 18 weeks starting June 9, and there will be a substitute for Kay Kyser on American Tobacco Co.'s NBC program for eight weeks, and for Bing Crosby on Kraft's Music Hall on NBC, probably his brother Bob.

Scheduled for lay-offs with no replacement are General Foods' Aldrich Family on NBC, and Dinhore Shore, CBS, both for eight weeks June 8; Lever Bros' Lux Theatre, off CBS July 10 for 8 weeks; Aliss Chalmers' Boston Symphony and pop concerts, off the Blue July 8-Oct. 27. Sweets Co. will discontinue Dick Tracy, and the Wonder Co. Capt. Midnight, on the NBC network, looks expected to continue cooperatively sponsored and sustaining, respectively.
True representation, where it counts and when it counts, is the goal that Weed achieves. Weed offers salesmen.

Weed men get called in — yes; advertisers and agencymen regularly seek their help. But Weed men keep continually at the business of getting the business, which means making — creating — the calls.

That's one reason why "Nationally Represented by Weed and Company" on a station letterhead means that that station shows ever-increasing returns.

*Slogan for stations: "Weed 'em and reap!"

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Private Net Urged At Canada Hearing

CAB Advocates Judiciary Body To Regulate Broadcasting

REQUESTS for establishment of a privately-owned competitive network to the Canadian Broadcasting Corporation, thawing of power increase restrictions, setting up a judiciary body to regulate broadcasting in Canada and the granting of experimental and commercial FM, television and facsimile licenses to Canadian stations were presented April 26 to the Parliamentary Committee on Broadcasting by the Canadian Assn. of Broadcasters at Ottawa.

CAB submitted that CBC should confine its operations to its own stations and network broadcasting over independent stations should be by affiliation agreements through contracts, not by regulation or compulsion.

Assurance Asked

Assurance on continuance of their license and frequency, increased power under the Havana Treaty and encouragement to improve station facilities were asked by the independents, who feel that regulations allowing them to them should be administered by an impartial and judiciary body and not by the CBC as at present.

A second network competitive to the CBC was advocated by the CAB, which voiced a similar request in 1939, because under the present set-up only CBC may sanction networks, and the line rates make many sustaining and commercial network programs prohibitive in cost.

With one or two exceptions, Canadian stations have no experimental television or facsimile licenses, none have commercial licenses and the CAB is requesting permission to spend money for increasing such facilities.

Arguing that if stations are not allowed to go the limit on their allocations, Canada will lose channels under the Havana Treaty, CAB was informed earlier that power freeze would stay because stations could not get equipment.

CBC stations are allowed to increase power over the 1 kw limit set in 1936.

CAB pointed out that network stations are allowed more evening transcription time than private stations, and lifting of price mention restrictions was urged to speed up buying for foreign farmers.

Western stations asked for relief of compulsory evening network time to give more adequate local service to their listeners.

UP Invasion Plans

UNITED PRESS RADIO last week started transmitting to its clients by wire special background scripts designed for use when the Allied invasion of Europe begins. Material includes 12 "invasion" scripts and 13 special features with allowance for special breaks for the latest bulletins. Added to the regular UP radio new wire, the scripts will give UP clients a complete uninterrupted output of nearly 49,000 words of copy during the first eight hours following the invasion break, according to UP.

Don Juan Spots

DON JUAN Inc., New York, last week announced a radio spot campaign in 43 cities in addition to magazine and newspaper schedules for Don Juan lipstick. Agency is J. M. Korn & Co., Philadelphia.

BEST CBC PROGRAMS

Sponsored programs on the Canadian Broadcasting Corp. will in the future obtain choice evening or daytime periods only if the programs have shown consistent improvement. This departure was announced by the CBC at Toronto April 26.

In determining degree of excellence achieved, all relative factors shall have due consideration, the CBC stated. Preference will not necessarily depend upon the size or pretentiousness of the production, but rather upon the degree of artistic ability displayed, it was added.

Committee consisting of the CBC general manager, general program supervisor and commercial manager, or their appointees, will serve as judges.

The policy hits commercial continuity which contains controversial material. "Commercial time," the policy announcement states, "is sold on its facilities by the corporation to advertisers who have specific goods or services to sell the listener. The commercial content of these programs should be limited to the promotion or sale of such goods and services, and comments on or opinion promoting economic theories should be forbidden. Programs which depend for their attraction on a money or lottery allure will not be considered acceptable."

Blue Adds Two

EFFECTIVE May 6 and 15, two new stations will become associated with the Blue Network, bringing the total of Blue affiliates to 155. Stations are WOBC Hyannis, Mass., owned by E. Anthony & Sons, operating fulltime with 250 w on 1240 kc, and WMAN Mansfield, O., operating full time with 250 w on 1400 kc.

Radio Aid in Court Sought by Vitaplus

Firm Enlists Stations' Support In False Advertising Charge

STATIONS which carried commercials for Vitaplus, a tablet said to reduce cholesterol from 20% to 39%, may be called upon by their client for support in fighting court charges of false and misleading advertising through radio and television stations.

A spokesman for Vitaplus Inc., New York, said he felt stations should share the burden of the fight, provided they examined the basis of the claims through studying testimonial trial results, telemeter records, and other material, and found the company's statements about the product to be correct.

Case is scheduled to come up for trial at the Court of Special Sessions in New York, May 15, but may be postponed to allow time for further preparation, he said. Charges were brought in the District Attorney's office involves Vitaplus Inc., Dr. Sylvain D. Broder, president and treasurer and chemist; and Kalman Greenberg, vice-president, of the company, and a law firm.

The pair were arrested Friday, April 21, and brought before the Court of Special Sessions, charged with misdemeanor in falsifying the quality of the tablets.

Product was introduced on the air last September. Schedule was expanded to 40 outlets, including three in New York, most of which continued until a month or six weeks ago, when a broadcasting warning by Mayor F. H. LaGuardia on WNYC New York brought a halt to the campaign.

COVERAGE STUDY

BY NAB STARTS

TECHNICAL subcommittee of the NAB Research Committee started its study when station schedules and coverage methods already submitted, Roger W. Clipp, president, WFIL Philadelphia, and chairman of the group, reported after the subcommittee's first meeting last Thursday in New York.

Further proposals will be reviewed by the Committee as received," Mr. Clipp stated. "Although a great deal of information is being made, the Committee is confident that those interested in the subject will direct their ideas to its attention."

Committee, appointed last month to study station coverage and circulation measurements with the goal of achieving a standard method for the entire industry (BROADCASTING, April 10), received a progress report on the first and last Thursday's session, which will be taken up at the next meeting, scheduled for May 18 in New York.

Present at the session, in addition to Mr. Clipp, were: John K. Churchill, CBS; Edward F. Evans, ABC; Samuel S. Evans, MBS; Donald W. Fife, WOR; A. A. Fink, WOR; Edward R. Fink, WOR; Donald W. Fife, WOR; William A. Green, ABC; Edward F. Evans, ABC; Samuel S. Evans, MBS; Joseph T. Rumple, Kenneth Greene, NBC; Paul F. Peter, NAB, Committee secretary.
The Only SINGLE MEDIUM

Completely COVERING THE INLAND EMPIRE

Covers Like a Gentle Rain

- 19 Counties in Eastern Washington
- 10 Counties in Northern Idaho
- 5 Counties in Western Montana
- 3 Counties in Northeastern Oregon

In Its Primary Coverage Area Alone

5000 Watts – 590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

RADIO CENTRAL BUILDING

Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
Jigu-Jigu—Army Voice Above the Bombs

JRP Broadcasts From Anzio Beachhead To America

By ERIC SEVAREID
CBS Correspondent

WITH The Fifth Army, on the Anzio Beachhead in Italy, April 24 (By cable to Broadcasting) — Jig Jig Roger Peter is the name of the most embattled broadcasting station in the world and you'll find it in the parlor of a pastel-hued plaster house which was the Anzio summer residence of an Italian banker who has since fled to German-held Rome.

The station is named Jig Jig Roger Peter because JRP are its call letters and the house is named the Villa of Vice simply to distinguish it from the Villa of Virtue a few steps away where the radio correspondents here live with their colleagues. In the Villa of Virtue the correspondents sleep in a large dormitory which was separate bedrooms until a bomb transformed them but the Villa of Vice is intact, except for one perforation in a wall which merely removed the hind end of a painted bulldog. It left intact some tourist views of Japan on a table.

Enemy Lines Visible

There are ten shell holes in the gardens of the Villa of Vice and from the roof you can see the enemy lines and witness our bombs leaving our planes and cascading into enemy lines.

A fountain plays in the garden and Sgt. Maurice Andrew of the radio crew tenders the flowers and makes salads from the sink-hole bankner's greens. The radio crew lives constantly in Vice, pumping water from the well to the roof and thence to the bath and sink. The boys take shelter from the enemy's bombs in a dugout in the cellar where rations of water and cigarettes are stored. Our radio generator nestles among the sandbags in a corner of the garden. A shell landed only 20 feet away the other day, but it failed to halt the generator's throbbing.

Jig Jig Roger Peter is a Hallcrafters 299 transmitter which came ashore at Anzio on D-day, at H-hour plus six and a half, or in other words at 8:30 in the morning of Jan. 22 when the Fifth Army invaded and won the beachhead. Jig Jig is encased in a wooden housing called the "Dog House" and was chaperoned ashore by Major Henry Ehrlich of Brookline, Mass., Chief Radio PRO Officer on the beachhead, and Lt. James Holm Lund of Bangor, Wis., radio officer here.

Invasion Broadcast

JRP was inside a duckboat, which in turn was inside an LST. The LST simply opened the gate and the duckboat drove up into the water and chugged up to the red beach. By 11 o'clock in the morning the first eyewitness news of the invasion was clicking out by key—in Morse code—over Jig Jig, which was at that time still on the duckboat hidden in the woods.

Four days later Jig Jig was unloaded by a crane and installed in the Villa of Vice.

Since then Jig Jig has operated without a halt for press copy which was keyed to Naples except for five days shutdown in February when General Alexander, who thought correspondents were "alarmists", ordered direct news from the beachhead stopped. On Feb. 10 two of the crew were wounded—Pvt. William McEnroe of Cincinnati and Sgt. Laurence Jolly of Rusk, Tex. A 70mm. shell hit a telephone pole in the grounds exploding above the ground at the moment when the entire crew was standing near. William suffered a cut neck, his helmet saving his life, and Laurence a perforated

(Continued on Page 22)

MR. SEVAREID
“The Human Adventure”

written by the University of Chicago, originated, produced and presented to the nation by WGN.

Every Thursday night “The Human Adventure” dramatizes a true story of science and research in the great universities of the world.

The purpose of these broadcasts is to acquaint radio listeners with the meaning and service of scholarship in the language of the layman, and help them better to understand the world in which they live.

“The Human Adventure” is a product of the program building power, resourcefulness, and community-mindedness that characterizes WGN, The Voice of the People, Chicago.
Waugh, however, was also disappointed to learn that the radio in their room was not working, so they went on the deck to enjoy the sunset. Waugh commented on the unique environment of the place, saying it was like being in a painting. They mentioned that they were looking forward to another day full of adventures in this beautiful setting.

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**Champion**

The hotel itself is surrounded by a beautiful natural landscape, which further enhances the atmosphere. The combination of the luxurious accommodations and the serene surroundings makes it an ideal destination for those seeking relaxation and a touch of luxury.

---

**Conclusion**

In conclusion, the Waugh-Langlois trip to Charted Sea, accompanied by the charming and knowledgeable employee, provided a delightful experience. The combination of natural beauty and luxury hospitality made for a memorable journey that truly lived up to the promises of Charted Sea.

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**References**

The transition period — the twilight zone between war and peace — will not await the armistice. Shifting of gears, if it is to be done without undue clashing, should start gradually. It must be undertaken as soon as partial demobilization of war-occupied productive facilities becomes possible. Forehanded planning now can save acute dislocations later.

Wise advertisers will anticipate the scuffle for markets which will ensue. None can afford to overlook the vast concentration of buying-power over which KYW holds sway — one of the key markets of the United States. Seed time must precede the harvest, and the time to cultivate the fertile soil between the Appalachians and the sea is Now.

From its inception, 50,000-watt KYW in Philadelphia has been noteworthy for its balanced blend of top-flight local and NBC programs. Its listenership and pulling-power have been commensurate with their quality. Contact NBC Spot Sales for proof.
Meet Private Fuzzy-Wuzzy Who Has Gone to War With—

1,092,120 of His Fellow Patriots!

One of the world's largest hatcheries called us in to help move an early hatching of "thousands of day-old chicks within four weeks."

After 17 days of the kind of action that has made us famous, WWVA listeners placed orders for one million, ninety-two thousand, one hundred and twenty chicks. Needless to say, the hatchery was completely swamped.

And so another kind of army was enlisted to help win the war—an army that will produce eggs or fried chicken—as these WWVA chick buyers please.

Absentees May Cause Delay In Probe of FCC by House

Possibility of Suspension Until After Election Looms; Lea, Magnuson Away From Capital

POSSIBLE postponement of hearings by the House Select Committee to Investigate the FCC until after the forthcoming political campaign was the subject of speculation last week as Chairman Clarence F. Lea (D-Cal.) left Washington to campaign for renomination in his district and Rep. Warren G. Magnuson (D-Wash.), also was away, leaving Reps. Edward J. Hart (D-N.J.), Louis E. Miller (R-Mo.) and Richard B. Wigglesworth (R-Mass.) to carry on.

At the conclusion of last Wednesday's hearing, in which FCC personnel was cross-examined in the WNNY Watertown, N. Y., case, Charles R. Denny Jr., FCC general counsel, announced that the Commission was ready with rebuttal testimony to the WORL Boston charges and then was prepared to go into the Radio Intelligence Division and Foreign Broadcast Intelligence Service aspects.

Committee Visits RID

The Committee on April 22 visited the Commission's RID and FBIS headquarters and monitoring stations and was given a demonstration in tracking down clandestine stations. It was disclosed last week. Pending before Senate-House conferees is the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) in which both Houses have reduced the RID budget by $1,000,000 and lopped another half-million from the FBIS, making total cuts of more than $2,000,000.

Rep. Hart, acting chairman Wednesday, in adjourning the hearings until 10 a.m. May 4, said future presentation could be determined after Mr. Denny offers the Commission's rebuttal to the WORL case. Meantime Rep. Miller said he would be ready to cross-examine FCC Chairman James Lawrence Fly Wednesday or Thursday of this week.

It was understood that the three majority members would insist on John J. Sirica, new Committee general counsel, handling the RID and FBIS cross-examination. In that event an indefinite postponement of hearings appeared likely, inasmuch as Mr. Sirica would require considerable time to thoroughly familiarize himself with the past record.

Harry S. Barger, assistant general counsel and chief investigator, has been conducting cross-examination since Eugene L. Garey resigned in February as general counsel.

Chairman Fly is understood to have requested that the full Committee be present when he testifies and particularly in the presentation of RID and FBIS evidence. Mr. Denny has informed the Committee that a portion of the RID and FBIS testimony would be given in public hearing and some would be given in executive session.

Both Reps. Miller and Wigglesworth are understood to be opposed to executive sessions except where military security is involved. They expressed the opinion that the Committee could determine what it should hear behind closed doors.

Rep. Hart said that while he felt Mr. Sirica should handle the RID-FBIS cross-examination and that he did not favor getting into that phase of the rebuttal immediately, he would not oppose going ahead if the minority members favor it during Chairman Lea's absence. "I wouldn't want to stop the hearings," he added.

No Notes on Meetings

In two days of testimony last week, Commissioner Norman S. Case disagreed with FCC personnel as to what actually happened in withdrawal of a construction permit to Black River Valley Broadcasters Inc., for WNNY Watertown, N. Y. Despite the fact that a news release dated Dec. 2, 1936, issued by the Commission, said the CP was rescinded and that the Commission on its own motion ordered a hearing de novo, Commission personnel, including Mr. Denny, Farney Neyman, principal attorney, and Robert E. Hodson, chief of the minute section, testified that the release was in error. Commissioner Case said he was of the opinion that the hearing de novo was ordered on the Commission's own motion.

Mr. Hodson disclosed that since February no notes have been made of Commission meetings, although prior to that time he had made shorthand notes at all meetings over a period of years. Denying that he had been instructed to discontinue taking notes at Commission meetings, Mr. Hodson said he "got permission from the Commission to stop taking notes". Both Rep. Miller and Mr. Barger attempted to get an admission that he was ordered to stop taking notes because of the House investigation, but Mr. Hodson steadfastly insisted his action was due to "increased duties".

Commissioner Paul A. Walker, who was chairman of the Telephone Division in 1936, was on the stand briefly Tuesday but he failed to shed any light on the Commission's action, other than to deny that letters written President Roosevelt protesting the CP to the Black River Valley firm on the grounds that its officers were political opponents of the Administration had (Continued on page 20)
The Brands that sell are those advertised on WBAL

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

BALTIMORE
(Continued from page 24) everything to do with the Commission's decision.

Echoes of Mr. Denny's charges that WBNX New York was "continually playing the Horst Wessel song" prior to Pearl Harbor were heard last week when Louis G. Caldwell and Reed T. Rollo, Washington counsel for the station, wrote a second letter to Chairman Lea protesting the FCC counsel's testimony.

Referring to Broadcasting of April 24, which quoted Mr. Denny as saying "this letter (protest from the attorneys) shows they were still playing it in 1937", Messrs. Caldwell and Rollo wrote: "The last time the Horst Wessel music was broadcast over WBNX was in 1935 and not in the latter part of 1937 or early part of 1938 as stated in our earlier letter."

Station counsel pointed out that officers of WBNX had relied on their memories, but a search of the

RADIO STAR of WEBR Buffalo is Virginia (Bunny) King, 11-months old daughter of Cy King, station manager. Bunny's voice has been recorded for use as a sound effect on a new baby program which will soon be heard daily on WEBR.

records disclosed that the last time the Horst Wessel music was broadcast "occurred prior to Nov. 20, 1935."

Commissioner Walker, on the stand Tuesday, said he had not seen letters written to President Roosevelt, protesting the WNYY construction permit grant, until "the other day." When Lt. Henry A. Wise, former officer of the Black River Valley Broadcasts Inc. and Elliot C. Lovett, Washington counsel for the firm, testified last Dec. 20 [Broadcasting, Dec. 20, 1943] letters to President Roosevelt and the late FCC Chairman Prall protesting the grant on political grounds were read into the record by Eugene L. Garey, former Committee general counsel.

"I'm quite sure those letters had no influence on the Commission— at least not on one," said Commissioner Walker. "I hadn't seen them and if I had it would have made no difference with me." Mr. Walker explained, however, that he was in the common carrier division at the time and not the broadcast division. In answer to direct questioning, he said that no one at the White House had ever communicated with him about the WNYY case "or any other matter." "If the Commission dismissed

Urges News Review

FCC NEWS releases should be reviewed by "someone in authority" before they are given out, Rep. Miller (R-Mo.), acting chairman of the House Select Committee to Investigate the Commission, declared last Tuesday. Fanny Neyman, principal attorney in the broadcast section, who was testifying as to discrepancies in a news release and Commission action as reflected by typed minute sheets in which a construction permit was granted to the Black River Valley Broadcasts Inc., Watertown, N. Y., was rescinded, added. "Will you take that up with the proper party?" asked Rep. Miller.

Miss Neyman said she would.

an action on its own motion, there would be nothing to consider, would there?" asked Rep. Miller. "I suppose that's true," replied Commissioner Walker. Mr. Berger has pointed out the fact that the original draft for a press release of Commission action Dec. 2, 1936, in the Watertown case, read: "The Commission, upon its own motion, set aside the orders of the Broadcast Division of Sept. 22, 1936, denying the application of the Watertown Broadcasting Corp. and granting the applications of the Black River Valley Broadcasts Inc. and directed that these applications be heard de novo, together with the following applications."

Miss Neyman testified that she corrected the draft to read: "The Commission, upon consideration of the petition of the Watertown Broadcasting Corp. for rehearing and the petition of Brockway Co. to intervene, set aside ..." ect., because the original draft was incorrect. Neither Commissioner Walker nor Miss Neyman could state why the Commission information department issued a release dated Dec. 2, 1936, which read: "The Commission, on its own motion, ordered a hearing de novo, on the applications of the Watertown Broadcasting Corp. (docket 3874) and the Black River Valley Broadcasts Inc. (docket 3872) to be heard together with the applications of the Brockway Co. for assignment of license and to move station WCAD from Canton, N. Y., to Watertown, N. Y." Commissioner Walker said he supposed "whoever wrote it up didn't have the facts."

Miss Neyman said representatives of the Commission press department may have attended the meeting and gotten the information wrong, or may have seen the rough draft before she corrected it.

FCC Files Show No Record of Replies

Mary E. Sprague of the FCC mail and file section testified as to procedure on handling incoming mail. She said that if replies had been written to President Roosevelt, which were referred to the Commission by the White House, copies of the replies should be in the file. Mr. Denny (Continued on page 28)
At the foothills of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feedstuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

Spartanburg is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To reach the ears of the Piedmont, Use—

WSPA—SPARTANBURG

5000 watts day • 1000 watts night • 950 kilocycles • CBS
South Carolina's first station • Represented by Hollingerby
as asked of Ondaga Radio. River stock was
sion although action other man said
the Communications Act Rep. Miller, who
through
man.

Miss Neyman said the Commission found that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp. of Syracuse, a firm "foreign to Watertown", and when Rep. Miller asked if the Communications Act authorized the Commission to con-
sider such ownership in granting or denying CPs, she said: "Absolutely. Under the public interest, convenience and necessity clause." She added that the Commission had a case only recently in which
the applicant was "not as interest-
ed in local affairs as residents of the community", and that the FCC considered such ownership because "outsiders" weren't aware of the "needs of the people" in communi-
ties other than their own.
She categorically denied that the Commission granted a hearing de novo on its own motion or that the letters to President Roosevelt had anything to do with the action.

Case Recalls Details
Of Watertown Grant
Commissioner Case testified that while he couldn't recall details of the Dec. 2, 1936, Commission meet-
ing when the CP previously granted WNNY was rescinded, he told the Committee that on the basis of the minutes and a news release he would say that the Commission could have granted the Watertown Broadcasting Corp. petition, could have denied it or could have on its own motion set a hearing de novo.
"I think it was on our own mo-
tion that we decided on a hearing de novo," he said, "and did so, act-
ing on the petition. I think it was within the power of the Commiss-
ion to order a hearing de novo."

Commissioner Case said the first time he had seen letters to Presi-
dent Roosevelt, protesting the grant to WNNY on political grounds, was "a fortnight ago," when Mar-
cus Cohn, principal attorney of the FCC, took them to his office. "Some-
time or other I had heard rumors that the White House had sent some letters over, but I have no recollection as to when I heard them," he added.

"Do you think it's possible that those letters may have influenced the decision of the Commission?" asked Mr. Barger. Commissioner Case replied: "The letters came over late in November. I never saw them myself. I don't know who at the Commission saw them." He said Mr. Cohn had told him the letters were answered.

Error Conceded in
Transcribing Testimony
Referring to Miss Neyman's pre-
vious testimony that the Commis-
sion considered that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp. and that the Onondaga firm was considered "foreign" to Water-
town, Commissioner Case said such a situation "would not be ground for denying an application". He couldn't recall any other case sim-
lar to the Watertown incident, he said, although Mr. Case added: "The Commission has that power."

Mr. Hodson testified that he took shorthand notes of the Dec. 2, 1936, meeting and that he submitted the draft to Miss Neyman, who made the corrections. He said he was asked by Mr. Cohn three weeks ago to transcribe the notes and that the full transcription appeared in a statement filed the previous week by Mr. Denny. He added that he apparently misunderstood the Com-

(Continued from page 26)
"Good evening, ladies and gentlemen of the radio audience. This is your Representative in Congress, Clarence J. Brown, speaking from the studios of WIZE here in Springfield. It is certainly good to get back home again, even but for a few days, and to have an opportunity of visiting with my Seventh District constituents. I am glad, too, to get back to Station WIZE once more. As a member of the House Committee on Interstate and Foreign Commerce, and especially as a member of the Sub-Committee on Communications, having jurisdiction over legislation and other matters pertaining to radio, I have had the opportunity, during the past few years, to visit many radio studios and stations, and to learn a great deal about America's splendid wireless communication system. The people of Springfield and of this section of Ohio are indeed fortunate to have a radio station such as WIZE!

While I am sure that all of you who are listening in appreciate the radio facilities WIZE furnishes this area, I am wondering if you know that this station is rated as one of the best to be found anywhere in the world in a city comparable in size to Springfield. Perhaps even the officials of WIZE do not know it, but this station is considered a model local or district station. On several occasions both the Federal Communications Commission and our Committee have studied the work and operations of Springfield's own station—WIZE—in connection with national radio problems and legislation. Each time I come back to WIZE I find additional improvements have been made in plant, equipment, in community service, and in content of program.

So I am happy to have the opportunity this evening to publicly compliment the staff of WIZE on the good work they have been doing, and to congratulate the community on having such a splendid station serving it."

The above excerpt from a talk by the Hon. Clarence Brown speaks volumes, why Radio Station WIZE is being recognized as Springfield, Ohio's number one advertising medium. To really reach and sell this market, you must use WIZE. No other medium or outside station can do this for you.

It's the WIZE advertiser who uses the Springfield market

WEED & CO.
NATIONAL REPRESENTATIVES

WIZE
Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

BLUE NETWORK

BROADCASTING • Broadcast Advertising
May 1, 1944 • Page 29
mission action, which accounted for the sentence that the Commission on its own motion ordered a hearing de novo.

Rep. Miller asked Mr. Hodson to transcribe his shorthand notes of the Dec. 2, 1936, meeting for the Committee record. As he did he read:

"General counsel recommended grant of petition of Watertown Broadcasting Corp. to set aside order to Black River Valley Broadcasts Inc. and remand same to examiner; grant Brackowky petition to intervene. Mr. Garey suggested that Commission on its own motion order hearing de novo. Mr. Gary repeats recommendation. Recommendation approved."

After reading the minutes Mr. Hodson remarked: "Apparently I was in error."

Miss Neyman identified minutes of the Dec. 2 and Dec. 9 meetings and her initials with the date Dec.

Swift Test

SWIFT & Co., Chicago (Swift's ice cream), has begun sponsorship of a test campaign, with expansion anticipated. Agency is Needham, Louis & Brophy, Chicago.

11, 1936, on the minutes, indicating she had approved the minutes on Dec. 11.

Mr. Denny, recalled to the stand, admitted that his knowledge of the Watertown case was based on his review of the records and interviews with Commissioners Walker and Case and other personnel who were with the FCC in 1936. He also said the Commission is presumed to know its own records, but that the FCC erred in denying Watertown Broadcasting Corp.'s first petition for a CP grant. He said a petition is grounds for de novo hearing. He declared that the Commission "paid utter no attention" to the letters to President Roosevelt, urging the WNNY grant be rescinded.

Net Earnings of GE

Show Drop for Quarter

GENERAL ELECTRIC Co.'s profit available for dividends for the first three months of 1944 amounted to $10,442,576, compared with $10,384,405 for the same period in 1943, an increase of 2.8%.

Above amounts were after provision of $61,600,000 and $58,000,000 respectively, for federal taxes on income and for post-war adjustments and contingencies, a decrease of 8%. Net sales billed (representing shipments) during the first quarter of 1944 amounted to $884,324,206 compared with $877,872,103 for the same period in 1943, an increase of 28%. A dividend of 35 cents a share will be paid April 25 to 230,910 stockholders for first quarter of 1944. This will be the 187th dividend paid on General Electric Co.'s common stock.

ANY EGGS today, Bud? Bud (Mother Cary) Abbott, overnight announcer of WJZ radio in New York, has pulled a corny one to hatch this brood sent to him from night workers at Kerlin's Hatchery in Pennsylvania. They will be included in his record of screwy fan mail including hams, pies, fudge, cookies and bourbon. He has gotten presents from listeners in Alaska, Hawaii, Iceland, Latin America and censored. Abbott was formerly with WFEA Manchester, N. H., WGAN WChs Portland, Me. and WLAW Lawrence, Mass.

PUBLIC RELATIONS

GROUP ORGANIZED

ORGANIZATION of the American Public Relations Assn., designed to put the public relations field on a high level comparable to other professions and to promote high standards of operation, has been effected in Washington, it was announced last week. A meeting of the new organization has been scheduled for 7:30 p.m. May 3 in Washington's Hotel Statler, to consider establishment of chapters in Chicago, Cleveland, Milwaukee and New York.

Among objectives of the APRA are to create a code of ethics; initiate a school of public relations as a part of the regular curricula of some well-known colleges, and extend such courses of instruction to other colleges and universities. A public relations program to return servicemen to public relations assignments in business and industry through an Association placement bureau; publish a public relations directory; serve as liaison in the war program; establish public relations awards. Henry Grattan Degen, dean of Columbian College, Georgetown U., on leave as director of the Washington Inter-American Training Center, has been elected first president. Other officers are: Paul H. Bolton, president; Bolton Adv. Co., Washington, secretary; Charles Miner, president, Guardian Management Corp., Washington, treasurer; H. Scott Johnson, conservation consultant, War Production Board; Robert E. Harper, assistant to the president, Motion Picture Adv. Service Co., executive director.

District vice-presidents include:
Mid-Atlantic States—Edward F. Thomas, public relations director, Geyer, Cornell & Newell, New York; East North-Central States—Stuard Siebert, J. Walter Thompson Co., Chicago; South Atlantic States—H. Scott Johnson; Willard D. Egolf, assistant to the president of NAB, was named to the Advisory Committee. A second member from radio is to be chosen.

The National Capital Forge, limited to 100, will include 10 members from radio.
Rio de Janeiro is one of the most pleasant places in the world. It’s the home of the Carioca and the Samba. It’s the capital of the world’s greatest coffee-producing country. Its people are a happy people, excepting for one thing—their inability to listen to WFIL.

Now some stations would have you believe that they cover just about everywhere, including Rio. That’s their sales story. But is the coverage in the area you want? Why pay for publicity where you are not going to harvest real results. Don’t drop your line where fish are scarce. WFIL blankets the Philadelphia Trading Area... and without any waste circulation!

In 1929 A. T. & T. sold at 310 and U. S. Steel reached 261. But old stock quotations are not much good today. The past is gone. The old order changes. Latest surveys on radio listenership in the Philadelphia Trading Area indicate that more and more people are listening more and more to WFIL. And because advertisers are learning that the most progressive station in the entire trading area is WFIL, 114 accounts, new to this station, bought time in 1943. If you have something you want to sell to people in the Philadelphia Trading Area—and not in Rio—then we suggest that you make use of the selling facilities of WFIL.

A BLUE NETWORK AFFILIATE

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY
WIBW Sales Harvest—WBNX Folder—NBC Brochure

Plugs for Drugs—WSLS Plan—Score Pads

**Merchandising & Promotion**

**WIBW Sales Harvest—WBNX Folder—NBC Brochure**

Plugs for Drugs—WSLS Plan—Score Pads

**Promotion Kit**

RCA Victor Division of RCA, Camden, N.J., has an exclusive recording contract with the Boston Symphony Orchestra, has prepared a sales promotion kit tying in with the orchestra’s Saturday night programs sponsored on the Blue Network by Allis-Chalmers Co. The dealer’s kit includes window and counter display material keyed to the “Listen to the Boston Symphony Orchestra on the air. Hear them on Victor records.” Material includes a booklet on the orchestra’s history.

**Plugs for Drugs**

WLW Cincinnati drug trade relations department has initiated a “Radio Feature Value” weekly promotion plan in cooperation with the Retail Drug Association in the WLW area. Each week a station is promoted through drug stores selected for the plan. The WBNX folder has been made available to stations, WBIR Knoxville, and WNOX WROI, are cooperating in a joint trade journal campaign to acquaint national advertisers with the increasing size of the Knoxville trade area. Strauchen & McKim Agency, Cincinnati, handles the campaign.

**NBC Brochure**

**Brochure** has been issued by NBC on its Words at War series, highlighting press reaction to the controversial broadcast Assignment U. S. A., and the book upon which it was based.

Presentation is titled “They Sat Up and Took Notice”.

**WSLS Plan**

TITLED “Here Is Another Plus for WSLS Program Clients”, WSLS Roanoke, Va., has issued to advertisers and agencies a promotion piece designed to present and explain the “WSLS Program Promotion Plan”, a method for consistent and equitable promotion of sponsored programs. Under the plan, the folder states, programs are assigned unit values according to their size and frequency, and the various promotions afforded each is prorated accordingly over a two-month period.

**Book Markers**

BOOK-MARKERS promoting the return to the air of Betty Wells’ Book Program over KRNT Des Moines are being distributed from the program sponsor’s place of business and through the Des Moines public library. Printed on light green cardboard, marker contains small circle cut of Miss Wells.

**WLJB Booklets**

WLJB Brooklyn distributed two booklets to agencies and advertisers of WLJB listeners a description of the WLJB market based on C. E. Hooper and Pulse of New York surveys, and “Programs,” a detailed account of all regular programs.

**Score Pads**

GIN RUMMY score pads in station colors of blue and yellow constitute the latest promotion idea of WPEN Philadelphia. The copy, in gin rummy terminology, calls attention to WPEN and the pad itself features an extra column for figuring.

**Promotion Program**

WTAG Worcester, Mass., on April 30 broadcast a special program keyed to a WPEN drive to exploit the station’s plans for covering the coming invasion. Participating on the show were top CBS, BBC (from London) and AP newsmen.
The Committee for Economic Development chose Peoria as a test city to determine post-war employment possibilities. Forty-five out of 49 manufacturers employing 97.6 per cent of Peoria's industrial manpower reported. The conclusion of the survey indicated that "only about 1000 workers will be dropped from a wartime high of 30,000 employees. Factory managers have estimated that employment can be maintained at near the 29,000 figure, continuing the prosperity of the district—".

WM BD covers, not only the market composed of the people employed in these industries; but the whole of Peoriarea. This area consists of 16 counties in the heart of Illinois' rich corn-belt section. Peoria is the center of this populous section of 614,200 persons (greater than some states) and WM BD serves the area as its home station. No national or near-nationwide advertising campaign can ignore this stable Peoriarea—its buying power—or WM BD's complete coverage.

The Caterpillar Tractor Co. holds the proud position of being first in the world in the production of track-type tractors, Diesel engines and road machinery.

When the war began, "Caterpillar" products were diverted from peace-time uses to war operations. No plant conversion was necessary; these heavy, earth-moving machines, built for peacetime jobs, could do a war job equally well.

Today, "Caterpillar" powered equipment is out in front helping to win the beach heads, level landing fields, clear ruins, haul supplies ... that would otherwise require thousands of man hours.

The 75 acres of buildings at the Caterpillar Tractor Co. and the 20,000 workers are ready, when the war is won, to continue uninterrupted production to win the peace.
Record $500,000 for Sale of a Local Is Paid by Washington Post for WINX

IN A RECORD-breaking transaction for a local outlet, WINX Washington was sold last week by Lawrence J. Heller to Eugene Meyer, editor and publisher of the Washington Post, for $500,000. The transaction was understood to be cash with the Post to take over immediately upon FCC approval.

WINX began operation in December, 1940, and was originally licensed to Mr. Heller, Washington attorney, who has actively directed the station. It operates on 1310 kc with 250 w, plus a 100 w suburban booster station.

Mr. Heller and his wife hold approximately 90% of the station's stock. Owners of the balance are L. R. Williams, former radio attorney, and Richard K. Lyon, Washington. Mr. Lyon, who acted as secretary of the company, acquired his interest through a loan of $10,000 to Mr. Heller.

The transaction was completed April 22 by Messrs. Meyer and Heller. The Post has long sought a Washington outlet and, it is understood, was negotiated with the two other independently owned outlets—WOL and WWDC. Counsel for Mr. Heller in the transaction is Horace L. Lohnes, of Dow, Lohnes & Albertson, with the Post represented by Spencer Gordon, of Covington, Burling, Rublee, Acheson & Shorb. Wayne Coy, assistant to Mr. Meyer and formerly one of the executive assistants to President Rewalt, also was identified with the negotiations.

It was expected the application with the FCC by about May 10. The Post, in its issue of Sunday, April 23, carried a one-page paragraph one item announcing that the sale had been negotiated, subject to FCC approval.

Early in April an application was filed with the FCC for the sale of WCOL Columbus, by Kenneth B. Johnston, Columbus attorney, to Lloyd A. Pixley, general manager of the Fort Industry Co. and members of his family, for $250,000. So far as is known, this was the previous record price for a local outlet [BROADCASTING, April 10]. It is understood the agreement provides that Mr. Heller shall remain as manager of the station for a specified period following approval of the transfer. The firm of Louches & Scharfeld, through Philip G. Louches, will handle the transfer proceedings for the Post.

The newspaper also is understood to be interested in television, and already has filed for FM through a subsidiary company.

Duckworth Sells KID for $100,001

SALE of KID Idaho Falls, Idaho, by Jack W. Duckworth, sole owner, to a syndicate of Idaho and Utah businessmen has been consummated subject to FCC approval, according to applications filed with the Commission last week. The station on 1590 kc with 500 w night and 5,000 w until local sunset and has been operated by Mr. Duckworth for the past 17 years.

Purchasers are H. F. Laub, of Logan, Utah, president and 40% owner of KVNU Logan, also in the electrical contracting business; L. A. Hardy, Idaho electrical contractor; and Walter Bauman, Idaho Falls electrical contractor. Each would acquire one-third of the capital stock of KID.

Mr. Duckworth has not announced his future plans. Prior to the establishment of KID, he was advertising manager on the West Coast for the Dole Pineapple Co. and participated in the establishment of KMIC Inglewood, Cal., in 1926. Mr. Duckworth caused a sensation in radio last year closing down the station for several months, because of the manpower shortage. KID returned to the air however, after radio had been declared essential and the chief engineer was deferred.

Sterling Drug in S.A.

SYDNEY ROSS Co., Latin-American distributors, Newark, is using a sound lauch to bring to natives living along the rivers in Colombia, S. A. entertainment in the interests of Mejoral (aspirin) Glos- tore (hair tonic) Phillips Milk of Magnesia and other Sterling Drug products. With the aid of an amplification system, hemispheric solidarity messages are aired from the boat.

Garland Resigns

PLANNING to devote his full time to his duties as Mayor of Des Plaines, Ill., and his campaign to become Representative in Congress for the 7th Congressional District, Charles H. Garland, assistant sales manager of WBBM Chicago, has resigned, effective April 17. A special election will be held by primary election by a 3-1 margin.

Crisis Problem

A LOCAL emergency in Cincinnati would be nothing short of disastrous for WKRC Cincinnati, if sales promotion manager Byron Taggart doesn't slow down on his recruiting efforts for Ohio State guard members. A first sergeant of Co. H, in the guards, Taggart has already signed up David Greer, state police staff member, as a private in the same company. Station manager Ken Church is a captain and commanding officer of Co. D.

Disc Campaigns

THREE SPONSORS who recently ordered recorded spot announcements made by the NBC Chicago Radio Recording Division under Frank Chizinni, include the Clyffside Brewing Co., Cincinnati (Felsenbrau beer) on six stations, through Stockton- West- Burkhart Adv., Cincinnati; Eagle Stamps Co. (trading stamps) on four stations, through Ollan Adv. Co., St. Louis; Coca-Cola Bottling Co., of Chicago, 35 stations in Great Lakes area, through William B. Wisdom Adv., Chicago, New Orleans.

Bu-Tay On Coast

BU-TAY PRODUCTS Ltd., Los Angeles (Raindrops, detergent), in a 13-week campaign starting May 1 will use daily spot announcements on 14 stations with others to be added to the list. Current list includes KFNS, KWNK, KGNC EGA KUTA KOA KTRH KTUL WOAI KOMA KMJG KGO WTSA WFAA. Agency is Glasser- Galley & Co., Los Angeles.

Hill Using NERN


Union Pacific Extends

UNION PACIFIC Railroad, Omaha, has extended its sponsorship of Your America, NBC, 5:30 p.m., Saturdays, to Dec. 30, for a full year. Agency is the Caples Adv. Co., Omaha.

'Time' Adds Another Show

RADIO PROGRAMS department of Time magazine has prepared a transcribed quarter-hour series on American history which will start on WQXR New York. Mr. 7 under sponsorship of Eagle Pencil Co., New York, as a daily. Studded with Wonder in America, program will present an oral dialogue between a hypothetical but real librarian, bringing in the country's history from the days of Columbus to the present. For a price, listeners may obtain a special booklet of original maps. Dial is in the Carmel Carmack author. Program is another of Time's educational series which includes Let's Read. Agency for Eagle Pencil is Albert Frank-Guenther Law Inc., New York.
WHAT HAS a bit of thread to do with Schenectady? Well, from a bit of thread, carbonized, Thomas Edison made the first electric light bulb; and from his principle of a glowing filament in a vacuum came our light bulbs and radio tubes of today.

Millions of them are made in Schenectady. It is a city of highly-skilled labor, of well-paid executives, of rich, outlying country. Today, it is one of the great war-work centers of America. Tomorrow, when victory comes, Schenectady will resume its immense peacetime industry. There will be plenty of work for years to come in Schenectady...plenty of buying-power for your commodity.

In Schenectady, WGY covers the entire market represented by central New York State and western Massachusetts. In this area—the “Hudson Circle”—lie nine leading cities where employment is at an all-time peak and some of the richest farming country in the entire East. WGY delivers this market to advertisers both by day and by night.

WGY—SCHENECTADY
One of Eleven Essential Stations in Eleven Essential Markets Represented by NBC Spot Sales

Today, in business, as in living, essential things come first.
Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country’s average.

To every spot broadcaster in America these eleven stations are as essential as the filament of carbonized cotton was to the first electric light bulb—as the city of Schenectady itself is to the electrical industry today.

WGY is a great time buy every time.

WGY—SCHENECTADY
WEAF—New York
WMAQ—Chicago
KYW—Philadelphia
WRC—Washington
KOA—Denver

WBZA—Boston-Springfield
WTAM—Cleveland
WOWO-WGL—Fort Wayne
KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA
IS MAKING BROADCASTING
FOR PUBLIC SERVICE TO LISTENER
DOING THE REAL JOB FOR THE ADVER-
IN THE GREAT CINCINNATI MARKET—

L.B. Wilson

THOUSAND WATTS CBS
Radio's Invasion

FOR ALL of us alive today, the biggest story since Creation is about to break. History's most perfect and best coordinated fighting machine, under supreme command of Gen. Dwight D. Eisenhower, is poised on the British beach awaiting the invasion hour. Just as this is radio's first war, it is radio's first spot news coverage of an invasion. Preparations have been in the making for months. Every network has its invasion staff primed. Communications facilities have been vastly augmented. Around the clock coverage will be provided by American radio as long as conditions warrant.

Radio, as the most speedy of the news media, faces another supreme challenge. The plans have been made by our best radio and news brains—on this side by Byron Price, chief of the Office of Censorship, and Elmer Davis' OWI experts, and the military; over there by such men as Col. David Sarnoff, on active duty with the Signal Corps; William S. Paley, on special OWI assignment; Comdr. Harry C. Butcher, naval aide to Gen. Eisenhower and Col. E. Kirby, chief of the Army's Radio Branch at Washington headquarters, who has just returned from a special mission.

Radio has never faced a greater responsibility. It is a grim, grave assignment—covering mass invasion on the spot with split-second timing and with mothers, wives and children on the loudspeaker end. It takes some, sober handling. Radio will do it.

What's the Rush?

UNBEKOWNST to most people in radio, a battle is being waged behind the technical scenes between FM and television. Both aspire to the same ultra-high frequency spectrum for post-war development. Neither proposes to be dislodged from the lower portion of the uhf band, insisting that each is entrenched and that to be booted into the higher reaches (above 100,000 kc) would retard introduction of their service when the existing freezes are lifted.

The fight ranges within the closed sessions of the FM and television panels of the Radio Technical Planning Board, created last February to devise post-war allocations for all radio services. This board reports to the FCC, which decides upon allocations. The way things appear now, however, the issue probably will be settled only after the Commission holds hearings and decides for itself the present and prospective states of the two new radio arts as weighed against the requirements of other services.

There has been too much confusion about FM and television allocations. Some competent engineers contend there just isn't enough information available to determine where optimum service will be attainable for these and other post-war services. The FCC is making continuous studies of FM propagation phenomena. It also has available the results of private video experimentation. This information must be analyzed scientifically and dispassionately. Secret information now known only to the military also will prove useful.

But the question arises as to how long the public should be kept waiting. It is recognized that both FM and television, technically, will broaden radio's horizons and that both can function acceptably today. It isn't yet determined, beyond doubt, that the present standards and proposed allocations are the most economical or best suited for overall service.

There is evident a need for less heat and more wisdom in the appraisal of the technical aspects of post-war allocations. And there also is apparent a need for less high-pressure salesmanship along these lines. The primary function of radio is preservation of life and property—to provide services for which wire lines are not suited. These include aviation and marine, to some degree the military, Government and police. But this doesn't mean that non-public services should commandeer everything to the exclusion of broadcast or public services.

There has been loose talk about FM stations in every nook and cranny of the country. Small newspapers—weeklies as well as dailies—are being importuned to rush to the FCC for assignments. Tall stories about installing stations for a few thousand dollars, and operating them for being paid. Publishers are told they missed the boat in the '20's on standard stations and that they shouldn't miss this time.

The facts are that it costs every bit as much to install and operate an average FM station as it does an AM. An analysis of the 140-odd pending applications discloses that the average cost for plant equipment alone is $60,000 [BROADCASTING, April 24]. And that doesn't include studios, high-fidelity acoustical treatment or offices, let alone personnel, programming, music libraries, copyright fees, studio equipment and other factors. Television costs will be infinitely higher.

FM will open up almost unlimited opportunities for services as contrast to the limitations of the existing standard band, crammed with some 900 stations. So why the rush? Many a small fortune may be lost if novices make FM a gold-rush by attempting to operate in uneconomic markets or over-serviced areas. They may find it a mirage.

It's important, certainly, to get the allocations settled as promptly as possible, so manufacturers can design transmitters and receivers responsive to the selected frequency ranges. But the guess-work should be taken out of the allocations before then. We're told about tubes capable of generating sufficient power to supply five large cities. The FCC's job is to decide on operating frequencies and equipment permitted. There's also speculation about narrower channels for FM to provide assignments for additional hundreds of stations. Until equipment is satisfactorily demonstrated and these developments are removed from the realm of theory, they shouldn't be used to retard introduction of new services. The automobile wasn't held up until the development of four-wheel brakes. Motion pictures didn't wait for technicolor. The arts catch up with progress.

There is no time to waste. But certainly there isn't any need today to rush at breakneck speed when some of the vital technical answers aren't known.

KENNETH BRYANT WARNER

P ROFESSIONAL amateur for 25 years is Kenneth Warner's distinctive claim to fame. When he started calling "CQ, CQ," up and down the hollows of the Mississippi River Valley back in pre-World War I days, he little realized he was tuning in a lifetime career.

The answer "came in!" when the American Radio Relay League on April 26, 25 years ago, chose him as secretary and general manager, chief of its headquarters staff and the editor of QST, its official organ. He has been the country's "No. 1 ham" ever since.

In celebration of the anniversary, congratulatory letters, led by a message from the President, arrived from all over the country. The League gathered them, without Mr. Warner's knowledge, into a memorial volume presented to him on the 26th, as a tangible record of the admiration he has earned.

Guarding the league against aggression by other interests hungry for space on the air, and protecting its rights against legislative threats, Kenneth Warner was the pilot that charted the ARRL through the broadcast boom of the 20's.

Through QST he encouraged the early application of vacuum tube continuous wave transmission by amateurs. He sponsored first the development of international high-frequency communication and later the amateur's pioneering investigation in the ultra-high frequency region, now familiar as the territory in which FM, television, radar and a host of secret war devices operate. Some of the League's investigations of nearly ten years ago still represent basic material with respect to transmission phenomena. At the outset of the present war amateurs were the best informed group in the country on the performance of frequencies around 40-100 mc.

The tremendous growth of the League becomes evident with a comparison of membership figures of the period of two wars. There were about 8,000 amateurs in the country at the beginning of World War I, 56,000 at the beginning of World War II. Within a year after the resumption of amateur radio there probably will be 100,000 amateurs, partly because of the large number who are learning about it in the services through use of the League's publications for training purposes.

Soon after World War I had closed down amateur operations the League, founded in 1914 to fill the need for a national non-commercial association of transmitting radio amateurs, suspended its activities. Clarence D. Tuska, its secretary and editor-publisher,

(Continued on page 40)
PROBLEM:
where is the engineer?

WMFM, The Milwaukee Journal FM station, is on the air, but where is the master control board engineer?

Frankly, it doesn't matter. The WMFM master control board is a unique, automatic device that needs to be checked only when a program starts.

To fully utilize all the inherent advantages of Frequency Modulation broadcasting, no expense was spared in providing the finest possible equipment for WMFM.

Equipment and facilities give a station technical perfection. WMFM has added to that a well planned schedule of distinctive, quality programs keyed to the wants and needs of the community.

Little wonder then that WMFM has become a regular visitor in thousands of homes. The WMFM combination of FM and sound programming has struck a responsive note in Wisconsin.

When planning your fall radio campaigns, remember the call letters WMFM ... Milwaukee. You will find an eager, receptive audience.
Our Respects to
(Continued from page 38)
of QST, carried on for a short time, then locked the door and hung out a "Gone to War" sign for himself.
The ARRL stagnated for a year-and-a-half. Memberships, which had grown to several thousand, lapsed and the burgeoning movement of amateur radio entered a state of suspended animation.
Yet the spark stayed alive in the "hams" serving their country in uniform. Especially K. B. Warner, Air Service lieutenant stationed in Washington, D. C.
His pre-war signals 9JT and 9FW were practically out of sight when the staff presented him with a dual desk set, one of the pens filled with green ink.

In Last War
Came the last war, and Kenneth Warner volunteered. Assigned to radio communications, he received intensive training at Columbia U. and was commissioned a second lieutenant, serving as radio instructor at the Air Service School at Elington Field, Tex., and later returned to Columbia as instructor. The end of the war found him Assistant Technical Officer, Radio Branch, Training Section at Bolling Field, Washington.

About this time Lt. Clarence Tuska, who had been the American Radio Relay League secretary and editor-publisher of QST, began making plans to revive the ARRL. Having known of Kenneth Warner's radio record and his work in the Army, Lt. Tuska, together with Hiram Percy Maxim, president of the League, invited Lt. Warner to Hartford in February, 1919 to discuss the ARRL's future.

One month later he was elected secretary at a Board meeting in New York. That was the famous meeting at which the staunch amateurs who comprised the board pitched money from their own pockets into a hat to provide funds for a miniature edition of QST to be sent to all former members calling them back into the fold.

It took a strong brand of faith to stake a career on a prospect as impossible as amateur radio seemed at the time. That K. B. Warner had that kind of faith explains much of the subsequent progress of the League, in the face of hardship.

A few days after the 8-page leaflet had sounded the call to return, the boys began responding as if they had been drafted. Memberships rolled in, and within a year the total exceeded pre-war levels. In November, 1919 after a severe legislative battle, amateur radio was restored to the air.

In 1925 he went to Paris with Hiram Percy Maxim to participate in the formation of the International Amateur Radio Union, a federation of national amateur societies of which Maxim and he were elected president and secretary respectively.

Ham's Spokesman
For 20 years he has been the amateurs' spokesman on matters of regulatory matters, first before the Dept. of Commerce, next the old Federal Radio Commission and now the FCC. As technical advisor to U. S. delegations and as representative of organized amateur radio he has attended many international conferences. Among them are the International Radio-telegram Conference at Washington in 1927, the International Telecommunications Conferences at Madrid in 1933, and in Cairo in 1938, the CCIR meeting at the Hague in 1929, Copenhagen in 1931 and Lisbon in 1934, as well as the Inter-American conference at Havana in 1937.

Through his balanced judgment and clear vision, the ARRL has grown from World War I lapse of operations to its present state as the foremost hobby organization in the world. In World War II, that same ideal of patriotic service has motivated its conversion from the status of a service organization to that of a contributing war agency performing vital functions of recruiting and training.

Kenneth Warner's personal background is as colorful as his career. He was born at Cairo, Ill., Oct. 3, 1894. His father operated a supply store for Mississippi River stern-wheelers, and the boy grew up in the riverine Twin atmosphere, to which he still refers nostalgically. After business school he worked as accountant for a cooperative line and later as a railroad freight-routing agent. Then radio caught his imagination.

Many Honors
On April 29, 1920, he married Anita Zimmer of Rochester, N. Y. They have two children, Betty-jean, a senior at Smith College, and Richard, now in his last year at Loomis Prep School, Windsor, Conn. and headed toward a V-7 course.

Mr. Warner is a fellow of the Institute of Radio Engineers, an honorary member of the Association EAR, Nederlandsche Vereeniging voor Internationaal Radioamateurisme, Reseau Belge, Radio Club de Cuba, Rede dos Emissores Portugueses, Union de Radiomissao Espacos. He has membership in the Hartford Golf Club and the National Press Club in Washington.

Congratulations, Ken Warner, and 73!
Double talk? No—trouble talk!

Or rather the kind of talk that helps NBC avoid trouble.

Daily, hundreds of these telegraphic messages, abbreviated into lingo unfathomable to all but the initiated, are handled by the NBC department known as Traffic.

Traffic’s teletypes clatter night and day in piling up a staggering total of messages... enough to meet the daily telegraphic requirements of a city as large as Schenectady, N. Y., or Trenton, N. J.

75,000 messages a month... ordering, improving, testing, renting, buying facilities... grinding out a daily mass of operations, business and program details.

Yes, every “fax” and “fable” is checked and double-checked before a program goes on NBC—whether it's a routine studio broadcast from NY, Chi, or San Fran or a pick-up from Algiers, Noumea or “lulu.”

What's all this got to do with selling products and good will by radio? A lot.

Traffic’s messages mold the network into a smoothness of presentation which would be impossible without all this advance planning and attention to detail.

It’s the grand total of all these “little things” which has taught advertisers and listeners alike that they can rely on NBC... help give NBC its leadership and popularity... help make NBC “the Network Most People Listen to Most.”

They all tune to the National Broadcasting Company

It’s a National Habit
C. E. SIEGWARTH, formerly with Specialty Sales, subsidiary of WLW Cincinnati, has joined the sales staff of WJW Cleveland.

SANGSTON HETTLER Jr., formerly of Foote, Cone & Belding, Chicago, and Wrigley Co., has joined the Chicago office of Radio Sales, WBBM Chicago. He replaces Gordon Owen, now with the WBBM eastern basic staff in the New York office of Radio Sales.

REG BEATTIE, commercial manager of CHML Hamilton, on April 29 married May Royle of Kelowna, B.C.

PAUL BRINES, formerly Chicago manager for Broadcasting, and currently south region sales manager for the George May Co., Chicago industrial engineer, is the father of a girl.

DR. GUILLERMO MARINO, head of the law firm of Marino, Martinez & Pasara, and active in work of Ministry of Finance & Commerce, has joined Hollywood staff of radio division of CIAA, as Latin American advisor and script writer.

MILDRED COGLEY, on leave from Fort Industry Co. to act as secretary to J. Harold Ryan, former Assistant Director of Censorship and now president of the NAB, will return to WWVA Wheeling, W. Va., for Industry station, after a few weeks' vacation. She had been with WWVA for 11 years before joining the Office of Censorship.

ROY McLAUGHLIN, a member of the WENR Chicago and BLUE Network spot sales staff, is now in the sales department of the Blue Network central division.

DER COE, resident manager of WIND Gary, Ind., is the father of a girl.

GILBERT McCLELLAND, sales promotion manager for Mutual in Chicago, is the father of a boy.

WALTER EMERSON, formerly an attorney with the New York office of Allen Property Custodian, has joined the central division of the Blue as legal counsel.

FRANK M. HEADLEY, president of Headley-Reed Co., New York, station representatives, the father of a girl.

JAMES M. GAINES, assistant director of NBC advertising and promotion department, on April 21 became the father of a girl.

LOUIS M. FARK, formerly with Stewart-Warner Co., Chicago, as supervisor of radio and home appliance sales statistics and orders, has been appointed an executive assistant, sales development by Admiral Corp., Chicago.

CAMPBELL PROMOTED

PAT CAMPBELL, director of public and stations relations for Don Lee Broadcasting System, Hollywood, has assumed added duties as executive assistant to Willet H. Brown, WIC's president, and assistant general manager, Tony L. Frano, war program director, R.

Mr. Campbell has taken over full program director duties, replacing Sid Fuller, resigned. Mr. Fuller becomes full-time writer-newscaster of the three-day-quarter-hour Brook way News, effective May 15, sponsored by Broadway Department Store. Mr. La Frano has been with the network eight years.

OFFICER IN A DAY

FROM buck private to Lieutenant (j.g.) in one day was the experience of John C. McCoy, former manager of W K A T Miami Beach. After two weeks of basic Army training at Keeler Field, Miss., his Army career was terminated when he made his application for a commission before his army induction was granted by the Navy. Lt. McCoy graduated from the U.S. Naval Academy in 1944 and after four years in Pittsburgh, where he was affiliated with Westinghouse Electric Co., and KDK A, he spent five years in Rockford, Ill., as public relations manager of WKBO. In 1959 he returned to Miami and for the last five years has been general manager of WHAT.

BANNERMAN AT AMA

GLENN BANNERMAN, president and general manager of the Canadian Assn. of Broadcasters, will be principal speaker at a luncheon meeting of the American Marketing Assn., at the Murray Hill Hotel, New York, May 11. He will give the first U. S. representation of the Canadian Bureau of Broadcast Measurement, cooperative industry movement to standardize and simplify station coverage claims. J. Harold Ryan, NAB president will introduce Mr. Bannerman, who joins a series of AMA radio-in-time-wartime luncheons under the chairmanship of George H. Allen, recently appointed general manager of the Cooperative Analysis of Broadcasting.

Clemmens A. Kracht

CLEMMENS A. KRACHT, of the New York sales staff of Howard H. Wilson Co., died suddenly of a heart attack April 20 at his home in Brooklyn. Before joining the Wilson organization about a year- and-a-half ago, Mr. Kracht had been with WINS and WMCA New York. Previously he had been national advertising manager of the New York Times and advertising director of the Chattanooga Times. He leaves a daughter, Emile, and a son, John.

QUAKER OATS ON BLUE

QUAKER OATS Co., Chicago (Aunt Jamima Bours), on June 19 will begin sponsorship of a musical program on the Blue Network, Monday through Friday, 10:45-10:55 a.m. a feature for mountain and West Coast stations from 1:55-2 p.m. Contract is for 52 weeks. Agency is Sherman K. Ellis Adv., Chicago.

Political Time Views

CANADIANS in a recent Gallup Poll of public favor showed a limit to the amount of time political parties can buy on radio stations at elections. Only 22% wanted no limits. In Quebec the majority in favor of a limit was lower than all Canada, with slightly over 50% in favor of a limit.

"It was over WFDF Flint that I first heard 'anchors aweigh.'"
Finer facilities today...

for finer radios tomorrow

New management, new methods, new and enlarged production facilities—designed for volume manufacture of quality electronic equipment—that's DETROLA today. All this new plant and personnel are now producing electronic devices for VICTORY. That comes first. When Peace is won, the skills we have acquired in making quality war equipment will be turned to the production of the finest radios and other items for civilian use. Help make the finer post-war world an early reality by buying War Bonds and MORE War Bonds.

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 8, MICH.

C. RUSSELL FELDMANN PRESIDENT

BROADCASTING • Broadcast Advertising

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Blue Adds News

EXPANDING its news schedule as the invasion looms ahead, Blue network starting May 15 will insert two minutes of headline news every hour on the hour from 2 p.m. to 5 p.m. every Saturday.

FRANK HART is the new WTMJ-WFNR Milwaukee continuity chief, succeeding Charles Collins, resigned. He was formerly continuity editor of WTMJ-WBZQ Green Bay, Wis.

W. W. CHAPLIN, NBC commentator, has arrived in London to join the network's invasion coverage staff.

BILL GOREN, formerly announcer of Don Lee Broadcasting System, Hollywood, has been commissioned a second lieutenant in the Army.

JACK JORDAN, former newscaster of KOMO-KJRR Seattle, has joined KMPC Hollywood as announcer.

TRUDY ERWIN, vocalist on NBC Kraft Music Hall, and Murod McKenna, formerly NBC Hollywood engineer and now a civilian flight instructor, are parents of a girl.

JANICE O'CONNELL, formerly traffic assistant in the editing division of CBS' department of editing and copywriting, has been promoted to supervisor of the CBS new program ideas and literary copywriting division of the department. She replaces Dorothy Kammerer, resigned.

JAY ARLEN, formerly of WPRF Chicago, has been joined by the staff of WLUW-WSAI Cincinnati as announcer.

GARRETT MARKS, honorably discharged from the Army, has joined KNX Hollywood announcing staff. Roy Rowan, formerly of WGN Chicago, has also joined the KNX staff.

HERB ALLEN, announcer of KFI-KRKO Los Angeles, has been inducted into the Army.

NORMAN YOUNG has joined the announcing staff of WNIP Asheville, N. C. He formerly was with WAYS Charlotte.

SHIRLEY NEWMAN has replaced Brenda Ross in the continuity department of WORL Boston.

BILL HAMILTON, program director of WHIO Dayton, will join the Navy as an ensign, reporting to New York July 7. He is married with son born in 1940 as announcer and was promoted to program director in 1943.

BRUCE CALHOUN is now chief announcer at KBNO Seattle. Senator Wheeler has been added to the announcing staff to handle sports. Mr. Wheeler is the former manager of WMJC Rice Lake, Wis.

BILL MULLER, former technician with NBC Los Angeles, has joined the announcing staff of KIRO Seattle. Bob Lubec, new to radio, is also a new member of the KIRO announcing staff.

JOHN MARTIN, formerly with WJOY Minneapolis and KROX Mankato, Minn., has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

BILL MARETT, announcer of KFRC San Francisco, and Jack Michael of the station's sales staff, have joined the U. S. Coast Guard Volunteer Port Security Force.

ROY PORTER, NBC correspondent, recently arrived from Peking, China, during a recent broadcast of News of the World on NBC.

ALINE WILLIS has been appointed to the staff of the domestic radio bureau of OHI New York, to assist Harry Lewis, OHI station relations chief. In the past she has been serving northern New York and New Jersey stations. Before coming to OHI she was serving in a similar capacity in the OWI's Atlanta, Ga., branch, and was previously a traffic manager for WMOB Mobile, Ala.

WORTH WHITE, announcer of WTPD Raleigh, N.C., has passed his physical examination for Navy duty. Francis Elliott, formerly with WQRC Long Island, is coming to WTPD to handle radio, are new additions to the WTPD announcing staff.

ROBERT J. MAYER, former production manager of WINS Milwaukee, has been commissioned a Lieutenant (j.g.) in the Navy and reports to Princeton U. for training. Prior to joining WINS he served with the OWI.

ELEANOR TERRY, woman's commentator of WKZO Kalamazoo, Mich., has returned to work after a week in the hospital.

DR. W. DUNBAR, professor of history, Kalamazoo College, has joined WKZO Kalamazoo, Mich., as news editor.

JAMES KIRKPATRICK, discharged from the British Army after years of service, has joined the announcing staff of CKWW Kingston, Ont.

BRUCE McFARLANE and Al Dunham, discharged from the Royal Canadian Air Force, have joined the announcing staff of CKGB Timmins, Ont.

WILD DUPONT, formerly of CKGB Timmins and CKRN Rouyn, Que., is in training for a pilot in the Canadian Air Force. He is stationed at Edmonton.

DOROTHY TUTHILL formerly in continuity department of KELT Phoenix, has rejoined that station on a part-time basis.

ALBERT CALI, formerly of Los Angeles Daily News, has joined KNX Hollywood news bureau as writer.

CHARLES GOLLING, of the continuity staff of WTMJ Milwaukee, has joined the continuity staff of the NBC central division.

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Day and Night
this market listens to WBKH

Here's some of the most intensive, round-the-clock listening in America. Scores of case histories prove it does a wonderful selling job. Let us show them to you.

C. E. Hoover - Midlothian, 1944

WBKH is the preferred station for the 149,660 radio homes in this area. It sell and sells itself!
WNEW GETS SET FOR THE INVASION!

Around the clock when the great attack comes, you'll get all the official news—by tuning in WNEW, 1130 on your dial, America's greatest independent station. This tells what we've arranged for you.

Invasion is coming!

Exact day and minute are known to only a chosen few. But for every WNEW listener the word "Attack" will throw into operation a remarkable plan of invasion news coverage.

Through WNEW you, the listener, will move in with the first invasion wave . . . set foot on enemy soil . . . hear every bit of news as fast as it's released.

Regular five-minute reports from the great newsroom of the Daily News every hour on the half-hour . . . special around-the-clock editions every quarter-hour . . . short-wave transmissions in cooperation with the British Broadcasting Corporation—all are ready. Every program stands by for all bulletins as they come in.

This WNEW invasion coverage plan was evolved through countless days of planning and research, trial and retrial.

It's all set, now. And it's good!

Such service as this—bringing you ALL the news ALL the time, 24 hours a day—is one of many reasons why more people listen to WNEW than to any other non-network station in the country.
Bee Brand Insecticide Campaign Starts May 1
McCORMICK SALES Co., Baltimore, will follow up last year's spot campaign for Bee Brand Insecticide on 10 stations, with a spring and summer drive on an expanded list of 30 stations May 1. Promotion will run through Sept. 29 in 10 Southern and midwestern states included in the Bee Brand distribution area. Schedule calls for one-minute transcriptions, aired twice daily, Monday through Friday, in the daytime periods.

Included in the station schedule are 14 Texas stations and 16 in Alabama, Arkansas, Florida, Georgia, Louisiana, North and South Carolina, Oklahoma and Tennessee. Radio appropriation amounts to $55,000. Newspapers also will be used. McCormick promotes its synthetic vanilla extract on WXZT Houston, and on WMPS Memphis with five-times weekly spots, and mustard on WCAO Baltimore. Agency is Jones & Brakely, New York.

FEMININE TOUCH is added to the engineering department of the NBC Central Division, with the appointment to the studio and recording staff of Mary Ellen Trotten, shown with Ralph S. Davis, recording supervisor, NBC Chicago, Miss Trotten, a graduate of the University of Minnesota, holds a first class radio-telephone license.

**FCC Analysis of Sharp Decrease in 'Red Ink' Stations**

VIRTUAL elimination of radio's erstwhile "ill-fed, ill-clothed" one-third—stations which consistently were in red ink—is indicated by the FCC's analysis of 1943 financial statements of broadcast stations.

Whereas there were in the neighborhood of 200 stations which year after year showed operating losses, in 1943 there were only eight stations in the 100 w category and 56 in the 250-500 w group which showed decreases in revenue. The study, covering all stations by power categories, was completed with the release last week of 100 w station statistics. It has been under the direction of William J. Norfleet, chief accountant, and prepared by Harry Pennyson, acting head of the broadcast division of the Accounting Department.

**Locals Indicates 'Red Ink' Stations**

Reports from 29 of the 39 stations which operated in 1943 with 100 w power indicated average net time sales of approximately $30,000. The aggregate was $861,000 for the stations, as against $705,000 for the same stations in 1942, an increase of 21.5%.

Net time sales are described by the Commission as station receipts minus regular advertising agency, station representatives and other commissions.

The breakdown on stations in the 250-500 w category [BROADCASTING, April 24] showed that 358 of the 435 stations had net time sales of $22,250,000, an increase of 24% over the preceding year. Of the 358 stations, 56 showed decreases in net time sales.

A summary of the FCC analysis covering 100 w stations follows:

During the year 1943 there were 29 standard broadcast stations operating with 100 watt power compared with 152 stations operating with this power and 2 stations operating with 50 watt power during the year 1939. Five of the 29 are non-commercial stations.

This is a decrease of 76% in the number of stations operating with this power at the end of 1943 compared with the number operating with power of 50 to 100 watts at the close of 1939.

Thirty-four of the 29 stations were licensed prior to 1932, 6 of which are non-commercial.

Twelve of nine of these stations have filed revenue reports for the year ended December 31, 1943, reported net time sales amounting to $861,000, and the same stations reported $705,000 for the year 1942, an increase of 21.5%.

Eight of the 29 commercial stations showed a decrease in net time sales and the remaining 21 showed increases ranging from $150 to $773,000, and may be grouped as follows: 6 reported decreases of $2 to $2,000, 8 reported increases of $100 to $2,000; 1 reported increase of $8,000 to $10,000; 2 reported increases of $10,000 to $20,000; 1 reported increase of $20,000 or more.

Twelve of the 29 commercial stations were as outlets for the major networks as follows: Blue, 1 station; Columbia 2 stations; Mutual 7 stations; National 8 stations.

**Symphony Renewed**

GENERAL MOTORS CORP., Detroit, has signed a contract with NBC for a 10-week renewal of the General Motors Symphony of the Air, carrying the program through to August 1, 1945. Aside from a projected policy for more frequent use of soloists and guest conductors, the program will remain virtually the same, with Arturo Toscanini resuming the baton for a series of concerts during the winter months, according to a statement issued by General Motors. During the first year of the series under General Motors sponsorship, Mr. Toscanini has alternated as conductor with Leopold Stokowski in 15-week periods, with Dr. Frank Black handling the summer concerts. Agency is Arthur Kudner Inc., New York.

**Kreisler Debut July 17**

RADIO DEBUT of Fritz Kreisler will take place on the July 17 broadcast of Bell Telephone Co., NBC Telephone Hour. Violinist has signed an exclusive contract through N. W. Ayer & Son for a series of appearances on the program—marking his first venture on the air.
More and better gardens

Out in Iowa, stations KSO and KRNT, Des Moines, have been leaders in the garden movement since before the term Victory Garden was coined. Their Farm Editors and Home Economists—working with the Des Moines Garden Club, Polk County Garden organization, Civilian Defense Garden Center—set up programs having as their objectives the raising of more and better food and the conservation of food for winter use.

Programs told listeners how to prepare the soil, how to select seed, and when to plant, described mulching and cultivation, harvesting and processing. This year even more ambitious plans have been laid. Late in August there will be a Food for Freedom Fair with prizes for the best garden-truck displays.

We agree with WCOP

In the belief that it is important in these war days for every American to know what we are fighting for, station WCOP, Boston, inaugurated a series of programs entitled “Know Your Country.” These broadcasts—developed in cooperation with local high school principals—give listeners interesting historical data in a quiz-form program with high school students pitted against each other.

Bonds sell fast

over WITH

During the recent 4th War Loan Drive, station WITH, Baltimore, received telephoned orders for $310,800 in Bonds in 65 minutes. That was the night the Mayor and 19 City Councilmen put on the Bond Battle of Baltimore—a contest between districts to see which would buy the most War Bonds. A good plan—and good results!

Good work, WNBH

For over a year, station WNBH, New Bedford, Mass., has conducted a weekly “Letters to Fighters” program, during which letters from fighters are read over the air. New Bedford listeners send in the names of relatives in the services—and WNBH then prepares for these servicemen and women a letter once each month containing local news. A New Bedford business concern furnishes the stamps and local schools do the addressing and mailing. The mailing list has grown to more than 2,000 names—and the response shows real appreciation!

KLX eliminates “hitch-hike” announcements

To get rid of so-called “hitch-hike” announcements—by which one commercial thumbs its way too close to another—KLX, Oakland, California, inaugurated a new policy. After the closing commercial on each hourly news period, the announcer says, “And now a salute to our servicemen,” thus introducing such live-military favorites as “Anchors Aweigh,” “The Caissons Go Rolling Along” or the “Marine Corps Hymn.” Simple, effective, popular!

KLX eliminates “hitch-hike” announcements

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Who? . . . WHO?

As an issuing agent for War Bonds, WHO, Des Moines, had sold $4,729,275 up to March 1st of this year. Approximately 20,000 individual orders were received from more than 2,000 cities and towns in 44 states and 4 territories including Alaska, District of Columbia, Hawaiian Islands, Puerto Rico. About 45% of these totals represent response from WHO listeners in Iowa, 55% from listeners outside the state.

In the fight at 75

This year Western Electric celebrates its 75th Anniversary. Through our long experience in the field of sound transmission—and our years of pioneering in radio—we've grown stronger, more and more fit to fight on the production front. Today Western Electric is the nation's largest producer of electronic and communications equipment for war.
“Plug Kendrick says:

We don’t know the “Derby” winner (wish we did!)

BUT—

BLUE advertisers can pick a WINNER!

NOW

MISSISSIPPI BASIC BLUE!

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. “Plug” Kendrick
President and General Manager

G. F. “Red” Bauer
Sales Manager.

Radio Advertisers

QUAKER OATS Co., Chicago (cereal), on April 29 began sponsorship of its summer schedule of 12 programs to be heard once a week, Saturdays, on WLS Chicago. New contract for "The Farm" program, Quaker’s fall and winter program, will run from Sept. 10, 1944 to April 7, 1945 on WLS. Agency is Sherman & Marquette, Chicago.

HARRY T. KLEIN, executive vice-president and general counsel of the Texas Co., sponsor of Fred Allen on CBS and the opal broadcasts on the Blue, has been elected president of the company. He succeeds W. S. Rodgers, who becomes chairman of the board.


JOHN H. KRAFT, president of the Kraft Cheese Co., Chicago, and E. E. Stewart, president of the Hydrox Corp., Chicago, have been elected vice-presidents of National Dairy Products Corp.

LOWE BROS. Co., Toronto (paint), has started a weekly studio program Nepean Radio Theatre on CHRC Quebec. Account was placed by MacLaren Adv., Co., Toronto.

WILSON FLX PAD Co., Hamilton. Out starts in mid-June one minute transcription. Hillbilly musical spots nine times weekly on 22 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 21 starts one-minute transcription spots three times weekly on a large number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

JUICE RICH Citrus Products Co., Baltimore (Juce Rich Orange Drink) has appointed Leon S. Gottnick & Assoc., Baltimore, to handle its advertising. It is reported radio plans are considered.

TIVOLEM BREWING Co., Detroit, on April 18 began a three-week quarter-hour program featuring Blackstone, the magician. On WJR Detroit. Contract is for 20 weeks. Agencies: McCann-Erickson Adv., Detroit.

RAY WHOLIHAN, formerly advertising director of Armour & Co., and prior to that, with Blake Brewing Co., and Kellogg Co., has been appointed advertising and sales promotion manager of Red Star Yeast & Products Co., Milwaukee.

INFORMAL CHAT followed contract signing of five-weekly quarter-hour philosophical commentary series featuring Mark Brennenman on KNX Hollywood. Turco Products, Los Angeles (cleaners), is sponsor of a 52-week contract which began March 27. Format-discussers are (1 to r): Russell Lockman, director account executive; Mr. Brennenman; Harry W. Witt, assistant to Donald W. Thornburgh, CBS West Coast vice-president; Warren F. Fehlmann, president of Warren F. Fehlmann Adv., Los Angeles agency which handles the Turco account.

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N. SNELLENBURG & Co., Philadelphia (department store), on May 5 begins sponsorship of KWW Philadelphia of daily quarter-hour serial Mary Foster, Editor’s Daughter. The 52 week contract was placed by Seiberling Inc., Philadelphia.

J. R. WATKINS Co., Winona, Miss. (extracts and toilet preparations) has named Phil Gordon Agency, Chicago, to place its advertising. Radio is planned among other media.

CHEMICAL RESEARCH Foundation, Wilmington, Del. (Sterilin Medi-cated Antiseptic Cream) has placed its advertising account with Vernick Adv., Wilmington. Plans for radio are said to be included.

PERFEK Co., Omaha (Perfeck Cleanser), has named Buchman- Thomas Adv., Omaha, to handle its advertising account. Radio plans are said to be included.

SCIENCE SERVICE, Washington, has appointed Kralman, Siesel & Bruch Adv., New York, to handle its advertising. Radio is being considered for a proposed child’s game book on science fundamentals.

NEW YORK LIFE Insurance Co., New York, has named Compton Adv., New York, as its agency. Media plans are being formulated.

VERNE BURNETT has resigned as vice-president in charge of public and stockholder relations of General Foods Corp., New York, to open his own public relations service May 1, at 522 Fifth Ave., New York, with G.P. as a client. Edwin D. Dooley, who has been Mr. Burnett’s assistant, has been appointed director of public information.
South American Market
Prepared by GE Discs
INTERNATIONAL. General Elec-
tric Co., New York, is releasing to its branch companies and dis-
tributors in Latin America a series
of transcribed announcements
devised to lay the groundwork
for post-war selling of GE radio-
s. Produced by Columbia Record-
ing Corp., New York, the first 18
of a series of 120 one-minute discs
were shipped to 34 local dealers
last week. Spots will be aired first
by about 15 dealers in Mexico and
by several each in Colombia, Cuba,
Argentina, Brazil, Puerto Rico,
Uruguay, Chile, Peru and Guate-
mala, with additional dealers in
these and other countries expected
to follow.
IGE has set out to "humanize
electronics," with down-to-earth
demonstrations of its application.
Williams & Saylor, New York, is
the agency, and William Y. Stock-
ing account executive.

FARM INCOME
IS INCREASED
BY CHEMURG

Soybeans are rapidly becoming
a major Iowa crop because of their
great demand in the manufacture
of explosives, paints, varnishes,
and scores of other things.

And corn, Iowa's leading crop,
is being used in the manufacture
of ethyl and butyl alcohol, lactic
acid, smokeless powder, plastics, etc.

That these phases of chemurgy
will not stop with the armistice or
be concentrated solely in the field
of plastics was recently indicated
by Dr. E. Berl before the American
Chemical Society. Within a few
hours chemurgy can do to agri-
cultural products what it took na-
ture millions of years to do. And
we will have coal, oil, gasoline,
and all the by-products.

The No. 1 Farm Market's income
is breaking all records now, and
will be constantly increasing in
the years ahead. But availabilities
on KMA, the No. 1 Farm Station,
are limited now. We advise you to
cHECK TODAY WITH FREE & PETERS—
or us—about your KMA schedule.

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

FREE & PETERS, Inc.
Radio National Representatives

May 1, 1944 • Page 49
Ayer Names Sanford

WILLIAM W. SANFORD, Jr., vice-president and director of Voots, Cone & Belding since the firm's inception, has been named manager of the Los Angeles office, according to Don Belding, chairman of the board of directors.

New Agency Formed

COLONIAL ADV., New York, will be dissolved May 1 and all accounts transferred to a new and expanded agency operating at the same address 28 W. 44th St., under the name William Von Zehle & Co. During his 13 years in radio, Mr. Von Zehle opened Colonial Adv. a year ago as partner and managing director. He had been sales manager of WINS New York. Among those in the new firm, operating with an expanded personnel and office space are Kay Meyerson, sales and timebuyer, formerly of Colonial; Mary Louise Knapp, copy department, formerly of J. Walter Thompson Co., Chicago, and Bob Hilton, account executive, formerly of Kiernan Adv., New York.

Pringle Named Manager

Sylvia Diamond, formerly with George Evans, publicity firm, has joined David O. Alder Associates, New York, radio publicity agency.

Paul D. Krizberg and Sam Krupeck, partners in the Paco Agency, St. Louis, have dissolved their partnership. Mr. Krizberg has bought the Paco unit and will continue to operate at the same location. Mr. Krupeck will remain in the advertising agency business under another firm name at a location to be announced later. For the present he will operate from Paco's headquarters.

Henry M. Hemstead, account executive at Geyer, Moore & Newell, New York, has been elected vice-president.

Herbert W. Leinbach, former account executive of Kelly, Mason Inc., New York, has joined Lewis & Gilmor, Philadelphia, in the same capacity.

Harry O. Whiteside, former research director of the St. Louis Chamber of Commerce, will join the research department of Gardner Adv., St. Louis, May 8.

Aurora Iland, former space buyer of Iland-Vladimir Co., has joined Morse International, New York, as manager of export media. The former manager, Victor Lent, has moved to the export department of Vick Chemical Co., a Morse account.

John E. McMillin has resigned as vice-president and director of copy of Compton Adv.

Muzak Inc., New York, which furnishes music by special wire to restaurants and hotels in metropolitan New York, has arranged with WINS New York to pick up broadcasts of the New York Giants and Yankee baseball games.
### Campaigns to Recruit SPARS and WAC Listed on OWI Radio Bureau Packet

**APPEALS to women to join the military services feature the OWI Domestic Radio Bureau allocations for the week beginning May 22, with messages scheduled for both WAC and SPARS recruiting. Three other subjects are continued from the previous week and a sixth returns to the packet after a month's absence.**

**Messages on SPARS, the Women's Reserve of the U. S. Coast Guard, are assigned to both the KW and OI groups of stations for transcribed announcements. Appeals for WAC recruiting are assigned to the National and National Spot Allocation plans.**

**WAC Campaign**

The campaign for enlistments in the WAC, the more urgent of the two, stresses the need for women to replace men both overseas and at home in 239 different Army jobs. The messages point out that commanders in the field are asking for more WACS and that the rate of recruitment must be substantially increased if quotas are to be met.

Appeals for SPARS urge women, aged 20 to 35 inclusive, married or single, with no children under 18, to call at their nearest Coast Guard recruiting station to inquire about service. Prospects for sponsor or spot announcements may be found among institutional advertisers and firms supplying uniforms and accessories.

Other subjects scheduled for station announcements are War Bonds, also on National radio allocation, and Car Sharing. The latter stresses the importance of group riding to conserve gasoline and rubber. Supermarkets and other advertisers promoting group shopping are among likely sponsors for Car Sharing spots.

Fight Waste messages, scheduled on National Spot Allocation, emphasize continued need for conservation of paper and tires, among other critical resources. Play Square With Gasoline, assigned for network treatment, asks compliance with rationing to kill the black market.

### WMAI's New Show

**The Modern Woman**

Now on the Air

**MONDAY thru FRIDAY—11:30 A.M.-12 Noon**

A program devoted to the many and varied interests of The Modern Woman.

Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields, etc. Rate includes time and talent.

$25 per broadcast, less frequency discounts

Out of the BLUE come some of the Best Shows in WASHINGTON

**THE EVENING STAR STATION**

**630 K. C.**

**BASIC BLUE NETWORK**

**5,000 WATTS**

Owned and Operated by The Evening Star Broadcasting Company

724 14th Street, N. W.

Washington 5, D. C.

Represented Nationally by BLUE SPOT SALES in New York, Chicago, Detroit, Hollywood and San Francisco

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**CONVENTIONS AND GROUP MEETINGS**

**Asn. of National Advertisers (closed session)—May 1-3, Westchester Country Club, Rye, N. Y.**

**Asn. of Radio Farm Directors—May 6-8, Decker-Wallick Hotel, Columbus, Q.**

**Institute for Education By Radio—May 6-8, Decker-Wallick Hotel, Columbus, Q.**

**National Asn. of Broadcasters, Board Meeting—May 5-16, Hotel Statler, Washington, D. C.**

**Proprietary Asn. of America—May 15-17, Biltmore Hotel, New York.**

**Advertising Federation of America, War Advertising Conference—scheduled for June 6-7 in Chicago, postponed indefinitely due to travel conditions.**

**National Industrial Advertisers Assn., Eastern Regional Conference—June 5-6, Hotel Claridge, Atlantic City.**

**Radio Mfr. Assn. war production conference—June 6-7, Stevens Hotel, Chicago.**

**Public Utilities Advertising Assn., APA affiliate—June 8-9, Palmer House, Chicago.**

**Grocery Manufacturers of America—June 16-18, Waldorf-Astoria, New York.**

**National Asn. of Broadcasters, Annual Meeting—Aug. 28-31, Palmer House, Chicago.**

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**OWI PACKET, WEEK MAY 22**

Check the list below to find the war message announcements you will broadcast during the week beginning May 22. All stations announcements are available for subscription. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 51 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION GROUP</th>
<th>ANNOUNCEMENTS</th>
<th>GROUP I</th>
<th>GROUP II</th>
<th>NAT. SPOT PLAN</th>
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<tbody>
<tr>
<td>War Bonds</td>
<td>X</td>
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<td>Play Square With Gasoline</td>
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<td>SPARS</td>
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<td>Fight Waste</td>
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</table>

See OWI Schedule of War Messages 199 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
WHY Des Moines
B. F. Goodrich Dealers, Lower Rio Grande Valley, Texas (tires and other merchandise), 5 on weekly, 13 weeks, thru Galveston Houston Breweries, Houston (Southern Select Beer), 5 on weekly, 62 weeks, thru Rubenstein & Ryan, Chicago. McCormick Sales Co., Baltimore (Sea Brand Insecticide), 10 on weekly, thru Jones & Bradley Co., F. Y. Bath Parking Co., Waterloo, Ia. (Bath's Blackhawk Luncheon Meals), 10 on weekly, thru Young & Conover. Stanco, New York (Filt Insecticide), 10 on weekly, thru McCann-Erickson, N. Y. WENR Chicago
Schulie & Burch Biscuit Co., Chicago, 4 on weekly, 13 weeks, thru Leo Burnett Co., Chicago. Chicago Star (Coronet), 5 on weekly, thru Schwimmer & Scott, Chicago. Colvin Dealers of California, Los Angeles (Calvo), 3 on weekly, thru J. C. Warner, Burbank, Calif. Swift & Co., Chicago (ice cream), 4 on weekly, thru Needham, Louis & Brors, Chicago. GWF Schenectady
Globe Grain & Milling Co., Los Angeles (flour), 3 on weekly, thru McCann-Erickson, Los Angeles. KYW Philadelphia
KECA Los Angeles
EINDN Chicago
Balaban & Katz, Chicago (department stores), 3 on weekly, thru M. W. Fisher Assoc., Chicago. Nu-Enamel, Chicago, daily on, direct. WL1B Brooklyn
Semen Bros., New York (Pique), 7 on weekly, thru J. D. Tarter & Co., N. Y.

ANAD TO HEAR MEYER, FRANCIS, PHILLIPS CLARENCE FRANCIS, chairman of the board of General Foods Corp., Alfred N. Philipse, vice-president and radio director of D'Arcy Adv., and Leo Nejelski, public relations director of American Home Products Corp., are among the additional speakers for the Monday session of Ass'n of National Advertisers' three-day conference in Rye, New York May 1-3 [BROADCASTING, April 24].

Mohr Brown on the same day will discuss a study being prepared for the ANA by his firm, McKinsey and Co., Inc., consultants, on the administration of advertising departments.

Government point of view will be presented by Charles F. Phillips, of the CPA at the Monday session on marketing and distribution. Advertising measurement will be discussed Tuesday afternoon by William G. Palmer, vice-president, J. Walter-Thompson Co., New York, and chairman of the Advertising Research Foundation.

Among those to be heard Wednesday are L. E. Brundage, in the presidents' round, and a lic service are Harold Thomas, acting chairman of the War Advertising Council; John Sterling, chairman of the University of WAC, and Eugene Meyer, publisher of the Washington Post, and a member of the advisory committee for civil policy of the WBP.

Retail Store Promotion Aided Thru 'Life' Quiz RADIO promotion by leading U. S. retailers is being carried out in conjunction with Life magazine's program of merchantizing and advertising campaign is being prepared and distributed by Life magazine as a part of a normal display, "Kiny Your United Nations." Panels of the display, now touring major stores of the country illustrate the culture, industry and effects of war in China, Great Britain, Russia, other countries, with sample script and questions for a radio program is sent by Life to the stores.

Planning is now under way and will visit such stores as Stix Baer & Fuller, St. Louis; Sage-Allen, Hartford, Conn.; Gimbel Bros., Milwaukki; Namn's Brothers and others. Last month the exhibit was featured on Ted Malone's Saturday quiz program on the Blue network.

New Secret "Voice" AS A result of an investigation by the New York World Telegram, the Voice of Experience went on the air over WHN New York April 24 with a new "voice" whose identity remains a secret. The World Telegram published an interview with C. L. List, past conductor of the program, which led the paper to check into his claims as a bona fide psychologist. Mr. List's identity had been accepted and publicized in good faith by the station and by Sunway Vitamin Co., the sponsor, which supplied the new "voice," a thoroughly qualified psychologist, when Mr. List was exposed as a fraud. In keeping with the precedent established by the late Dr. Sayre Taylor, the identity of the new counselor will remain secret.
X-Ray O.K.—your final assurance
of a perfect tube from Federal.

Every Federal water cooled tube must
pass this pre-shipment test.

It is only one of the "Multiple Tests"
Federal makes to bring you the ultimate
in vacuum tubes. Every known test of
mechanical and electronic perfection is a
Federal "must" ... tubes are tested for
high-voltage overload ... shelf life is given
to prevent shipment of tubes with glass strains
or slow leaks ... and a final, all-inclusive, op-
eration test leaves nothing to conjecture.

Federal's "Multiple Testing" adds up to longer
tube life ... uniform electrical characteristics ...,
and lower cost of operation. Radio men acknowl-
edge that "Federal always has made BETTER Tubes."

Federal Telephone and Radio Corporation

Radio Ranges and Instrument
Landing Systems manufactured by Federal mark the
principal air routes of the
nation and control the landing
at many leading airports.
Pioneers in the develop-
ment of Aerial Navigation
Equipment, Federal has
made spectacular contrib-
tions to aviation prog-

Newark 1, N. J.
Bernays Award of $1,000 to Be Given Person Aiding Democracy Most by Air

THE Edward L. Bernays Radio Award of $1,000 to be given to the person making the greatest contribution during 1944 to democracy through the medium of radio, originated by the New York public relations counsel, has been announced by Ohio State University's Institute for Education by Radio.

Although the award may not be presented to a corporation, station, or other multiple entity, it may be presented to an individual within any of these organizations which, through the medium of radio, has fostered the idea of democracy for the people of the United States.

Leader's Comment

The suggestion for such an award was submitted to many national leaders and met with unanimous approval, according to Dr. I. Keith Tyler, director of the Institute for Education by Radio. Among those leaders commenting were: Vice-President Henry A. Wallace; Senator Robert F. Wagner, New York; Gov. John W. Bricker of Ohio; Wendell L. Willkie; Warren H. Atkinson, national commander of the American Legion; Robert E. Simon, director, American Civil Liberties Union.

The 16th annual Institute for Education by Radio, to be held May 5-8 in Columbus under sponsorship of Ohio State U. (Broadcasting, April 17) has chosen "Radio—Sword and Ploughshare," for its theme which will be the basis for discussions by broadcasters, educators and civic leaders on the problem of educational broadcasting.

The annual dinner May 7 will feature Elmer Davis, OWI director as speaker, with the Columbus Boys' Choir in a musical presentation.

The conference program is to be made up of general and special sessions, work-study groups and round tables emphasizing the role of radio in the war and the peace.

"Why Free Is Radio?" is the symposium for one of the general sessions over which H. V. Kaltenborn, NBC commentator, will preside with representatives of Canadian and U. S. chains, FCC and other agencies included. H. B. McCarty, U. of Wisconsin, will preside over a symposium on "Combat Reporting," and "Radio's Role in Understanding." Vice-president Harvey H. Davis of Ohio State presiding, will include discussions of labor, race, and international relations. Dr. Tyler will head a closing summary session on "Radio and Postwar Problems".

Two special sessions scheduled are: "Regional Station International Broadcasting," and "Morale on the Fighting Fronts," the former of which will include a broad-cast originating in London by the BBC, relayed to WLW Cincinnati, and transmitted to the institute audience who will hear the entire procedure, including discussion, on the transatlantic channels. Dramatization of a war incident involving four Army chaplains and a tribute to all chaplains by Brig. Gen. William Arnold, Chief of Chaplains, U. S. Army, originating in New York on the NBC Catholic Hour, will be heard by the Institute as the climax of the presentation of the "Morale" program.

The Edward L. Bernays Radio Award will be given May 6 during the Institute for Education by Radio in Columbus.

Hoffman Again Named Head of Wisconsin Net

WILLIAM F. HUFFMAN, owner of WFBK Wisconsin Rapids was reelected president and treasurer of the Wisconsin network of eight stations at the annual network meeting April 18, in Wisconsin Rapids. Rev. James A. Wagner, Green Bay, connected with WTAQ WHBY Appleton, was reelected vice-president, and George T. Freckett, general manager of WHB Wisconsin Rapids, was named secretary, succeeding Ben Hovel, manager of WSAU Wausau.

The improved program service by the network was discussed and a review of the network's activities for the past year revealed considerable increase in network business with many new accounts added. All stations of the Wisconsin group are affiliated with Mutual. They are: WJIR Racine; WCLO Janesville; WHBY Appleton; KFIZ Fond du Lac; WHBL Sheboygan; WIBU Pouyette-Madison; WPFR Wisconsin Rapids; WSAU Wausau.

Horse Races at five leading New York racetracks are broadcast by turfer, Bryan Field on MBS from April 8 through Nov. 4. This is the sixth consecutive year Mutual has covered the races.

GENERAL TELEVISION CORP.

70 Brookline Ave.
Boston, Massachusetts

First in Television Development in New England

Thompson L. Guernsey, President

Page 54 • May 1, 1944
NIGHT COMMUNICATIONS ON THE HIGH SEAS

In those early days when our Navy was first organized night communication was made by lantern from the masthead. This was the only communication between ships at sea during through which many times news from home was transmitted.

Today, through the use of Universal Microphones and voice communication components, vital communications of War are speedily transmitted equally as well from small sea-craft and battle cruiser to home port.

Many new types of Universal microphones shall be developed from the experience obtained from the production of military units, for the private citizens in the marine pleasure-craft in the days after Victory is ours.

< Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
ORADIOATORS

Gerald D. Coleman, chief transmitter engineer of WISR Butler, Pa., has been granted a leave of absence to join the Overseas Branch of the OWI.

Eugene Dupree, member of the engineering staff of WIBG Philadelphia, is now in the Merchant Marine.

Melvin Headman is a new member of the engineering staff of WIBG Philadelphia. He formerly was a trumpeter player with the Philadelphia Orchestra.

Bob Foster, engineer of WNAC Boston, is the father of a girl.

Mary Ellen Trottner has joined NBC Chicago as a studio and recording engineer.

Willis Jenkins, transmitter engineer of WKZO Kalamazoo, Mich., is the father of a boy.

Don Hapner, who Dayton transmitter engineer, has been inducted into the Navy.

William Doll has joined the engineering staff of WSJR St. Louis.

Capt. Paul J. Moore, former radio engineer with NBC Chicago, has been inducted into the Navy.

Charles A. Lundholm, formerly with E. J. Electric Co., Whitehouse, N. Y., is now in the radio division in the enlisted men's school at Fort Monmouth, N. J., has been promoted to major.

Kenneth Wannenwetsch, former engineer of KIEV Glendale, has joined KRKD Los Angeles. Robert L. McErath, new to radio, takes his place.

Edwin F. Carr is now transmitter engineer of WIOD Miami, Fla., a new enlist in the Merchant Marine.

WJZ Names Murray

James F. Murray, a member of the sales staff of KDKA Pittsburgh, has been appointed sales promotion manager of WJZ New York, effective May 1. He replaces Julian Boone, transferred to the newly created post of Blue spot sales promotion manager. Prior to joining KDKA, Mr. Murray for five years was head of promotion, publicity and merchandising of WCAE Pittsburgh. He has served as publicity director of WBAS Pittsburgh.

Smith Howker

Smith Howker, supervising engineer of CFCO Ottawa, died recently after a short illness. Formerly employed by the radio division of the Canadian National Railways, he had been in radio since 1922. He helped erect CNRO Ottawa, now CBO, and joined the Canadian Radio Broadcasting Commission in 1933.
FOR SECOND TIME this quartet meets to sign one of the biggest block time purchases on the Coast. John Sousa (seated), president of Par-T-Pak Standard Beverages, is about to sign the renewal for one year of a contract calling for time aggregating 14 hours weekly on KSFO San Francisco. Standing are: (l to r) Morton Sidley, KSFO sales manager; Charles Gabriel, account executive for Brisacher & Van Norden; Edward Jansen, KSFO manager.

LATE HOUR ADDED TO CAB'S RATING

PROGRAMS broadcast from 10:30-11:30 p.m. (EWT), when many people in that time zone might be disturbed by telephone calls, will be surveyed nationally by the equivalent of a telephone coincidental technique beginning with the April report of the Cooperative Analysis of Broadcasting, the CAB reported last week.

New service, developed to meet war-time conditions placing more emphasis on late evening programming and listening, is based on an "adjusted sample" technique embodying both the coincidental and recall techniques, the CAB explained. A national quota of coincidental calls is made in a midnight "control area" from 9:30-10:30 p.m. CWT (10:30-11:30 p.m. EWT) and the same programs are also covered the following morning by telephone recall. In the East the programs are surveyed only by the recall check the following morning. By applying the ratio of the midnight co-incident to recall to the eastern recall, an adjusted eastern rating is secured which is added to the actual coincidental rating for the programs in the balance of the country to produce a national rating.

NWL B Summons

(Co ntinued from page 11)

a radio advertiser buys a musical program he expects and has the right to demand a live studio audience as well as an air audience." Mr. Hubbard declared that Mr. Ballard's wire to the NWLB was "another typical case of misrepresentation of the facts on the part of Petrollo's musicians' union. Petrollo is an ostrich with his head in the sand. He thinks he is fooling people. But his sandbagging tactics can't last forever."

He added: "The Minneapolis union's wire to the NWLB won't fool anyone. I'm a little surprised the telegram didn't contain the familiar Petrollo subterfuge of saying that 'there is no strike . . . the men just don't care to work.' Nevertheless, this 'ostrich-with-its-head-in-the-sand' telegram still won't fool the NWLB or anyone else."

The issue in the WJJD case concerns the demand of Mr. Petrollo that the number of musicians in the station be increased from 10 to 20. Mr. Atlass protested to Mr. Green that his present staff, working 25 hours a week, easily handles the work of the station. Actually, the musicians at WJJD work less than 20 hours a week and only 7 1/2 hours exclusive of platter turning. Mr. Atlass has stated. There is no dispute over wages.

Demands on KSTP

In the KSTP dispute, Mr. Petrollo demands that the musicians' staff be increased from 20 to 25 and that wages be increased 59%. Mr. Hubbard agreed to meet the wage demand, subject to NWLB approval, but refused to "employ men we do not need." He called for a "showdown," declaring that the question is one for the NWLB to decide.

Under Executive Order 9760, the Government may invoke penalties against unions and individuals in cases of non-compliance with NWLB directives. Actions against unions include withdrawals of privileges, benefits or rights, as by holding of check-off dues in escrow, pending compliance.

Guedel Resigns

JOHN GUEDEL, vice-president in charge of radio and Hollywood manager of Russel M. Seeds Co., has resigned to devote full time to NBC People Are Funny, sponsored by Brown & Williamson Tobacco Co. and the new comedy series Life With Charlotte recently acquired by Pepsi- gen Co. as summer replacement for NBC Bob Hope Show. Mr. Guedel is owner-producer of People Are Funny. With Martin Broone he is co-owner and will be co-producer of Life With Charlotte.

THE VAN EPS-DUOTONE CUTTING HEAD is designed for highest type cutting, giving a clean and undistorted cut on complex waves. It has but a single resonant point which is easy to equalize. The output of this head does not vary from day to day but is constant under all temperatures and humidity conditions. This head has high output, thus requiring less power to drive, and is available in 15 and 500 ohm impedances. It is designed for 9/16 inch stylus.

RECORD COMPANIES, RECORDING STUDIOS, GOVERNMENT AGENCIES note these features:

1. It has a reed armature, which is rugged, and acts as its own damper, eliminating rubber and other deteriorating materials which usually cause cutting heads to change from day to day.

2. Measured distortion is 1.8% at 400 cps.

3. Impedance of the cutter is actually 500 ohms at 400 cps.

4. Requires only plus 20 db level (6 milliwatts in 500 ohms) for normal amplitude—less than 1 watt of power.

5. Easily installed. The head comes equipped with an extra mounting plate for instant mounting and is easily interchanged where other heads are used.

6. Carefully tested at our laboratory and a graph accompanies each cutter, giving the frequency response characteristics.

7. The head is hermetically sealed and guaranteed if the seal is not broken.

Available for Immediate Delivery

For further information ask your jobber or write to

THE DUOTONE COMPANY - 799 Broadway, New York 3, N.Y.
Nets Carry Army Shows Shortwaved from Fronts

TWO shortwave broadcasts were sent from opposite points of the globe April 23. Speaking from an Army station at the Anzio Beachhead about 9 a.m. correspondents from the four networks told listeners they were hearing probably the first broadcast to originate so close to the battle scene. The same evening at 7:30 p.m. the four networks carried simultaneously a communiqué from Gen. Douglas MacArthur’s headquarters on the Hollandia-Aitape landing on the North Coast of New Guinea. Gordon Fraser, Blue correspondent, won the toss for the first broadcast from JZRP Anzio (see page 20), shortwaved to Naples, amplified and transmitted to the U. S. and Blue Network from 9:00:30 to 9:02:30 a.m. Eric Searvoit, of CBS, and Ralph Howard, NBC, followed by brief talks on their respective networks. Mutual picked up a special 15-minute broadcast by Seymour Korman at 11:22 a.m. and rebroadcast it via trans- mission at 1:15 p.m.

TOM HANLON, CBS Hollywood night manager, portrays an announcer in the international film, "Once Off Guard". Chef Milani featured on five weekly half-hour series on KFWB Hollywood, has been signed for a role in the RKO film, "None But the Lonely Heart".

4,000,000 Tubes for Civilian Sales Shipped in First Quarter, Says WPB

Radio receiving tubes in excess of 4,000,000 units were supplied to civilian channels in the first quarter of 1944 the Electronic Distributors Industry Advisory Committee was told by Radio and Radar Division Chief R. J. Whitney at a meeting of the committee in Washington last Thursday (April 27). Although this was slightly under scheduled production for the quarter, it was indicated that second quarter shipments probably would be higher as a result of carryovers of tubes.

Recent modifications of WPB regulation CMP-9A were pointed out by WPB representatives. The amended regulation provides that a repairman may not use AA-3 rating on any CMP-9A to buy certain electronic equipment items [Broadcasting, April 24].

TALENT UNIONS EYE VIDEO PAY SCALES

JOINT Committee on Television established in 1940 by Actors’ Equity Ass’n, Screen Actors Guild and American Federation of Radio Artists last week issued a statement that it is examining existing conditions of television employment and “will determine working conditions and minimum pay scales during this experimental period and will decide when and where and to what extent these will be put into practice.”

Report also instructs all members of these unions who may accept television engagements to report to their own union on conditions, hours and pay for such work, such information to be transmitted to the committee. The committee has no power to establish standards of wages or working conditions for the immediate future. A committee spokesman stated to Broadcasting, explaining that there are too many different kinds of employees and too many different kinds of employment in television for general standards to be set up. He said that reports of exploitation of talent by companies receiving orders from advertisers for television production had been received and would be investigated, and that in such cases temporary minimums might be set by the committee. But the committee’s main task for the present, he reported, will be to collect information.

He stressed the fact that there is a desire to discourage performers who are willing to work for little or no monetary compensation to gain experience in a field that is now experimen- tal but may someday provide lucrative employment, but he added that the unions to whom talent people belong will not allow them to be exploited for the benefit of television broadcasters or program producers who are already commercializing this new medium.

CBS Latin Net Adds 3

THREE new stations have been added to the CBS Latin American network, bringing the total to 102 affiliates. The Ecuadorian stations are HCB1 and HCBS, longwave and shortwave transmitters, respectively, of Radio Bolivar, Quito, Ecuador. The Venezuelan outlet is Radio Sucre, Cumana.

An official of the Office of Price Administration discussed with committee members a proposed new schedule of list prices for tubes for wholesalers and retailers, and a representative of the Office of Civilian Defense discussed problems of distribution with the committee. Committee members were of the opinion that methods by which distributors have been allotting tubes to dealers have permitted all dealers to obtain their fair share.

The desirability of a “code of ethics” for the guidance of all electronics was discussed at the meeting and a task committee will be appointed at a future date to draft a suggested “code”. The next meeting of the committee is scheduled for June 22.

HOOPER LISTS TOP DAYTIME NET SHOWS

FIRST among the “Top Ten” programs in the daytime network Hooper ratings for April, is When A Girl Marries, followed by Young Widder Brown, second, and Ma Perkins, third. Backstage Wife holds fourth position, followed respectively by Kate Smith Speaks, Life Be Beautiful, Stella Dallas, Right to Happiness, Breakfast at Sardi’s and Our Girl Sunday.

The top-ranking Saturday daytime show, not included in the weekday list above, are Stars Over Hollywood, first; and Theatre of the Ten, second. Kitty Foy’s has the largest number of women listeners per set. Backstage Wife leads with men, and Jack Armstrong with children, according to the survey. Subscriber program with the highest sponsor identification index—75.0—is Ma Perkins (XBC). Average daytime program rating remained at 4.9 showing no change over the previous report, and down from 5.7 a year ago. Average available audience is 71.8, up 0.2 from the last report, down 0.7 from a year ago.

GABE WARD, Ken & Hazel Triest, Gil Taylor (Hoosier Hot Shots) on the weekly NBC Network Junior Ranger, have been signed to a two-year film contract by Columbia Pictures Corp.

Call any Joseph Hershey McGilvra Office

Kansas City’s Only Basic Blue Network Station

Page 58 • May 1, 1944
Extension Sought In Sale of KECA

Anthony Request First Under FCC 'Duopoly' Modification

SEEKING an extension to Oct. 1, 1946, in which to dispose of KECA under FCC ‘duopoly’ order 84-B, as modified April 4 [Broadcasting, April 10]. Earl C. Anthony Inc., licensee of KFI and KECA Los Angeles, last week filed the first petition for relief under the amended order.

Through Louis G. Caldwell and Reed T. Rollo, Washington counsel, Anthony requests renewal to Oct. 1, 1946, of the KECA license, which expires June 1, and regular renewal of KFI, which is on temporary license until May 31 (under 84-A), or extension of the KFI license to Oct. 1, 1946. Should the Commission fail to grant the extension, petitioners ask for ‘reasonable periods of lesser duration’ in which to dispose of KECA.

Blue Contract a Factor

Petition sets forth that KECA was operated at a loss in excess of $600,000 from 1939-1939 and at since June 21, 1939, when petitioner acquired KEHE and changed the call letters to KECA, in effect consolidating the two stations, he expended further ‘large sums in physical and technical improvements’ and continued to incur losses. Total investment in KECA is listed in excess of $800,000.

Since Jan. 1, 1941, KECA has been operated at a profit, petition continues, with net earnings for 1944 (before taxes) estimated at $230,000. Because of a contract with the Blue Network, which expires June 15 next year under the FCC Network Regulations, Anthony must give the Blue first opportunity to buy, the petition recited, adding that the Blue has offered $450,000, whereas another purchaser has expressed a ‘probable willingness’ to pay ‘approximately $150,000 more’.

Other Obstacles

Anthony’s petition sets out that since September 1943, when it became evident that the FCC would adopt a regulation banning multiple ownership, the licensee has been seeking a buyer for KECA. Obstacles, in addition to the Blue contract, were listed as these:

Los Angeles is a difficult city in which to sell a broadcast station because it has some 19 serving the metropolitan area; KFI and KECA share the same building for studios, administration and business offices, and to a substantial extent make use of the same staff officers and employees; in order to effect an orderly disposition of KECA and ‘a satisfactory solution of business and taxation problems likely to face a purchaser, the ownership of KECA may have to be transferred to a separate corporation before a sale can be effected.”

KTBI Granted Transfer Control to Woodworth

CONSENT was granted by the FCC last week to transfer of control of Tacoma Broadcasters Inc., licensee of KTBI Tacoma, Wash., from C. C. Cavanaugh, president, to Harold S. Woodworth through sale of all 109 shares (54.5%) common stock held by Mr. Cavanaugh for $13,080. Mr. Woodworth, treasurer of the corporation, now owns 119 shares, or a total of 59.6%. Mr. Cavanaugh is retiring from broadcasting in order to devote full attention to his other business affairs, the application states.

Majority of the remaining interest in the station is held as follows: Harold Allen, vice-president—13.5%; James Dempsey, secretary—2.5%; Helen Wallace—5.5%; J. S. Lyle and J. R. Bender, each 5%. Mr. Woodworth is also president and general manager of Woodworth & Co., contractors.

At the same action the Commission granted voluntary assignment of the license of WCOY Montgomery, Ala., from Capital Broadcasting Co. to G. W. Covington Jr., who owns all of the issued and outstanding capital stock in the company. No monetary consideration is involved.

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

A Million Prosperous People In Our Primary Plus a Hooper 91.3% by Day and 80.4% by Night

1000 WJHL 910 Watts Johnson City K.C. Tennessee

REPRESENTED BY HOWARD WILSON CO.

Broadcasting • Broadcast Advertising

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There is such a town—it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville—which is highly worth the concentration because it does more business than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get tramped on time-rates, either. Want proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C. NATIONAL REPRESENTATIVES

FREE & PETERS, INC.
ably early date on the basis of the present standards, industry and the public generally will want to know what the television policy will be when the improved and more permanent system of television is ready for commercial service. I believe that the public is entitled to know that a better system of television may be adopted after the war as a result of secret war-time research and development, but I am not convinced that the so-called new system, including the allocation of suitable channels, can be made ready in, let us say, one or two years.

Even if the military were now willing to release all of the necessary technical data, it would require considerable time for all interested individuals, companies and groups to use such information in planning a new commercial system. And we must not overlook the fact that after such data have been studied and industry and Government are fully in accord regarding the superior qualities of the new system, that it will take time to design, build, test and demonstrate the new transmitting and receiving equipment.

Final approval must necessarily await the outcome of all these factors; therefore, while the "freeze" on materials and manpower continues there is little or no hope that the much-talked-of new system can be made ready within the time that may be available.

If you agree with what I have said up to this point, then you must also agree that we should proceed on the basis that there will be two commercial systems of television in the future, i.e., (1) the present system or a slight modification thereof which can be accepted at an early date; and (2) the vastly improved system which will be introduced as the more permanent system of television sometime after the war.

Old and New

If we prepare now on the basis that there will be two systems of commercial television, each occupying different bands of frequencies, it would be possible in the time available to give adequate attention to both systems.

- Under this plan, the public would have a good system of television under existing commercial standards immediately after the "freeze" is lifted, and this system could be continued for an indefinite period after the new system is placed in commercial operation. This would require, when the new system is commercialized, that licensees transmit simultaneously all programs under the old as well as the new standards.

I believe it would be unwise to set a date and say that the present system of television standards will cease to be available at that time. In my opinion it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters, i.e., simultaneous transmission under the old and the new standards.

I realize that this may introduce some difficult problems but these would not be insurmountable. In the final analysis it is essential that all programs be available to all set owners regardless of whether the receiver is designed to operate under existing or new standards.

It may be argued that this plan would waste valuable frequencies in that it provides for the continued operation of an inferior system of television after the superior system is ready for commercialization. In this connection, there are many today who argue that FM has certain advantages over AM aural broadcasting.

Is it not a fact, however, that we are planning for the continued use of both bands? And this, I might add, is exactly as it should be. In short, it appears that we are faced with just such a situation in television, and on the basis of the facts now available I cannot see any other logical solution of the long-range aspects of this problem.

KMOX At Conventions

KMOX St. Louis is arranging for full coverage of the Republican and Democratic national conventions in Chicago, coordinating special station broadcasts and news bulletins with convention coverage by CBS, parent network. The St. Louis station will originate broadcasts from a booth on the convention floor and from the Stevens Hotel. Reporting staff includes Francis P. Douglas, director, KMOX World News; W. R. Wills, Pacific War Theatre analyst, and Katherine Darat, until recently director and editor of KMOX women's newscasts.

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Publishers Hear FM Opportunities

(Continued from page 8)

work the standard 50 kw station in most instances," he said.

FM is probably the only major development ever pioneered by independent owners and small men in the industry, he continued, adding that FM gives the opportunity to those newspaper publishers who never had the opportunity to go into radio because there were not enough channels in the spectrum. Dr. Armstrong pointed out the advantages of the FM system in linking together a network of stations, FM relays supplementing the costlier wire lines.

No FCC Discrimination

He also predicted that FM will replace the greater part of the AM system in a relatively short time. Urging newspaper publishers to file their applications for FM stations immediately, he quoted FCC Chairman James Lawrence Fly who stated at the annual meeting of FMBI in New York last January that "FM is of age and it has come to stay", that "without a doubt it will have a place of ever increasing importance in American broadcasting", and that "no one of us can stop it."

In a question and answer session, written as well as oral questions were answered by both Mr. Damm from the operational standpoint and Dr. Armstrong from the technical aspects. In response to the question of whether FM is apt to replace standard broadcasting, Mr. Damm replied that in his opinion FM will replace AM as a system of sound broadcasting in 8 to 10 years.

He gave the latest figures on FM stations in use compiled by the FMBI, which showed approximately 500,000 receivers in use in the U. S. and distributed in the major markets as follows: New York 120,000; Philadelphia 20,000; Chicago 80,000; Boston 35,000; Milwaukee 21,000; Detroit 25,000.

In response to a query on the practicability of FM for small as well as large cities, Mr. Damm replied that since it will be possible to assign stations on the same frequency much closer together than in the case of AM, many more cities will be able to have broadcasting stations even under AM.

How soon after the war may FM be reasonably expected to be a commercial success, Mr. Damm was asked. He replied: "If by this question it means how soon can a station make a profit, I would say that it is dependent upon the diligence with which the operator goes about rendering service to his community, which will justify the buying of sets that will pick up FM signals. We have heard estimates to the effect that within one year after the war, there will be 5,000,000 FM sets sold, and that within four years, we may expect 20,000,000 sets in the hands of listeners. Frankly, it is my opinion that in view of the pent-up purchasing power, this is a very conservative estimation. I have not kept secret the fact that our FM stations operation in Milwaukee by the end of this year, its second full year of commercial operation, will practically be self-sustaining."

FM Applications

There is no discrimination between newspaper and non-newspaper ownership, he stated in response to a query on how the FCC is now handling FM applications filed by newspapers. All applications at present are placed in a pending file awaiting servicing by the Commission's engineering and legal departments. In reply to the question as to any advantage of placing an application on file with the FCC now, rather than waiting until the FCC was seriously considering FM applications, Mr. Damm said that the first and foremost reason for filing now is that the most ideal sites for FM transmitters locations are not going to last forever.

"In Los Angeles, for instance, there are 17 applications for the best site to cover that area," he asserted. "In Chicago practically every important site already has been leased. In addition to this fact, it would be much better to get the engineering work out of the way than wait until the gold rush starts. If you are going to get into FM at all, why wait?"

No Tie-up

As far as there is any tie-up between FM and television, he stated, that not only is there no tie-up but that sound broadcasting will live forever and that television can never supply the sound broadcasting entertainment needs of the American public. Even before its introduction to the public on a general scale there are those who feel that the ultimate television will be a color television and that the black and white television, which is being talked about now, is only a stop-gap. In response to a question from the floor Mr. Damm stated that facsimile presented many advantages and that the "television propagandists were not talking too much about facsimile for a very good reason."

The GE film on FM was exhibited to the publishers. Many said they intended to file FM applications as soon as they could get an application in order.
STATISTICS MAKE NICE READING but there must be an audience before statistics begin, in the opinion of Paul F. McCarthy, publicity director of J. N. Adam & Co. for the last five years. "Insofar as retailers are concerned, let's work together to get the audience, then the statistics will take care of themselves," he said last week, supplementing a statement before the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati last month. Members of a radio panel, who heard Mr. McCarthy praise radio as a medium for the retailer, are (1 to r): Walter Johnson, commercial manager, WTIC Hartford; Dr. J. D. Shrewsbury, station announcer, WJBO; Louis J. Boyce, director of advertising and promotion, KFI Los Angeles; Joe Brannen, director of advertising and promotion, WBT Nashville; Betty Wells, Charles Logan, Lyle Flansan, Harry Johnson, chairman of the board, WGR Buffalo; CBS—From New York, William C. Acker- man, Louis J. Chayefsky, John Daily, Mildred Games, Frank Ernest Hill, Elliott Levison, Oscar Katz, Robert J. Landry, Leon Le- vine, William N. Robison, Dorothy Row- den, Gilbert Seidel, Helen Buyssut, Repre- sentatives of CBS owned stations: WBZ Chicago, J. L. Yan Vanek, Vollum, Jack Burnette, Shepard, Carolyn, Florence Warner, H. G. Carrigins, WTOP Wash- ington, Ed Eberle, Charles W×</p>
AP ELECTS HOYT AS BOARD MEMBER

PALMER HOYT, editor and publisher, Portland Oregonian (KGW-KEX), and former OWI Domestic Director, was elected a director of the Associated Press at the annual AP membership meeting April 24, day before the opening session of the APNA convention. Six other directors, all re-elected at the meeting, are:

- Mr. Hoyt, Worcester Telegram (WTAG); E. H. Butler, Buffalo Evening News (WBEN); Robert McLean, Philadelphia Evening Bulletin, AP president; Frank B. Noyes, Washington Evening Star (WMAL); Paul Patterson, Baltimore Sun; Josi L. Horne, Rocky Mountain Telegram.

Mr. McLean was re-elected AP president; Houston Harte, San Angelo Standard Times (RGK), was elected first vice-president and Norman Chandler, Los Angeles Times, second vice-president. Mr. Noyes continues as honorary president. Kent Cooper remains executive director and general manager. The Philadelphia Bulletin, and its adjunct [BROADCASTING, Jan. 17] Lloyd Stratton was re-elected secretary and L. F. Curtis treasurer.

WE Promotes White

JOHN W. WHITE has been elected president and general manager of Westinghouse Electric International Co., subsidiary of Westinghouse Electric & Mfg. Co., it was announced last week. Former vice-president and general manager, he succeeds George H. Bucher, who becomes chairman of the board of the International company. Mr. Bucher also is president of the parent organization. Mr. White, a native of Indianapolis, joined Westinghouse 39 years ago. William E. Knox, is new vice-president.

KABC Seeks 50 kw 680 kc

(Continued From Page 10)

State Network (of which KABC is a member) and former wife of Col. Roosevelt, son of the President, now oversees with the Army Air Forces and who also is a director in the licensee corporation. Current KABC is also major stockholder in KFIZ Fort Worth.

Nearly all of the materials required for the change, the application states, is to be acquired by disassembling XENT, 50,000 w Class 1-B border station operating on 1140 kc, and transferring the equipment to San Antonio for installation and modification. Alamo Broadcasting, through Gene L. Cagle, general manager of the company and affiliated operations, has acquired an option to buy XENT from its present owner and licensee, Compania Industrial Universal de Mexico, S.A., it is stated.

The application points out that in distilling the Nuevo Laredo outlet, objectionable interference to WRVA Richmond, Va. (which operates with 50,000 w on 1140 kc) would be removed and that frequency released for utilization by a "station in Mexico City or some other point centrally located in Mexico and far enough removed to eliminate interference with WRVA." XENT was one of the several Mexican stations not reallocated in the unexpected revision of allocations sent by the South American neighbor to Washington in the eleventh hour before the Havana Treaty (adopted in 1937) officially went into effect March 29, 1941 [BROADCASTING, March 24, 1941]. According to the Agreement, the Class 1-B station on that frequency located in Mexico should be situated farther West, in the state of Chihuahua, and would be entitled to protection within the country to the Texas border.

It is also contended in the application that the enlarged KABC operation would vastly increase the broadcasting service to the San Antonio region, would bring Blue network programs to many countries in that locality not now receiving them; and that such operation also would constitute successful competition with the existing services. KABC would operate a minimum of 18 hours a day on the new assignment.

An area of 990,072 sq. mi. with a population of nearly 2,000,000 persons would be included in the daytime 0.5 m/m contour of the station under the proposed operation. The nighttime coverage within the 3.7 m/m contour would be approximately 340,000 persons in an area of 1,724 sq. mi. Estimated total cost involved in the shift is set at $190,000. KABC assets as of March 31 were nearly $70,000, and arrangements have been made for a loan of up to $150,000 from the Republic National Bank of Dallas to carry out the proposals, contingent upon FCC approval.

The present KABC studio would be used for the enlarged operations, with no changes in the present personnel contemplated, except for addition of several new persons including engineering staff. A site approximately 10½ miles Northwest of San Antonio has been selected as the location for the transmitter, a Composite TJK-46. The directional array is to consist of four 300 ft. towers arranged in a rectangle. Two of these towers would constitute part of the XENT equipment, the others would have to be purchased.

WFLA Gets 5 kw Night

KMBL Petition Granted

CONSTRUCTION PERMIT was granted by the FCC last week to WFLA Tampa, Fla., to increase nighttime power from 1 kw to 5 kw and make corresponding changes in its directional antenna, subject to the January 26 FCC-WPB statement of policy, and upon condition that the station submit certain engineering data.

The petition for permission at the same action granted the petition of KMBL Monroe, La., for reinstatement of its application for construction permit to increase power from 250 w to 1,000 w and change frequency from 1230 kc to 1410 kc. KMBL petition was denied for rehearing, reconsideration, and designation for hearing of the application of KNOE Inc., Monroe, for a construction permit for a new local station (granted Feb. 17).

Sibson to Army

KEN L. SIBSON, general sales manager of the Taylor-Howe-Snowden stations in Texas (KGNW KFYO KTSA KRGV), has been called for Army service and shortly will be Inducted. Sales executives for the stations during the last three years, Mr. Sibson has been in Texas radio since 1935, starting as announcer. He became assistant manager of KRGV Weslaco in 1934 and was made manager in 1936. In 1941 he opened general sales offices in Dallas for the group and last year also took over sales of the Lone Star Chain, becoming its managing director.
Newspapers Seek Radio Accounts
(Continued from page 7)

and other radio and electronic de-
velopments directly related to new-
paper publishing activities, for ad-
vanced by President Noyes in his an-
nual address which opened the full
convention session on Wednesday.

Citing the current interest in
FM, so great that the Association
had taken the unprecedented step
of devoting an entire session to
that topic, Mr. Noyes continued:
"The time is approaching rapidly
and all phases of electronics as time
goes on. By and large, the major-
ity of newspapers have no source
from which to receive authoritative
general information on the op-
eration of radio and the advisability
of radio affiliation."

"I project the thought," he said,
"that the time is approaching rap-
didly when this Association should
have its own radio division for the
purpose of serving newspaper
members who desire service along
the general lines necessary to fa-
miliarize themselves with news-
paper-radio problems."

Mooney Urges Prestige Fight
Mr. Noyes emphasized the stand
of the ANPA board opposing the
Bankhead and Cannon newspaper
subsidy bills, now in the House
Rules Committee. He pointed to all
for paid Government advertising in
certain classes of newspapers which
have been presented to Con-
gress. The need for Government
advertising is one question," he declared;
"the approach to Government ad-
vertising is another. We oppose
the principle of class legislation
and have fought it in the courts.
We likewise oppose any plan which
will arbitrarily have as its aim the
purchase of blanket advertising
contracts, with disregard to analysis
of markets and needs. We are
equally opposed to the Government
using public monies for a program
which disregards radio and proven
advertising practices."

If we fight hard and intelli-
gently, nothing can stop the news-
papers of America from going back
to their old position of first place
in national advertising in the years
that lie ahead," Herbert W. Mo-
oney, vice-president, American As-
sociation of Newspaper Represen-
tatives, told the Bureau of Advertis-
ing session of the convention last
Wednesday afternoon.

"Your representatives have over-
hauls their operations and equip-
ment and have already shown defi-
nate evidence that they are ade-
quately prepared for the media bat-
tle of the post-war years," Mr. Mo-
oney declared in a report on the
work of the AANR in presenting
the story of newspaper advertising
to advertisers and agencies. He
listed newspaper campaigns for
prominent radio advertisers (Pep-
sodent, Raleigh cigarettes and
Wheaties among the definite re-
results already achieved.

These presentations, made in the
interests of all newspapers, Mr.
Mooney maintained, "are made
to advertisers and agents from
cost to coast to a clear, concise
and forceful reminder of what news-
papers have done, are doing and
will continue to do for America and
American industry."

He reported that when a presen-
tation was made to Pedlar, Ryan &
Lusk, the agency requested reprints
of several papers, accompanied by
their receipt with a letter that read
in part: "We were quite interested
in some of the material covered in
the presentation, particularly the
figures about advertisers spending
15 cents to 25 cents per year per
unit of audience reached in radio,
and also how you arrive at the
figures."

Frank E. Tripp, general manager
of the Gannett Newspapers, and
Bureau chairman, who presided at
the afternoon session, opened the
meeting with a plea for greater
showmanship on the part of news-
papers and a greater willingness to
play up their own accomplishments.

William A. Thompson, Bureau
director, and Fred Dickinson, Bu-
reau sales manager, reported on
activities of the last year. William
T. Cresser, ANAR president, de-
scribed the group formation and
the presentations it has prepared.

Frederick C. Crawford, presi-
dent, Thompson Products, and
chairman of the board of the Na-
tional Assn. of Manufacturers,
urged the publishers to give their
readers more news and to show
how they can base their plans for
the future in the easy-to-under-
stand style as the box-scores for
the market reports for speculators.

Howard Davis Retires
Complete roster of officers and
directors was reflected with one
exception. Charles F. McCahill,
Cleveland News (WCLQ WHK
WHKC) was elected a director to
the New York Herald Tribune,
which resigned after 23 years as an
officer or director, including three
terms as president.

Offices are:
President, Linwood I. Noyes, Iron-
wood (Mich.) Globe; vice-president,
William G. Chandler, Scripps-Howard
Newspapers (WCGO WNOX WMG
WMPBS); secretary, Norman Chan-
dler, Los Angeles Times; treasurer,
Edwin S. Friendly, New York Sun.

Directors in addition to Mr. McCa-
hill are: George C. Biggers, At-
lanta Journal (WSB); Ted Dealey,
Dallas Times (WFAA Dallas KGK
Ft. Worth); Walter M. Dear, Jer-
seny City Journal; David W. Howe,
Washington (WJAC WTOP); F. T.
Ker, Hamilton (Ont.) Spectator; W.
E. MacFarlane, Chicago Tribune

(NWG); William F. Schmick, Balti-
more Sun; J. L. Starchhouse, Boston
Pa.) Representatives, B. H. Winch, Port-
land (Or.) Journal (RALE KOIN).

C. E. Hooper, president of C. E.
Hooper Inc., explained the princi-
ples and methods of radio audience
measurement last Tuesday in an
address before the National News-
paper Promotion Assn., which held
its convention at Waldorf-Asta-
toria in New York last week con-
currently with the ANPA meeting.

John Cowles, Minneapolis Star-
Journal and Tribune (WTCN), was
keynote speaker of the ANPA
meeting on Monday.

See Video Demonstration
Approximately 150 publishers
accepted the invitation of General
Electric Co. to visit WRGB, GE
video station in Schenectady, on
Friday, for a demonstration of tele-
vision treatment of newspaper
news and features. In cooperation
with the New York Herald-Tribune,
the station staff showed how tele-
vision would cover a front-page
story, so that it would appear as
a woman's page feature and other
stories.

Demonstration was preceded by
addresses from Robert S. Pear,
manager of broadcasting for GE,
who discussed sound and-sound-
programming, and James D. McLean,
electronics engineer, who repeated
the outline of television broadcast-
ing in the post-war era as envis-
gaged by GE engineers that he had
presented earlier in the month
[BROADCASTING, April 10].

Program also included a 12-
minute sketch prepared by J. Wal-
thompson Co. on behalf of Libby
Glass Co. as a preview of tele-
vision commercial programs.

Rehearsal had been filmed by
the agency's movie department under
the direction of Sherman Price,
president of Filmedia Corp., tele-
vision film producer, and will be
shown on other video stations at
later dates.

During the ANPA convention,
GE maintained an exhibit of tele-
vision and FM receivers which ac-
ttracted much attention from pub-
lishers who seemed eager to learn
all they could about these two new
media of electronic communication
and advertising in the post-war era.
Build for Better Video

(Continued from page 9)

to supply programs will retard the sale of sets, CBS points out that by concentrating on all manufacturers on engineering and testing the new pictures at the earliest possible post-war moment seems to be their best interest.

The broadcasters, with no sets to sell and expensive equipment to buy, "know they face a period of many years of cumulative deficit declarations. "Their is the job of producing and broadcasting costly television programs through the lean years of television ownership—long before sufficient homes have sets to provide a profitable audience.

"Anything which shortens this period—anything which induces more people to buy more sets and view more television programs—reduces the broadcasters' problem. No single thing could quicken and stimulate television broadcasting more surely, on a nationwide scale, than vastly better television image in the home.

Success or Failure

"A truly finer picture may make the difference, in television broadcasting, between eventual success and failure. Mediocre pictures may sell enough sets to provide an economic basis for broadcasting, or if they sold enough sets, might never create enough hours of viewing to lift television broadcasting to a sound plane of operations. There was some evidence before the war that families who bought television sets might use them less and less after the first novelty wore off."

Better pictures are also of interest to advertisers who will inevitably compare their television pictures with their newspaper, magazine and billboard ads, the report declares, continuing: "Thus the question, 'are pre-war pictures good enough?' sounds academic, is not alluring to the broadcaster. His central, overwhelming need is a better television image on receiving sets. A picture which will reproduce, at its best, the best he can put into programs. Any compromise with this ideal betrays his interests, threaten his position."

As to the public, the report points out that the present investment in sight-and-sound receivers is perhaps $2,000,000, 000, a trivial sum compared to the $200,000,000 investment in sets when a million have been sold, by which time the manufacturers and broadcasters must have similarly increased their investments in the medium, if it achieves its full potential.

"Delay, itself, may prove decisive," the report explains, "if the lag lengthens, if sets are sold for four or five years on pre-war standards, a later change to higher standards might go by default for fear of jeopardizing too largely a public. And American homes might be indefinitely deprived of brilliant, detailed television pictures."

But if, through united effort of Government and industry, higher standards can be demonstrated in a year and sets roll off the line in another year, the public should be told, the report states. The present broadcasters of television programs could continue operations on the low standards until the high standards are ready, closing down their old transmitters when they open up the new ones. People able to buy sets which might be obsolete in a year or two could be encouraged to buy with full knowledge of the probable change.

This course, which Mr. Kesten said CBS proposes to adopt, is the road of good faith with the public, the report continues, even though it may mean millions of dollars of interim broadcasting to provide content to a small number of set-owners and the eventual scrapping of more millions worth of equipment. But to manufacturers, "such frankness should pay handsome dividends" as the higher standard should compress into three or four years set-buying which might otherwise lag for twice that long.

Winding up its admittedly optimistic report with the admission that although no engineer familiar with recent electronic progress doubts that television can be better than it is, how much and how soon have yet to be demonstrated, tested in the field and embodied in fool-proof production methods, CBS concludes:

"This much seems sure: A single year of concentrated effort in a dozen engineering laboratories should prove the case for better television pictures or else disprove it. Hundreds of American engineers have done ten times as much in two or three years of war, as remains to be done in one full year of peace. They have done the impossible. This is not the impossible. This is the mathematically probable."

"We have implicit faith in the technical know-how of these engineers once they turn their skills to peace-time television. The real problems lie, we believe, not in the laboratories where engineering is done, but in the offices where policy is made."
Fate of FCC's 1945 Budget Up to Conferences This Week

Final Decision on $2,163,857 Cut Due; 153 Employees May Need Senate Confirmation

By BILL BAILEY

FATE of the Radio Intelligence Division, the Foreign Broadcast Intelligence Service and of 153 employees of the FCC will depend on action this week of Senate-House conferences on the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070).

Although House conferees had not been named as Broadcasting went to press, Speaker Rayburn (D-Tex.) is expected to follow custom and appoint members of the Independent Offices subcommittee of the Appropriations Committee, of which Woodrum (D-Mo.) is chairman. Rep. Woodrum said his subcommittee will be ready to confer with Senate members the middle of this week.

Only Printing Untouched

Total cuts of $2,163,857 have been taken out of the requested FCC budget for 1945 by the House and Senate. The House originally pared $1,654,857 from the requested $8,371,000. Of that amount the Senate got the $1,654,857 as a national defense obligation. Only items untouched by either House was a request for a $16,700 for printing and binding.

Among Senate amendments will be taken up by the conferees is one introduced by Sen. McKellar (D-Tenn.), chairman of the Senate subcommittee which considered the bill, providing that no part of "any appropriation available for the executive departments and independent establishments" shall be "available to pay the salary of any person at the rate of $4,800 per annum or more unless such person shall be appointed by the President, by and with the advice and consent of the Senate."

Should the conferences leave that amendment in the bill, 153 employees of the FCC would have to be confirmed by the Senate to draw 1945 salaries. Of that number 107 are on duty in Washington and 46 in the field, according to the FCC personnel office.

Employed in the FBIS are 29 persons with salaries of $2,000. On duty in Washington are 20, with 8 in the field. Engineering Dept. has the greatest number of $4,800 and up personnel, 39 being on duty in Washington and 28 in the field. The upper-bracket employees, exclusive of Commissioners who are confirmed by the Senate, were listed by the FCC as follows:

Washington—Administration 9; Engineering 39; Accounting 12; Law 27; Radio 9; Data Processing 6; Accounting 0; Engineering 28; Accounting 7; Law 3; FBIS 8; total 46.


American Network To Build Stations

Outlets in New York, Chicago, Washington, Los Angeles

A M E R I C A N Network, FM chain, will build and operate its own stations in New York, Chicago, Washington and Los Angeles, it was announced last week. During a meeting of the board, which approved a lease on the roof of the La Salle-Wacker Bldg., Chicago. Purchase of a transmitter site for its Washington station was announced, but the location was not disclosed.

Board voted to accept memberships from 11 additional markets as of April 1. New ones will be: San Diego; Charleston, W. Va.; Duluth (including Superior); Scranton (including Wilkes-Barre); Tampa; Allenstown, Pa. (including Bethlehem and Easton); Miami; Jacksonville; Mobile; Salt Lake City; Syracuse.

KFMB San Diego, and KTKO Oklahoma City were elected to membership in addition to WCAE Pittsburgh and WFBM Indianapolis [Broadcasting, April 24], giving the American Network representation in 25 of the country's 51 markets. In addition, affiliation contracts are being drawn up for operators of FM stations in markets not included in the 51 areas.

By BILL BAILEY

Co-Op FM Plan

EDUCATIONAL directors and editors of the Cooperative League of the U.S.A. meeting in Chicago April 24-28, appointed a special committee, under the chairmanship of Wallace Campbell, publicity director, to survey the possibilities of cooperative ownership of FM stations. Committee's recommendations will be submitted for action at Columbus June 7 before a meeting of the board of directors.

Doubling in Bass, Gayle Grubb (left) manager of WLYK Oklahoma was invited out of character to join Lucille Manners, soloist of The Cities Service Concert in a special theme song written by Mr. Grubb for workers in the State Symphony Society membership drive. Miss Manners was soloist when the Oklahoma Symphony Orchestra recently broadcast the regular Cities Service Concert from the Municipal Auditorium. Cities Service Concert was the first sponsored program over an Oklahoma City station and was WLYK's first commercial network program, starting Dec. 21, 1928. Cities Service Co., Fouts, Cone & Belding, agency handling the account, and WLYK arranged several guest appearances for Miss Manners before patients of three Army hospitals, a Navy hospital, war workers.
Television Broadcasters Take Issue With CBS on Quality

IN A STRONGLY worded statement issued following a five-hour meeting in New York Friday afternoon, the board of directors of the Television Broadcasters Assn. declared that the CBS statement on television (see page 9) is contrary to the recommendations of the Radio Technical Planning Board and that CBS was guilty of discontinuing Irene Rich’s Welch p.m. on Time Views Wine. He is spoke Earle, NEW. MASCOT available through Commissioner, is H. W. factory When increased from Nowhere $17,750,000 ASSOCIATION, member of Government or Paley, 9) is issued following STRONGLY worded statement the board of directors in New York, for Mr. McGill Communications, Inc. & F. M. millvra Inc., station representative. He was former with Joseph Hershey Millvra, inc. station representative.

Kesten Going Abroad
PAUL KESTEN, executive vice-president of CBS, will probably leave for England within the week, travel restrictions permitting. Unlike CBS President William S. Paley, currently overseas on special assignment for the OWI, Mr. Kesten is making his trip in the interest of the network and not as a member of Government or military mission.

MORE than 1,000 high school editors and reporters from New York gathered at NBC’s Studio 8H in New York last Saturday for a demonstration of news pick-ups by shortwave from war zones and to view television.

NEW MASCOT for WBIG Greensboro, N. C, is big broadcaster Jack Earle, 8 feet 6 inches tall, who spoke over the station for Roma Wine. He is interviewed by Alice Birnhead, 6 foot announcer of WBIG and Wally Williams, 6-foot production manager.

New Welch Series
WELCH GRAPE JUICE Co., Westfield, N. Y., on June 5 starts Time Views the News on 183 Blue stations. The quarter-hour broadcast by Westbrook Van Voorhis, announcer for March of Time on NBC, will be heard Monday, Wednesday, and Friday, 4:30-4:45 p.m. A summary of news developments is prepared for the broadcast from daily cable reports from Time Magazine’s correspondents. Welch Grape Juice Co, on May 28 discontinues Irene Rich's The Woman from Nowhere on 66 CBS stations. Agency handling the account is H. W. Kastor & Sons, Chicago.

Republic's Big Fund
RADIO advertising for Republic Pictures Corp., New York, will be greatly increased during the 1944-45 season. Film company has appropriated $2,700,000 for radio, magazine and newspaper advertising, and $17,700,000 for production of 68 pictures. Agency is Donahue & Coe, New York.

WALTER G. CAMPBELL, Foods & Drugs Commissioner, Federal Security Agency, last week announced his resignation. He will retire.

GIVEAWAY Booklet
W. E. LONG Co., bakery advertising service, which syndicates a number of giveaway programs, has issued an 80-page book dealing with the pros and cons of money giveaway programs, legal aspects, mechanical problems, etc. The book, published under the direction of E. J. Sperry, radio director, discusses such legal problems as, "Are spinning-wheels lotteries? Is automatic telephone selection lottery? Is it legal to identify a package over the telephone?" The book is available to station executives and can be obtained by writing the W. E. Long Co., 155 N. Clark St., Chicago.
New Unit of OWI Beamcd at Europe

ABSIJE on the Air Carrying U. S. Voice to Six Nations

BROADCASTING direct from Great Britain by medium and shortwave to continental Europe, OWI's newest station, ABSIE, went on the air for the first time yesterday (Thursday) carrying the Voice of America to France, Holland, Belgium, Norway, Denmark and Germany.

OWI's Overseas Branch started that program from ABSIE (American Broadcasting Station in Europe) will be programmes from its own studios in England which will send out a total of 84% hours during 1945.

Heretofore, all OWI broadcasts from Britain have originated in OWI's New York studios and relayed via the BBC.

The new station is the culmination of plans begun nearly two years ago by Robert E. Sherwood, Overseas Director, and representatives of the British government and the BBC. OWI announced a substan tial step-up in Voice of America programs relayed from New York to continental Europe over BBC facilities to 171 weekly hours with 42 relays added to bring the total to 213. An official stated that medium wave broadcasts from the station would reach into Germany.

Honolulu Application

PRESS WIRELESS has filed an application with the FCC to set up a new station in the Honolulu area.

Plans are to provide the station with direct radiophoner service from the States, and to make available the United Press news wire service. According to Press Wireless, this would be for an increased flow of news to Hawaii and would not double sanction the new station.

Symphony Benefit

TWO MAJOR musical institutions—the NBC Symphony Orchestra, and the New Symphony of the American Broadcasting Company, Inc., hear over—will merge for a special non-broadcast concert at Madison Square Garden on May 25. Proceeds will go to benefit the NBC Symphony Orchestra, Inc., which the American Red Cross and the National Foundation for như's World in White, at the same time. Proceeds will be taken up for 124 NBC stations. Mon.

Would you like to work in a brand-new installation of the highest-powered international broadcast stations in the Western Hemisphere?

Would you be interested in joining an organization which maintains one of the highest engineering salary scales in the radio industry?

Are you a licensed first-class technician?

Are you reasonably draft exempt?

Can you meet W. C. M. regulations?

WLV's Engineering Department needs men for its studio and transmitter staffs in addition to an entire new staff for its new International Broadcast Stations.

Here is your chance to join an organization where opportunity is absolutely unlimited. Write J. M. McDonald, Assistant Technical Director, Radio Station WLV, Cosley Square, Cincinnati 2, Ohio.

WATAG-FM Watertown, Mass., Granted license to voc new fm station.

Broadcasting Corp. of America, Riverside, Cal.—Same.


Broadcasting Corp. of America, Riverside, Cal.—Same.

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BROADCASTING • Broadcast Advertising
Help Wanted

Excellent opportunity in small organization with NBC affiliate in city of 80,000 for ambitious joining the ranks of experienced and efficient employees. Please apply in person. Address Box 257, BROADCASTING.

ANNOUNCER—For basic major network station in New York area, opening in training, air personality, sales ability, and at least 2 years of practical experience, salaried, other qualifications first letter. Box 65, BROADCASTING.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW west coast station, $12,000 week and or more hours overtime. Supply outline of experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

Experienced radio announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

Engineer with first class telephone license. Address Box 168, BROADCASTING.

Newspaperman—Applications wanted from radio newsrooms who really know some thing about radio and want to get on professional staff employing five less than 30 and family by remaining all broadcasts. Must be able both to write clean copy and to broadcast it acceptably. $600 per month and more. Willing Station, fairly young. newspaper-trained but with news sense wire or write, but write full particulars to Jack Shelley, News Editor, Station WBO, Des Moines, Iowa.

Chief Announcer—Sportscaster—M. C. experience—30 years or older. War Labor Board ceiling 800 hr.—overtime permits $900.00. Must be of CBS adjoining cities. $5,000, Moderate living costs. Must have personal contact with country and be around. Also newscaster @750 hr. range $600. Send photo copy with resume. Address Box 142, BROADCASTING.

Wanted Transmitter Engineer. First or second class telegraphy license desired. For details wire or write Chief Engineer, WIXB, Utica, New York.

Jobs Wanted

COMPETENT STATION MANAGER—Now employed looking for better opportunities. A Columbia Broadcasting. 15 years experience in program and technical management, producing excellent results. Experienced in sales and station promotion, 14 years radio, commercial. Box 187, BROADCASTING.

STATION OR SALES MANAGER AVAILABLE MAY 1. Family man, middle aged. desires permanent sales management experience, available for long time employment. Now in Chicago area but will go anywhere. Box 190, BROADCASTING.

COMMERCIAL MANAGER with 12 years highly successful managerial and sales experience. Desires position with ABC or CBS. New York, desiring change of location. Will close out KWWO, $16,000 annual income for pleasant opportunity with progressive company, preferably nonunion. Wishing gain national reputation as cut- throat. Address Box 191, Chicago, BROADCASTING.

Producer-Director, Idea man. Extensive musical stage experience. Noisy dis- connection. Address Box 198, BROADCASTING.

COMMERCIAL MANAGER—Now employed West Coast desire change. Must refer- ence. Box 200, BROADCASTING.

Versatile, conscientious young woman. Parallel experience in photography, public relation and sales, retailing. Shipp Communications, Cleveland, Ohio.

WANTED—First or second class operator, 1 KW Blue Network Station. State working conditions. State salary and benefits. Draft status. Station WJTS, Jackson, Tennessee.

Chief Engineer—Position offers splendid opportunity, KRON, Sioux City, Iowa.

WANTED—Experience announcer, Midwest Blue Network Station. State conditions for right man. State experience, salary required and photo. Fred W. Wagenvoort, Station W2J5M, Lansing, Michigan.

Help Wanted (Cont’d)

NEWSMAN—Applications wanted from radio newsrooms who really know some thing about radio and want to get on professional staff employing five less than 30 and family by remaining all broadcasts. Must be able both to write clean copy and to broadcast it acceptably. $600 per month and more. Willing Station, fairly young. newspaper-trained but with news sense wire or write, but write full particulars to Jack Shelley, News Editor, Station WBO, Des Moines, Iowa.

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Devil Dogs’ One-Man Battle Recorder

Pacific Action Caught By Sgt. Hardin Under Fire

By MARY ZURHORST

THE ONE-MAN Battle Broadcasting unit for the Marines—S/Sgt. James O. Hardin Jr.—has just returned from the South Pacific to enter Officer Candidate School at Quantico, Va. in the Pacific. He arrived May 1943, Sgt. Hardin pioneered radio recording in the tropic battle zones.

Sgt. Hardin

Before joining the Marine Corps Public Relations, Sgt. Hardin was with WMGA Moultrie, Ga., and WSB and WATL Atlanta as announcer and promotion man. Due to the efforts of Lt. John A. DeChant, USMC, the first secured equipment for recordings and Sgt. Hardin was sent to the Pacific under Lt. DeChant to do the Battle Broadcasts.

Covers Pacific

With the portable unit housed in a converted trailer, he covered the South and Central Pacific, sending back recordings from Guadalcanal, Bougainville, New Guinea, and other front-line battle areas.

Despite warnings of the delicacy of the equipment, and of the difficulties ahead with rust, corrosion, mold and the effects of heat and dampness, Sgt. Hardin “can’t say enough for the way the equipment stood up under the worst possible conditions.”

“On the way to Bougainville,” he told BROADCASTING in an exclusive interview last week, “we loaded the trailer onto a Navy landing boat. Somehow we got lost from the convoy and ran into a terrific storm. Water was pouring over the trailer constantly. The equipment got soaked. And even though it was protected with heavy padding we were sure it was finished when even the thick iron bar holding down the trailer bent like a hairpin.

“But when we reached the island—through good navigation and luck is turned out to be an occupied beach strip on Bougainville—we set up the unit and it worked without a hitch.”

In Bougainville Sgt. Hardin made outstanding records of a Jap bombing attack on the Allied-held position. “The trailer was set up just off the field, with a long lead line so that we could take the mike out into the bombing area. It was at night, and all the electricity on the field was cut off except for the searchlights and the broadcast unit. Just after the raid started, I opened the mike and began describing the action as the plane was caught in the crossed beams of the searchlights, with trails of ack-ack fire shooting into the sky.

“Then,” he said, “when I could see from the direction of the bombs that they were about to hit pretty close, I dropped to the ground and kept the mike going. In a few seconds I went back and described what had just happened. And the equipment stood up under it all.”

There were times, however, when trouble did develop with the equipment. Rust and corrosion had to be combated constantly.

Engineer’s Aid

Just before a Battle Broadcast from a front line position, Sgt. Hardin found that all the transcriptions were molded. He tried everything to remove it, but nothing helped. “Then I pulled my old trick of looking around for an ex-radio engineer. Somehow, whenever I ran into trouble, I always managed to find an engineer ready to help, no matter what service he was in.”

A radio maintenance man with the AACS, named Ackerman who was formerly a radio engineer with Eastern Air Lines, experimented with all sorts of solutions. Finally he tried carbon tetrachloride and it worked.

“Being just a one-man outfit and an ex-announcer, I often ran into technical problems that I couldn’t handle,” Sgt. Hardin said. “In the Russell Islands it was Marine T/Sgt. Cecil Hamrick, who used to be with WTEM Temple, Tex., who came to the rescue. At Guadalcanal I found Navy Radio Technician Scanlon, a former RCA engineer, and he ironed out the kinks in the equipment that had stumped me. Then on Vella Lavella John R. Skelton was a tremendous help. He’s in the Navy now as chief radio technician. He was with WATL Atlanta, WAIM Anderson, S.C. and WSAV Savannah, as announcer and engineer before he got into the service.”

Mr. Skelton aided in the recordings on Vella Lavella of a Christmas service for natives of the island [BROADCASTING, Feb. 28]. The trailer was parked on the beach, about six miles from the open air amphitheatre where the service was to be recorded. They had to use type E telephone lines already set up by the New Zealand Government.

“I’d love to see the expression of some engineers back in the states if they had seen the equipment I used,” said Sgt. Hardin. “We rigged up an old receiver set that wouldn’t work as a receiver, but the amplifier was still good, so we used it for the amplification system. That broadcast was really improvised but it turned out very well.”

The sergeant recalled one incident while recording an air raid when a short circuit occurred in the lines, and the soldier holding the microphone flung it into a pile of rocks several yards away. “We thought the mike was done for, then,” he said, “but we picked it up and that instrument I had always been warned was so delicate, wasn’t even jarred.”

Battle Broadcasts are made on instantaneous transcription discs and airmailed back to Washington where the music division of the Library of Congress re-records them on more permanent discs. Lt. James W. Hurlbut, Marine Corps public relations officer in Washington, worked with WTOP, handles distribution of the records.

Sgt. Hardin made many interviews with groups of boys from the same location and sent the recordings back to their local stations. Among outstanding records he made are: Last interview with Marine Ace Maj. Boyington just after he had shot down his 26th plane; bombing of a Jap bridge as described by the Navy flier making the attack; interview with the ground crew on a frontline airfield, made under the wing of a bomber because of a teeming rain; and innumerable recordings of battle action.

FMIB Authorizes FM Rules Inquiry

Special Study Group Named; 16 New Members Approved

APPOINTMENT of a special committee to study FCC rules and regulations affecting FM service areas and classification of stations, approving 16 new members, announced with the FCC and clarification of the Engineering Committee’s Recommendation 3 were passed on by the FMIB Board at a meeting Tuesday in the Waldorf-Astoria Hotel, New York.

On the special committee, which will make recommendations to the board, are Walter J. Damm, WTMJ-WWMF Milwaukee, FMIB president; Franklin M. Doollittle, WDRC, WDRC-FM Hartford; J. Leonard Reinsch, director of the Cox stations WSB WHIO WIOD; Cecil Mastin, and E. E. Hill, WTOP Washington.

Classification Depends on Board

President Damm, Dr. C. M. Janisky, counsel, and Philip G. Loucks, legal counsel, were authorized to confer with the FCC with respect to common antenna support and processing of applications. Army H. Mansfield of Stromberg-Carlson Co., Rochester, reported the new FMIB booklet, on which an original print order for 200,000 was authorized, is now in progress.

The Board clarified Recommendation 3 of the Engineering Committee’s report as follows: “The need for classification of FM stations and determination of the number of channels to be assigned to each class of station, if more than one are required, is unavoidably dependent upon the number of channels, or the width of the band assigned to FM broadcasting. Therefore at this time the Committee has no recommendation to make on this subject. If and when the number of channels thus made available, no classification of stations will be necessary.”

Following memberships were approved:

WIBC Indianapolis; WNOH Dayton; K1Z Denver; WP1 Philadelphia; Transcript Publishing Co., Norcross, Ga.; WGN Chicago; WAMX Greenwich; WOYI Oklahoma City; Sun Co., San Bernardino, Calif.; WSBT- WFM Youngstown, Ohio; WQX Westfield, Mass.; WERB Buffalo, N. Y.; WYPR, Chicago; WVXU, Cleveland; WDIH, Greensboro, N. C.; WVCI, New York.

Attending the Board meeting were the following directors, in addition to President Damm: Dr. G. W. Denny, Los Angeles; Dr. Freeman D. DeGarmo, George Lang, WGN-WNB Chicago; Arthur B. Church, KCMC Kansas City; John Shibley, 3d, Yankee Network; John V. L. Hogan, WQXR-WWXQ New York; Theodore Strei, WQXR New York; WQXR New York; Doollittle, Philip G. Loucks, Dr. Janisky and Myles Loucks, Washington manager and officers were present.

DEVIL DOGS’ ONE-MAN BATTLE RECORDER

“At Last, Joe, We Can Play Anything We Want Without Worrying About Petriillo!”

Drew for Broadcasting by Sid Hix

Page 70 • May 1, 1944 • BROADCASTING • Broadcast Advertising
Kansas City's Typical Shopgirl, Hildegard Guenther of Berkson's, has this to say of Radio, "After a particularly trying day with shoppers, I can think of no better way in which to spend a quiet evening at home than to turn on the radio and relax. I'd hate to think what life would be these days without the entertainment and fun of my favorite radio programs."

Radio Service Is Deep-Rooted

The service of broadcasting to the community is many times unapparent. Because radio tints the mosaic of American living, its influence is deep-rooted. Listeners from every walk of life depend more and more upon the service of radio, and KMBC strives constantly to improve that service. That is why advertisers utilizing the facilities of KMBC find themselves in good company. A friendly acceptance into the homes of the Heart of America is theirs, for KMBC has spent a lifetime in building a reputation of ethical and worthwhile service to the community.
SPEAKING of tall tales, which those three joke-swapping experts, Harry Hershfield, "Senator" Ed Ford and Joe Laurie, Jr., do every Saturday evening over WKY and NBC, WKY has a tale about a tall tower which these super story tellers, or anyone, would have to reach far back into their bags to top.

WKY's tall tower tale is fact, not fiction. The new 915-foot Truscon antenna which WKY has built as part of its new transmission facilities is one of the two highest radio towers and one of the six highest man-made structures in the Western Hemisphere.

As part of an improvement program entailing the expenditure of approximately a quarter million dollars, WKY is putting finishing touches on new transmission facilities on which every effort is being made to make them the finest, most advanced in technical design in the country.

With these new facilities, WKY's daytime coverage in Oklahoma will be increased materially and its nighttime coverage will nearly double. Even today, and until these new facilities go into operation, no other Oklahoma City station can top WKY in coverage in Oklahoma and, what's more important, WKY tops all other stations in Oklahoma City in number of listeners morning, afternoon and evening.