The Stations Doing Things in Arizona-

KTUC, Tucson, Wins Variety Citation for Showmanagement

IN THEIR showmanagement review for 1943, Variety gave KTUC, Tucson, the citation for individual small station enterprise because, as Variety stated: "KTUC gave appreciative Arizonians a bang-up facsimile of big-league operation. It looks and acts like a 50,000 watter. Whatever it purported to do it did well, and furthermore in good taste."

And here’s the secret behind it: every time anything of local interest happens around Tucson, KTUC microphones are there, broadcasting on the spot. These are the things that make friends of listeners — catering to their local interests, serving local needs. And they have built for KTUC a loyal and responsive audience, the reason why KTUC Gets Results!

KOY, Phoenix, Дев 2,277 Hours Annual Public Service!

LAST YEAR, KOY, Phoenix, continued in top place as "Arizona’s Station for Public Service." Thirteen hundred and twenty-eight hours were contributed to public service features, exclusive of war effort programs, which added another 949 hours for a grand total of 2277 hours! At card rate, these public service and war programs have a time value alone of more than $208,000!

KOY facilities were used last year by 101 different organizations and institutions in their civic, public service functions - things that affect every individual in Phoenix . . . and Arizona. KOY, because it serves local interests by participation in local activities, has a large, loyal and enthusiastic audience. And such listener loyalty predicates advertising results.

PHOENIX ARIZONA

KOY, Phoenix * KTUC, Tucson * KSUN, Bisbee-Lowell

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO - REPRESENTED BY JOHN BLAIR & COMPANY
HOW HIGH IS UP?

"My name is Ish
And my ambition,
To see how tall is high,
Has brought me near
The stratosphere
With W, K and Y."

ALL RIGHT, Professor Kyser, than whom none is wiser, whose students at Kollege show musical knowledge, can you help us out of this awful dilemma and tell us how high is WKY’s antenna?

STUDENTS!!

WKY’s new Trusecon antenna is one of the two highest in the Western Hemisphere and the sixth highest man-made structure in the Americas. From its topmost point, 915 feet above the ground, you can see 50 miles in all directions on a clear day.

This lofty new tower is a unit of WKY’s new transmission facilities being constructed at a cost approximating a quarter-million dollars.

This new antenna will not only materially increase WKY’s daytime coverage and nearly double its nighttime coverage, but has been designed to carry FM and Television antenna later on.

WKY is a leader in Oklahoma today, because it was planned that way yesterday. WKY will continue its leadership tomorrow, because it is planning for it today.
WCSC
is
14 years old today*

We're only two-thirds of the way to our voting majority...but we've more than reached our majority in serving clients throughout coastal South Carolina.

*Established May 8, 1930

WCSC CHARLESTON, South Carolina
CBS Affiliate • Nationally represented by Free & Peters
When You Think of
NEW ORLEANS

You Think of
Consolidated Vultee PBY Patrol Bombers
MADE IN NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Here's a Success Story to Prove
KFOR Has the Audience in NEBRASKA'S CAPITAL CITY AREA!

The Hardy Furniture Company sponsors Harvey Sweeney and the eight o'clock news every week-day morning on KFOR. For two broadcasts, carpet samples were featured on the commercials. By noon of the second day, the entire stock of over 500 rugs had been completely sold out. The rugs were advertised in no other way. The moral of this little story is—KFOR has the audience in Nebraska's Capital City Area!

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

BROADCASTING • Broadcast Advertising
In the Nashville Market

AT A LOW COST

Analyze This Hooper Rating

Months—February—March, 1944

Total Coincidental Calls—This Period 13,090

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>WSIX</th>
<th>B</th>
<th>Others</th>
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<tr>
<td>MORNING INDEX</td>
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<td>37.8</td>
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<td>Mon. thru Fri.</td>
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<tr>
<td>12:00-6:00 P. M.</td>
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<tr>
<td>6:00-10:00 P. M.</td>
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</tbody>
</table>

WSIX has shown a steady listener increase for the past six consecutive months and is still gaining.

The Katz Agency, Inc., National Representatives

Blue

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Mutual

5000 WATTS

980 KILOCYCLES
ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

Jack Rheinstrom, Vice President, Campbell-Mithun, Chicago

Says—“Spot broadcasting offers many advertisers their only opportunity to use radio advertising”

Numerically speaking, Mr. Rheinstrom, we’d offhand put the figure at about 90%. But as you yourself could point out, a good many of even the smallest spot-broadcasting advertisers are actually getting higher Hooper ratings in their various markets than is achieved by any of the biggest-time network shows!

One of our jobs here at F&P is to keep close touch with all the stations we represent, watching for these button-busting local productions that represent such amazing bargains for spot broadcasting advertisers. Anytime you agencies or advertisers are interested, just give us a ring and see what we can find for you...

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKV
  Buffalo
  Cincinnati
  Duluth
  Fargo
  Indianapolis
  Kansas City
  Louisville
  Minneapolis-St. Paul
  Peoria
  St. Louis
  Syracuse
  Des Moines
  Davenport
  Shenandoah
  Baltimore
  Charleston
  Columbia
  Raleigh
  Roanoke
  Oklahoma City
  Tulsa

CHICAGO: 180 N. Michigan
         Franklin 6373
NEW YORK: 444 Madison Ave.
          Plaza 5-4130
SAN FRANCISCO: 111 Sutter
               Sutter 4355
Hollywood: 6331 Hollywood
          Hollywood 2151
ATLANTA: 322 Palmer Bldg.
         Main 5667

Broadcast Advertising
Nets Pool Facilities to Cover Invasion

Army Collaborates In Radio's Big News Task

By SOL TAISHOFF

AMERICAN radio, working in closest cooperation with the military, will perform the most intensive news coverage task in history when Allied forces under supreme command of Gen. Dwight D. Eisenhower invade the European continent on D-Day.

In broad outline, the plans for radio coverage of the invasion thrust were unfolded last week. They provide a degree of military-radio collaboration never before achieved. Arrangements were completed by Col. E. M. Kirby, chief of the Radio Branch of the War Department's Bureau of Public Relations, upon his return from a mission to the European war theatre.

Sarnoff Directs Traffic

Network precedents and taboos are tossed overboard. Restrictions heretofore imposed upon performance of recordings on the old line major networks have been waived. The ingenious "wire recorder" will be on hand in every planned operation, hitting the beachheads with the invasion forces.

The part radio is destined to play in reporting the greatest military incursion in history was unfolded, within security limitations, by Col. Kirby in an interview with Broadcasting. He was in the European theatre from March 15 to April 21 on special assignment by Gen. Surles, to coordinate radio coverage plans with ETO policy and communications officials. In supervisory charge of all traffic arrangements is Col. David Sarnoff, RCA president, NBC chairman of the board, and a veteran wireless telegrapher and traffic expert in his own right. Col. Kirby also discussed the arrangements in an address in New York last Thursday before the Radio Executives Club.

Arrangements which can be reported at this time:

(1) Sufficient transatlantic circuits now are in operation to provide all networks with at least 18 hours per day of continuous service.

(2) Consolidated studio, where all copy from the beachheads, including recordings, will terminate, now are in operation—maintained by the Army in cooperation with the four major networks.

(3) Censorship will be excluded and copy moved as quickly as possible for release to networks and stations.

(4) Networks have waived all restrictions against use of recordings, and the consolidated studios are provided with facilities for recording, dubbing and re-recording, along with complete equipment for wire recorder operations.

(5) Networks have agreed to combined operations and will "pool" their copy. Thus, the radio reporter who happens to be on the scene will be picked up as commentator for the COMBINED American networks and will so announce himself.

(6) On equal footing with the press, radio reporters representing individual stations or regional networks, aside from those designated for the major networks, will be accredited, with a maximum of a dozen in ETO, accompanying.

(Continued on Page 8)

Craven Expected to Leave FCC Post

Friends Say He Desires Private Life; Fly Reports Afloat

FAR-REACHING changes in the radio regulatory picture were presaged last week with the reported decision of Commissioner T. A. M. Craven, "free enterprise" stalwart on the FCC, not to seek reappointment when his present term expires June 30.

At the same time stories again were afloat that FCC Chairman James Lawrence Fly, majority spokesman on the Commission, would be called by the President to accept another position identified with Government war operations—possibly as communications coordinator.

Craven Declines Comment

While there was no confirmation of the Fly report, that pertaining to Comdr. Craven is something more than speculation. The latter was non-committal. Despite this, however, in one reliable quarter it was indicated that Commissioner Craven already had notified President Roosevelt of his decision not to seek reappointment, to permit him to reenter private business, which he left in 1935.

It has long been known that Commissioner Craven, often at loggerheads with Chairman Fly because of his consistent policy against Government incursions into private business, desired to return to the commercial radio field. From 1930, when he resigned from the Navy, until 1935 he was a consulting radio engineer in Washington. It is expected he will accept an executive-engineering post with an important station group.

The reports concerning Mr. Fly, of a somewhat less definite character, persisted, particularly on Capitol Hill. The chairman has been represented in the past as saying that he would engage in private practice of law were it not for the war. His name has been associated in official quarters with another Government post. Aside from that of communications coordinator—a field in which he has been strongly interested—mention also has been made of his possible appointment to the chairmanship of the Tennessee Valley Authority, where he served as general counsel prior to his FCC tenure, which began in 1939. Also speculated upon was possible appointment of Chairman Fly to the vacancy existing on the U. S. Court of Appeals for the District of Columbia.

(Continued on page 58)
Radio Branch felt that if independent newspapers had the privilege of sending individual correspondents to war fronts, individual stands should be accorded similar privilege.

The project provides for 12 correspondents at any one time in the European theatre to remain a minimum of 60-90 days. Whenever the number drops below 12, virtue of the return of States of radio reporters, the quota will be restored through delivery of eligible radio correspondents from the list accredited through Army public relations. In other war theatres, plans will be made for radio coverage commensurate with operations.

Regional networks and stations which already have been accredited to send men to ETO are: Yankee, Texas Quality and West Virginia Networks; WWJ-WGAR-KMPC, as a group; WLB WLS WSB WFBM. The correspondents have not yet been identified.

Pre-invasion plans, approved by Gen. Eisenhower, recognize in full measure the informed home front, said Col. Kirby. "Every possible public service has been made, following mature consideration of the functions and requirements of each of the media by the high command," Col. Kirby asserted. "Radio will be in a position to report the developments directly and fully."

Under Intensive Training

For weeks, the Army has been training correspondents under field conditions. They have been taught plane and weapon identification, map reading and other combat fundamentals. They also have been given physical conditioning courses to cope with the rigors of what amounts to a commando offensive, en masse.

There won't be any "scoops" in the strictest sense, in radio's coverage of the invasion of Europe by the Allied forces has begun. When that flash comes, be it during the day, evening or in the small morning hours, it will find American radio ready to spread the word throughout the land, ready to shift into 24-hour daily operation to bring the listening public a complete, accurate and speedy report on every phase of the military operations.

Accuracy Is Paramount

As William F. Brooks, NBC director of news and special events, reported on the Alka Seltzer News Hour, the Allied invasion's first moments are captured, "We've been ready for the last six months. This is too important and too big to leave anything to luck. We all feel deeply, keenly and completely our grain of responsibility to make absolutely sure that our listeners are given full and accurate coverage as fast as possible. This is an operation in which there is no margin for error.

"I can't emphasize that word 'accuracy' too much," Mr. Brooks continued. "Speed is important, but accuracy is paramount. There will be no 'scare' news or invasion reports. Every broadcast will be accurate up to the minute."

Col. Kirby said radio is "on the spot" ready to bring to America listeners coverage of the impending operations "on a scale commensurate with their scope and magnitude." The plans contemplate recognition of radio's role in war news coverage on a parity with the press and pictures. Radio, however, will have its own pool, distinct from those of the other spot news services. Col. Kirby said radio will have a unique advantage of being able to cover news "in the moment's notice, for picking up London—or any other part of Allied territory—and switching it into the network schedules in a matter of seconds.

"Among the invasion news should break at 3 a.m., say, the major press associations serving radio have offered to have their district bureaus ready to report on their station clients. Affiliates who maintain 24-hour schedules, as many do today, keep monitoring the network lines throughout the night, so that any special news may be instantly picked up and passed along to their audiences."

Use Fan-Out System

John Whitmore, manager of Mutual's new division, has prepared a fan-out system of telephone calls to summon executives of a number of MBS stations throughout the country to be on hand at their MBS stations to be on hand at their MBS stations at the definite spot each affiliate will be able to provide.

As to Col. Kirby's caution about the invasion, he said, "Col. Kirby's warning is important but we are ready. We are ready for the invasion, the counter-invasion, the invasion and counter-invasion. We are ready for the invasion and counter-invasion."


tor of the NAB's department of public relations renewed acquaintances with the RCA-NCB executive.

The format of the radio plan was approved during Col. Kirby's visit. Col. Sarnoff's initial assignment had to do with the organization, provision and clearance of radio facilities for all services. Thereafter, he was named special consultant to the Supreme Command.

USARS Created

Plans on both traffic and policy were evolved by the two radio officials with Brig. Gen. T. L. Davis, chief of the same USARS, and with Maj. Gen. Royal B. Lord, deputy director, ETO, former deputy chief, Army public relations in Washington; and a joint Signal Corps mission detailed by Maj. Gen. Frank E. Stoner, deputy chief signal officer.

Kirby said his invasion mission. Col. Kirby also completed arrangements on the formation of USARS (United States Army Radio Service) to provide radio interviews by transcription for use in local news programs at the rate of 140 per week [BROADCASTING, May 1].

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Fly Supports CBS in Television Battle

Criticism of Jett Draws NBC, ATS Ire

The battle over television allocations, standards and quality, interrupted by Pearl Harbor, broke furiously last week in the wake of the CBS statement urging that the new visual art await the introduction of proper lineups.

The week's developments found FCC Chairman James Lawrence Fly strongly supporting the CBS position, at loggerheads with the newest member of the Commission—E. K. Jett, former chief engineer and a recognized technical authority. NBC, through President Niles Trammell, last week day by day hurled cudgels substantially in support of the Jett position, in a letter to NBC affiliates, attempting to clear the haze over television's future.

Fly Issues Statement

There were pro and con statements all down the line with the active television broadcasters and experimenters supporting introduction of television under existing standards as soon as equipment and personnel become available, while CBS was flanked not only by Chairman Fly, but by the FM adherents in urging a "wait and see" policy.

Out of the maze of statements and allegations, in some measure tinged with acronym, came the view that Chairman Fly wants to have the FCC, rather than private industry, determine future allocations in the ultra-high frequencies, whatever the nature of the service. In some quarters the view was expressed that a full, well-rounded discussion of the problem is healthy.

Chairman Fly, in an announcement last Wednesday, said that he, in the near future would make a comprehensive statement of his "individual views" on the future of television standards.

Mr. Fly took sharp issue with Commissioner Jett, who had predicted a dual system of television—one using existing or slightly modified standards and the other the high quality system when available in the post-war era [BROADCASTING, May 1].

The New York Times last Wednesday quoted Mr. Fly as having stated that he felt both the editorial the preceding day in the Times, opposing the CBS position, and Mr. Jett's statement had "helped perhaps to muddy the water" regarding an editorial and television controversy. This was viewed in astonishment in radio circles as a rebuke to Mr. Jett, who took office last February.

Continuing to carry the battle, the Times editorial last Thursday reiterated its opposition to the CBS position and to Mr. Fly's support of it, stating that what television needs is "precisely the kind of viewpoint expressed that Mr. Jett has suggested."

Paul W. Kesten, CBS vice-president who touched off the controversy April 27 with the release of a 15-page brochure contrasting pre-war television standards with those likely to be available as a result of wartime developments, in a letter published in the Times last Wednesday took up with its position, reciting instances wherein he held the newspaper was in error. In a footnote to the letter, the Times brought out that resolutions were adopted on April 28 by the Television Broadcasters Assn., which described the CBS statement as "contrary to the carefully considered presidential recommendation." He added he thought it would be "fool-hardy to lock down future television services to the present war levels","[BROADCASTING, May 1].

The first Fly blast, attacking the New York Times editorial and the Jett statement, criticized manufacturers of sets for hoping "to sell a lot of stuff" that would not give the best possible service. This was reminiscent of the fight in 1940 launched by Mr. Fly against industry plans then to market television receivers, following which the existing rules and standards were promulgated.

The initial Times editorial had supported the position of the Radio Technical Planning Board, that present specifications were inadequate to start commercial television—a view also supported by Commissioner Jett.

In his formal statement Wednesday Chairman Fly said it had been his view that "the highest developments which our television technicians are capable of producing should be made available as soon as may be feasible, consistent with the overall economic picture." He added he thought it would be "fool-hardy to lock down future television services to the present war levels, if continuous research has been "very productive" [see text of Fly statement on Page 69].

Mr. Trammell Clears Video In Letter to Station Affiliates

NBC President Raps Those Who Would Plan Policy Before Technicians Have Announced Perfection

In a letter to NBC affiliates last week, President Niles Trammell sought to clear up the confusion over television's advent in the post-war era, in general supporting the position of Commissioner E. K. Jett for a dual system, existing or slightly modified standards at the start with war-developed improvements introduced when feasible.

Mr. Trammell's letter follows in full text:

It is unfortunate that statements have been made in the press recently which would tend to confuse the public as well as the broadcast on the future of television. Apparent confusion has developed within the past week as to what technical standards and frequency allocation are best for television, and when television should be launched as a service to the American public. In February of this year NBC announced a policy of energetically pressing development of television broadcasting on the best practical technical standards and committed itself to launch a television network service at the earliest possible moment, as dictated by the progress of television in the post-war era. This was done in the firm belief that television in its present state has proved practical and is now ready for public participation. NBC believes that television offers the public the greatest radio service yet conceived and should be released as of the best practical standards known to the engineering profession.

In contrast, the practical application of war research to existing usable methods, according to Chairman Fly of the FCC, suggested to him in 1942 that it established a radio technical planning group to study the effect of this technical progress upon radio services and to recommend to the Commission practical standards and frequency allocations for existing and contemplated new services. As a result of Chairman Fly's suggestion, there was established the Radio Technical Planning Board representing all phases of the radio industry.

The RTPB established 13 Panels, each comprising engineers of the industry, who are specialists in the subjects assigned for study to the respective Panels. Panel G was assigned the technical problems of television. The Television Panel in turn established 13 Committees, consisting of leading television engineers of the United States. The problems and recommendations to the particular tech-
UAW Negotiates for WJBK; Price of $700,000 Hinted

A NEW RECORD price for a local station—about $700,000—will be established if current negotiations for the sale of WJBK Detroit, to the United Mine Workers, powerful CIO union, are completed. James F. Hopkins, president, manager and part owner of WJBK, last Friday confirmed reports that negotiations in progress, but said no contract had been signed. At the invitation of the 21-man UAW board, WJBK officials appeared last Tuesday to discuss the proposal. Owners of WJBK, in addition to Mr. Hopkins, are Richard A. Connell, automotive and real estate dealer, and Arthur H. Croghan, WJBK commercial manager.

In Third Market

The last record price for a local station was established a fortnight ago, when Local 71, a commune in Washington, signed. The War Radio band, 970 kc, at $875,000, represented the Federal Communications Commission's highest approval.

Mutual Schedules

MUTUAL EXECUTIVES will hold a four-day meeting at the Drake Hotel in Chicago, May 8-11. The Board of Directors and Shareholders in one of their thrice-yearly meetings, will convene Thursday, May 11, under the chairmanship of Alfred J. McCasker, WOR.

The conference opens Monday with a meeting of the program operating board, of which Miller McClintock, MBS president, is chairman, and Adolph Opfinger, MBS program director, vice-chairman. Meeting will continue through Tuesday, May 9, and the executive committee, headed by W. E. MacFarlane, WGN Chicago, chairman, meets May 9-10.

ROSENBERG HEADS

OVI ASSIGNMENT

APPOINTMENT of Harold Rosenberg as chief of the Special Assignments Division of the OVI Domestic Radio Bureau was announced last week by George F. Ludlam, chief of the Bureau. To facilitate contact with networks, sponsors and agencies, the Division's headquarters will remain in New York.

Mr. Ludlam also named Mrs. Betty Carter as assistant chief of the Division, the position formerly held by Mr. Rosenberg. Mrs. Carter will continue at Washington where she has been in charge of the Division's activities in that office.

Mr. Rosenberg has been with the Radio Bureau since March, 1942. He is well known as a writer, editor and columnist. Carter is owner and publisher with her husband, Maj. W. Hodding Carter, of the Columbia Broadcasting System Times, and is on leave of absence with OVI.

WAR RADIO COSTLY

Bomber Equipment Investment

Exceeds That of Industry

AERIAL AND ELECTRONIC equipment in use on the 2000-plane British-American bombing missions over the European continent has a greater value than the total plant investment of the entire broadcasting industry in the U. S., according to Arm sources.

The planes are equipped not only with electronic apparatus whose operations are highly confidential, but also with transmitter and receiver for communication between the plane and ground, a transmitter and receiver for communication between planes, a radio compass and range navigational instruments and directional antennas. There is also an intercommunication system on each plane.

Separate Tax Statement

In Commercial Operations SA

The separate tax statement of the new 20% Federal excise tax on jewelry, furrs, toilet preparations and certain leather products items that are separately stated in radio as well as printed advertisements, the OPA announced last week. For example, a radio advertiser selling a fur coat costing $300 must give in the commercial statement to mark the fact that the price is $300 plus $60, representing the Federal excise tax.

The instruction, "Annex 1 to Supplementary Order No. 86," is available upon application.

KSO Sold for $275,000 to Murphy

Under Duopoly Pendency FCC Okay

SALE of KSO Des Moines, Blue and Mutual outlet, by the Iowa Broadcasting Co. to Kingsley H. Murphy, of Minneapolis, for $275,000, was announced last week by Gardner Cowles Jr., president of IBC and executive editor of the Des Moines Register.

Mr. Murphy, former Minneapolis publisher, is identified with 50% ownership of WTCN Minneapolis-Blue outline, through family holdings.

KSO was sold by the Cowles interests because of the FCC's "duopoly" order, forbidding ownership of more than one station in the same market area. Iowa Broadcasting Co. will continue operation of KRTI Des Moines, CBS outlet. No changes are slated for KRTI, it was stated.

Transfer July 1

Actual transfer of KSO to Mr. Murphy, subject to FCC approval, is expected to occur about July 1, with new studios and offices for the station, which now shares quarters with KRNT. It also was announced that the two stations will continue to use the same transmitter site and antenna, until such time as essential materials are released. KSO operates on 1460 kc, with 6,000 w.

Sales in Review

Remaining in the Cowles group, in addition to KRTI, are WMT Cedar Rapids, and WNAX Vankton, S. D. The Cowles organization publishes the Des Moines Register-Register, Look Magazine and the Minneapolis Star-Journal.

NAB Investigates

Jobs for Veterans

EMPLOYMENT possibilities of medically discharged Air Force personnel are being investigated by the NAB at the request of the Placement and Education Branch, Personal Affairs Division, Army Air Corps Headquarters.

An "employment questionnaire" went to stations throughout the country, attached to the NAB bulletin of May 6, with an urgent request that the form be filled out and returned as soon as possible.


Licensee of KIRO

Seeks CP in Boise

Applications for Five FM, One Television Also Filed

QUEEN CITY Broadcasting Co., licensee of KIRO Seattle, last week filed a new assignment and FCC application for a new standard station at Boise, Id., to operate unlimited time on 1050 kc with 1,000 w power.

Application states that the proposed station will fall under the FCC multiple ownership regulation. The KIRO licensee corporation is 54% owned by Saul Haas, Collector of Duties at the Port of Seattle.

Other Applications

Request for a new standard local station in Savannah, Ga., also was filed last week by Georgia Broadcasting Co., a partnership composed of Frank R. Pidock Sr., chief owner, and James M. Wilder, commercial manager and engineer of WMGA Moultrie, Ga.

Facilities sought for the new station are 250 w unlimited time on 1490 kc. Other applications include requests for five FM stations, a commercial television outlet and a non-commercial educational station.

The Crosley Corp., Cincinnati, has filed an initial MBAL application for a new FM station for Cincinnati, transmitter to be located on a bluff west of Covington, Ky., 2 1/2 miles from downtown Cincinnati. Cost is estimated at $225,000-$250,000.

Application of the A. S. Abell Co., Baltimore, publisher of the Baltimore Sun (morning-evening), originally filed with the Commission in 1940 for a new FM station, has been reinstated. Estimated cost is $187,000. Other FM applicants last week are: Value Network, Chicago ($122,000); Tri-City Broadcasting Co., licensee of WOC Davenport ($50,000); Summit Broadcasting Co., licensee of WKAI-AM, Davenport (cost not given).

A commercial television station for St. Louis has been applied for by Allico Co., a partnership composed of Michael Aalfd, Truman Brown, Samuel Aalfd, and Sidney J. Helman, each holding a quarter interest. Technical aid relating to the proposed outlet is to be handled by engineers and representatives of the Allen B. Du Mont Labs., Passaic, N. J., the application states.

The Kansas City, Mo., Board of Education requests the new non-commercial educational station. Application was made in June and is incomplete. Facilities as requested for these stations may be found in Actions of the FCC on page 64.

PAUL MANNING, former CBS foreign correspondent attached to the Eighth Air Force in London, has returned to the Syndicate to continue his work as a human interest column, and is scheduled to go overseas shortly as an accredited U. S. Army correspondent.
Broadcasters Heartened by NWLB Decision

Work Return Order Seen as Record Ban Trend

By Jack Levy

HEARTENED by the decisive action of the National Labor War Board in terminating "make-work" strikes called by the American Federation of Musicians at stations in Chicago and Minneapolis, broadcast last week awaited an imminent decision by the Board on the tripartite panel report recommending resumption of operations by the AFM in the making of records and transcriptions.

At the same time, broadcasters were encouraged to oppose with vigor further efforts of James C. Petrillo, AFM president, to force superfluous employees on them for "pancake turning" on the ground that this function is under the jurisdiction of musicians. Representatives of three networks are slated to appear before the National Labor Relations Board at a hearing now to be scheduled in New York to determine whether AFM or NWLB will have jurisdiction over platter turning at NBC's Chicago station, WMAG.

Decision Seen As Trend

Following the Board's directive orders early in the week, musicians at WJJJD Chicago returned to work Without termination of transcriptions were resumed at the Minneapolis studios of KSTP. Both cases were returned to the Sixth War Regional Board in Chicago as directed by the National Board. The Board's speedy and unanimous action in terminating the strikes at Chicago and Minneapolis, based on recognition of the importance of broadcasting in the prosecution of the war, was regarded in industry circles as an indication of "the way the wind is blowing." If the NWLB attitude in the two strike cases is indicative, it appeared that the decision in the transcription case would at least compel resumption of transcription and recording operations in the entire industry.

Action on the WJJJD and KSTP strikes followed a show cause hearing on Monday to give AFM leaders an opportunity to explain why they had not complied with earlier instructions to terminate the strikes. After a brief executive session, the Board issued two directive orders requiring that:

1. AFM locals in Chicago and Minneapolis direct their members to "return to work immediately".
2. Terms and conditions of employment existing before stoppage of work be restored in the event of final settlement. The directive in the KSTP case specified the inclusion of "conditions as to broadcasting remote control programs.
3. The cases be returned to the regional WB Chicago, for disposition with instructions that any wage adjustment ordered be made retroactive to the date of the expiration of the old contracts.

Assurance that the Board's directives would be followed were given at the outset of the hearing by Joseph A. Padway, AFM counsel, and officers of the two locals involved. James C. Petrillo, AFM president, who had been ordered to appear, was not present but Mr. Padway told the Board that heads of the locals were authorized to speak for the AFM chief.

Representing WJJJD at the hearing were Arthur F. Harre, commercial manager, and William Friedman, counsel. Appearing for KSTP were Ray C. Jenkins, manager of Minneapolis studio; Paul C. Thomas, KSTP general counsel; Sam Levy, KSTP associate counsel. In background are (1 to r): Robert P. Myers, attorney for RCA and NBC; Judge E. O. Sykes of the National Broadcasting Company, counsel for KSTP and former Communications Commissioner; C. E. Arney Jr. (partly obscured), NAB secretary-treasurer; Arthur Harre, WJJJD commercial manager.

DEFENDING JAMES C. PETRILLO'S "make-work" strikes at WJJJD Chicago and KSTP Minneapolis-St. Paul, Joseph A. Padway, (1) AFM counsel, told the National Labor War Board last week the work stoppage did not violate the AFL "no-strike" pledge. Taking notes on Mr. Padway's argument are (1 to r): Ray C. Jenkins, commercial manager of KSTP Minneapolis studio; Paul C. Thomas, KSTP general counsel; Sam Levy, KSTP associate counsel. In background are (1 to r): Robert P. Myers, attorney for RCA and NBC; Judge E. O. Sykes of the NBC, counsel for KSTP and former Communications Commissioner; C. E. Arney Jr. (partly obscured), NAB secretary-treasurer; Arthur Harre, WJJJD commercial manager.

Sees Jobs for 2,000 Turners Following Net Contract

CONCLUSIVE evidence that the American Federation of Musicians has decided to appropriate to itself jurisdiction over "pancake turners" in every radio station in the country was contained in the International Musician, official organ of the AFM, in its April issue.

Confirming predictions made by Calvin J. Smith, president of AFM president, revealing details of an agreement reached with all four major networks on employment of musicians as platter turners.

Sees 2,000 "Turners"

Mr. Petrillo relates that following meetings held in December and January with network executives, an agreement was reached, effective June 1, 1944, to employ AFM members to handle platter turning in all network-owned and operated stations and that "members doing this work would only do that work and nothing else and would not be permitted to play a musical instrument".

Commenting on this agreement, Mr. Petrillo reports:

Jimmy's Edict

"In my opinion if the locals of the AFM are successful in their negotiations with the local radio stations in obtaining similar agreements as those signed by the chain companies with the Federation, there would be employed in a period of time some 2,000 men to do these jobs and, when I say 2,000, I am putting it at a low figure. "These are fine employment opportunities when you consider that today there are approximately only 2,500 live musicians working under regular weekly salaries in radio stations for periods ranging from 30 to 52 weeks a year."

Entering into the contract with AFM, Mr. Petrillo reports, are CBS stations WCCO Minneapolis, WBT Charlotte, N. C.; WEEI Boston, WTOP Washington, KNX Los Angeles, WABC New York, KOA Denver, WTAM Cleveland; NBC stations KPO San Francisco, WRC Washington, WAEF New York; Mutual stations KHI Los Angeles, WOR New York.

Jurisdictional Fight

Terms of the agreement, it is understood, provide that the actual handling of records and transcription will be performed by AFM members but that operation of equipment, as a rule, will be performed by the studios.

Petrillo Plans Monopoly on Pancakes

Mr. Padway took issue with statements made by Ralph Atlas, WJJJD president, that 10 additional stations are in danger of being damaged by the union. He declared the union would be satisfied with three or four.

When Mr. Davis suggested that the merits of the dispute could be better settled by the Chicago regional WB and that it was the function of the national Board to enforce the "no-strike" promises of labor and industry during wartime, Mr. Padway said he did not agree that the case would be better settled in Chicago.

He told the Board that many unions with an AFL "no-strike" pledge does not apply to them and that the AFM was of

(Continued on Page 51)
Quantitative-Qualitative Study Needed

THIS is an honest attempt to rate both Radio Program Ratings Services: not a studied effort to berate either one. I want to try and look at the problem from the fundamental rather than the argumentative viewpoint.

I am not so much concerned with whether one list of 32 cities is better than another (very similar) list of 33 cities; nor the physical details of interviewing radio listeners.

Input-Output Balance

But I am concerned with a business fundamental—efficient operation. And as an engineer by training, “efficiency” means to me the proper balance of input and output. Are we putting too much power into one end of the drive shaft for the power we get out at the other end? Are we operating wastefully and as a result are we keeping our costs too high?

Analyzing this to our two rating services, the question is: Are we putting too much money into the services for the useable information that we get? In order to answer this, we have to answer several other questions.

1. Does the information furnished by both services differ sufficiently to make it necessary for advertisers, agencies and networks to have both?

For several years, long ago, the answer was: "Yes." But as time went on, the services began to resemble each other more and more. Until finally, with the dropping of the recall technique, the differences have become so minor that, to all practical purposes, there is no advantage in having both.

Up to the present, subscribers to the services have used and favored one or the other depending on the service rendered or other reasons that influence any purchase. From the viewpoint of operating efficiency, it is wasteful to have to study two sets of statistics in order to arrive at one set of conclusions. So, the answer to Question No. 1 must be a firm negative.

2. If the services are so much alike, why is it necessary to buy both?

As I see it, advertisers and agencies and networks have been confronted with a situation in which they all have been pretty helpless. An agency with two clients (one subscribing to one service and the other to the second) had to take both services. Multiply this condition and you have a large number of companies spending twice as much as they need to because they couldn’t help themselves.

Dual Expertise

Serious as this was, it becomes all the more serious, now that both services contemplate higher charges to meet higher expenditures to provide two services. And the higher the cost and the closer the services the less reason there exists for both services to continue.

From an efficiency viewpoint, the dual expertise means twice the cost—which is added to the cost of distribution. And, that of all places, is where costs should be cut. The answer to the second question is: “No.”

3. Is the information being furnished ALL THAT CAN BE FURNISHED or are there instances of data which are wanted and can be supplied?

I don’t imagine that there is anyone (whether connected with an advertiser, agency or network) who is concerned with program ratings and information who will say he is satisfied with qualitative data—which all we have is a list of more and more the cry is being raised for qualitative data.

And efficiency poses the question: Why two organizations working on one side of the street and one working the other—one when could be working each side to the benefit of the industry? That I can’t answer.

On this subject, another fundamental point crops up: How long will listeners submit to being target for two sets of investigators or interviewers posing the same questions? As I understand it, the smaller communities have seen saturation and have reared in protest. How soon the larger communities will follow suit is moot—but not to be ignored.

Now I come to question No. 4—

Input and Output Must Balance if Operation Is Economical

By EDGAR KOBAK
Executive Vice-President, Blue Network

The most important and the most germane of all. Will advertisers, agencies and networks shrug their shoulders and decide they can’t do anything about it? Or will they call a halt and decide—

"We want only one set of quantitative studies and will buy only one—but"

"We also want qualitative studies and will buy that."

"We don’t care who does which—so long as they do an efficient job—but"

"We don’t want two men carrying one sheet of paper."

Hooper Says 89-City Survey Ratings About Same as 32-Community Check

SPONSORED programs on networks of 100 or more stations have practically the same ratings in the 89 cities used by C. E. Hooper Inc. as a cross-section of all American cities of 25,000 or more as they do in the 32 cities with local service from all four national networks regularly measured, the research firm has announced following completion of its first 89-city survey.

For evening sponsored network programs on 100 or more stations, the 32-city rating is 11.8, the average 89-city rating is 11.7. For daytime Monday-through-Friday commercials the 32-city rating is 8.2, the 89-city average, 5.6. Saturday and Sunday daytime programs show a 32-city rating of 5.0, and 89-city, 5.1.

The same 15 evening programs are first in each list, with the first seven even in the same order in both lists: Bob Hope first, followed by Walter Cronkite and Mollie, Red Skelton, Charlie McCarthy, Jack Benny, Aldrich Family and Lux Radio Theatre. Others listed in order of their 32-city ratings, slightly changed for the 89-city count, are: Abbott & Costello, Walter Winchell, Kay Kyser, Mr. District Attorney, Bing Crosby, Frank Morgan-Fanny Brice, Screen Guild Players, Take It or Leave It.

Ten leading daytime shows also are the same in both lists—Right to Happiness, Kate Smith Speaks, Helen Trent, Breakfast at Sardi’s (11:15), Our Gal Sunday, Ma Perkins (NBC), Breakfast at Sardi’s (11), Light of the World, Road of Life, Joyce Jordan. That is the order of the 32-city ratings; the 89-city list is the same except for Road of Life and Light of the World changing places.

A detailed analysis of the 89-city survey was to be presented to Hooper subscribers in the New York area May 8, at a morning meeting at the Hotel Biltmore, with a similar session scheduled for May 10 at the Drake Hotel, Chicago. Subscribers also were to receive their reports of the survey, which were sponsored by CBS, MBS and NBC, on May 8.

The Hooper organization has polled its agency and advertiser subscribers on their desire for the (Continued on page 68)
This Circle contains 75% of all No. 1 Farm Land in the U. S.!

Draw a 250-mile circle around Des Moines, and you circumscribe 75% of all Grade A farm land in U.S.A.

Iowa farms alone produce more cash income each year than all the world's gold-mines combined. 1943 cash income was $1,648,880,000—up 256% above the "good" year 1939.

361,143 farms in Station WHO's daytime primary area, produce more than one-tenth of America's total food supply.

And WHO is, by better than 6 to 1, the favorite station of Iowa farmers. Among Iowa farm families, WHO is "listened-to-most" by 63.1% (daytime) as compared with 9.4% for Station B.*

Summing it up, WHO is at the center of 75% of America's best farm land — "Iowa Plus" — is the favorite station for 6 of every 10 Iowa farm families. They had an average cash income of $7,800 each in 1943! Ask us, or Free & Peters, for details—and availabilities!

*See "1943 Iowa Radio Audience Survey"

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC . . . National Representatives
Durr Attacks U.S. Commercial Methods

By J. FRANK BEATTY

FOUR broadcasting groups were honored for war effort programs at the 16th Institute for Education by Radio, which opened last Friday at the Deshler-Wallick Hotel, Columbus.

Theme of the Institute is “Radio — A Trust to Be Re-Endings as Will Last through Monday (May 8). As Broadcasting went to press some 500 delegates had registered and indications were a record 700 or more would attend the four-day conference.

Free Radio Is Topic

Cited for war effort programs were KNX Los Angeles, first award in Group I, consisting of regional networks, local or regional station, city or local radio, in a group of 13 Nebraska stations which carried a program of behalf of the Committee of the Nebraska Radio Coordinators, Omaha.

In the local station or organization group, KOIN Portland, Ore., cooperating with the U. S. Forest Service, received a Cooperating with the Department, KOIN Portland, Ore., the Blue Network has launched its own study into the subject. Until the answers are found, we are shadow-boxing with a ghost. Ignorance is not freedom. It is not even a bad word.

Gilbert Selbes, CBS television program director, told the “How Free Is Radio” panel the television picture delivered by present-day equipment is “simply not good enough for complete entertainment”. Echoing the CBS plea for a better picture, he said CBS has broadcast only news, quiz and interview programs which do not require “clear” pictures.

For time for national organizations, long a controversial subject of the industry, was discussed in two panel sessions. The first, chaired by the late Max M. Stone, was to consider the Government A consultant of the Winston-Salem, N. C., Community Council; Henriette K. Harrison, national radio director of the YMCA; Max Brotman, educational director of WCCO Minneapolis; Jane Tiffany Wagner, director of war activities, NBC.

The second “free air” panel, on May 6, considered the question “What Can National Organizations Do in Terms of Planning Toward Permanent Peace?”. Frank G. Goepp, chairman of the National Jewish Welfare Board and USO vice-president, gave the opening address.

In a talk prepared for May 6 delegates, the chief engineer of the FCC, outlined the procedure for obtaining educational broadcasting facilities. He stressed adequate planning by educational leaders, with an exact knowledge in mind of “(1) what radio service is desired; (2) how it is to be obtained technically; (3) how it is to be financed, and (4) how it is to be used.”

Ohio Institute Opens With Freedom Debate

It is one thing for advertising to be used as a means of supporting a very vital Instrumental of public service, said Commissioner Durr. “It is an entirely different matter when a vital instrumentality of public service becomes predominantly an advertising medium, and that is what our commercial system is rapidly becoming.”

Declaring that the trend is toward complete commercialization, Mr. Durr said new measures to restrain upon our freedom other than political restraints... “Concentration in the hands of advertising agencies is still greater, he said, with reference to commercial programs.

Sen. Burton K. Wheeler (D-Mont), in a talk read at the radiofront, said, “freedom of speech on the air” is equal in importance to the continuation of our Democratic republic. The loss of freedom in his field are not hampered by any set of controls or any suppressive force emanating from the Government, at various levels, in a broadcasting group. He said radio must realize its power and the responsibility that accompanies such power.

“Frankly, I don’t know whether we own radio or not,” Edgar Kobak, executive vice-president of the Blue Network, confessed.

Pointing out that no one knows what “freedom of the air” really is and that the public actually has little control over radio beyond the nebulous freedom of selecting one program from those available, Mr. Kobak said the theory that the public owns radio and controls it, is delusional. Theoretically, he said, the people elect representatives who speak for them. But in the case of radio the elected representatives do not answer directly to the people nor has it seek out their desires.

“I don’t know whether the existing method of control is good or bad,” he declared. “The industry doesn’t know; the Government doesn’t know. Perhaps there is no better method. Perhaps we do have freedom of the air. But it is time that someone finds the answers to all of these questions. And already the Blue Network has launched its own study into the subject. Until the answers are found, we are shadow-boxing with a ghost. Ignorance is not freedom. It is not even a bad word.”

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Broadcasting • Broadcast Advertising

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Broadcasting • Broadcast Advertising
92.3% RADIO HOMES IN BALTIMORE TRADING AREA ARE IN THE CITY ZONE

That's the solid, down-to-earth kind of coverage radio station W-I-T-H gives you at the lowest cost per listener! If you buy radio time and use the three factors of coverage... cost... and listening audience... as your guide, we'd like to show you the cold steel facts that make W-I-T-H the low-cost, big-result station in our town.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

WITH

THE PEOPLE'S VOICE IN BALTIMORE ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
TO WITNESS GROUND-BREAKING ceremonies, starting construction of a shortwave station to be built by CBS for OWI operation during the war, network executives visited the Delano, Cal., site in April. In the usual order are: Les Bowman, CBS western division chief engineer; Galen Pickle, program engineer for the station; Helmer Anderson, Hollywood engineer; Donald W. Thornburgh, Pacific coast vice-president; James French, Hollywood engineer; Harry W. Witt, assistant to Mr. Thornburgh; Fox5 Co., and showmen given the honor of Ride the Airplane and seeing the building up of the OWI program.

**Nets Contribute 64 Million Under OWI Allocation Plan**

Networks and sponsors cooperating with the OWI Domestic Radio Bureau through the Network Allocation Plan have contributed time valued at more than $64,000,000 in the two years since the plan was adopted, Elmer Davis, OWI director, announced last week.

Noting the second anniversary of the plan, Mr. Davis pointed to a rise of 29% in the number of programs regularly participating with 240 commercial shows and 149 sponsors on NBC, CBS, Blue and Mutual now active in broadcasting war messages.

*Pays Tribute to Radio*

This growth has been accompanied by a 150% increase in the monthly listener impression audience which now exceeds two billion a month. In the two years in which the plan has operated, information appeals have been carried on 15,288 network programs covering 138 campaigns requested by virtually every Federal agency. The combined circulation of these appeals was estimated at 36.4 billion listener impressions or enough to reach each of the nation's radio listeners more than 350 times.

"The entire radio industry deserves congratulations for making this operation the powerful weapon of war which it has become," Mr. Davis said. "To the networks, the advertisers and their agencies, to producers, writers, director, and station owners goes the major credit for keeping this plan running so smoothly and successfully. The Radio Bureau has simply acted as a coordinating and taking the lead unit."

"The people who give listeners their favorite radio programs have done the actual work of writing and presenting war information to the American people, and they have done this job with a high degree of resourcefulness and imagination. Effectiveness of results attained through the voluntary and coordinated assistance of network radio programs with established audiences has been proven many times during the past two years."

"But the job is far from done," Mr. Davis cautioned. In the critical months of military action ahead, radio faces perhaps its greatest challenge. Because it is more necessary today than ever to maintain an orderly and uninterrupted flow of accurate information and coordinated appeals to listeners on the home front, it is important that the Network Allocation Plan continue support of all factions of the broadcasting industry."

*Plan Aid Industry*

The Network Allocation Plan, OWI recalled, was started in April 1942 at the request of the War Advertising Council and with the full approval of the four major networks and a committee representing sponsors and advertising agencies. Prior to its inception, war messages appeared on the air indiscriminately and without proper evaluation of their importance. Because programs were beseeched with requests for time by dozens of Government agencies, with resultant conflicting conclusions.

The plan centralizes all requests through OWI which sets up a regular schedule of announcements for all programs participating. Programs broadcast once a week are assigned messages every fourth week and shows broadcast more than once a week carry announcements every two weeks. Fact sheets carrying pertinent information on campaigns are sent producers who prepare and handle the message in whatever way they deem best. Nearly all of the 250 network commercials and all sustaining shows now on the air are participating in its Network Allocation Plan. New programs interested in joining the plan may obtain information from Joseph A. Ecclesine, Chief of the Allocations Division, OWI Radio Bureau, Social Security Bldg., Washington, D.C.

SWING SHIFT PAYS

**WHBQ Sponsors Find Sales—Through Night Spots**

AFTER MIDNIGHT programs are paying dividends at WHBQ Memphis. For instance, Bry's Dept. Store, received a stock of pillow tenancies, then advertised over any medium but after-midnight radio. So spot announcements went on throughout the night. The shoes were sold out a few minutes after the store opened.

Many advertisers are now negotiating for the 12 midnight-7 a.m. time. Black & White Dry Goods Co. has taken six evenings at 6:30 a.m. plus 6 announcements daily. Goldsmith's, Memphis largest department store, has contracted for five half-hourly weekly, 12-12:30 a.m.

**NBC Business Up 19% in 1943, Report Shows**

NBC last week issued a 38-page report covering a summarization of its 1943 public service programs, the progress of FM and television, and a list of the network's clients, commercial programs and agencies, including sustaining shows.

The volume of business as compared to 1942, shows a 19% increase, according to the report. The brochure gives a list of representative organizations which cooperated with NBC in 1943. Enclosed in the report are two previously issued booklets, Television and FM, prepared by Niles Trammell, NBC president.

President Lauds WAC

PRESIDENT ROOSEVELT in a letter to Albert E. Winger, director of the War Advertising Council, declared that "the work done by various agencies of Government in combating inflation has been ably supported by the exceptionally fine advertising done by the War Advertising Council."

The letter is included in a report issued by the Broadcasting Magazine Publishers of America.

Electronic Meet Delayed

ELECTRONIC PARTS & Equipment Industry Conference, originally scheduled for June, will be held at the Edgewater Beach Hotel in Chicago, Oct. 6-8. Conference will be attended by the Sales Managers Club (eastern group), Assn. of Electronic Parts & Equipment Mfrs. (western group), Representatives Club, National Electronic Distributors Assn. and other parts distributors.

**KSNJ Joins CBS**

KSNJ Lowell, Ariz., on May 1 became affiliated with CBS, as part of the KFY Radio Phoenix and KTOC Tucson group. KSNJ, the 410,000 watt station of CBS, operates on 1230 kc with 250 w power. Rate will be established at $600 per spot hour for the 600 watt, $140 per nighttime hour. Established in 1933, the new affiliate is owned and operated by the Copper Electric Co.
TOP-NOTCH ENTERTAINMENT AND A BIG RESPONSIVE AUDIENCE

Today and Everyday

FACTS ABOUT THE MARKET

In the past two years, Oklahoma City's population has increased approximately 60,000 people, making a total of over 270,000 within the metropolitan area. Thus, in this concentrated area, the expense of a wide listening band station is unnecessary. KTOK has coverage of the total market area, and will only cost about 25 percent of any other similar coverage.

KTOK is one of the 174 BLUE Network Stations, carefully located where the nation's war-millions are earned and spent. It has shared in the greatest growth in population ever experienced in radio history.

KTOK is fast becoming Oklahoma City's most listened-to station by the enthusiastic money-earning audience in this community.

Latest Listener Index gives KTOK a 34.0 morning index rating, as compared to 38.7 for Oklahoma's "A" stations; 12.9 for "B" station; and 13.3 for the "C" station—evidence of KTOK's hold on this community.

OKLAHOMA CITY

KTOK is a family institution... its growth and its increasing service to the community are the results of its family following. And the reason more and more families say, "Let's tune in to KTOK," is because KTOK provides the type radio programs they enjoy and benefit from most. And that's why KTOK is paying dividends to advertisers for a small investment.

O. L. (TED) TAYLOR NEW OWNER OF STATION KTOK

On April 18th, the Federal Communications Commission transferred the ownership of KTOK from Mr. Harold V. Hough to Mr. O. L. (Ted) Taylor. Mr. Taylor is a well-known figure in the radio world.

Under the ownership of Mr. Hough and the able management of Robert D. Enoch, KTOK has earned an enviable place in the hearts of radio listeners, as well as the appreciation of advertisers. With the same capable management and staff, Mr. Taylor pledges every effort to maintain and increase the loyalty of listeners and the effectiveness of KTOK for advertisers.

BLUE Network Station—Key Station Oklahoma Network Station Mgr.: Robert D. Enoch Nat'l Rep.: Radio Advertising Co.
Duffy Urges Client-Controlled Surveys

Gibson Tells ANA That Present Television Is Satisfactory

BUYERS of advertising—agencies and advertisers—should control the primary organization which operates and supervises the techniques used to measure radio audiences, and the radio industry should also participate, members of the ANA Advertisers' Roundtable told last week by Ben C. Duffy, a member of the Board of Governors of the Cooperative Advertising Bureau.

Mr. Duffy, vice-president of BBDO, made his statement Tuesday at a session on “The Tools of Advertising,” of the ANA spring meeting at the Westchester Country Club, Rye, N. Y., April 30-May 3. A. W. Lehman, CAB president, described the latest expansions of the CAB at the same session.

Sees Standard Method

“Who is in a better position to know what is wanted than the advertisers and agencies?” queried Mr. Duffy. “I am sure that the advertisers in the room plus the agency men who sit on meetings held by the American Association of Advertising Agencies are capable of developing radio research to the point where it will be acceptable to all.”

After commenting favorably on the newly enlarged services of the CAB, Mr. Duffy presented four suggestions for even greater improvements in audience measurement. “We are badly in need of a continuing service to measure audiences,” he stated, pointing out that spot radio accounts for nearly 50% of radio volume, and that the radio timebuyer lacks the advantages which he has in the Audit Bureau of Circulations.

Some organization soon will establish a standardized station measuring procedure, and it should be the CAB, he said. Some indications of the listening habits of sustaining programs would be useful, too, he said, in view of the fact that spots are often bought adjacent to such programs.

Reiterating that spot radio is important to many advertisers, Mr. Duffy suggested that information on the make-up of the radio station audience in terms of income and other categories. “We know that certain stations are relatively strong in suburban areas. Can’t we develop information like this regarding radio listening,” he asked.

Television “Satisfactory”

Two other subjects that need to be covered—non-television homes in cities, and radio listening in small towns and farms—are already on the CAB’s future agenda, he added.

The 1944 ANA Radio Committee met with ANA members the same afternoon in a roundtable discussion. Joseph M. Allen, of Bristol Myers, president, among those present were George Allen, CAB manager, who answered questions on CAB’s new services, and Robert Gibson, of General Electric Co., who discussed television and FM. Mr. Gibson indicated G.E.’s attitude towards the recent controversy on post-war standards for television, observing that the television program now put out is not satisfactory, but that it can be improved.

He emphasized to ANA members the importance of network operation in television, calling it more important than in sound broadcasting because of higher program costs, making it necessary for the advertiser to spread out his investment. There also is the talent scarcity problem, because of greater demands made of a television entertainer, he said.

Another point in favor of network telecasting, he said, is that the television audience gets its biggest thrill when the long-distance element is present. Television audiences go to greater extremes both in their criticism and their praise for television commercials, than do radio audiences, he observed.

Many Sides Viewed

Many-sided view of wartime and post-war advertising was presented during the Westchester meeting, presided over by Paul E. West, ANA president. Conference included sessions of new concepts of advertising, marketing and distribution, functions of advertising departments, and advertising’s new responsibilities as a public servant.

Predominant theme was a keen concern and interest in the relations of advertising to the public. Advertising’s participation in the nation’s war-time program appears to have brought it closer to the public than ever before, the speeches indicated, showing a new understanding of the benefits to be derived by business from considering the public interest in all phases of its operation. Speakers urged that this attitude be carried over into post-war advertising in the best interests of American business.

A strong interest in public attitudes was demonstrated most strikingly at the concluding session on Wednesday, when Harold J. Read, president of Opal Research Corp., Princeton, N. J., presented the results of a survey of public opinion on business, forerunner of a continuing study of public opinion to be conducted for the ANA. Mr. Read told ANA members that the “depth survey” showed a pronounced swing towards privately-owned and managed, and away from state socialism. He said business “will enter the post-war period with powerful symbols of favorable public judgments which can be used to your advantage in your competition with other types of social leadership.”

The public roundly approves the war record of business, he said and it recognizes industry’s ability to make jobs. He advised advertisers to let the public know what they are doing individually to create jobs. While the public is ready to believe in the leadership of business, “it still has certain important doubts, including suspicions of excess profits, and a question as to whether business can improve its human relationships,” he said in conclusion.

S. C. Johnson Co.’s NBC program Fibber McGee & Molly was cited as an example of successful war theme advertising by John Sterling, chairman of the War Advertising Council’s sponsorship committee.

“Advertising can usually be most profitable,” said Mr. Sterling, “it talks about these things in which millions are interested.”

In a discussion of the function of business and advertising in the post-war world, I. W. Dugges, ANA president, said need for preserving incentives to management, labor and capital.

Meeting opened Monday with a morning session on new concepts of advertising’s functions.

Business Soundness

Need for advertisers to tell the story of American business to employees, stockholders and other special groups, as well as to sell the product, was stressed by Marvin G. Winters, managing director of Gray & Co., New York, management consultant.

Mr. Bower outlined his firm’s participation in a survey for the ANA to determine how the advertising function can best be harnessed to serve business in the post-war period. Objectives of the study, according to Mr. Bower, include:

1. Exploration of present relationship between the advertising function and other activities of the business.

2. Determination of how far the trend to broader utilization of the advertising function has already developed.

3. Accumulation of any further evidence of the need for a still broader advertising function in meeting the problems of business.

4. Formulation of a concrete program of practical approach to the most effective utilization of the advertising function in exploration of the top management of individual concerns.

The advertising campaign should be aimed at orientation and reference for the salesman, as well as to a consumer drive, according to Alfred N. Steele, vice-president in charge of radio of D’Arcy Adv., New York, in the Monday morning forum on new concepts of advertising’s functions. “Nothing holds a salesman in line better... than the assurance that he gets back from his public,” he stated.

Clarence Francis, chairman of the board of General Foods Corp., told to a partner of Madison & C. J. Digges, ANA vice-president, that “we are at the gateway of the greatest marketing era” the world has known.

Leo Najelski, public relations executive, American Home Products, outlined some new tasks for public relations, including more complete use of the human sciences, such as psychology and political science, and a rekindling of the public’s confidence in the system of free enterprises.

Don Mitchell, vice-president in charge of research, Sylvania Electric Products, participated in an afternoon panel discussion on the coming pattern of marketing and distribution, predicting that the consumer picture would be radically different in the post-war world, Mr. Mitchell pointed out that “we may have to learn how to start again. The post-war marketing era will unquestionably be the most competitive we have ever known—people will demand greater values and get them,” he said.

Page 18 • May 8, 1944

BROADCASTING • Broadcast Advertising

EXPERIENCED RADIO PERSONNEL coordinate nationwide radio activities of the AAF Air Service Command. In production conference at ASC headquarters, Dayton, Ohio, to the left, Douglas Dougherty, formerly of WKBW Youngstown, where he was known as Will Douglas; S/Sgt. Roy LaPlante, formerly of WFIL Philadelphia; Ann Biondich, secretary; Capt. Ray Winters, in civil life with WOR New York; Dan Ryan, formerly a staff member of WGN Chicago.
THE ONLY SINGLE MEDIUM

Completely
COVERING THE INLAND EMPIRE

KHO

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

Dusting Peas in the Palouse Country near Spokane—one of America's important sources of Seed, Dry and Green Peas which helped swell the Inland Empire's 1943 Farm Income to over $100,000,000. In this area, KHO carries 6 out of 9 of the Favorite Programs, 3 out of 3 Favorite War Programs, 5 out of 7 Favorite Comedians.—Cleveland Plain Dealer Poll.
This Is the AES Mosquito Network

Armored Forces Radio Stations Broadcast To Pacific Troops

By SGT. BOB LEMOND

AUT. TO SPA Radio Officer

DOWN in the South Pacific around the edges of the equator a small group of U.S. Army Officers and men are engaged in the business of informing and entertaining the members of the Armed Forces through radio broadcasting. As part of the American Expeditionary Stations, they are called, and the sole purpose for their existence is for the information and entertainment of the Armed Forces.

AES Noumea was the first to be established and on Feb. 1, 1944 opened its airwaves officially. Working against time and under the most adverse conditions, the officers and men of AES Guadalcanal opened their station on March 22. Following closely, AES Munda went on the air for the first time on April 15. All three are to air their first show on April 15.

Ex-Professional Staffs

The stations of the "Mosquito Network are staffed by former professional personnel from CBS, NBC, the Blue Network, Mutual and leading American independents. It's a far cry from the Radio City atmosphere but these boys are utilizing all their talents to bring to the service man listener the same type of radio entertainment which he enjoyed at home.

Using pyramidal tents for studios and mosquito tents for sound effects the announcers and engineers broadcast hours of night test programs while building new studios and living quarters during the daylight hours.

The Guadalcanal station had its beginning when a crew complete with equipment was put ashore on a lonely stretch of South Pacific beach. Capt. Allen Botzer had a 45 ... who left Benton & Bowles, New York, to join the Army.


QUENTLY, those who wished to use a light which was not a part of the 'circuit' were obliged to compensate for it by switching off another light which consumed exactly the same amount of power. While soldering irons or other electrical devices in the studio was strictly forbidden. Today this situation no longer exists. AES Noumea is powered by a 15,000 Diesel generator which assures a constant flow of power.

Shortwave Pick-up

Short wave pickups from San Francisco were sometimes unreliable in the beginning. Many times the announcement, "We take you now to San Francisco," brought nothing but the sound of frying eggs with a few 'dit-dahs' thrown in. Now, the 'Mosquito Network' stations bring in shortwave broadcasts with a more than adequate degree of clarity.

Closest to the actual fighting front are the Bougainville boys. This crew of eight enlisted men and engineers has established an AES within a few miles of the combat zone which is sending radio waves through the battle lines along side of American bullets.

At Munda Lt. E. J. Smith and his crew have moved from their canvas and mosquito net studios into a new 30 x 26 foot building containing studios and control rooms. Originally operating for only two hours a day, AES Munda is now on the air between ten and twelve hours daily.

The stations of the "Mosquito Network were made up of programs which were produced by the Armed Forces Radio Service especially for the men overseas. These are shows rarely..." (Continued on page 22)

CAMPAIGNS BY TRANSCRIPTION

Congressmen Record 300-400 Speeches Weekly

At Capitol Hill Studios

TRANSCRIPTIONS will play a major role in the forthcoming Congressional campaign according to R. J. Coar, president of Sound Studios Inc., who last week disclosed that his studio on the fifth floor of the old House office building has been recording legislators' campaign speeches at the rate of 300 to 400 a week.

These recordings are sent to the home states of Congressmen for broadcast on stations throughout their respective districts.

Republican National Committee pays the costs of its partisans while Democratic candidates must pay for their own records. Of 150 statesmen who transcribe regularly, only 45 are Democrats. More than 400 members of Congress have made recordings at some time during the past year at a cost of $5 for a 15-minute transcription, $10 for a 10-minute transcription, plus packaging and mailing.

Some recordings of a non-partisan tone have been carried on a sustaining basis before the time of formal campaigning, but now Congressmen are talking about local issues, prospective invasion, veterans' legislation and labor policy, hillbilly bands, homey technique and addresses to foreign speaking groups have been included in the Capitol Hill recordings to make them more personal in nature.

The idea of transcribed speeches was established 10 years ago by Sen. Capper (R-Kan.), who owns WIBW Topeka and KCKN Kansas City, Kan. Sound Studios Inc. is operated on a non-profit basis according to Mr. Coar, who declared that any member of Congress who has used radio regularly for the last six years, has never been defeated.

BIRE Asks Research

FORMATION of a British Radio Research Institute to carry on investigations hitherto restricted because of..."
Absolutely
No Money Give-Away
Prize Programs on
WORL at Anytime!

*According to latest C. E. Hooper Survey, Fall and Winter 1943 to 1944 from 9:45 A.M. to 10 A.M., Monday through Friday.
heard by civilian audiences, but to the man in the service such names as, Command Performance, Mail Call, Jubilee, G. I. Journal, G. I. Jive, Sound Of and others are “rent-hold” through programs of this kind the service man listener is given the opportunity of hearing special radio performances by the top stars of the industry.

The average number of weekly broadcast hours is 55. Thus about one half of the production requirements of the station is met by Armed Forces Radio service programs. The other half must be accomplished completely by the station personnel. Time is filled by “record shows”, news broadcasts, live talent productions and special events, such as: fights, baseball games, religious services, and practically every other type of radio program to which the men have become accustomed at home.

**Behind the Mike**

Most of the men behind the microphones are selected by Major Purnell H. Gould, (WFBR Baltimore commercial manager) SPA Radio Officer, for their experience in civilian radio. The personnel of the Noumea AES contains the names of: Capt. Joseph A. Thompson (NBC, New York & Hollywood), station manager; Lt. Clifford A. Frink (Signal Corps), station engineering officer; Cpl. Paul Master- son, (Blue Network, Hollywood); Sgt. Jack Briggs (radio & motion picture scenery artist, Munda); Cpl. Heads (KSD St. Louis) and Pfc. Tom Robinson (Texas Quality Network).


In addition to the American Ex- peditionary Stations in the South Pacific Area the New Zealand sta- tion IZM is being operated by a crew of enlisted men formerly attached to AES Noumea. Headed by Sgt. Lawrence Dysart (KOF Phoenix) the crew is T/Sgt. Karl Jean, Pvt. Eugene Twombly and Pvt. Frank Gaunt.

**Kellogg Spots**

KELLOGG Co., Battle Creek, Mich. (Kellogg’s 40% Bran Flakes and Muffins), on May 8 was to begin sponsorship of five spot announ- cements per day. Reception is Chicago, and six station breaks weekly on WBBM Chicago. Contracts are with agencies. Agency is Kenyon & Eckhardt, New York.

**Radio Advertising**

**PAA Clinic Topic**

Place in Proprietary Field To Be Told By Ryan, Avery

J. HAROLD RYAN, president of the NAB, and Lewis K. Avery, NAB director of Broadcast Adver- tising, will tell radio’s story to members of the Proprietary Assn. of America, comprising 80% of the manufacturers in that field, during an advertising clinic to be held May 6, opening the PAA three-day convention at the Biltmore Hotel, New York.

Mr. Ryan will open the broad- casting section of the clinic with an account of radio’s place in the proprietary advertising picture. Then Mr. Avery will present, using a series of transcrip- tions, proprietary copy that the broadcaster can use and copy they believe leaves room for improvement. Paul M. Holliker, CBS vice-president in charge of adver- tising and public relations, is working with Mr. Avery in the preparation of the presentation and the medi- cinal commercials will be tran- scribed by NBC’s Radio Recording Division.

**Drug Survey Report**

Newspapers, magazines and drug trade papers will make similar presentations during the PAA adver- tising clinic. Each newspaper presenta- tion will be given under the auspices of the Bureau of Advertising, American Newspaper Publishers Assn., by William A. Thomson, Bureau director, and Allen Sikes, Frank Braucher, president, Peri- odical Publishers Assn., and W. H. Mullen of the PPA staff will handle the magazine presentation, which will utilize slide films.

Trade press presentation will in- clude a survey of some 500 drug stores showing the point-of-sale program employed by different retail druggists and also a review of what product the customer receives when he asks for it by a general instead of a brand name. Stanley A. Nisky, general manager, Associated Business Papers, will give the general talk on trade press advertising and the survey story will be presented by Pauline Arnold of Market Re- search Co. of America.

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KRLD
Oldest CBS Outlet in TEXAS

Ask a Branham-man

KRLD
DALLAS, TEXAS
The Times Herald Station
50 KW * 1080 KC.
NOW TRANSCRIBING EXCLUSIVELY FOR
WORLD PROGRAM SERVICE
ON WIDE RANGE VERTICAL CUT RECORDINGS
Brightest Stars

David Rose's Orchestra

Another "Exclusive"... for World Program Service Subscribers!

...Superb transcriptions of David Rose's Orchestra, playing original compositions of this musically-inventive, young composer-conductor—as well as many ever-popular concert selections—in those unique David Rose arrangements that are making the world sit up and listen to the tone-magic of his subtle harmonies.

David Rose's original compositions already transcribed are:

HOLIDAY FOR STRINGS • A STRIP OF SUNSET • OUR WALTZ • NOSTALGIA
SERENADE TO A DREAM • À NOUS • DESERTED CITY • MY DOG HAS FLEAS
ROSE OF BELAIR • As well as other David Rose arrangements of popular selections

Transcription Headquarters

World Broadcasting System, Inc.
A Subsidiary of Decca Records, Inc.
711 Fifth Avenue, New York

Chicago • New York • Hollywood • San Francisco • Washington
H. KESSLER & Co., Atlanta, Ga., operators of the Kessler Dept. Stores in that state, has begun sponsorship of Kessler's Open House on WGST Atlanta, Sundays, 10:30-11 a.m. Veteran announcer Jimmy Kirby is on the air for the new show. Company has been a steady radio advertiser for the past 12 years. Contract is for 52 weeks. Agency is Maurice C. Coleman & Assoc.

YORIS PRODUCTS, New York, has appointed Guion-Mears Adv., New York, to handle advertising for Yoris' athletic foot lotion. Radio is being considered.

LAKE SHORE ENGINEERING Co., Iron Mountain, Mich. (marine and mining equipment), has appointed Russell T. Gray Adm., Chicago, to handle its advertising.

ZORADEX LABS., New York, has appointed H. A. Salzman Assoc., New York to handle advertising for Zoradez Ointment. Radio is being considered.

H. L. SHAW & Sons, Inc., Boston, new to radio, on May 4 started a test campaign for Soapless Suds on WBAN Allentown, Pa., and KONO San Antonio, Tex., to run through the end of May. One-minute transcribed spot announcements were used three daily, Monday through Friday, on WBAN and five times daily, Monday through Saturday on KONO. Agency is L. H. Hartman Co., New York.

H. C. CAPWELL Dept. Store, Oakland, for the third time is repeating by popular demand Barbara Lee's six-week sewing course on KROW Oakland. Listeners get lesson material from store's piece goods department, then tune in Miss Lee's program for instructions on sewing.

ULTRA-LIFE LABS., E. St. Louis, Ill. (Maristipool feels), has started sponsorship of Neighbor William's quarter-hour Saturday night program on WCBS Chicago. Agency is Huffman Adv. Agency, St. Louis, Mo.

HIRSCH CLOTHING Co., Chicago, on May 8 renewed Telephone Quiz on WGN Chicago. Quarter-hour evening program is heard Monday through Saturday. Renewal is for 52 weeks. Agency: Schwimmer & Scott, Chicago.

SWIFT & Co., Chicago (ham & bacon division), beginning May 8 broadcast, is sponsoring the 9:45-10 a.m. portion of the Blue Network's Breakfast Club, Monday through Friday. Packing company is now using six-quarter-hour daytime network programs weekly. Agency: J. Walter Thompson Co., Chicago.


MYRURGIA PERFUMES, New York, has appointed Irwin Vladimir & Co., New York, to handle its advertising. WBNX New York is being considered for a series of spot announcements or a program in Spanish.

TINY HELLER, Oakland, Cal. (restaurant), has begun sponsorship of Press Box, quarter-hour sports review on KROW Oakland. Contract is for the current baseball season.

ENTZ & RUCKER Hardware Co., Los Angeles, new to radio, started sponsoring a weekly quarter-hour in-formative program Hubby's Hobby on KJH. Contract is for 52 weeks. Placement handled through Henry W. Welsh Adv., Los Angeles.

TELE-CALIFORNIA Co., Los Angeles (hearing device), new to radio, on May 6 started sponsoring a weekly quarter-hour program Easy Listening on KJH. Contract is for 52 weeks. Placement handled through Henry W. Welsh Adv., Los Angeles.

SECURITY First National Bank, Los Angeles (collecting service), in a campaign scheduled to start in late April, is sponsoring locally the five-weekly quarter-hour CHS Pacific program Win, Win, Win, Win, Win Analyst on KNX Hollywood. Agency is Dunn-Jones Co., Los Angeles.

REMAR BAKING Co., Oakland, Cal. (baked goods), has started once-week half-hour transcribed adventure series The Shadow on KPO San Francisco, Sunday 1:30-2:30 p.m. (PWT). Contract is for 52 weeks. Agency for Garfield & Guild, San Francisco.

KAY JEWELERS, Sacramento, Cal. has started The Shadow on KFBK Sacramento. Contract is for 26 weeks, placed direct. Garfield & Guild, San Francisco, writes the commercials.

BATHASWEET Corp. begins sponsorship of Dance Lane, Songs, Tuesdays, Thursdays and Saturdays 7:30-8:30 p.m. on KNX Los Angeles effective May 5. Agency is H. M. Kiesewetter Adv., New York.

RICH'S Dept. Store, Atlanta, has begun sponsorship of The Garden Club of the Air on WGST Atlanta, Monday, Wednesdays and Fridays, 10:45-11 a.m. Mrs. Fletcher Pearson Crown, garden consultant, handles the program advising on garden problems. Contract is for 13 weeks.

S. C. JOHNSON & Son, Brantford, Ont. (wax and Car-Ne) on May 1 renewed a series on CBV CBV CBV CBT, Mon.-Wed.-Fri. 10:45-11 a.m. Agency is Vickers & Benson, Montreal.

HUNT'S Ltd., Toronto (chain confectioners and restaurants), on April 30 started Scanning the Shores, musical half-hour program on CJIB Toronto. Account was placed for one year by Ellis Adv., Corp., Toronto.

LAURENTIAN AGENCIES Reg'd., Montreal (froide water), has started participating English spot announcements in a five-minute French-language program on a number of Ontario and Quebec stations. Account was placed by A. McKim Ltd., Montreal.

VICTORY PACKING Co., Los Angeles (Meat-Fresh Dog Food), new to radio, on May 22 started sponsoring a weekly half-hour program on KJLA Los Angeles. Contract was placed for one year by Ellis Adv., Corp., Toronto.

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TROCADEO, Hollywood (night club), plugging direct on April 24 started sponsoring a daily 60-minute program on KXKO Pasadena. Contract is for 13 weeks.

FORT PITT Brewing Co. has renewed another year Cedric Foster's program of wit and Melody Tavern, both heard on Tune Factory from 2:23-3:00 p.m. Monday through Thursday, on WCBS Pittsburgh.

BEIL AIRCRAFT Corp. is sponsoring the Frederic W. Ziv produced program on WGST Atlanta, Thursdays, 10:15-11 p.m. Contract is for 20 weeks.

Page 26 • May 8, 1944
The Nashville Market IS A GOOD SOLID INVESTMENT FOR TODAY... AND TOMORROW!

Most of Nashville's war-time industries are converted from peace-time operation . . . always ready to go back to their old jobs after the war . . . with abundant labor, abundant water and low-cost TVA power . . . streamlined to faster and bigger volumes!

Latest Nashville trading area figures of 1,014,000 population and retail sales of $210,000,000 are based on the 1940 census. But, to get an idea of the increase in this market, look at these figures: Department store sales up 32%; bank debits, 27%; bank clearings, 19%; postal receipts, 18%; commercial electric power, 13%. These figures are for the first quarter of 1943. Yes, merchandising plans for RIGHT NOW and the future should include this rich market.

BUYING INCOME OF THE NASHVILLE MARKET WAS UP $100,000,000 IN 1942

NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
KENU PRODUCTS Co., Los Angeles (Kenu cleanser), expanding its Southern California schedule on May 1 added KTAR KOLY to the spot list. Firm in late April started twice-weekly news commentary on KECA for 52 weeks. Sponsor uses five-minute transcribed Record for Today, six weekly on KXX and weekly half-hour recorded musical program, Heart Strings, on KWK. Agency is Little & Co., Los Angeles.

DAN'S MILK Co., Chicago, on April 24 began participation sponsorship on Swisse Safes, 55-minute early morning program Monday through Saturday on WBBM Chicago. Contract is for 15 weeks. Agency is Chadwick & Harriman Adv., Chicago.

N. C. GOODWIN, Kansas, has reappointed Ray-Hill Co., New York, to handle advertising for Tohono o'odham Economic Enterprise, Arizona.

EAGLE LOCK CO., Terryville, Conn., has appointed Gardner Advertising Co., St. Louis and New York, to handle a campaign of national and trade magazine advertising

MARIAN YEAZEL, formerly in the advertising department of Consolidated Products Co., Danville, Ill. (solid buttermilk feeds), has been appointed assistant director of advertising and sales promotion.

THE PEPSI-COLA Bottling Co., Hannibal, Mo., makers of Dr. Swett's root beer, on May 1 started sponsorship of Dick Tracy on KMHO Hannibal. Quarter-hour series heard on the Blue Network is available on a local co-operative basis. Agency handling the account for the firm is C. L. Miller Co., New York.

O'CEDAR CORP., Chicago (Perma-Moth), will begin sponsorship May 8 of participations on approximately 40 stations on a spot basis. Programs and stations have not been announced. Contract is for 13 weeks. Agency: Aubrey, Moore & Wallace, Chicago.

COLGATE-PALMOLIVE-PEET CO., Jersey City (Supersuds soap), is sponsoring one transcribed announcement daily Monday through Friday on WBBM Chicago. Contract is for 51 weeks. Agency is William Erty & Co., New York.

Fleischmann Salute

FLEISCHMANN division of Standard Brands Inc., New York, on June 4 will sponsor a program, The Bakers of America Salute the Armed Forces on NBC, 8 p.m. Presented by the Bakers of America, the one-hour broadcast, featuring radio and screen stars, will be shortwave to American troops abroad through NBC facilities. The program replaces Standard Brand's Choke and Sanborn Program and One Man's Family on that day. A similar program was presented by the Bakers of America last December.

Committee Studies CBC

CANADIAN Parliamentary Committee on Broadcasting to investigate CBC operations last Wednesday visited CBC studios in Montreal. The Committee tentatively plans to visit CBC offices in Toronto before adjourning.

J. Dangelzer to CBC

JOAN DANGELZER, formerly with the Office of War Information, New York, has joined the Canadian Broadcasting Corporation as a radio producer in Montreal, as talks producer. At OWI she was attached to the French section, shortwave division, overseas branch. Prior to her OWI affiliation she taught French and German at Loyola, New Orleans, and St. Louis, and at the University of British Columbia. Born in England, Miss Dangelzer received her education at St. Anselm's College, Washington, D.C.

CBC Hears Applicants

SEVERAL applicants for new station licenses were to appear before the Canadian Broadcasting Corporation Board of Governors meeting at Ottawa on May 8. There are numerous applications for new Canadian broadcasting stations, but how many were to be heard at the May 8 meeting was not known as Broadcasting went to press. It is understood that Al Leary, manager of CKCL Toronto, is applying for a new station license somewhere in southern Ontario, and that Jack Cooke, general manager of Northern Broadcasting & Pub. Co., Timmins, is applying for the purchase of CKL.

WCAU Feeds BBC


Two Join Admiral

ADMIRAL Corp., Chicago, last week announced appointments of Richard A. Graver as midwest regional manager of radios and home appliances, and of Lou A. Carlson as chief of production and inspection, refrigerator division, Mr. Graver was central region manager in RCA Victor Division. Miss. Carlson was chief resident engineer of Philco Corp., Philadelphia.

Alfo Products Formed

FORMATION of Alfo Products Co., St. Louis to operate a television station and to serve as distributors of Allen B. Du Mont equipment in the St. Louis territory has been announced. Company has applied to the FCC for commercial television broadcasting license. Principals are Michael Alford, Truman Brown and Sydney Neiman.
IN DES MOINES, JUDY CANOVA'S AUDIENCE IS

Yes, Judy and Colgate get a Des Moines audience 52.4% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average exactly 30.3% greater than their national Hooperating. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 Market — Des Moines.

KRNT Des Moines • CBS basic • A Cowles Station
Affiliated with Des Moines Register-Tribune • Represented by Katz
D DAY  WTAG runs a close second to the invasion chiefs for the thoroughness with which it has prepared for D Day. A new antenna has been installed to receive a steady flow of news from England on WTAG's short wave equipment. Regular news services by teletype and wire together with every facility of WTAG will be turned to this one objective the moment D Day arrives.

The entire personnel of the station already are familiar with their special assignments to begin on the day of invasion. Each advertiser has been informed of these plans, and of his opportunity to co-operate with them. Worcester will be completely informed on D Day and the progress that follows, thanks to a BIG STATION doing things in a BIG WAY in a BIG MARKET.

PAUL H. RAYMER CO. National Sales Representatives

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

D DAY  WTAG runs a close second to the invasion chiefs for the thoroughness with which it has prepared for D Day. A new antenna has been installed to receive a steady flow of news from England on WTAG's short wave equipment. Regular news services by teletype and wire together with every facility of WTAG will be turned to this one objective the moment D Day arrives.

The entire personnel of the station already are familiar with their special assignments to begin on the day of invasion. Each advertiser has been informed of these plans, and of his opportunity to co-operate with them. Worcester will be completely informed on D Day and the progress that follows, thanks to a BIG STATION doing things in a BIG WAY in a BIG MARKET.

PAUL H. RAYMER CO. National Sales Representatives

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

**RECORDS BY RHYME**

**WOV Uses Poetry to Identify Transcriptions**

A DEVICE to overcome “transcription bogy” has been put into effect by WOV New York. On the theory that radio audiences are sometimes subject to “mental blackouts” immediately upon hearing the announcement of a transcription, the station’s announcers make the break in rhyme. Examples of rhymed announcements heard preceding 30-second and 60-second transcriptions are:

Here’s a colorful description coming to you by transcription.

Saw sub, sank same, told the story quick.

That’s how this transcription does the trick.

According to Arnold Hartley, WOV program director, this is the first time that such a device has been employed in introducing transcribed announcements. The rhymes vary throughout the day.

**NBC Promotes Nelson**

JAMES H. NELSON, assistant sales promotion manager of NBC’s spot sales department, has been appointed manager of network sales promotion effective May 15. Before joining NBC in 1942, Mr. Nelson was promotion and advertising manager of the Saturday Review of Literature, and previously served on the national space sales staff of Harper’s magazine. He also conducted a book review column for the latter publication.

**Standard Brands Tribute**

**STANDARD BRANDS INC., New York, will turn over its 8:00 p.m. period on NBC Sunday, June 4 to a one-hour tribute to the military services. In the spot normally occupied by One Man’s Family and the Chase and Sanborn programs, the sponsor will feature a special show with Edgar Bergen, Fred Allen, Bob Hope, Judy Garland, Bing Crosby and other talent. There are plans to shortwave the program overseas. Agency is J. Walter Thompson Co., New York.**

**SUITE SITE for signing Two Bells Theatre, half-hour dramatic program on KECA Los Angeles, was a trolley car for sponsor is the Los Angeles Railway Corp. Signers are (1 to r): John C. Morse, vice-president, Dan B. Miner Co. agency handling account; Truman Perry KECA; L. A. Reeves (scot), director of public service, Los Angeles Railway Corp.; F. F. Faure, streetcar operator. Contract is for 28 weeks.**

**Studio Notes**

**KRBM Bozeman, Mont., Gallatin Valley Community Program, on April 5 celebrated its first anniversary. WYMA the community station, submitted news, letters, recipes, household hints for the program. At the party celebrating the anniversary many of the 200 correspondents were present as well as sponsors and their families. A transcription was made and played on the air the next day.**

**SECOND BIRTHDAY of WLIB Brooklyn will be celebrated May 15. No special programs are scheduled to mark the anniversary except during the station’s 9:00 p.m. hour when the following phrase will be added: “This is New York’s newest radio station”. Two year old today.”**

**ADDITION of CBC to the networks carrying the Mexican Symphony Orchestra broadcasts produces what is said to be radio’s first North American network triple play. Program is aired Sunday evening on Mexico’s Radio Mil, MBS and CBC.**

**TO CELEBRATE success of Swing’s the Thing, half-hour program for “heap cute” heard twice weekly on WGN Chicago and sponsored by E. J. Brach & Sons (Swing candy bars), WGN executives gave a testimonial luncheon May 2 for press representatives. Show is produced by Russ Young, radio producer for Hill Blackett Co., Chicago.**

**WTAG Worcester, CBS affiliate, celebrated its 25th anniversary on the air last week. Station made its official debut as WDBH May 12, 1924 with 100 w on 205 meters. Then owned by the C. T. Shure Co., its call letters were changed to WQTS March 29, 1925 and on April 26 of that year its power was increased to 500 w. In Sept. 1925 when the Worcester Telephone purchased the station, the present call letters were assumed, and in 1927 the frequency was changed to 580 ke and in 1940 power was increased to 5,000 w.**

**RECORDINGS of the Moravian Easter sunrise service originated by WITW Charlotte, N. C. from Winston-Salem, N. C., have been requested by Bishop J. L. J. Henderson to be scheduled for all Moravian churches in the U. S., Alaska and Central America. Program opened the CBS network Easter Day.**

**WOWO Fort Wayne, Ind., as a special service feature to war workers is piping two five-minute daily newscasts into the public address systems of two local war plants.**

**TRANSMITTED interviews conducted by Ann Gross, women’s program director of WTCN Minneapolis, with personnel of R. C. Hitchcock & Sons Hardware, St. Paul on April 27, were broadcast by WTCN the following day to help recruit women war workers for the foundry.**

**EDUCATIONAL stations of Iowa and Ohio State Universities (WSUI and WOSU) have requested the regularly scheduled broadcast transcriptions of WSU Cincinnati forum series Problems of Peace.**

**DESIGNED to aid the sale of war bonds and stamps, a 52 week, personal appearance tour of Los Angeles schools by Corliss Archer, sponsored on CBS by Anchor-Hocking Glass Co., has been arranged by the network, William H. Weintraub agency, which services the account, and the Los Angeles Board of Education. Presentation of dramatic skits by the cast of the program are to be made during regular student assembly periods.**

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**BROADCASTING • Broadcast Advertising**
The three Knoxville stations agree that every buyer should acquaint himself with the NEW facts concerning the growing Knoxville market.

With the largest increase in Retail Sales and Services of any city in the nation... Knoxville is a BIG market, rapidly getting BIGGER.

According to Sales Management's "Retail Sales and Services Forecast for May 1944", with May 1943 as a base of 100%, Knoxville showed an increase to 155.0%... leading the nation.

HOME OF TVA

WBIR WNOX WROL
SPONSORING
THE SPONSORS!

every week in 11 Maine dailies and
19 weeklies!

WGAN
"Maine's Voice of Friendly Service"

At least a half million newspaper readers in WGAN's listening area (the rich, bustling Portland market and that of 14 Maine counties and 1 New Hampshire county) get a chuckle each week from this series of hard-to-miss ads — designed to publicize sponsors' programs and attract still more responsive listeners to Northern New England's most productive, most wide-awake station.

STATION
WGAN
PORTLAND
MAINE

5000 Watts
560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYER CO.

PURELY PROGRAMS

ORIGINALLY inaugurated Jan. 10 as an experimental 13-week series and subsequently extended to 26 weeks, the KMOX St. Louis public forum program, St. Louis Speaks, will be continued through the summer for an indefinite period because of the enthusiastic community response. A recording of the weekly Sunday evening half-hour program, according to an announcement made by the station last week. Originating from the KMOX Playhouse before a participating audience, program features each week a panel of recognized authorities. Moderator is William H. Stead, Dean of the School of Business and Public Administration of Washington U., St. Louis, well-known authority on employer-employee relations. After brief statements by panel members, the audience participates in discussions. Forum continues for an hour following the broadcast. Subject topics include local, national, and international problems.

Prophecy
AN ALL PROPHECY program, Out on a Limb, is now heard on WGAR Cleveland, Tuesdays 9:30 p.m. A regular three-man board and one guest prophet are included on the program of which Dave Baylor, WGAR program director, serves as moderator, and quizmaster. The four features are current news prophecy, telegram prophecy, prophecy of the top news story of the day and a prize prophecy in which the listeners contribute.

On WBIR
NEW SUSTAINING public service program begun on WBIR Knoxville, Tenn., features a public spirited citizen who speaks under the nom de plume of "Master Civil Prankster," and once a week, a public spokesman discusses topics as the local transit system under wartime conditions, post-war planning of the Chamber of Commerce, the Tennessee Valley Authority, juvenile delinquency, and other items of local interest.

KSAL Forum
PUBLIC FORUM program has been inaugurated by KSAL Salina, Kan., with Prof. E. C. Howe, Kansas Wesleyan College, as leader of discussions in which townpeople participate. The half-hour program is broadcast every other Monday evening. Forum is designed to promote civic thought on various national and international problems.

Labor Series
DISCUSSIONS on labor-management problems are being broadcast on WCAE Pittsburgh every Sunday at 12:30 p.m. Purpose of the programs, written by Joseph Brodinsky, is harmony between employer and employee, guided by the country's laws.

Books on WINX
BUILT AROUND behind-the-scenes pictures of contemporary books and authors, Book Reviews and Interviews, is now heard Monday, 7:15 p.m., over WINX Washington. Some of the guests included in plans for future programs are: Howard Swiggett, member of the Writers Supply Mission and author of Most Secret-Most Immediate; Robert Nathan, who will discuss his most recent release, Mobilizing for Abundance; Max Shulman, and his Barefoot Boy with Cheek, and Sherwood Pine, FEA economist and author of Public Spending and Post War Economic Policy.

New WHOM Programs
IN COOPERATION with the New Jersey State Agricultural College, WHOM Jersey City has started a weekly series of Italian and Polish-language programs on victory gardening and cultivating problems. The American Legion of Kings County, New York, also started a weekly one-hour program on the station describing the services and activities of the Legion Posts in the Brooklyn area, highlighting their assistance to veterans of World War II.

Dayton Welcome
DEDICATED to Dayton newcomers, Welcome Work, new half-hour program heard over WING Dayton is sponsored by the Journal-Herald and brings talented new residents to the microphone. Program has presented such guests as Mayor Krebs, an Army chaplain and a Merchant Marine captain just back from the Pacific. Guests are interviewed and given prizes by Dayton merchants.

Historical Dramas
KASPER-GORDON Inc., Boston, producer of sound transcriptions, has released a new series of five-minute programs titled Stand-By, America, telling in dramatic form how America has met its problems in the past, to show how the nation can meet the problems of today. There are 225 programs in the series.

Edible Plants
TALKS ON EDIBLE wild plants found in Canada were started May 1 as a weekly topic on the trans-Canada network of CBC. Wild greens, fruits and herbs, where they can be found, and how they should be prepared for food, are discussed in the series. CBC has issued a folder on the subject in connection with the broadcasts.

About the Zoo
WORD PICTURE of the wonders to be found at the Philadelphia Zoo composed a new Sunday program series on WIP Philadelphia called Trip to the Zoo. With narration from the studio and sound effects recorded at the zoo, the program is especially designed for piping to the city's schools.
YOU MIGHT LAND AN 860-POUND SWORDFISH*

BUT—YOU’LL NEVER LAND WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the autumn of 1943) proved WKZO’s outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 9:00 A.M. to 12 Noon, Monday through Friday:

9:00 A.M.-12 NOON
WKZO ______________________ 45.8%
STATION B _____________________ 13.9%
SIX OTHERS ___________________ 35.4%
MISC. _________________________ 4.9%

Every time you go out for swordfish, there’s at least a sportsman’s chance of hitting the jackpot. But don’t kid yourself that you have even a Chinaman’s chance of hitting the sales jackpot in all Western Michigan, with any outside station!

It can’t be done—ever! As a matter of fact, there’s only one station, even inside Western Michigan, that can do the job for you. Take a look at the “box” at the left—then get in touch either with us, or with F&P!

* W. E. S. Tucker did it on April 28, 1940!

WKZO 5000 Watts 590 KC CBS
strongest selling force in Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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In the last three years, Rustless has tripled its output. Today its production is 100% for war—shipbuilding, automotive, aviation. Tomorrow, when these same industries have turned to peacetime pursuits, they will remain Rustless customers lifted on stainless steel, new markets with appliances and many other fields. Ru
ENTER FOR STAINLESS TAL OF THE FUTURE

Visions of the wonders of the post-war world lay heavy emphasis on stainless steel and the alloy metals. One of America’s greatest producers of stainless steel is Rustless Iron and Steel Corporation. And also in Baltimore are Eastern Rolling Mills and Revere Copper and Brass (operating the world’s largest magnesium sheet and strip mill) — so Baltimore’s stake in alloy metals is a heavy one.

Yet important as these industries are, they represent only one of Baltimore’s more-than-a-hundred diversified industries—all expanding steadily and healthily to make Baltimore the fastest growing big city in the East.

Make your advertising investment in one of America’s great and growing markets. Baltimore’s Number One advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO., Inc.
Radio's Inspiration

PERHAPS unwittingly, newspaperdom paid a high tribute to radio the other day. The Bureau of Radio Advertising of the American Newspaper Publishers Assn. announced it would employ radio "presentation" methods in seeking to woo national business from radio, and retrieve its status as top national medium.

It was only a few years ago that radio borrowed generously from its printed word contemporary in selling and business methods. For radio isn't anything more than "audible journalism"—an electronic printing press accelerated a million-fold. Then too many newspapers regarded radio as a passing novelty that couldn't last—but a few wise publishers stuck to it and had occasion to see the tail wag the newspaper dog in the dark days of depression.

So radio doesn't begrudge newspaper adoption of radio methods. It's a real compliment. Radio has been a dynamic medium. It can stand stiffer competitive bidding for national business, if it has to.

Surveys—Government and public alike—have disclosed a ringing fact: radio is the primary news medium. It isn't the most complete and doesn't aspire to that role. The newspaper, by it's very nature, isn't as fast. But it provides a printed record, whereas present aural radio supplies only the spoken word. With facsimile, about which we hear all too little, it will be different.

Plenty of Business for Both

Herbert W. Moloney, vice-president of the American Assn. of Newspaper Representatives, told the ANPA audience that it is "adequately prepared for the media battle of the post-war years." And he told them that radio presentation methods are being employed.

Radio is prepared too. Exhibit A is the job done on retail department store advertising. Radio went in with the facts and came out with the business, for a substantial gain in a field that heretofore was practically out of reach. The fact is that radio originally adopted newspaper methods of selling, improved them, and did the job. So the newspapers, in adopting radio tactics, really are readapting a vastly improved version of their own business methods. Again: radio is but an extension of the newspaper.

There's plenty of national business, we feel, for both newspapers and radio. Magazines too. For the post-war era will open up vast new opportunities for promotion. Newspapers today are limited by paper rationing. Radio always has been limited by the clock—there are only so many waking hours of the day. Even when there's plenty of newspaper and publications can add as many pages as they need for news, radio still will have only so many hours to sell.

So, radio welcomes the inspired newspaper competition coming up, using methods inspired by radio.

Take It, If You Can

JIMMY Petriello bounces, gyrates, thumbs his nose and demands additional pounds of flesh. We jump with joy with the first pale semblance of a victory over the vanished APM leader because the National War Labor Board tossed aside his "make-work" strikes at WJJD and KSTP.

We didn't realize 'til now that there's another side to the story—from the other side. Maj. Frank E. Pellegrin, practical broadcasteer, now with the Allied Force Headquarters in the Italian theatre, tells it from some foxhole or smoldering ruins over there. Here's his letter to us:

Some bits of news filtering over here make soldiers so mad their ears flap! One of these is the item about $900 per week for able-bodied platter turners. Petriello.

Ninety bucks a week for a guy to sit on his platter and think how he can turn the scale up.

A friend from the States writes that you all are burning over there too—but, I hope, not so that it makes the men in industry. He asks if I can think up a gadget to handle platter-turning automatically. I can't, but if nobody else can either, here's a suggestion.

A lot of good men are going home these days precipitately. The only thing wrong with some of them is that they may have a leg gone, or an arm, or both feet. So all they can do is to push back in carpentry or railroading or whatever they did before, they're very much okay up there. The soldier who could take a complicated Browning Automatic apart in the dark and put it back together again can figure out platter-turning. I'm sure, of whether the platter should be turned to the right or to the left.

The Veterans' Administration is processing dozens of these good men every week. There is an office in every city. I think radio as an industry should make a big move toward giving assistance to such physically disabled veterans who have first shot at any radio job they can handle, and they can handle a lot tougher ones than platter-turning. It wouldn't hurt the industry a bit to get that sort.

If Petriello's organization is too tough for the industry, and if (God forbid) that kind of regimentation is going to be the pattern of post-war America, then it's pretty obvious that the veterans' organization will be a rather potent factor. And there is widely known that the majority of such physically disabled veterans have first shot at any radio job they can handle, and they can handle a lot tougher ones than platter-turning. It wouldn't hurt the industry a bit to get that sort.

If any broadcaster, after reading this, can restrain himself from reaching for the telephone and calling the nearest Veterans' Administration Office, he lacks the stuff of which true broadcasters are made.

And if any broadcaster can stomach further capitulation to the likes of Petriello, he deserves the fate in store for him.

Price Uncensored

FOLKS in radio, from the war's beginning, have felt that Byron Price deserved a medal for the job he had done in devising and voluntarily censoring radio. He got it the other day in a special citation from the Pulitzer Award committee.

In these columns we've mentioned before what might have happened if censorship hadn't been handled judiciously. There hasn't been a single seriously untoward incident. Voluntarily censorship has worked because both the newspaper and radio code were wisely conceived and administered. There has been no hankering for nor bickering of the kind that has animated other Government agencies.

THEODORE ROOSEVELT WELLS CHURCH

REPUBLICAN committee men, looking for a man to handle radio for the preferential candidate, agreed he must be a combination radio timebuyer, program director, production man, publicity expert and platter turner, in addition to knowing "what makes Sammy run" in politics.

The chorus that sang out, "Get Ted Church" was inevitable.

And so for the third time, Theodore Roosevelt Wells Church is the radio director of the Republican National Committee. Incidentally, the "Theodore Roosevelt" tag has long since become "Ted". The Roosevelt part was dropped doubtless around the time of Mr. Church's first Republican campaign, in 1938.

Being a man of considerable imagination, he has been responsible for innovations hailed by broadcasters as some of the most original thinking ever to enter the political radio picture. One of these untired ideas was appointing an agency to handle time-buying.

The GOP couldn't have selected a more dyed-in-the-wool American than Ted Church. His grandfather was a full-blooded Chipewa Indian, Rosalie Le Sage. She was a maid in the family household, "and a very remarkable woman," according to her grandson. Grandfather must have agreed, for he married her despite parental disapproval, and moved to isolated Drummond Island in northern Michigan, bordering Canada.

Two generations of Churches were raised on Drummond. Ted Church was born there, Nov. 3, 1901, and it wasn't until he was 13 that "father bought me a pair of shoes and took me to the big city". The boy saw his first electric lights, telephones, street cars, and the early radio sets in Cleveland.

Despite the seclusion of Drummond Island, Ted Church had been in touch with news of the world through his school teacher and a father who was a fresh-water sailor.

He went to grammar school and to West Technical High School. The 1919 W. T. H. S. class ring is still on his finger. At the Case School of Applied Science he was, quote "a complete failure". The fact he was working on the side as a Western Union messenger and a news boy probably accounts for his impeded school progress.

But undaunted, Ted Church enrolled at the U. of Michigan and stayed there a year. Then he sold more papers, and eventually went to the Cleveland Illuminating Co., where he gained some useful knowledge about circuits and voltage and technical vernacular.

"It has really come in handy," he says. "I (Continued on page 38)
In working with the designers and builders of Milwaukee's Ultra-Modern Radio City, WMFM engineers realized the tremendous challenge facing them. Here was a rare opportunity to fully exploit the inherent advantages of Frequency Modulation broadcasting.

Careful, deliberate planning went so far as developing a special custom-built organ. The acoustics, the elaborate organ chamber (partially shown above), the placement, all were adapted to the wide range and crystal clear tones of FM. Even the special organ pipes were a product of research...literally a pipe dream come true.

Today WMFM listeners are reaping the benefits of this planning. The thousands of Wisconsin families that regularly enjoy WMFM programs are absorbed by their depth, clarity and realism.

However, there are more than mechanical reasons for WMFM listener loyalty. The WMFM schedule is a balanced menu of distinctive, quality programs, keyed to the wants and needs of the community.

In planning your fall radio campaigns, include WMFM...one of America's leading FM stations.
Even if blindfolded smart time buyers would point to KOA as the outstanding radio time buy in the Denver Market.

They know that:
Few stations in the nation can equal KOA's dominance in:
Power (50,000 Watts) ★
KBO Programs (9 out of top 10)
Coverage (parts of 7 states) ★
*Listener Loyalty (69%)
**Dealer Preference (68.8%)

* NBC Tale of 412 Cities
** Ross Federal Survey

KOZY
FM in KANSAS CITY
EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

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Our Respects to—
(Continued from page 38)
can give the double talk right back at the engineers. And it was good to be able to understand what was going on, and help iron out some kinks when engineers set up the PA system and the radio lines in Convention Hall during the 1940 convention."

While at the Illuminating Co., Ted happened to overhear a conversation from an open telephone booth in a cafe one night. A man was vividly describing a murder just committed. Ted listened with both ears. Fascinated, he turned to the man with him and asked, "Who is he?" He found the man on the phone was a newspaper reporter.

"That's for me," Ted Church decided on the spot.

With CBS in Washington
The Cleveland Press was the start of his newspaper career. From there he worked on papers in Chicago, Youngstown, Cincinnati, New York. In New York he joined UP and in 1929 was promoted to the Washington office. He prides himself on holding the record of consecutive $5 raises at UP. In nine months his salary rose painfully from $35 to $55—$5 at a time.

Ted moved from UP to the New York Herald Tribune Washington bureau. Then in May 1931 became Washington director of publicity with CBS. He worked under Harry C. Butcher, CBS vice-pres., now Comdr. Butcher, and in Mr. Church's opinion "one of the most able broadcasters in the country". Then he joined the Republican National Committee in Chicago as radio director for the 1936 campaign.

The convention behind him, Mr. Church turned back to radio, going to NBC New York in the Press Section. A while later he went to the Blue publicity dept., and was on the Magic Key program committee of RCA, composed of some of the sharpest minds in broadcasting.

His work with the Magic Key convinced Ted Collins, Kate Smith's manager, that here was a man with original ideas, so he asked Ted Church to work with him on the Kate Smith program. Abbott & Costello was one of the acts he "discovered" for the show.

Among others whom Ted Church has started on a radio career are Bob Trout and Norman Corwin. Corwin inscribed his latest, 16 by Corwin, with a message on the flyleaf, "To Ted Church—another small payment on a debt."

In 1938, just 24 hours after he arrived in Washington after leaving his position with Ted Collins, Mr. Church received another call from the Republican National Committee. They wanted him as radio director again. He went through the 1938 and 1940 campaigns "winding up after the convention, for the first time in the history of radio and politics with all bills paid," he says. "I'm proud of that."

Also for the first time, a national advertising agency was utilized for the campaign's radio schedule. Tom Luckenbill and A. K. Spencer with the J. Walter &adison Co. handled the account, working closely with Mr. Church.

Many of Ted Church's ideas—completely new to the political use of radio—ever had a chance to get into action during the 1940 campaign, but they are beginning to see the light now. And his two past campaigns have gained for him an invaluable experience already being used in present committee plans.

Has Definite Plans
He stayed with the GOP until Aug. 1, 1941, when Edward R. Murrow, CBS London correspondent requested him as advisor to the BBC for its North American Service.

His assignment in England completed, the versatile Church returned to the U. S. to take a position with the Coordinator of Inter-American Affairs, as radio program director.

Again the election year rose its head, and with it came the request once again for Ted Church to head

the Republican National Committee radio division.

Mr. Church is approaching this campaign with a definite plan. The course he has charted includes, first, use of an agency to work with the committee. Second, he wants program information centers established west of the Mississippi, perhaps in Denver or Hollywood, to inform those voters of the who, when and where of political speeches. Third, Mr. Church has mapped a network, regional and individual station coverage of borderline areas, designed to plug hard the states heretofore rather weakly in the political picture.

Fourth, for the "holes in network coverage", he plans to send unaffiliated stations records of important political events that could not reach the location otherwise.

True to form, it was a political convention that brought Ted Church and the present Mrs. Church together. She is the former Margaret Hedgcock, whom he met at Washington GOP headquarters in 1938. They were married in St. Petersburg, Fla. There are two young Churches, Jim Wells, 14, by a former marriage, and Robert Wells, 5, all living at the Church home near Washington.

What the cards hold for Ted Church after the convention winds up is a matter of conjecture. But sometime, somewhere there will inevitably be a big job in radio for a man with a thoroughly fresh approach, an open, unafraid mind that enjoys tackling problems tried and rejected by others. The man for that job is Ted Church.

WE Promotes Collins
D. C. COLLINS on May 1 assumed his new duties as manager of Western Electric's Electrical Research Products Division. He formerly was eastern manager of the firm. In accepting his new position, Mr. Collins stated that WE engineering facilities were being devoted to development of equipment vital to the war effort and at the end of hostilities results of this research would be turned over to manufacture beneficial to the motion picture industry. The company is aware of motion picture industry's interest in television and feels that again developments during wartime should aid materially in the utilization of television and in its adaptation to the entertainment field, he added.
This man is listening to WHN. To "Music To Read By". It's late...after midnight...and, relaxed and at ease, he reads with the strains of soft, soothing music as a background.

For a full hour every night, recorded soft music without words is the program WHN has specially designed for its listeners..."Music To Read By."

Because "Music To Read By" is so popular...and has been for over 7 years...the Pulse of New York recently made a special survey from midnight to 1 A.M. And found: 29% of all the radio sets turned on during that hour are tuned to 1050 one or more times each week...more than to any other station (except two, to whom we humbly bow).

Yes, "Music To Read By" will soothe the brow and dissipate the cares of the right sponsor!

50,000 WATTS IN THE NATION'S NO. 1 MARKET!
J. HAROLD RYAN, president of the NAB, was indisposed last week, and has cancelled his scheduled address to the Institute for Education by Radio in Columbus. He suffered a mild recurrence of a stomach ailment, but expected to return to his office this week.

RALPH HATCHER, formerly with the overseas branch of OWI, has joined the CBS station relations department and will operate from the Chicago network office. Before his association with the OWI, Mr. Hatcher was in the sales and sales promotion departments of WTAR Norfolk, Va.

MAURICE M. BOYD, former manager of the NBC Central Division local and spot sales department, has been promoted to the rank of major in the Army.

HARLAND OIDE, vice-president of KSB Janeast, N.D., for the past several years, has been appointed vice-president of the Jamestown Broadcasting Co., licensee of the station.

JAMES D. HOUSE, vice-president of the Crosby Corp., and the general manager of WLW-WSAI Cincinnati, addressed the St. Louis Advertisers Club on May 2 on “British Rules the Waves” based on observations he gathered on a recent trip to Great Britain.

A. L. BUDLONG, chief of the Frequency Section, U.S. Coast Guard Communications, on May 2 was promoted from lieutenant to lieutenant commander and will continue at headquarters in Washington. On leave as assistant secretary of the American Radio Relay League, Comdr. Budlong was commissioned in the Coast Guard Reserve in September 1942.

ED HALE, formerly of the Blue Network, Chicago, has been appointed to the sales staff of WGKY Cincinnati. Mr. Hale is a native of Port Wayn, Ind.

WILLIAM HATTON, former manager of the telephone division, Federal Tel. and Radio Corp., has been elected vice-president of the International Standard Electric Corp., manufacturing affiliate of TEKT.

JIM KEENAN, WBBM Chicago salesman, is the father of a boy.

FROM APPRENTICE SEAMAN to lieutenant commander supervising assignments of gunners aboard freighters, tankers and transports in two years is the record of Clement W. Young (r) former commercial manager of KHOW Omaha. Comdr. Young is congratulated on his promotion by Comdr. William J. Colesley.

NEVILLE MILLER, former president of the NAB, has not announced future plans. Mr. Miller still maintains his residence in Washington.

BYRON PRICE, Director of Censorship, on leave from his post as Executive Director of the Associated Press, was awarded a special Pulitzer citation last week for his creation and administration of the newspaper and radio voluntary censorship codes. There were no awards directly relating to radio.

J. KELLEY SMITH, WBBM Chicago salesman, is the father of a boy.

ED WOOD, Mutual general sales manager, last Friday addressed the New Orleans Advertising Club on “What Radio Can Do for New Orleans.”

IRWIN A. SHANE, director of the Development Workshop, New York, television program producer, has been named television consultant to Arkwright Inc., New York syndicate serving 200 department stores for which Mr. Shane will interview equipment manufacturers on the video requirements of department stores.

London Censorship Post Appointment to Manship

APPPOINTMENT of Charles P. Manship Sr., publisher of newspapers in Baton Rouge, La., which own WJBO and WBRL (PM), as London representative of the Office of Censorship was announced last Tuesday by Director Byron Price. Mr. Manship, who takes up his duties within the next month, succeeds John S. Knight of the Knight Newspapers, who has returned to active management of his properties in Akron, Mass., and Detroit, after a year’s service with Censorship.

Mr. Manship, 63, is president of the Capital City Press, which publishes the Baton Rouge (La.) Advocate and the State-Times. He is a former president of the Southern Newspaper Publishers Assn. In his new post he will work with the British Postal and Telegraphic Censorship Dept., and with the British Ministry of Information, the latter on press and radio censorship. Mr. Manship’s son, Charles P., Jr., manager of the radio stations for the last two years, has been on active duty with the Navy.

GEORGE C. BIGGAR, assistant to the vice-president in charge of employment relations of WLW-WSAI Cincinnati, has been accepted as a member of the Twenty-Year Club, of which H. V. Rathbun is founder. Mr. Biggar is the third from the Crosley stations to be admitted to membership, the others being Povel Crossley, Jr., president of the Crosley Corp., and William Stoesz, conductor of the WLW-WSAI technical staff.


CLYDE F. COMBBS, vice-president and general manager of KARM Fresno, Calif., has been named president of the Fresno Rotary Club.

J. W. DIEZT, industrial relations manager of Western Electric Co’s manufacturing department, on leave with the Government, has been awarded an honorary degree of doctor of engineering from Purdue U. “In recognition of his distinctive leadership in the establishment of better industrial relations through training, supervision and mutual understanding.”

GEORGE D. TONS, division manager of the Andrew Jergens Co., Cincinnati, for the last three years, has joined the sales staff of KDRA Pittsburgh. He succeeds James F. Murray who resigned to become sales promotion manager of WJZ New York.

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WOW STARTS ITS 22nd YEAR—

Still leading the Field

Two new steps forward puts WOW still further ahead in service to radio listeners—and advertisers:

1. NEWS

WOW has added ASSOCIATED PRESS WIRE SERVICE to its already first-rate news coverage. (Full United Press and Chicago Daily News Foreign Service.)

2. TELEVISION

WOW is the first station in this area to apply for a Television License. It seeks a Number One Channel, so it can lead in television as it has on 590 KC in aural broadcasting.

Both of these are FORWARD STEPS which show the alertness of WOW’s management. WOW is determined to stay “ahead of the field”.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

BROADCASTING • Broadcast Advertising
May 8, 1944 • Page 41
GORDON LEWIS, formerly chief announcer at WHAI, Greenfield, Mass., is now musical director and news editor of WNEK Keene, N.H. He is replaced at WHAI by Ross Miller. Charles Schoo, formerly with WHEJ, has returned to the station.

BILL MacDONALD, farm service editor of KFAB Lincoln, Neb., has been elected director of the Nebraska Grain Improvement Assn. for the current year.

BOB WATSON and Gordon Stevens have left EKEX to join the announcing staff of WSB Atlanta.

LEE LEONARD, formerly of WJW Cleveland, has recovered from a throat operation and has joined the announcing staff of WPMJ Youngstown, O.

Luba Drake of KNX Hollywood is now a staff writer and Alpert of the Coast Guard, were married April 25.

MARIENLEN NENZEL, traffic manager of KOH Reno, Nev., has joined WJW and is training at Hunter College, New York. Fay Hall, formerly of WIS Columbia, S. C., has joined the Continental, New York, has taken her place.

HILL ARMFIELD, new to radio, has joined KFBR Sacramento. Cal., as announcer on the midnight-dawn shift.

JOE KIRK, writer on the NBC Alfred Costello, and Marie Cristillo, sister of Lou Costello, are to be married June 21.

MATILDE ERNESTINE, free lance publicity and continuity writer, has been named to handle publicity for WIND and WJJD Chicago.

WILLIAM BREVIER, NBC Chicago program traffic department member, was inducted into the Army, April 25. He is succeeded by Clarence H. Cullum, owner's mail and messenger supervisor at NBC Chicago.

RUTH FOXX, of the program department, WRTL Philadelphia, and David Foxx, of RCA-Victor, Camden, N. J., were married last week.

PAUL WARREN, former FM announcer in Philadelphia, has been added to the announcing staff of WIP.

JEFF SCOTT, former announcer of WIP Philadelphia, enters the Marine Aviation Ground Service May 13 as a private.

BILL MARKWARD, announcer of WCAU Camden, N. J., and commentator for the Philadelphia Daily News on WPEN Philadelphia, has been named managing director of the bureau of broadcasting for the city-owned WCAU, in Camden. He has been with the station nine years.

ALBERT GROBE, chief announcer of WQXR New York, is the father of a boy.

MALCOLM CHILDS, announcer, former of WLIB, WBBR Boston and WEDV New York, is now with WQXR New York.

DOROTHY BAXTER, former editor of Matalan Greer’s house organ, has joined the program department of WOR New York as continuity acceptance editor, replacing Charles Drake, resigned.

COMMEMORATING COMPLETION of 20 years of broadcasting, Charles F. Shoffner, (formerly program director of WCAU Philadelphia, has been proclaimed “dean of farm broadcasters” by officials of the U.S. Dept. of Agriculture. Participating in the program for the occasion are (1 to r): Prof. W. K. Kroeber, Rutgers U. agricultural school extension service; Dr. Leon Levy, president of WCAU.

BRUCE D. EAGEN, former WOAI San Antonio announcer, is a new member of the KRLD Dallas announcing staff.

Lewis Nordsks, former farm and news announcer of KNOC Amariillo, Tex., has been appointed associate editor of Country Gentlemen, Philadelphia.

HARTLEY SAMUELS, formerly promotion director of WHN New York and previously in a similar post at WOV New York, has joined the NBC farm broadcasting department to handle program promotion.

CECIL BROWN, Mutual-WOR New York news commentator, has been made an honorary member of the Tin Fish Club by the U.S. Maritime Service. He was bomed while serving as a war correspondent aboard the Requiem.

LT. JOHNIEE ANSPACHER, former night editor of WOR New York, is back home for a brief furlough after serving on the Italian front and in North Africa. He was commissioned in the field.

JEFF SPARKS, former announcer of WABC New York, is conducting service tours on sightseeing tours in Chungking as a member of the American Red Cross staff.

WELS F. BRUEN succeeds Margaret Dobson as promotion director of WCKY Cincinnati. For the past two years in the branch office of a Government war agency in Miami, Fla., Mr. Bruen was formerly associated with Paramount Theatres in Miami, engaged in publicity and advertising work.

DAISY JOHNSTON, continuity writer of KOY Phoenix, has resigned. Her duties have been assumed by Zerita Ecklund.

NORMAN BROOKSHIRE, announcer of WBYN Brooklyn, last week was seriously injured as result of a fall, which will keep him in the hospital for sometime.

SEYMOUR SHOAL, program director of WNYC New York, on leave for service at sea with the Navy, has been promoted from lieutenant to lieutenant commander.

BILL STEIN, NBC sports director, and Glen McCarthy will broadcast on May 20 and May 27 the Withers and coaching Club races from Belmont Park, New York.

Joe F. Dinneen, WOR, Boston commentator, was one of the honorary pallbearers at the funeral of the prolate of the Boston Archdiocese, His Eminence the late William Cardinal O’Connell. Mr. Dinneen accompanied Cardinal O’Connell on several trips to Rome and wrote the book Pius XII, Pope of Peace. Sponsored by Boyne Crown Cola, Joseph Dinneen is on WOR five days weekly, 5-5:15 p. m. Services for the late Cardinal were broadcast on WNBC New York and the full Yankee network. The Rev. Michael J. Ahern, S.J., conductor of the Catholic Truth Period under Cardinal O’Connell’s direction on Yankee for 16 years, was narrator of the Pontifical Requiem Mass.

ROY DRUSHALL, freelance announcer, has joined the staff of the Blue, Hollywood. Accompanying Walter Arnold, now in the Army, Harry Walz, former announcer of KMTR Hollywood, is with the Blue as summer relief announcer.

HELEN BAUGHMAN, manager of the continuity staff, WCAU Pittsburgh, has enlisted in the WAVES.

WILLIAM SOUDER, former WCCO Minnesota production department transcription chief, has joined the announcing staff of the station.

GENE NORMAN, former announcer of KGO San Francisco, has joined KFWB Hollywood.

DOROTHY OGDEN has resigned as assistant news editor of WIP Philadelphia.

MILTON BRAME, former radio engineer, is a new announcer at WHBQ Memphis. Conie Mathews has joined the traffic department, succeeding Frances Foss.

GEORGE CIRITO, former sales and farm editor for KSLI Salina, Kan., has joined the announcing staff of KSBJ Kansas City.

WALTER BAHN, musical director for WLIR Brooklyn, N.Y., has returned to the station as production manager of the months illness, Eddy Brown is the new musical director.

MARTY DILL, stage-screen and radio actor, has been appointed program director of WINS New York.

TO MAKE SURE of getting the audience of Nova Scotia’s most thickly populated area it is hardly necessary to stress the fact that the station is . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & Co.
350 Madison Avenue, New York
Representatives
The Billboard's poll of radio editors says, "Dinah Shore is radio’s leading female vocalist"... Radio Daily's poll calls her the favorite female singer of popular songs. A double-winner, every Thursday night, she captivates a national-wide audience of sentimentalists—millions of them—with the charm and allure of her flawless voice.

Flawless, too, is her show, as it ripples from song to laughter. Equally flawless is the smooth, swift KNX-CBS production that can so skillfully translate a colorless program blueprint into a finished masterpiece of actual showmanship.

It's the same KNX experience and skill, the same subtle KNX handling, the same KNX studio facilities and expert engineering, that produce the contrasting and totally wacky Potluck Party heard over KNX every weekday afternoon. Comedian Jack Bailey strings a group of participations along a sputtering fuse of high jinks. A 17-piece orchestra plays them on with a flourish. And it comes out fun for thousands of Southern California housewives.

They listen. They buy. Every participation gets a custom-made build-up, every sponsor sports a happy smile. Talented showmanship—the KNX touch—does it. Plus network standards and facilities that keep Potluck Party at an entertainment peak. Sometimes there's a Potluck spot open. It might be wise to talk now with us or Radio Sales about saving the next one for you.
REN KRAFT, former sales executive of NBC, has joined the executive staff of Roy S. Dunione Inc., New York. During the past 15 years Mr. Kraft has been on the advertising and sales staff of the Crowell-Collier Publishing Co. and the McCall Corp. in New York, as well as NBC.

CARTER-OWENS Adv., Kansas City, has been named by the War Maupower Commission as volunteer task force agency for the Greater Kansas City area.

WILLIAM J. SHINE, formerly regional price executive for the Office of Price Administration, New York, is a new account executive with Pedlar, Ryan & Lusk, New York.


JOSEPH ARMSTRONG, formerly in charge of the creative department of Wendell P. Colton Co., New York, has joined the creative staff of McCann-Erickson, New York.

HENRY W. DOYLE, formerly with the Libby-Owens-Ford Glass Co., has joined Dancey, Fitzgerald & Sample, New York, in an executive capacity.

FREDERICK H. HENNING has discontinued his San Francisco agency and has joined the Garfield & Guild organization as vice-president.

“Stand By, America!”

THE PROGRAM EVERY AMERICAN WANTS TO HEAR!

225 Transcribed 5-Minute Successful Programs

“Stand By, AMERICA” is a new slant on how everyday folks helped to build this mighty nation. It’s the story of AMERICA—told in the powerful, action-packed language of today. It’s history come to life!

“Yes, they solved their problems, then — just as we will solve our problem, now! That’s the AMERICAN WAY! — that’s the RIGHT way! STAND BY AMERICA — AND AMERICA WILL STAND BY YOU!”

Write or Wire for Audition Samples and Costs

KASPER - GORDON, INC.
141 BOYLSTON STREET  . . . . . BOSTON

One of the Country’s Largest Producers and Distributors of Successful Syndicated Programs

Werner to Consolidated

JAMES J. WERNER, has been appointed to the staff of Nebraska Consolidated Mills Co., Omaha, in charge of advertising, promotion and merchandising of packaged goods. He formerly was associated with Millin- ler Cereal Mills of Omaha for 14 years, where he was director of advertising and manager of the cereal sales department until the firm was purchased by the Kellogg Co. last summer. Mr. Werner continued with the Kellogg Co., assisting in reorganization work, until leaving to join Nebraska Consolidated Mills Co.

Mr. Werner

Werner to Consolidated

Coca-Cola Advertising

FELIX W. COSTE, vice-president and New York regional sales manager of the fountain sales division, Coca-Cola Co., Atlanta, has been named vice-president in charge of all advertising of the company with headquarters in New York. Hunter Bell continues as manager of the advertising department, with headquarters in Atlanta. Mr. Costa was associated with D’Arcy Adv. for 27 years before joining the Coca-Cola Co. in September 1942. At that time he was serving as vice-president in charge of the New York office of the agency.


THORPE E. WRIGHT, advertising executive for 22 years with Link Belt Co., Chicago, has joined the copy staff of Erwin, Wasey & Co., Chicago.

BOWMAN KREER, for eight years a copywriter with J. Walter Thompson Co., Chicago, and agency producer and writer for the past two years of the Blue Network’s Breakfast Club program, reports for officer’s training as lieutenant, USMC, with the May 31 class at Quantico.

HAROLD W. GARTH, former advertising manager of the Capodex Corp., Chicago, and divisional advertising sales manager of Sears, Roebuck & Co., Chicago, has joined Phil Gordon Adv., Chicago, as a market analyst and copywriter.

THE SURETY Adv. Co. has moved its offices from 200 Madison Ave., New York. Telephone number remains the same, Murray Hill 3-6396.

L. J. DuMAHAUT Adv., Detroit, has moved its offices to 1810 David Stott Bldg., Detroit.


TREESWEEET PRODUCTS Co., New York, has named grapefruit juice, has appointed Erwin, Wasey & Co., San Francisco, to handle its advertising.

JOHN H. SHELDON, former assistant advertising manager of Hiram Walker Inc., Detroit, has joined the copy department of Geyer, Cornell & Newell, New York.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

BROADCASTING • Broadcast Advertising
An all-star cast of newscasters and commentators! Roy Neal, Bob Knox and Fred Knight, hitting the air with Associated Press Dispatches 14 times a day—including a solid hour of news, the Radio Newsreel of the Air, seven nights a week from 11 P.M. 'til Midnight! And radio's Town Crier, Ham Dalton, with his forthright, intelligent analysis of the news.

Star-studded sportscasting! Byrum Saam doing play-by-play of the A's and Phillies home games from Shibe Park. Sam Taub covering big time boxing. And Franny Murray, the only sportscaster in Philadelphia who has actively participated in Professional and Collegiate Football and Basketball (he's a former All-American from the University of Pennsylvania)—and who has been active in baseball and track and field events. Philadelphia sportswriters rate him "tops"—Red Smith of the Philadelphia Record writes, "Franny Murray's broadcasts...constitute one of the finest jobs of sports reporting this town has enjoyed."

In short—WIBG knows what listeners want, and WIBG sees that they get it. Result—listeners stay tuned to WIBG and respond to WIBG's Advertising Messages. Try it for your client—see how Radio's "Big 3" does a selling job at WIBG—the All-Star Station!
Miss Kathryn Hardig
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Kathryn,

Kids are playing marbles...girls are skipping rope...birds are building nests...city folks are planting gardens. It's easy to see from a window that spring has come to Charleston. And with those kind of going-on, who wants to talk about radio?

I know a spot where a little stream gurgles and foams around the mountain. It's as pretty as a picture, and they say it's good for health. Gagas will substitute my groom with a red and green and lavender for 1 right now, sorry I haven't time to talk about this station, but then that's what they've got the brunettes for.

Regrets, yours,

Alas,

WCHS
Charleston, W. Va.

JOHN REBER, vice-president in charge of radio for J. Walter Thompson Co., New York, currently in Hollywood to look over possible network summer replacement shows for clients of that agency.

ROSSER REEVES and Clinton Ferris, of the copy department of Ted Bates Inc., New York, have been elected vice-presidents.

EDWIN P. GERTH, president of Gerth-Pacific Adv., San Francisco and Los Angeles, has been appointed lecturer in journalism at Stanford U. for the spring quarter. Mr. Gerth has charge of the course, "Procedures in Advertising."

ALFRED ROONEY, formerly associated with New York and Washington advertising agencies and more recently with the War Production Board, has joined Dan B. Miner Co., Los Angeles, as account executive.

JEAN PHILIPS, radio timebuyer of Dan B. Miner Co., Los Angeles, has resigned to freelance as writer. Dolly Parnia, formerly in the Los Angeles Red Cross military and naval welfare service department, has taken over the agency assignment.

EARL SHAW Jr. has joined the copy and production department of Darwin H. Clark Adv., Los Angeles.

J. T. BURNS LEE, formerly in the publicity department of Benton & Bowles, New York, has been assigned as public relations officer with the Fifth Marine division and currently is in training at Camp Pendleton, Calif.

TOM J. MONTGOMERY, formerly account executive with Byrne Adv., Chicago, has joined Ross Llewellyn Co., Chicago, in the same capacity.

John Reber
J. Walter Thompson Co.
New York, N.Y.

C. E. HOOPER

A 50,000 watt audience at a 250 watt rate

WCHS
Charleston, W. Va.

IN THE TAPROOM of the Wiedemann Brewery, Newport, Ky., officials of the brewing company entertained executives of WLW Cincinnati and Strauchen & McKim Adv., Cincinnati agency servicing the account, in celebration of four years of Wiedemann spot announcements on WLW. Celebrants are (1 to r): Harry Mason Smith, WLW general sales manager; Gordon F. McKim Jr., partner in Strauchen & McKim; Adeane Heiskell, agency radio director; Tracy Balcom Jr., president, Wiedemann Brewing Co. and host; James E. Wiedemann sales manager; Rose Rennekamp, advertising manager; E. R. Strauchen Agency, partner.

Carroll's Duties Grow

CARROLL CARROLL, chief writer of J. Walter Thompson Co. of Kraft/Music Hall and Bob Crosby & Co., on NBC stations, has been given additional duties of editorial supervisor of all programs produced by that agency in Hollywood, according to Daniel D'Anko, vice-president. Production of the two shows has been split, Bob Brewster continuing to produce Kraft/Music Hall and Al Binker assigned to Bob Crosby & Co. (Old Gold cigarettes).

Chernow Open Agency

SAM CHERNOW has resigned as vice-president and account executive of Lester Harrison Assoc., New York, to set up his own agency, The Chernow Co., in the Empire State Building, New York. Irving Weisfield, spacebuyer and production manager of Lester Harrison Assoc., serves in a similar capacity with the new agency, which will specialize in the women's fashion field. Firm is said to be "radio-minded."

JEAN BACOK, formerly fashion advertising manager of Famous Barr Co., St. Louis, has been appointed fashion account executive of Olsen Adv., St. Louis.

DAVID CATTON, formerly of the production staff of CBR Vancouver, has joined Cockfield Brown & Co., Vancouver, as radio director.

LEWIS LIDIN, former executive of the Brisscher, Van Norden & Staff, New York, is a new member of Benton & Bowles, New York, copy staff.

LT. COL. TOM LEWIS of the Armed Forces Radio Services, Hollywood, and formerly vice-president of Young & Rubicam, has arrived in England.

JACK GALE, West Coast radio director of Buchanan & Co., Los Angeles, and Annie Laura Fagan were married April 30.

TOM EVERETT has resigned as radio supervisor of Young & Rubicam, New York.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER

October 1943 thru February 1944

A 5-MONTH RECORD TO BE PROUD OF!

WGRG Mutual

Louisville's Trading Area

57% of its buying power

Burn-Smith National Representatives
Sure, KYA is proud of the Oscar of Radio, presented by the George Foster Peabody Radio Awards Committee for “the local station which made an outstanding contribution to the welfare of the community the station serves.” The award-winning program, “Calling Longshoremen,” is a broadcast of work assignments to some 8,000 men who load the war-bound convoys and enables them, according to the Army, Navy, and Pacific Coast Maritime Industry Board, to deliver supplies to our boys a few days sooner.

and KYA is equally proud of this Hooper-Holmes report

based on a survey conducted just two months after inauguration of the KYA-CHRONICLE TIME-CLOCKED NEWS. A six-man news department, every major news service, and the entire local reporting staff of one of the nation’s great newspapers (The San Francisco Chronicle) keep the Bay Area informed. The listening audience is told when the important news stories arrive —thus “time-clocked”—fulfilling the slogan Get it first and get it right.

In response to the question, “What radio stations do you most frequently listen to for NEWS reports?”
Station A...first network
Station B...second network
Station C...third network
STATION KYA...fourth
Station D fifth network
Followed by Stations E, F, G, H, I—all in the Bay Area.

SEE SPOT SALES, INC., FOR FURTHER INFORMATION ON KYA—N.Y., CHICAGO, I.A.

BROADCASTING • Broadcast Advertising

May 8, 1944 • Page 47
Air express is a 3-mile-a-minute conveyor belt between your plant and consignee. Use it efficiently! When shipments are ready, call for a pick-up...right then! If you wait for routine end-of-day pick-up, you let a lot of planes go by that might be speeding your shipment to its destination. Remember: the secret of earliest possible delivery is earliest possible shipment!

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours," not days and weeks— with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

Write today for "Vision Unlimited"— an informative booklet that will stimulate the thinking of every executive. Dept. PR-5, Railway Express Agency, 230 Park Ave., New York 17, N. Y.
Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KFI Los Angeles

Los Angeles Railway Corp., Los Angeles (public service), 2 sp weekly, 13 weeks, thru Smith & Bell Adv., Los Angeles.

Helen Bakers, Los Angeles (bakers goods), 41 ft, thru Dana Jones Co., Los Angeles.


Southern Pacific Co., San Francisco (employment), 2 sp, 3 sp weekly, 12 weeks, thru Foote, Cone & Belding, Los Angeles.

Santa Fe. Railway, Chicago (employment), 5 sp weekly, thru Leo Burnett Co., Chicago.

Lambert Pharmacal Co., St. Louis (letterine toothpaste), 5 sp weekly, 13 weeks, thru Lambert & Feaster, New York.

Langendorf United Bakers, San Francisco (bakery products), 5 sp weekly, 45 weeks, thru Pacific Coast Adv., San Francisco.

WKZO Kalamazoo-Grand Rapids

American Chicle Co., Long Island City, N. Y. (Boscow's Pepin Comb), 3 sp weekly, 13 weeks, thru Grant Adv., Co., N. Y.

Border's Farm Products, New York (live-stock and poultry prescriptions), 6 sp weekly, 13 weeks, thru Campbell-Danford, N. Y.


WXR New York


General Foods Corp., New York (Grappo), 3 sp weekly, 12 weeks, thru Young & Rubicam, New York.

KJH Hollywood

Loew's Inc., New York (motion pictures), 5 ft weekly, 12 weeks, thru Douglas Coo., N. Y.

William Underwood Co., New York (devilled ham), 2 sp weekly, 13 weeks, thru BBDO, N. Y.

WAPI Birmingham, Ala.

International Labs, Louisville, OsteoLife & Vitafine Tonics, 6 sp weekly, thru L. W. Rowan Co., Louisville.


Southern Bell Tel. & Tel. Co., Atlanta, 5 sp weekly, 13 weeks, thru Tucker Wayne & Co., Atlanta.


Swift & Co., Chicago (Allwest Margarine), 5 sp weekly, thru J. Walter Thompson Co., Chicago.


Miles Laboratories, Inc., Los Angeles (livestock and poultry remedies), 5 sp weekly, thru Simmonds & Simmonds, Chicago.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compounds), 1 sp weekly, thru 12 weeks, thru Erwin, Wasey & Co., N. Y.

WOR New York

Simoniz Co., Chicago (Simoniz Simoniz), 6 sp weekly, thru George H. Hartman Co., Chicago.

Weber-Hutchinson, New York (Pyrolite Toothpowder), 13 sp weekly, thru Charles W. Hitch Co., N. Y.

Arto Cosmetics, Bloomfield, N. J. (Sutra Supreme Cream), 13 sp weekly, thru Raymond Brew Associates, N. Y.

National Biscuit Co., New York (Premium Crackers), 4 sp weekly, 13 weeks, thru Fleishman-Hillard, N. Y.

Brick Oven Bakers, Pentcher, N. Y. (Brooklyn Breads), 5 sp weekly, thru direct.


Joseph Martinson Co., New York (coffee), 6 sp weekly, 13 weeks, thru Al Paul Lefon Co., N. Y.

KCCL Toronto


Borden's Highland (disinfectant), 5 sp weekly, thru Cockfield Brown & Co., Montreal.

Medusa Products Co. of Canada, Paris, Ont., 6 sp weekly, thru McConnell Eastman & Co., Toronto.

KPS Pasadena


WCAE Pittsburgh

Pilbrow Flour Mills, Minneapolis (Golden Bake Mix), 5 ft weekly, 13 weeks, thru McCall-Erickson, Minneapolis.

Pepsi Co., Dallas, Tex. (White Mountain Cola), 5 ft weekly, thru M. Ginsberg, Chicago.

Rit Products Corp., Chicago (All purpose dry cleaning), 13 sp weekly, thru Earl Lodgin & Co., Chicago.

Hunter Bakers Co., South Bend, Ind. 5 sp weekly, 26 weeks, thru Roche, Williams & Cuningham, Chicago.

Ward Baking Co., New York (Tip Top Bread), 13 sp weekly, thru J. Walter Thompson Co., N. Y.

Yague Liniment Co., Baltimore, 6 sp weekly, thru Harvey Massengale, Durham, N. C.

Plough Inc., Memphis. (St. Joseph Aspirin) & Penetone now, 13 sp weekly, thru Lake-Spiro-Shuman, Memphis.

WJAZ Chicago

Bean Rumwell Ties, Cincinnati, 6 sp weekly, thru Ralph H. Jones Adv., Cincinnati.


Bauer & Black, Chicago (Blue-Jay corn plasters), 13 sp weekly, thru Ruthrauff & Ryan, Chicago.

Morton Salt Co., Chicago, 5 sp weekly, thru Kenyon & Eckhardt, Chicago.

Enquire Inc., Chicago (Household), 6 sp weekly, thru Schwimmer & Scott, Chicago.

KECA Los Angeles

Sears Roebuck & Co., Los Angeles, 13 sp weekly, 13 weeks, thru Ruthrauff & Ryan, Los Angeles.

B. F. Goodrich Co., Los Angeles (employ- ment), 6 sp weekly, 13 weeks, thru BBDO, New York.

Stroh Bakeries, San Francisco (Dr. Penland bread), 6 sp weekly, thru Pacific Coast Adv., San Francisco.

Grocers Product Co., Los Angeles (Budget Pak products) 5 sp weekly, 13 weeks, thru Raymond E. Morgan Co., Hollywood.

KFI Los Angeles

Globe Grain & Milling Co., Los Angeles 6 sp weekly, 13 weeks, thru McCann-Erickson, Los Angeles.

KYW Philadelphia

Campbell Soup Co., Camden, N. J., 13 sp weekly, thru McCann-Erickson, Los Angeles.

Murphy's Co., Staten Island, N. Y. (Mural-Tone Powder), 3 sp weekly, thru Pres Pant, N. Y.

PEARE IS ELECTED GE VICE-PRESIDENT

ELECTION of Robert S. Peare, manager of publicity and broadcasting for General Electric Co., since 1940, to a vice-presidency of the company was announced last week by Gerard Swope, president. Mr. Peare supervises all GE direct GE advertising, broadcasting and general publicity activities as a member of the president's staff.

A native of Mr. Peare's hometown, Bellmore, Ind., Mr. Peare began his service with GE in August 1922, as a member of its accounting department. This followed his graduation from U. of Michigan. In 1926 he was elected secretary-treasurer of the Maqua Co. in Schenectady, three years later became its general manager.

In 1934 he was elected president, a post he continues to hold, and in 1940 became GE publicity manager. He supervises the operations of WGY and of the company's short-wave, FM and television stations.

Miles Coast Schedule

MILES CALIFORNIA Co., Los Angeles (Alka Seltzer, 1-A-Day Vitamins), on May 1 started sponsoring the quarter-hour adventure series, Lady of the Press, on 7 CBS Pacific stations (KNX, KTG, KMG, KDM, KOIN, KFPG, KQW). May 1: 4:45 p.m. (PDT), with transmitted release on KIRO, 1:30-1:45 p.m. Contract is for 22 weeks. Written by Dwight Hauser, series is being produced by Gordon T. Hughes, with Dick Cutting as assigned announcer. Janice Martin is featured as Sandra Martin, girl reporter. Cast also includes Hack Taylor, Everett Lang and Jay C. Bell vello. Wade Adv. Agency, Chicago, services the account.

Sonoxon on Coast

SONOXON rights on a coastwide basis are held by Pacific Coast Adv. Co., San Francisco, according to Richard E. Goebel, agency president. Sonoxon, the device which articulates anything from a violin to a train whistle, is now featured in spot announcements of Bread & Beyond and Dr. Penland's Vitamin B1 Wheat Bread.

Blue Jay on WMAQ

BAUER & BLACK, Chicago (Blue-Jay Corn Plasters), effective May 1 announced 4 sp spot announcements on WMAQ Chicago. Contract calls for eight announcements for eight weeks. Agency is Ruthrauff & Ryan Adv., Chicago.

PLOUGH Inc., Memphis, on May 2 started sponsor, Belleze It, weekly transmitted program on behalf of St. Joseph aspirin on WJZ New York. Agency is Lake-Spiro-Shuman Inc., Memphis.
Broadcasters Await NWLB Ruling
(Continued from Page 11)

that opinion. He asserted that Mr. Petrillo will stand by any pledge of the AFL.

When Mr. Davis recalled testimony given before the Board, when jurisdiction was taken in the transcrip-
tion case, as evidence of the importance of broadcasting in the conduct of the war, Mr. Padway gave assurance the union “was not trying to crawl out” of any of its responsibilities.

With regard to the KSTP case, Mr. Padway flatly denied that a strike had been in existence at that station but that only the operations in the Minneapolis studios had been affected. He said the station attempted to transfer musicians employed in St. Paul at $36 a week to its Minneapolis studios without paying the $52 wage rate which exists in the latter city.

He declared that the difficulties in KSTP have been due to problems which the union has encountered in attempting to deal with Stanley Hubbard, station president. “Frankly,” he told the Board, “they’ve had so many problems with this employer they’d be happy if he sold out to his competitors or went out of business.”

He declared that Mr. Hubbard employed devious practices to delay negotiations and that the union had lost faith in his promises. He said that Mr. Hubbard indicated he would give the union a decision on their last proposal to settle the dispute but the union waited five weeks, then filed a 10-day strike notice as required under Minnesota law.

He told the Board that if the union musicians went back to work in Minneapolis at the St. Paul wage scale they would jeopardize the standards that it has taken 10 years to build up.

Mr. Murk Criticizes Hubbard

Mr. Murk testified that Mr. Hubbard “applies Stalin tactics whenever and wherever he is due to his negotiations” with the union and declared that not only the musicians “feel this employer is unfair but each and every employer in that area feels the same way.” He cited publicity issued by the station as “misleading” and suggested that the quotation “Patriotism is the last refuge of a scoundrel” applied to Mr. Hubbard.

Mr. Murk amplified Mr. Padway’s testimony regarding difficulties in reaching agreements with Mr. Hubbard and told of instances in which the employer allegedly maneuvered in such a way that negotations with the union lasted for months.

He told the Board that Mr. Petrillo advised the union two years ago to effect separate contracts with KSTP for work in Minneapolis and St. Paul, that Mr. Hubbard has resisted entering into such an agreement, and finally told the union he’d either close his Radio City studios in Minneapolis or meet the union demands by April 3. On March 31 Mr. Murk said, Mr. Hub-

bard “advised the union that it would have to file a strike notice if it were going to withdraw its musicians from the Minneapolis studios.

He asserted that the union did not regard its action as a strike but that in conformity with the Minnesota laws it filed a strike notice.

Mr. Ballard supported the testi-
ymony of Messrs. Padway and Murk and added that following the re-
pel of prohibition and the estab-
ishment of night clubs by former “speakeasy” operators the union had to deal with some of the “worst kind” of employers “but Hubbard is worse than all of them com-
bined.”

He accused the KSTP president of stalling tactics and told the Board that the union did not want to arbitrate the dispute because it could not depend on Mr. Hubbard to live up to his agreements.

He said the service of the musi-
cians to the station has not been interrupted but that the union will not give KSTP control privileges from Minneapolis. The ques-
tion at issue, he declared, is whether Mr. Hubbard “is going to be allowed to destroy in Minneap-

oils what it has taken the union 10 years to build up.”

In answer to Mr. Padway’s testi-
ymony regarding WJJD, Mr. Fried-
man, as counsel for the board, read to the Board a telegram received by Mr. Atlass from William Green, AFL president, declaring the strike in violation of the no-strike pledge of the AFL. He said the station has been active in the dissemination of war messages and other contributions to the war prog-

am. He told the Board the con-
tract with the union expired Feb. 16 and that operations were con-


Networks Prepare for Biggest Story
(Continued from page 8)

cases monitor the network at all times so they can switch in for important news, or will be notified of impending news breaks by conference calls or teletype.

One of the most elaborate devices for facilitating easy and rapid pickups from abroad is the "World on a Panel" recently installed on the desk of Paul White, CBS director of public affairs and news broadcasts. Various colored lights indicate the quality of reception from any given point at which a CBS reporter is waiting, enabling Mr. White, on a news roundup program, to bring in the individual correspondents at times when they will be clearly heard and to eliminate pickups from points where signals are faulty.

London Focal Point

Mutual's emphasis on news, which occupies a large part of the network schedule, has provided a good background for covering the invasion. Mr. Whitmore stated. He explained that the news and commentary staff is constantly on the alert and that preparations for Mutual's invasion coverage have consisted more in intensifying this alertness than in devising any new plans specially labeled "for invasion use only."

London will be the focal point of the coverage, through which reports of correspondents with the invading forces will be transmitted. All networks have made elaborate preparations for obtaining and clearing news from the British capital for transmission to America.

G. W. Johnstone, director of news and special features for the Blue, reported that George Hicks, manager of the Blue news office in London, has been accredited to the U. S. Navy invasion force and Thomas B. Grandin to the Army invasion force.

Arthur Fieldman, assistant London manager, and Ted Malone will handle the transmission of news from their front line correspondents and will cover the English front, with the assistance of the Time and Life English staff and several special "stringers," Mr. Johnstone said.

NBC has Ed Haaker assigned to the Air Force, Merrill Mueller, to Gen. Eisenhower's headquarters, John MacVane, George Y. Wheel- er, David Anderson, recently transferred from Sweden; W. W. Chap- lin, also recently from New York; and John Vandercook, assigned to the Mediterranean by way of London. "These men," Mr. Brooks explained, "are the men who will go onto the beaches with the troops or fly above the beaches. Theirs will be the job of being the eyes of America." NBC's "ground crew" in London includes Stanley Stan- ardson, London manager, and Frank McCall, manager of operations of the NBC news department, before his recent departure for London.

Edward R. Murrow, chief of the CBS European staff, will direct his six London correspondents. Correspondent Charles Collingwood and Technician Eugene Rider have been assigned to invasion Naval units, while Larry Leeser, Bill Dawes, Richard Hottelet and Charles Shaw await assignments to specific branches.

Correspondents Trained

Mutual's London chief, John Steele, and his assistants, Arthur Mann and John Thompson, will be aided in their invasion reporting by the British staff of the Christian Science Monitor, whose foreign correspondents supply the material for the daily World's Front Page broadcasts on MBS.

All correspondents assigned to the invasion forces have undergone months of training with combat groups, training with paratroopers or infantry or whatever units they will accompany on D-Day, learning everything from how to operate a wire recorder to how to make a parachute jump and walk away from it.

In addition to their own and affiliated reporters, all major U. S. networks will have available the reports of correspondents of the invasion calls to those who want to be aroused from their sleep to listen to invasion news, should the big drive take place at night, are included in coverage plans of KGBS Harlingen, Tex. Listeners desiring to be awakened are asked to send the station their telephone numbers and approximate time of retiring.

BBC and the CBC, while through the Army-Navy news pooling system, which will begin operation with the first news of the invasion, initial reports of all correspondents will also be available to all the networks.

To interpret and analyze the invasion news, each network has its staff of commentators ready for action whenever summoned, experts in military and political matters, men who have lived and worked in Europe and who are familiar with the country our armies will be fighting over—in short, men whose knowledge and interpretive skill can turn the starchy words of the news reports into clear pictures of meaningful action in real places.

At the request of the major networks the Office of Censorship and the War Dept. will send experts in security to New York to provide "round-the-clock consultation. Byron Price, Director of Censorship, has designated Charter Heslep, news editor of the broadcasting division, to supervise the New York censorship operation. The War Dept. will assign an expert on security from the Bureau of Public Relations Review Board. Headquarters will be at 90 Church street.

War Veterans on Staff

CBS has just added Quentin Reynolds, War Correspondent and author, who accompanied the English-Canadian raid on Dieppe in 1942 and knows the difficulties of breaching the Nazi coastal defenses from first-hand experience, to its New York invasion staff, which includes Maj. George Fielding Eliot.

"Why should you prefer WDF
Fint to this recording of the National Anthem!"
military analyst; Bob Trout, from 1941-1945 with CBS in London; William L. Shirer, one of the few correspondents to have toured the Nazi continental defenses built prior to 1941; Everett Holies, assistant director of news broadcasts; Quincy Howe, news analyst, and Douglas Edwards, news reporter.

H. V. Kaltenborn, dean of news analysts; Robert St. John, war correspondent who witnessed the drive of the Nazi war machine through the Balkans and the fall of Greece, and Lowell Thomas, veteran traveler and commentator, will interpret the invasion for NBC audiences, working from the network's New York newsroom.

Blue's New York commentators, who will be on tap for invasion analyses, include Henry J. Taylor, economist, author and correspondent who has seen action in two world wars; John B. Kennedy, former Collier's editor turned radio and newspaper commentator; Walter Kierman, author of the syndicated column "One Man's Opinion," and Bruno Shaw, one-time editor of the Hankow Herald, in what is now occupied China.

Johnstone's Blue Plans

Mr. Johnstone said that periods of news and news analysis are so scattered through the Blue program schedule that other Blue commentators such as Raymond Gram Swing will be heard at their usual times and called on for extra duty only if the turn of events requires their special abilities without any delay.

Royal Arch Gunison, whose career as MBS correspondent in the Far East was concluded by 16 months in a Jap prison; Charles Hodges, authority on political-military strategy, and Cecil Brown, who formerly reported for CBS from European and Asiatic news centers, will carry the brunt of invasion commentary from Mutual's New York headquarters.

In Washington, CBS News Director Robert S. Wood and Reporters Bill Henry and Don Pryor will cover the War and Navy Depts., Congress and other capital news sources. NBC's Washington invasion coverage will be handled by Richard Harkness, Morgan Beatty, Leif Eid, William McAn-

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Radio Is Obligated to Give Public Grime Facts of War, Kirby Tells Executives

DECLARING that the American people want the facts of war and that more wounded veterans from the front should tell their stories on the air, Col. E. M. Kirby, Chief of the Radio Branch, War Dept. Bureau of Public Relations, addressed the Radio Executives Club at the Shelton Hotel, New York City, last Thursday.

"With some programs we see a disposition to serve a Crossley rather than the war," said Col. Kirby, who has just returned from overseas, where he helped to set up radio's invasion coverage plans. Referring to a query from a program producer as to what type of material would help bring about a better understanding of the meaning of war, Col. Kirby said:

Need to Tell Facts

"We stated that it seemed to us desirable to present more and more wounded men who are able to come to the studio or sit up in wheel chairs and tell their stories, so that the American public would know that war is a pretty grim business and that some are going to get hurt—and hurt badly—before we can relax on the home front. I was astounded to have this producer tell me that the public did not want to hear such facts, and further that he would lose his women's audience as a result."

Expressing the army's disbelief that the public does not want facts or that, with millions of mothers and wives of men in the service, such facts would lose the women's audience, Col. Kirby declared: "But, even if these facts are true, and recognizing that American radio has been built on the policy of giving the public what it wants to hear, there comes in wartime a need to tell them, perhaps, what they don't want to hear. This is a responsibility incumbent upon every radio station, every network, every advertiser, and every writer, from here on out."

On the fighting fronts, Col. Kirby described the army's efforts to aid radio correspondents in their difficult job of trying to cover a war of movement from a fixed position at a transmitter location. In the coming European invasion, he said, cooperation of the Signal Corps and the communications companies has provided the American networks with ample facilities for transmissions back to this country on a round-the-clock basis.

"The networks themselves have shown an admirable sense of cooperation," he said. "They have agreed to pool their commentators so that should one network's correspondent find himself where the lights are out, his observations and news will not be limited to one network but will be available to all so that we will have a maximum coverage of the war from the front at all times during the initial assault."

"The networks, further, have waived their ban on recordings in order to bring the American listener material which is otherwise inaccessible and is available only through recordings, such as the landings on the beachhead, observations from the air, etc. It was my privilege to assist in coordinating plans for coverage of the operations on both sides of the Atlantic and I can assure you that American radio is ready. For further details stay tuned to your local station."

Col. Kirby told of the Army's project to supply local stations and regional networks with five-minute recorded programs paralleling news releases from all theatres of war "to satisfy a very wholesome appetite of folks on the home front for news from their men" [BROADCASTING, May 1].

RCA Grosses Nearly 79 Million Dollars
But 26% Tax Increase Makes Net Decline

RCA's gross income for the first quarter of 1944 was $78,808,808, an increase of 17% over the $67,283,966 gross for the first quarter of 1943. Gen. J. G. Harbord, chairman of the RCA board, reported to the company's stockholders at their annual meeting Tuesday in NBC Studio 6-B, RCA Bldg., New York.

Net profit before taxes for the quarter also showed a 17% increase over last year's figure: $10,412,584 in 1944, compared with $8,936,111 in 1943. But a 26% increase in Federal income taxes left the company's net for the quarter only $2,401,364, a decrease of 8% from the $803,066 net for the first quarter of last year. After preferred dividends, the earnings per share of common stock equalled 11.6 cents for the quarter, as against 12.9 cents for the same period of 1943.

War General Theme

Gen. Harbord, conducting the 25th annual RCA stockholder's meeting in the absence of Col. David Sarnoff, RCA president now in active service overseas with the Army, pointed out that in its work for the armed forces, RCA has developed more than 150 new electron tubes and approximately 300 different types of apparatus which were not manufactured by anyone before the war.

As in manufacturing, war also is the general theme on the air. Gen. Harbord stated: "Here again the war needs of the nation and the public interest are the guiding forces of our activities," he said.

In the future, he continued, "recognizing television as the capstone of the radio structure, NBC will contribute to the utmost in the earliest possible development of television as a national service and industry. In respect to FM, it plans to develop this service as well as standard broadcasting."

Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden and Col. Sarnoff were reelected as RCA directors for three-year terms. Stockholders also voted to continue Arthur Young & Co. as independent public accountants to audit the annual RCA statements.

In answer to a question about a $400,000 reduction in the goodwill figure shown for NBC in the RCA annual statement (from $4,000,000 to $3,600,000), Niles Trammell, NBC president, said that this reduction resulted from the sale of the Blue Network last fall. To further questions, Mr. Trammell replied that NBC's earnings increased last year despite the sale of the Blue, adding that this sale was for $8,000,000, although the book value of the network had been only $1,980,000.

Petrillo Pancakes

(Continued from Page 11)

NABET, which has 300 technicians employed in 12 NBC, Blue and Mutual stations, told Broadcasting his union has no intention of surrendering to IBEW. "NABET will never join IBEW under their present setup and there is no way to force us," he said.

NABET is now awaiting outcome of its case before the National Labor Relations Board, which was called in to settle its dispute over platter-turning jurisdiction in NBC's Chicago station, WMAG, which was not included in Mr. Petrillo's report of his agreement with the networks. NABET claims that an exception it granted in its last contract with NBC permitting AFM to operate turntables was only temporary and that its new contract should include this function.

NLRB was to hold hearings on the dispute in its Chicago regional office but on April 24 it held a hearing in New York. This hearing was called, it was understood, when the Board learned of the agreement between the networks and AFM and was for the purpose of hearing from network officials on details of the agreement. Another hearing was held last Thursday in which Mutual executives were heard on the agreement.

WSYR

ACE NEWS ANALYST...

Invited to the Southwest Pacific War Theater, Vadeboncoeur is touring the battlefronts now, gathering news and background material and getting first hand "feel" of the war that will make his unequalled daily news analyses more colorful and authoritative than ever.

For five years, Vadeboncoeur has commanded the greatest audience of any commentator in upstate New York, and for most of that time, the P. Lorillard Company has been his sponsor. Vadeboncoeur's current air journey is typical of WSYR and its enterprising and brilliant stars. Sponsors trust WSYR to build great local shows, with crack talent; and WSYR justifies your confidence now as always.
Craven Expected to Leave FCC

(Continued from page 7)

to which radio appeals normally go.

Inquiries at the White House regarding Commissioner Craven failed of confirmation. Absence of the President from Washington, however, was the logical explanation.

Usually informed sources yielded information that Commissioner Craven had advised the White House of his decision last week, in view of the expiration of his term on June 30. Presumably, he desired to give the President ample opportunity to select a successor. Commissioner Craven, named from the District of Columbia, was appointed as a Democrat in 1937, succeeding Dr. Irvin Stewart. At the same time President Roosevelt appointed Frank R. McNinch, former chairman of the Federal Power Commission, to the chairmanship. Mr. McNinch subsequently was succeeded by Chairman Craven, having retired because of ill health.

Annapolis Graduate

Chairman Craven and Commissioner Craven have never seen eye to eye on regulatory matters, particularly with regard to broadcast service. Usually, Commissioner Craven was in the minority, but he won over the Commission on many of the controversial matters, the last having been the unanimous decision to drop the newspaper divestment order. He also was largely instrumental, with the

sid of Commissioner E. K. Jett, in compromising the so-called "duopoly" order on ownership of stations in the same market.

Commissioner Craven, 51, has spent some 30 years in Government service, most of them in the Navy. A Naval Academy graduate, he resigned from the Navy in 1930 as a lieutenant commander, after having served virtually his entire career in radio and communications. In 1935, President Roosevelt asked him to take over as FCC chief engineer, which post he held until his elevation to the Commission two years later. Lt. Jett, who served under Commissioner Craven in the Navy and as assistant chief engineer, became chief engineer. Mr. Jett succeeded to the vacancy created by the expiration of the term of Commissioner George H. Payne last February, following in Craven's footsteps.

Legislation No Bearing

It is believed Commissioner Craven reached his decision not to seek reappointment some months ago. He feels, according to his friends and confidantes, that having spent some 30 years in Government service, he should reenter private business. A number of offers have been made to him to take executive posts in radio and to reenter private engineering practice.

Evidently pending legislative proposals to reorganize the FCC had no bearing whatever on his decision. The current draft of the White-Wheeler bill (S-814) to reorganize the FCC is understood to provide for a five-man commission. Chances for enactment at this session, however, are not regarded too optimistically. Terms on the FCC are for seven years. Each June 30 a term expires.

To August 31

Macdonough Craven was born on Jan. 31, 1893, in Philadelphia. He graduated from the Naval Academy with the class of 1913 and came from a long line of Naval officers, dating back to the American Revolution.

In 1928, when the original Federal Radio Commission was a year old, Comdr. Craven was loaned to that agency as its chief engineer by the Navy. He formulated the

basic engineering plans under which the original Commission functioned. Among the projects of the first Federal Radio Commission was the installation of the first directional antenna placed in operation in this country. 

Adept at international negotiations, Comdr. Craven has attended virtually every international conference since 1920, as chairman, delegate or technical adviser. He was chairman of the American delegation to the Inter-American Radio Conference in Havana in 1937, which negotiated the treaty resulting in the reallocation of broadcast frequencies among the nations of this continent.

He maintains his legal residence in Virginia, a few miles outside of Washington.

KGN Cto Cut In

PLANNING of "all out" coverage of European invasion news by KGN C, Amarillo, Tex., was announced last week by Raymond D. Hollingsworth, station general manager, in a letter to all the station's advertisers, in which he notified them that repeated interruptions of regularly scheduled programs "without advance notice" will be made when the news importation warrants it. Such interrupted programs, he said, will be rescheduled at the best possible time, or necessarily omitted, adding that "we do believe you will agree with us that listener audience will be at such an unprecedented peak at all periods of the day and night that any time whatever will be invaluable." Howard H. Wilson Co., Chicago, represents the station.

WIBG Staff Expanded

WITH the recent addition of O.T. (Midget) Major and Paul King-sley to its news staff, WIBG Philadelphia has prepared for complete invasion coverage. In event the story should break while station is off the air (1 to 6 a.m.) preparations have been made which will have it on the air within 10 minutes.

A SECOND star for its Army-Navy "E" flag has been awarded for excellence in war production to Sprague Electric Co., North Adams, Mass.
Call for 70,000 Volunteers to Assist Ration Boards Included on OWI Packet

A CALL for 70,000 voluntary workers to assist local War Price and Rationing Boards in obtaining compliance with price regulations will be carried through network programs on the OWI Domestic Radio Bureau allocation schedule for the week beginning May 29.

In addition to the network allocation, women’s programs on all stations are being asked by the OWI Women’s War Guide for June to include messages for the Price Panel Assistants recruiting campaign. Appeals will be directed especially to housewives to devote as much time as they can spare from household duties to make an important war contribution. The volunteers are needed by OPA to acquaint 600,000 food stores with ceiling price regulations.

Absent from the radio packet for the first time in several months is the allocation for War Bonds, which will be resumed with the inception of the Fifth War Loan.

OWI PACKET, WEEK MAY 29

Check the list below to find the war message announcements you will broadcast during the week beginning May 29. All stations announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK PLAN</th>
<th>STATION GROUP</th>
<th>ANNOUNCEMENTS GROUP</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Price Panel Assistants</td>
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<td>WAV</td>
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<td>Play Square with Gasoline</td>
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<td>V-Mail</td>
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<td>Crop Corps</td>
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<td>WAVES</td>
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See OWI Schedule of War Messages 110 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Continuing from the previous week are the campaigns for WAC enlistments and Play Square With Gasoline.

Returning to the schedule are V-Mail, Careless Talk, WAVE recruiting, and Crop Corps. The last subject, assigned to National Spot Allocation, is a campaign to enlist millions of men, women, boys and girls who do not ordinarily work on farms to help bring in the nation’s 1944 food crops. Older school children, teachers and others with free summers are being urged to volunteer now for farm work while those with only a few days or weeks are asked to wait for local calls for help.

The Radio Bureau’s Women’s War Guide lists for June several new campaigns through which women’s programs can be especially helpful. Among these are Cut Food Waste, advocating use of leftovers and other economies; a program to provide summer recreation for small children; and the Prepare for Next Winter campaign.

Copies of the Guide may be obtained from Mrs. Marion Sabatini, OWI Domestic Radio Bureau, Social Security Bldg., Washington, D. C.

DR. PRESTON BRADLEY, who conducts church services on WJJD Chicago, on May 7 celebrated his 20th anniversary of continuous broadcasting. He has been on WJJD 14 years.

DON’T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you’ve been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which alone does 17.1% more retail buying than the rest of Kentucky combined! With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE’S WAVE

5000 WATTS . . . 920 K. C. . . . B. C.
FREE & PETERS, INC.
National Representatives

THE VOICE OF TROPICAL AMERICA

WQAM

CBS AFFILIATE
REPRESENTED BY JOHN BLAIR & CO.
FELLOWSHIPS GIVEN MINISTERS BY NBC

NBC and the Congregational-Christian churches, in an effort to unite the church and radio on a closer basis will award five fellowships each year to ministers in the active pastorate. The ministers, to be selected from cities in which NBC has affiliates or managed owned stations, will attend one of NBC's summer institutes on radio technique in Chicago, Los Angeles or San Francisco. The fellowship awards will cover tuition and incidental expenses at the institute.

In addition, a second type of fellowship, carrying a stipend of $1,000, will be awarded each year to an outstanding seminary graduate by the Chicago Theological Seminary. Winner also will attend one of the three summer institutes and subsequently finish the remainder of his fellowship-year working on an NBC station staff. All fellows will be chosen solely upon the basis of their ability and promise in the field of radio. Their denominational affiliation will not be a factor.

Dr. James Rowland Angell, NBC public service counselor, in announcing the plan stated: "The importance of radio for the churches of America has received rapidly increasing recognition in recent years, and certain of the seminaries have set up training courses in this field for young men going into the ministry."


Trammell Statement on Television

(Continued from Page 9)

Technical phases of television, assigned to the respective Committees.

For the past six months these television engineers have sat in committees and have considered all technical matters pertaining to television and particularly to the influence of war-time developments having practical bearing upon television. With respect to the visual transmission standards, they have made their recommendations to the main Television Panel. On April 14, 1944 after thorough consideration of the recommendations, the Panel voted unanimously to accept the proposal for visual transmission, including a frequency allocation plan for 26 television channels, covering the band of frequencies from 50 to 246 megacycles.

Coordinated Effort

NBC feels confident that when the engineers, coordinating their efforts through the RTPB have submitted their recommendations on standards and allocations to the FCC they will be given careful consideration.

It is unfortunate that at this time, non-technical people should involve themselves in a controversial discussion as what is now in the research laboratories and what may possibly come out of those laboratories by the end of the year. Neither is it proper that non-technical people should attempt to evaluate the practical application of embryonic developments before those technical developments have been proved in practice and evaluated by the leading television engineers of the industry.

Television is a precise and highly complicated technical system and should be discussed and evaluated, in this time only by engineers, who through long experience with the problems of television have demonstrated their competence to do so. After the recommendations of the engineers of the RTPB have been submitted to the FCC will be the appropriate time for non-technical executives and management to determine broad questions of policy in the light of the information made available to them by the engineers of the industry.

In the history of all great technical developments there comes a time when the invention takes on a practical application and becomes of value and of service to the public. The telegraph, the telephone, the automobile, radio broadcasting, and the motion picture, when they first became of service to the public were not comparable to the high practical perfection to which they have now been developed through several decades of commercial application. It could have been argued that the public should not have the great inventions until they had twenty or thirty years development in the laboratories and could be launched in their present state of high practical perfection. Had that been the attitude in those days, no progress would have been made, as such advancement as these industries have enjoyed, has only come about through participation by the public and through public cooperation and public would not have had the great broadcasting system which it now enjoys had we waited for the development of the modern transmitter and receiver.

Television should not be held back from the American public while experimental deals with the theory and suppression. Otherwise, we will find that other great nations will have established television systems shortly after the war, while the American public has been blindly and the citizens of other great countries both see and hear. Television is an American invention, and America should be the first to benefit by the greatest mass communications system of all time.

In the post-war period when standards have been established by the Federal Communications Commission, based on recommendations of the engineers of the industry, NBC will be ready to give the American public network television based on the best practical standards then known to all concerned.

 Heads Radio Drive

FRANK K. WHITE, CBS vice-president and treasurer, has been named chairman of the radio broadcasting division of the Greater New York Fund's Seventh Annual Campaign on behalf of hospitals, health and welfare agencies in New York City. Larry Bennett, vice-president of necann-Erickson, who heads the advertising and publishing for the campaign, announced the appointment.

2½ MILLION people under our antenna ... Not all of them listen to us all the time ... but enough like "News on the Hour Every Hour" and "Good Music All Day Long" to make WCAR an outstanding buy.

PONTIAC, MICHIGAN
Cohn Resigns FCC Post; Enters Private Practice

MARCUS COHN, chief of the Field Section of the FCC Law Dept., last week announced his resignation to enter private practice in Washington, specializing in radio and administrative law before other governmental agencies. For several months he will be occupied in filling prior commitments, following which he will formally announce his entry into the radio and administrative field.

With the FCC for nearly four years, Mr. Cohn participated in the newspaper divestiture and other important cases in proceedings. A native of Tulsa, he was graduated from U. of Chicago cum laude in 1938, and took a postgraduate course at Harvard under a fellowship in 1939-40. He was in private practice in Tulsa with Milsten & Milsten prior to joining the FCC.

A principal attorney, Mr. Cohn had headed the Field Section, which is due for sharp curtailment July 1 because of an expected cut in FCC appropriations. Skeleton offices, it is understood, will be retained in New York, Los Angeles and Chicago.

Fifth CBS 50 kw Outlet On Air for OWL, CIAA

WCBN, 50 kw shortwave transmitter, went into operation May 1, bringing to a total of the number of 50 kw transmitters operated on the East Coast by CBS, Office of War Information and the Office of the Coordinator of Inter-American Affairs.

Replacing WCDA, a 10 kw transmitter, the new outlet will beam programs in eight languages to enemy-occupied territories and liberated areas of the European continent. It also will carry programs in Spanish to Mexico and the Central American republics. Other East Coast stations operated by CBS for the Government agencies are WOOC WOOW WCBX WRC.
DAR Opposes Throttling Speech Freedom on Air

EVIDENCING concern over freedom of speech controversies, the 53rd Congress of the National Society of the Daughters of the American Revolution, meeting in New York, passed a resolution unanimously condemning any attempt to “cortur or throttle” freedom of the air.

Text of the resolution follows:

WHEREAS, the radio constitutes one of the greatest educational and recreational forces within the home, and

WHEREAS, because of its great value in expressing the truth on vital matters of public interest to the people, because of the conduct of the war, when the state of the nation can now be reliably and freely broadcast with centralized censorship,

WHEREAS, it is imperative that the National Society of the Daughters of the American Revolution, in its 53rd Continental Congress assembled, go on record as protesting against any attempt to curtail or throttle the freedom of the air and to support such radio associations as are fighting to retain that freedom.

Sinclair Expands

SINCLAIR REFINING Co., New York, in an advertising expansion into 73 key cities, has started Frank Singiser, commentator, on 99 eastern MBS stations, continuing Arthur Hale, commentator, on 113 midwest and southwest MBS stations. Both commentators are heard Tuesdays, Thursdays and Saturdays, 8-8:15 p.m. Extensive newspaper advertising is included in the new campaign. Agency is Hixon O'Donnell Adv., New York.

Hub Renews

HENRY C. LYTTON & Sons (The Hub), Chicago department store, on May 1 renewed its Kid Commentator program, Saturdays at 11:30 a.m. (CWT) on WJJD Chicago. Program is conducted by Al Hattis, 16-year-old writer-producer-commentator with a format consisting of high school news and interviews. Commercial for teen agers are designed to promote the Hub's Campus Shop. Contract is for 52 weeks. Program was placed by Junior Radio Productions.

Winters to New Post

HAROLD M. WINTERS has been named manager of the new east-central RCA Victor Division region with headquarters in Cleveland, Frank M. Folsom, vice-president in charge of the division, announced. Boundaries of the new region include Ohio, Michigan, Kentucky, West Virginia and the western portion of Pennsylvania. Mr. Winters joined RCA Victor in 1928 and since that time has served in various sales capacities, most recent of which was distribution and market research studies for the company in Chicago.

CELEBRATING National Music Week, which began May 7, WQXR New York is carrying a series of talks by British music authorities. Talks are shortwaved and recorded by RBC for WQXR.

Relaxing after another week's work at Wichita's Cessna Aircraft.

Plenty of Oomph, Wampum too, in Wichita—where everything goes double, including Wichita's doubled population with a spendable income per family that is more than double!

In sound, solid sales gain, Wichita tops the booming Southwest, stands second in the entire nation, with more than $16,000,000 in monthly retail sales! Behind the fabulous aircraft industries of boomtown are Wichita's natural and timeless resources—grain and oil. Its future is doubly assured!

Forward looking advertisers buy the present and the future with that selling station in Kansas' Richest Market—

KFH
WICHITA

CBS
5,000 WATTS DAY AND NITE.

BROADCASTING • Broadcast Advertising
RID, FBIS to Be Further Probed By House Committee

Hart, Miller, Wigglesworth to Resume Hearings Tuesday, Despite Pressure for Postponement

DESPITE efforts of Administration forces to delay further inquiry into the Radio Intelligence Division and Foreign Broadcast Intelligence Service of the FCC, the House Select Committee to investigate the Commission on Tuesday (May 9) will resume hearings with the RID-FBIS the Number One order of business.

That announcement came late Friday following a brief informal session of the Committee on the House floor. Reps. Hart (D-N.J.), acting chairman; Miller (R-Mo.) and Wigglesworth (R-Mass.), only members in Washington, unanimously agreed to go ahead with the RID-FBIS inquiry, although Rep. Hart previously had said he did not favor immediate resumption of hearings in that phase of the probe [Broadcasting, May 1].

top. Hart added, however, that he could not attempt to block the committee’s progress.

Appropriations Decision Due

With Chairman Lea (D-Cal.) and Rep. Magnuson (D-Wash.), amending in their respective areas, FCC Chairman James Lawrence Fly is understood to have objected to the Committee delving into the RID-FBIS without Chairman Lea’s presence.

The FCC 1945 fiscal year appropriations will be decided probably this week, according to members of the House Appropriations subcommittee on Independent Offices. Hearings were scheduled to meet 51st week, but formal naming of subcommittee members was postponed by peaker Rayburn until today (May 8). More than $2,000,000 of FCC revenues has been slashed from the FCC budget request.

At a brief hearing last Tuesday, the Select Committee heard objections from Rosel Hyde, assistant general counsel of the FCC in charge of broadcasting, against further inquiry into alleged FCC delusion in transfer of control of WORL Boston. Mr. Hyde said the WORL license comes up soon for renewal.

Charles R. Denny Jr., FCC general counsel, again brought up the Horst Wessel, Nazi hymn, when he took issue with a letter of April. 26 from Louis G. Caldwell and Reed T. Rollo, Washington counsel for WBNX New York, contradicting Mr. Denny’s testimony that the song was played on the station in 1937 or 1938. [Broadcasting, May 1]. He stated that he merely repeated testimony furnished by the station’s counsel in a letter to Chairman Lea dated April 19.

Mr. Denny pointed out that WBNX counsel “failed to mention that a German announcer named Herbert Oettgen, who remained at the station until March 8, 1942, by his own admission also used the song during his broadcasts. The record before your Committee already contains testimony that Oettgen was dismissed from Station WHOM in 1934 for ‘seeming Nazi inclinations.’”

The German announcer’s removal from WBNX, Mr. Denny continued, occurred shortly after Dorothy Thompson, newspaper columnist, described Oettgen as “president of Radio Rundfunk, which produces and sells phonograph records in Germany”, who “widely advertised and sold records of Hitler, the Horstwessel Lied and other Nazi marching songs” and “boasted of friendship with Bund leaders and is still ... speaking over the German language hour broadcast by German furniture stores.”

Mr. Hyde told the Committee that it would not be appropriate to go ahead with any discussion of the WORL matter as it may have some bearing on the Commission’s action with respect to the station’s application for license renewal.

In reply to questioning by Rep. Hart, he said the application will be filed at the end of May and that the FCC wants to make a complete review of all the matters with reference to the station.

KID to Mutual

KID Idaho Falls, becomes a full-time affiliate of Mutual, operating on 1350 kc, with 5,000 watts daytime and 500 watts nighttime. On July 1, date set for the transfer of ownership from Jack W. Duckworth to a syndicate of Idaho and Utah businessmen, subject to FCC approval. [Broadcasting, May 1].

EDGAR KOBAK, executive vice-president of the Blue Network, last Tuesday received word of the birth of his first grandchild, a son, to Lt. and Mrs. James B. Kobak. The child was born at Alexandria, La., where Lt. Kobak is stationed.

General Electric

Schenectady WGY New York

50,000 watts NBC 22 years of service

Represented nationally by NBC Spot Sales

WGY-110

The All Star Buy in Baltimore

WCAO

WCAO of Baltimore

Reach the women of the Ohio Valley with... 

Oliver Keddy

WCKY

WCKY

CBS

The L.B. Wilson Station

50,000 watts CBS

Broadcasting • Broadcast Advertising

May 8, 1944 • Page 61
Fly Supports CBS Video Stand
(Continued from Page 9)

The normal way of improving a product is to start by producing a Model T Ford, he said, and improve it step by step and year by year until you have a Lincoln, meanwhile letting the public enjoy the best you can produce at any time in the process. This system also provides an income for further experiments all along the line, he added, asking where the dozen laboratories which CBS asks to devote a year to television research are to get their financial support during that time.

Dr. Goldsmith also pointed out that the British found receptive public for 405-line pictures in the pre-war period and that if we wait for better than 525-line images we will find them again far ahead of us in the post-war era. He also asked what the television industry is to say to the servicemen returning home skilled in radio and radar and seeking jobs requiring those techniques. “Can we tell them we’re/busy experimenting and to wait around for a year or two?” he asked.

CBS expressed the belief that “no serious problem exists” in transmitting its wide-band (16 mc) images over long distances, either by radio relay or coaxial cable. AT&T engineers, queried on this point by Broadcasting, replied that the CBS proposed standard would require a 9-mc band in place of the 4-mc band currently needed.

They expressed confidence that for local service, they could provide 9-mc transmission, but they pointed out that new circuit designs would have to be worked out. For long distance service, they said that the present coaxial repeaters are 3-mc instruments, providing an effective video band of 2.77 mc. Seven-mc repeaters are not understood and are expected to be available within two or three years after the war, they stated, adding that with such equipment they had planned to provide a 4-mc band for television transmission, plus 480 telephone circuits, but that without the telephone circuits the full seven mc could be used for a video signal.

Du Mont Speaks Personally

The telephone engineers said that they are limited imposed by their conductors and that they can work out effective repeaters for any band width, but they declined to make any estimate of the amount of time which might be required to perfect means for such wider band transmission.

Allen B. Du Mont, television manufacturer and operator of a video station in New York also is president of Television Broadcasters Assn., which last week issued a statement describing the CBS proposals as dealing “in the realm of speculation and not based on experience or sound technical principles,” expressed a personal opinion that in contrast to the post-war delivery of 525-line picture transmission the broadcasting and reception of finer-screen images is an untapped potential.

Emphasizing the fact that he spoke for himself only and not for TBS, Mr. Du Mont pointed out that the manufacturing companies which support the present standards are engaged in production of equipment for the armed services and so are in a position to know the extent of electronic progress, while CBS is a network and not a manufacturer.

Meanwhile, CBS has put in reservations with General Electric Co. for two television transmitters, including studio equipment under the plan recently announced whereby a deposit of war bond gives the depositor priority in ordering of video equipment [Broadcasting, May 1] CBS reservations are for a 40 kw transmitter, for use in New York, and a 4-kw station for which the network intends to apply to Hollywood.

MAURY GAFFNEY, formerly the CBS sales promotion manager and with the last several years with Magazine Marketing Service, has rejoined CBS as a sales representative to George Grasdanoff, director of press information.

In WBNX Service Area There Are:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

5000 WATTS DIRECTIONAL OVER NEW YORK

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Phone "Melrose 5,033:3"
Hooper Survey
(Continued on Page 12)

release of the identities of the 89 cities, which two networks have requested, the letter states. Letter argues that in smaller communities there is a problem of interviewing listeners too often and that if the list is released it may be used without regard to the frequency of calls.

"This may destroy the cooperative spirit of the listener or 'condi- tion' his response," the letter states. "What is more, if a comprehensive survey of all programs is to be repeated at some future date, it is not inconceivable that individual vendors of radio network time might choose to concentrate program promotional efforts in these 89 cities in order to tempo- rarily warp the listening pattern during the period of the sur- ve-ry."

Preliminary tabulation of the re- sponses show almost unanimous rejection of the release of the names of the cities at this time, Hooper reported late last week.

WKY Public Service
HIGH RANKING naval per- sonnel from the Oklahoma area, including Rear Adm. Andrew C. Bennet, commandant of the Eighth Naval District and officers of his staff, were informed of the death of Secretary of the Navy Knox over WKY Oklahoma City, while attend- ing a weekly forum meet- ing of the Oklahoma City Chamber of Commerce. WKY pipes a special five-minute news synopsis from its newsroom to the meeting and at 12:30 came the announce- ment, "Frank Knox, Secre- tary of the Navy, died at 12:08 p.m. Oklahoma time." The audience rose as a mark of respect to the late Secre- tary, while president of the Rev. John Abernathy, led the audience in prayer. Rotary and Kiwanis clubs also receive this WKY spe- cial service feature at their weekly luncheon meetings.

Hettinger Resigns OWI Post; Opens Own Office

DR. HERMAN S. HETTINGER, deputy director of the Domestic Branch of the Office of War Informa- tion, on May 1 resigned to re- turn to private business as a marketing con- sultant, head- quartering in New York and Washing- ton. Following an accumu- lated leave, he will announce formally his fu- ture operations.

Dr. Hettinger

Dr. Hettinger originally joined the OWI Bureau of Campaigns as manager in October 1942 and became deputy director under a reorganization in 1943. In that capacity he coordinated the na- tional informational activities of the Office of Economic Stabilization, Treasury, National War Fund, Red Cross, National Housing Agency and Office of Civilian De- fense. Before joining OWI he was associate professor of advertising and marketing at the Wharton School of Finance and Commerce, U. of Pennsylvania, and also en- gaged in economic consultancy.

George W. Steffy New
Yankee Vice-President

ELECTION of George Welch Steffy, director of production, as vice-president in charge of pro- grams of the Yankee Network, was an- nounced several days ago by John Shepard '34, chair- man of the board and general man-ager. A native of Providence, Mr. Steffy, 36, began in radio 17 years ago with the Yan- kee Network. He started with WEAN, Yankee station, in the fall of 1927 as a radio operator. While still a student, he assisted in the building of WEAN's first transmitter. After graduation from Providence College in 1929, Mr. Steffy was transferred to WNAC Boston, Yankee key. He became production director for WNAC in 1930 and was appointed to the same post for the network in New Eng- land.

Network Accounts

New Business

SINCLAIR REFINING Co., New York (petroleum products), on May 2 starts Frank Sinisiner on 30 Eastern Mutual stations. Tues., Thurs. and Sat., 6:30-11 p.m., continuing Arthur Hale same time, same days on 113 Mid-West and South- west MBS stations. Agency: Hixson O'Donnell Adv., N. Y.


Renewal Accounts

BELL TELEPHONE System, New York, on April 24 renewed for 52 weeks the Telephone Hour on 123 NBC stations. Mon., 9-10 p.m. Agency: N. W. Ayer & Son. N. Y.


Network Changes

RKO RADIO Pictures, New York, on May 29 adds some 150 Blue stations to Hollywood Star Time, formerly Luncheon with the Stars, making a total of about 175 Blue stations, Mon. thru Fri., 12:12- 12:30 p.m. and renew for 52 weeks. Agency: Poole, Cone & Belding, New York.


MRS. RAYMOND CLAPPER, widow of the late Mutual commentator who was killed in an airplane crash in the South Pacific, has been as- signed by Mutual to cover the Re- publican and Democratic conventions in Chicago.

THE POWER OF 3...

Radio-wise buyers get all three—coverage, programs and rate—when they pick WDRC for spot announcement schedules. Connect in Connecticut by using WDRC!
**KEEP SHIPPING MONTHLY**

wires Eugene Tanner, WSIX

**THE SHADOW**

Available locally on transcription—C. MICHELSON 67 W. 44 St., N.Y.C.

**PROFESSIONAL DIRECTORY**

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

**PAUL GODLEY CO.**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

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

**JOHN BARRON**
Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Building, Washington 4, D. C. Telephone National 7757

**WOODWARD & KEEL**
CONSULTING RADIO ENGINEERS Earle Bldg. • National 5613 Washington 4, D. C.

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS National Press Bldg., D. I. 1205 Washington, D. C.

**RICKER H. S. GIFFER**
DONALD M. MILLER
CONSULTING RADIO ENGINEERS ENGINEERING SERVICES AVAILABLE AFTER VICTORY

**RING & CLARK**
Consulting Radio Engineers WASHINGTON, D. C. Munsey Bldg. • Republic 2347

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER From FCC Application to Completion Installation of Equipment 1469 Church St., N.W., Washington 5, D. C.

**PAUL A. de MARS**
Consulting Electrical Engineer "Pioneer in FM"
1900 F St., N.W.—Washington, D. C. Phone: Metropolitan 0540

Remaining 31 shares, minority stock, is to be issued to individual members of the station's staff. WASP Portsmouth, Va.—Designated for hearing application for CP change 1490 kc to 1420 kc. KEVE Yakima, Wash.—Granted request to change call letters from KEVE to KXV.

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Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word
All others, 15c per word. Bold face cops 30c per word. Effective May 22 ad
must be all light face or all bold face cops. Count 3 words for blind box
number. Deadline Monday preceding issue date. Send box replies to Broad-
casting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ANNOUNCER—For basic major network station in New England. Experience, sal-
ary, other qualifications first letter. Box 166, BROADCASTING.

WANTED—TRANSMITTER ENGINEER HOLDING OR HAVING THE
FIRST LICENSE FOR 5 KW MID-
WEST STATION. Must have at least 10 years experi-
ence, age, etc. First letter. Box 147, BROADCASTING.

WANTED—OPERATOR 3000 WATT STATION MAY 1st. Send details. Box 160,
BROADCASTING.

WANTED—ENGINEER, 5 KW, WASHINGTON. Applicants must have
some knowledge of display ad-
vertising. Send complete details
and salary requirements. Write Technical Manager, Station Box 207,
Washington, D. C.

WANTED—ANNOUNCER excellent positions open. Apply WGRM, Green-
wood, Miss. Box 182, BROADCASTING.

Situations Wanted (Cont'd)

Continuity Writer, resourceful woman, now employed in continuity department
of New York radio station, desires change. Experience; announcing, acting.
Requirements: $35.00 minimum, Radio Broadcasting.

Available July 1st—Announcer 23, 4F. Dependable. Now working. 13 months
radio experience. Member Wisconsin Network and Mutual. Young, good
voice, experience, voice transcription, references. Newman, WCIQ, Janesville
Wisconsin.

Radio Time Salesman—Must have experience selling on national accounts.
National chain. Open salary but good. BEST EMPLOYMENT AGENCY, 9 E.
40th St., New York City.

THOROUGHLY GOOD DEAL. Two first or second class engineers. Good pay. Shi-
pping equipment. Send applications and sche-
dule. KFNN, Shennondoah, Iowa.

Need announcer newscaster immediately $40.00 per week. Excellent
experience. Send references. Box 260, BROADCASTING.

Experienced operator with class 1 license. Apply City Civic Service Board,
Room 7, Utilities Bldg., South Louisiana Street, Jacksonville, Florida. Salary:
$40.00 weekly to start, increase in six
months.

Experienced announcer who wants per-
manent position. Guardian, spectra-
num 4500 per week and salary. Wire WGEN, Gainesville, Ga.

Chief engineer; modern local, newspaper
owned station located in heart of Wis-
consin's dairy resort, industrial region.
Modern furnished living quarters med-
ium also family, rent free. Heat, light, telephone furnished. Position requires
complete responsibility efficient operation transmitter plant, studio control, re-
cording, remote control, applying for Fst Class License, Wisconsin Network
and Mutual. Send picture, experience, refer-
ces, letter. WCLO Janesville, Wis-
sconsin.

Salesman or Commercial Manager—Per-
mature position. Excellent opportunity for man with ambition and ability; pros-
pective growth. Established Wisconsin

Opportunity, Radio Time Salesman—Wis-
consin's dairy, industrial region. Warren
station, established 1927. Good location,
turntables, etc., and other aspects of area.
Furnished living quarters, well connected. Immediate cash for
rental position. We have room for you. Box 246, BROAD-
casting.

Young announcer. 4F, desires immediate
position in or around New England. Wants to learn more about radio business. Previous experi-
ence as announcer college station. Box 236, BROAD-
casting.

EXPERIENCED NEWS EDITOR—Married 4F, desires employment in
two weeks. Box 251, BROAD-
casting.

Attention Station Owners. If your pro-
duction isn't up to par and you are interested in employing a new manager write me
W艺术品, 730 W. Peachtree, Atlanta, Georgia.

Excellent program man available. Twelve years experience, excellent musical
background, draft free, sober and re-
liable. Highest references available. An-
nouncing ability includes ad-lib, special
events, baseball. News Box 258, BROAD-
casting.

NEWS COMMENTATOR, EDITOR—ANNOUNCER. Fully experienced, Fre-
war European travel and training. Avail-
able—Write your best offer. Box 255, BROAD-
casting.

Experienced News Commentator, An-
nouncing. Producing, writing sales con-
nection with station interested produc-
tion original ideas. Member Wisconsin Comm. Box 237, BROAD-
casting.

Salesman: Sales Promotion: Merchandising man available. Ten years new-
spaper and five years radio experience. Excel-
len rates. Write Box 250, BROAD-
casting.

Application for Opportunity, Regional
network editor-commentator. Experienced lecturer. Six years in radio. Newspaper
background. University graduate. Low
training, deference assured. Box 241, BROAD-
casting.

ATTENTION STATION EXECUTIVES—Good man, married, not
caught on drafts. Wants permanent position. Location of oppor-
tunity exists to grow with station. Experei-
enced announcer, writer, editor. Good special events man. Also entertains. Network
sales. Excellent references. Available.
Write Box 254, 150 W. Peachtree St.,
212 South Bluff St., Janesville, Wiscon-
sin.

Wanted to Buy

Wanted—One KW and 1/4 KW transmis-
sion condition can be made.
Age no factor. Box 186, BROAD-
casting.

Wanted—Broadcast station Transmitter Tuner, with experience and equip-
ment. Box 182, BROADCASTING.

WE 279 A tubes now, used or burned out. Box 206, BROAD-
casting.

Wanted to Buy (Cont'd)

WANTED—STUDIO CONS0LE, ANY MAKE, ANY MODEL. P. O. BOX 2264.

WANTED—SIX OAK FURNITURE, S.3-A. ALa

WANTED—SIX OAK FURNITURE, S.3-A. ALa

WANTED—BROADCAST EQUIPMENT FOR 250 WATT STATION. Need every-
thing from turntable to towers. If you have a 180 foot tower, transmitter, fre-
quency monitor, Modulation monitor, amplifiers, turntable for immediate cash
sale address Box 238, BROAD-
casting.

TOWER—275 Feet or higher. Box 239, BROAD-
casting.

WANTED—SIX OAK FURNITURE, S.3-A. ALa

WANTED—BROADCAST EQUIPMENT FOR 250 WATT STATION. Need every-
thing from turntable to towers. If you have a 180 foot tower, transmitter, fre-
quency monitor, Modulation monitor, amplifiers, turntable for immediate cash
sale address Box 238, BROAD-
casting.

For Sale

FOR SALE, one Western Electric Trans-
KFIZ, Fond du Lac, Wisconsin. Details
upon request.

FOR SALE: Fonda Cellophane Tape Re-
corder complete with microphone and
standard, also 14 roles of tape. Price
reasonable. Perfect condition. Has only been used 4
times. Contact W. B. Wade, General
Mills, Inc., 2010 East Hippeen, Min-
neapolis, Minnesota.

Equipment Wanted

250 Watt Transmitter, Studio Console, Modula-
tion Monitor. Frequency
Monitor, Tower, Ground Wire, other equipment.

BOX 199, BROADCASTING

Modulation Monitor Wanted

ALSO, WANT FRE-
QUENCY MONITOR AND
OTHER EQUIPMENT;
W.R.

WANTED TO BUY

Complete 250 watt Standard Broadcasting
Equipment or separate components. Let us know
what you have to sell.

BOX 236, BROADCASTING

BROADCAST • Broadcast Advertising

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NAB Board to Determine Future Course In First Meeting With Ryan This Week

TO CHART the future course of the NAB under its new president, J. Franklin Ryan, the NAB Board of Directors and its legislative committee meet in Washington today, tomorrow and possibly Wednesday (May 8-10) with a full agenda, covering every phase of radio activity.

Every member of the board of 26 has signified his intention of being present. Seven of the 10 members of the legislative committee also are members of the board and all plan to be present.

Overall Policy Discussion

The meetings will mark Mr. Ryan's first full discussion with the board since he assumed the presidency April 15. Although slightly indisposed last week and under observation because of recurrence of a stomach ailment, Mr. Ryan was in his office last weekend and will preside at the sessions.

The tentative agenda for the Monday session provides for consideration of such matters as organization and finance; public relations policy; consideration of audience and station coverage looking toward a standard formula; broadcast advertising promotion through a projection of the retail promotion plan; labor relations and legal counsel, in view of the vacancies in both posts; and the possibility of appointing one man for both positions; the 1944 budget; realignment of dues classifications with a view to an increased consideration of an increase in mileage allowance for board and committee members.

Tuesday morning the legislative committee will meet to consider the status of the White-Wheeler bill, now in the process of revision by its co-authors, Chairman Wheeler (D-Mont.) and Sen. Wallace Walcott (R-Me.), key minority leader. Following that session, the board again will reconvene. Among matters on the second day's agenda are the holding of the NAB annual meeting, now tentatively scheduled for Chicago Aug. 28-31; political rates for time, and related matters.

At the Tuesday afternoon session, the full board will consider the overall legislative picture. The board has gone on record repeatedly in favor of legislation to re-state the 1934 Communications Act and spell out the functions of the Commission with regard to broadcast services.

Discussion on Music

Tentatively set for Wednesday morning is a full discussion of music in all its aspects. However, if the legislation session is concluded early enough Tuesday, the board may continue in session Tuesday night to clean up the music slate and adjourn. On the music calendar are such matters as the current AFM-Petillo situation, including the recording ban, the explosive "platter turner" issue, wherein AFM proposes to unionize record turners at stations, a move that bids fair to provoke a jurisdictional dispute between AFM and IBEW; and the NAB subcommittee report on interpretation of ASCAP contracts, involving efforts by ASCAP auditors to collect on spot announcements contiguous to music program. The latter discussion will be launched by a report from the copyright subcommittee, comprising Campbell Arnoux, WTAR Norfolk; James P. Begley, KYW Philadelphia, and Frank K. White, CBS vice-president and treasurer.

BMI affairs and future operations will close the music discussion.


THOMAS GRANDIN, Blue Network war correspondent in London, is now officially rated as a paratrooper. As part of his preparation for covering the imminent invasion of Europe, Mr. Grandin received permission from the American command in Great Britain to take the paratrooper training course. He made five parachute jumps during his training period.

Hope Still Leads Top 15

In Latest Hooper Rating

BOB HOOPER again heads the list of "First 15" programs in the April 30 evening Hooper ratings. Fibber McGee & Molly who have alternated with Bob Hoep at the top of the list are second. They are followed by Charlie McCarthy, Red Skelton, Radio Theatre, Davis with Haley, Jack Benny, Mr. District Attorney, Take It Or Leave It, Stetson Guild Players, Abbott & Costello, Aldrich Family, Walter Winchell, Kay Kyser, and Bing Crosby.

Average evening program rating of 5.8, is down 0.3 from last report, down 0.9 from a year ago. Average sets-in-use of 28.9, is down 0.6 from last report, no change from a year ago. Average available audience is 784, up 0.6 from last report and down 0.2 from a year ago.


Members of the legislative committee who are not on the NAB board are J. Leonard Reinsch, WSX Atlanta; Clair R. McColough, WAGL Lancaster; and Joseph H. Ream, CBS New York.

Maj. Louis Wasmer

In Governor Race

K HQ, KGA Owner Republican Candidate in Washington

YIELDING to the behest of citizens and organizations in his home state, Maj. Louis Wasmer, owner of KHQ, KGA and KDG, Spokane, last Friday announced his candidacy for the Republican gubernatorial nomination in Washington. The primaries are July 12 and his opponents for the nomination will be the incumbent Governor, Arthur B. Langley.

Individuals and groups in the state have run newspaper campaign asking that Maj. Wasmer declare his candidacy. Support of the National Grande, American Legion, labor groups and other organizations is regarded certain.

Urged By Many

"I have decided to become a candidate for the People's Governor of the State of Washington", Maj. Wasmer announced last Friday in Washington, D. C., where he is assigned to the Army Air Forces. "A number of petitions, many telegrams and letters have been received from representative citizens and organizations from all parts of the state urging me to file", he added. "Since I am presently serving in the Army Air Forces, the decision to enter the campaign has been made only after most careful thought. If it is the judgment of the majority that I could make a greater contribution as government, I will feel honored and privileged to serve."

Maj. Wasmer, licensed pilot and aviation enthusiast, was commissioned a captain in the Civil Air Patrol by the late Maj. Pearl Harbor. He transferred to the air forces more than a year ago.

Sadenwater Heads RCA Equipment Sales in East

APPOINTMENT of Harry Sadenwater, pioneer radio engineer as broadcast equipment sales manager for RCA in the eastern region was announced last Friday by T. A. Smith, standard radio and sound equipment sales manager, and M. F. Blakeslee, eastern regional manager. Mr. Sadenwater will headquarter at the RCA sales office at 411 Fifth Ave., New York, and will be responsible for sale of broadcast transmitters and associated equipment in the New England states. He leaves his post as manager of services for RCA laboratories at Princeton, N. J., to accept his new position.

Mr. Sadenwater has been in communications for 30 years, and was identified with broadcast engineering sales with General Electric Co. following the last war. He built stations as WBO Oakland and KDO Denver, both formerly owner by GE. He also directed the installation of the first 860,000 watt commercial transmitter for WLW Cincinnati.

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DRAWN FOR BROADCASTING BY SID MIX

"Frankly, Business Has Dropped Off Since We Quit Our 'Major Money' Programs!"
About eighteen months ago, continuing measurements in Cincinnati reflected an abnormal audience rating for one local station. Investigation revealed that the only material change in the station's programming was the addition of a dialing-for-dollars type of money giveaway program. Simultaneously, similar types of programs were reported in other cities with the same results; later two other local stations started money giveaway programs. A more careful study of the ratings revealed an even more alarming situation—an inflated audience indicated by a disproportionate increase in sets-in-use.

It is reasonable to believe that smart, intelligent programming of any radio station may well result in an increased share of audience for that station. We are not convinced, however, that the mere giving of money over the air will have a tendency to increase the percentage of sets-in-use to any appreciable degree.

We believe that such unorthodox programming practices are of questionable value to an industry which can only develop properly upon a base of undistorted factual knowledge. Therefore, WSAI deliberately inaugurated a program of greater intensity than any previously conducted—its sole purpose to prove that the use of money give-away programs results in a completely misleading picture of the market.

Space does not permit a description of the details of how $5,000 in War Bonds were given away, or the complete results. As an example, however, in the 8 to 10 AM period, C. E. Hooper reported for Cincinnati in January, 1944—11.2% sets in use, with an index of 24.3 for WSAI. After eight weeks of money giveaways, Hooper showed for March, 1944, in the same period, 21.8% sets in use (an increase of 94.5%), and a listening index of 50.7 for WSAI (an increase of 108.5%). Frankly, we do not believe the latter figures reflected a true picture of WSAI's audience, or of listening habits in Cincinnati.

To make an analysis of the whole problem, we have retained Dr. Herman S. Hettinger to make a searching study of Hooper reports for Cincinnati, and a number of other cities where money giveaways have been broadcast. Dr. Hettinger is former Dean of the Wharton School of Finance, University of Pennsylvania, and an eminent authority on market research and radio. With the cooperation of C. E. Hooper, Inc., this study will be made to determine: first, the effect of money give-away programs on station ratings; second, the true effect of money give-away promotions on audience listening habits; and third, inherent dangers in inflated radio audience figures.

When Dr. Hettinger's findings are completed, a comprehensive report will be made available upon request to any station, advertising agency, or advertiser interested in the problem.

WSAI
Division of The Crosley Corporation
CINCINNATI 2, OHIO
 REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO
A bit of grease could put you off the air

Before they can earn their right to go to work in your broadcast transmitter, RCA tubes must pass a cleanliness test that would make a small boy squirm!

For example:

When the many small parts that go into such a tube are being formed and assembled, they are bound to pick up a certain amount of “factory” grease and oil.

But even after we have removed all visible traces of such foreign matter from them physically and chemically, we clean them again by vacuum firing to drive off any gases which may have been absorbed by their metal surfaces... gases which might otherwise be released while the tube is actually operating and so cause it to fail prematurely.

To drive off such metal-absorbed gases, identical parts for several tubes are placed together in a glass chamber where they are alternately heated by high-frequency induction and allowed to cool, while high-vacuum pumps continually remove gases and vapors from the chamber. By cleaning only identical parts together, each part receives the one best treatment for its individual size, shape, and construction.

Then, when the pre-cleaned parts for each tube have all been assembled in the “envelope,” the tube is given a final heat-and-exhaust treatment.

This is only one of the many examples of RCA’s extra care and manufacturing “know how” that have made RCA Transmitting Tubes the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA!

BUY MORE WAR BONDS