why WOR can tell you things
nobody else can

quietly in August 1941 WOR rang the curtain up on
a new and revolutionary kind of local audience report,
"A Continuing Study of Radio Listening in Greater-
New York."

It was—and is—the most scientifically accurate,
complete and informative study ever launched by any
station anywhere.

Why?
Because—planned and developed by WOR, it is
conducted by unbiased, authoritative Crossley, Inc.,
nationally known samplers of public opinion from
cost to coast.

Because—its personal interviewers talk to all
kinds of people in all kinds of homes, not just telephone
owners. Thus, WOR knows how your program, and
all other programs, rank in the minds of a good cross-
section of about 6,000,000 people who are not talked
to by telephone interviewers.

Because—it's interviewers personally talk to
listeners in Greater-New York no later than 2 hours
after they've heard your broadcast. They speak to
listeners while the impression you've made is fresh;
before they've had a chance to forget, or substitute a
new impression for the one you and your program
made.

The three points mentioned above give you only
a sample of the scope and depth of WOR's "A Con-
tinuing Study of Radio Listening in Greater-New York."
For this study uncovers the ages of listeners, too. Also
their sex, and many other important elements that
take the guesswork out of timebuying; bring you a
greater per-penny profit on every penny you invest.

that power-full station WOR

at 1440 Broadway, in New York
This war map offer was first made on the WLS National Barn Dance, with three announcements between 10 and 10:30 o'clock Saturday night. Response keyed to this Barn Dance offer was 3,800! A breakdown of 2,300 of these keyed responses showed 40.8% from Metropolitan Chicago! And 32.6% from Cook County (Chicago) alone! In all, they came from 16 states!

Yes, indeed! After 20 years, the WLS National Barn Dance is still listened to... and in Chicago, too!

FIFTY thousand WLS listeners sent in a dime for a map showing all the battlefronts of the war. The maps, prepared by the WLS News Department, were offered for two weeks at varied times of day. The result: 50,000 requests—769 per announcement! All our 50,000 available maps are gone, and we'll have to return the dimes which are still rolling in at the rate of several hundred a day. Such phenomenal response is another indication that people in Chicago and Midwest America listen to WLS... listen and respond. For further proof, ask any John Blair man.
No matter how powerful a long range broadcast may be, it is bucking the competition of a strong local station in every important market — a local station that can and does deliver more audience throughout the day, every day.

This locally accepted station is The Yankee Network outlet in its area. There are twenty-one of these hometown stations in twenty-one key markets where New England buying power is concentrated.

The Yankee Network brings together and welds into one rich and populous unit the twenty-one cities and their suburban areas that otherwise would be separate and distinct markets.

With The Yankee Network, you can put equal energy and emphasis into your selling at all points where you have distribution or want to get it.

It is the only group of stations that gives you New England all in one piece.
Omaha has its United Benefit

Omaha is a Rich, Stable Market

Omaha's prosperity is based upon those "most-stable-of-all" industries...food, transportation, insurance, etc.

While, quite naturally, Omaha is now enjoying its greatest prosperity in history...it is well to bear in mind that Omaha was a RICH Market before the war...that it will continue to be a STABLE one after the war.

Omaha is truly a "ripe" market for immediate sales...and one very much worth cultivating now for the promising future. To reach and sell the RICH Omaha Market at lowest cost...the best buy is KOIL. Let us send you availabilities.

A MARKET WITH MONEY

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

-Sales Management.

Represented Nationally by Edward Petry Co., Inc.

KOIL
5000 WATTS...1290 KILOCYCLES

KOIL
Columbia, of course
The Radio Buy of OMAHA

Newark
has its
Prudential

---

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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IN THIS ISSUE---

Petriollo Blitz Meets Joint Resistance 9
'Timebuying Tips' From Linnea Nelson 9
NAB Supports Ryan Program 10
NAB Limits War Meeting to Key Officials 10
Dewey Looms as Air Threat to FDR 11
-By Prof. Louis Foley 11
McIntosh Leaves WPB to Enter Consulting Practice 12
New Draft Rules Ease Radio's Problem 12
Probers Subpeona Fly Letter to 'Digest' 14
Revised Radio Bill About Ready 14
Educators Probe Radio from All Angles 18
Haeg Heads Farm Radio Group 22
Hearings Ordered in WOV, WSAR Sales 26
Video Delay Endorsed by CBS Affiliates 28
New Sponsors Top Summer Shows 60
New Canada Data Explained to AMA 68
'Town Hall' Goes Commercial 69
Canadian Stations Get More Power 70
4 Standard, 6 FM Outlets Requested 74
Sponsored Radio Criticized by Durst 74

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MORNING
11:00
NOON
12:00
WFLA
TAMPA
13:00
THROUGHOUT THE YEAR

IN THE TAMPA - ST. PETERSBURG MARKET

WFLA
TAMPA
NBC

Page 4 • May 15, 1944

BROADCASTING • Broadcast Advertising
In KWKH-land the average customer of your product does not have “all his eggs in one basket.” For, his income is not dependent upon one resource or industry. Every week of the year there is new wealth circulated from the rich oil and natural gas fields of the area. Taking advantage of a mild year-round climate such industries as lumber and forest products, agriculture and livestock operate with little hindrance from bad weather. All of these factors help to make East Texas, South Arkansas and North Louisiana a balanced market. Here you can plan your sales effort without regard to seasonal income. And you can cover this rich, balanced market with only one medium—KWKH. Let us give you more information on this market to help you sell now and build sales for the future.

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

THE SELLING POWER IN THE BUYING MARKET
AM MONITORS
For AM Broadcasting the RCA line includes the 311-AB Frequency Monitor shown above and the 66-D Modulation Monitor—both FCC approved types—and the relatively new Type 300-C Phase Monitor, the finest instrument yet designed for adjustment and monitoring of directional antenna arrays.

FM MONITORS
For FM Broadcasting the RCA line before the war included the Type 322-A Modulation Monitor shown above and the Type 336-A Frequency Monitoring Equipment—units which were specifically approved by the FCC for FM station use. Planned for production after the war is a combined modulation and frequency monitor of improved design.

FOR ALL KINDS OF BROADCASTING

RCA manufactures a complete line of broadcast equipment—including not only such operating units as microphones, amplifiers and transmitters, but also such necessary accessories as modulation, frequency and phase monitors; audio measuring equipment; and field intensity meters.

RCA Test and Measuring Equipment units meet all the needs of FM, Television and Short-Wave Broadcasting as well as AM Broadcasting.

The proof of these RCA equipments is in their widespread use. Almost every broadcast station has one or more; nearly all the networks have several. Other manufacturers use them. The RCA companies—NBC, RCA Communications, Radiomarine Corporation and RCA Laboratories—use them in large numbers.

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY... IN Radio... Television... Tubes...
Phonographs... Records... Electronics
TELEVISION MONITORS
For Television Broadcasting
RCA developed and produced the only line of test and monitoring equipment specifically designed for Television use. This line includes the 351-A Video Sweep Oscillator shown above, the 350-A Square-Wave Generator, the 715-A Laboratory-type Oscilloscope and other units of matching design.

AUDIO MEASURING EQUIPMENT
The 68-B Beat Frequency Oscillator (at right) and the 69-C Distortion and Noise Meter (below) are matched units developed for the single purpose of measuring the frequency response, distortion and noise characteristics of broadcast equipment. The only audio measuring units designed especially for the purpose, they are ideally suited for measurements on separate amplifiers, complete audio channels and transmitters of all types, including AM, FM and Television Audio. These or the preceding models of the same series are in use in nearly every medium or large station, in network studios and in the laboratories and test set-ups of most manufacturers.

FIELD INTENSITY METERS — RCA field intensity meters have been the industry's standard for over ten years. The latest models are the 308-A Broadcast Field Intensity Meter, covering the range from 120 kc. to 18,000 kc., and the 301-B High-Frequency Field Intensity Meter, covering the range from 20 mc. to 125 mc. They may be used as portables, as shown here, or adapted for permanent mounting in station wagon or truck.
One of a series featuring outstanding users of spot broadcasting

William Larcombe
Vice-President and Partner, J. D. Tarcher & Co., New York

Says—“Changing markets, shifting populations now make spot broadcasting more effective than ever”

- Well said, Mr. Larcombe! Especially since so many people seem to overlook the shifts that are going on right now—shifts involved in War-contract cancellations, and the discontinuation of numerous training camps and centers, not to mention the inevitable adjustment of activities as the war in the Pacific really goes into high gear.

- No neither we nor anybody else can foresee the extent and rapidity of these changes in time to forecast complete market potentials for many months in advance. But if you advertisers or agencies will get in touch with us before you release spot-broadcasting schedules, we'll gladly check your markets as of the present and the immediate future. We feel sure we can point out some rather surprising opportunities. Say when.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGS-WKBW....BUFFALO
WCKY.....CINCINNATI
KDAL.....DULUTH
WDAY.....FARGO
WISH.....INDIANAPOLIS
WXKZ.....KALAMAZOO
KMER.....KANSAS CITY
WAVE.....LOUISVILLE
WTON.....MINNEAPOLIS-ST. PAUL
WMBD.....ST. LOUIS
WFEL.....SYRACUSE
WHO.....DES MOINES
WHOC.....DAVENPORT
KMA.....SHENANDOAH

SOUTHEAST...
WCSM.....Baltimore
WCSC.....CHARLESTON
WSI.....COLUMBIA
WFTS.....RALEIGH
WDBI.....ROANOKE

SOUTHWEST...
KOB.....ALBUQUERQUE
KOMA.....OKLAHOMA CITY
KTUL.....TULSA

PACIFIC COAST
KECA.....LOS ANGELES
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Broadcasting • Broadcast Advertising
Pancake Blitz Meets Joint Resistance

Two Unions, NAB Act to Check Petrillo

By JACK LEVY
JAMES C. PETRILLO'S plans to move in on radio via the "pancake turning" route precipitated a tidal wave last week, with the NAB, National Assn. of Broadcast Engineers & Technicians and IBEW each taking separate actions to resist the projected AFM invasion into broadcasting stations and the appointment of the Dept. of Labor to attempt to mediate the jurisdictional dispute provoked by the Petrillo agreement with the networks.

WNLB Ruling Awaited

The NAB action resulted from Mr. Petrillo's report of the agreement in The International Musician, official AFM journal, which called upon all local unions to obtain similar contracts with all stations and thereby provide at least 2,000 jobs for musicians who "would not be permitted to play a musical instrument.

Meanwhile, broadcasters awaited the decision of the National War Labor Board on the panel recommendations in the transcription case, with reports circulating that the board intends to hand down an 8 to 4 ruling this week ordering the AFM to terminate its strike against the two network recording subsidiaries (RCA Victor and Columbia Recording) which have refused to pay "employment fund" royalties to the AFM.

Drastic action to prevent Mr. Petrillo from carrying out his reported agreement with the networks was threatened by the NABET which announced its intentions of calling a strike of its technicians at all network stations if the agreement goes into effect on the indicated date of June 1.

A. T. Powley, NABET president, declared that the contract is in violation of an existing contract made effect between NABET and NBC, Blue and WOR and would force its members "to release part of their job content to the musicians' union, and this they are absolutely opposed to."

NABET technicians, Mr. Powley emphasized, "will not submit to Petrillo's musicians or any members of his union operating the turntable equipment on June 1, 1944, or at any time thereafter, and any stoppage of work by the technicians will be caused by bad faith of the companies and Petrillo's efforts to take away jurisdiction over the operation of this equipment in this time of emergency."

"The NABET as an independent union will not be forced into the IBEW by Mr. Petrillo or anyone else, as Mr. Petrillo has threatened in his official monthly organ before."

Mr. Powley said his organization has notified the appropriate government agencies of its intentions, as required by the War Labor Disputes Act. He informed the agencies that any work now being done by technicians in the affected stations for the Government or the armed forces would continue to be done and there would be no stoppage or interruption of these activities.

He revealed that the union took a strike ballot among all its chapters throughout the country and that all resolved that the matter should be brought to the attention of the NAB and, if it should become necessary, to use its economic force to protect their rights "against the companies' unlawful violation of their contract with NABET and of the National Labor Relations Act".

The Petrillo action also brought repercussions from the IBEW (International Brotherhood of Electrical Workers), with members at three Washington, D. C. stations where the union has jurisdiction (WTOP WWDC WINX) voting to resist the agreement. Copies of the resolution adopted by the membership were sent to

Timebuying Tips From Linnea Nelson

Offers Some Suggestions To Stations on What Agencies Want

By LINNEA NELSON*
Head, Timebuying Department
J. Walter Thompson Co.
New York

TIMEBUYERS are probably not going through any greater difficulties than did the early printed media boys. Radio seems to be having far more difficulty in presenting itself to the satisfaction of all concerned than

*Text of address delivered May 11 before meeting of American Marketing Assn.

Miss Nelson
ded by publication. Publications have, to some degree, improved the way for radio in attempting to locate what the advertiser is looking for. Important to the advertiser is a measurement of comparative costs and values. Publications have adopted a standard method of measurement—whether the dyed-in-the-wool radio buyer agrees that the publication method is right is not what matters—publications have adopted a standard and one yardstick may be used for measuring comparative values.

Not so with radio. Radio has not yet been able to settle on one plan for measuring radio coverage. Each network uses its own method... and many stations throughout the country use their own individual methods. Each attempts to prove that it is giving the most for the dollar. The buyer knows that the (Continued on page 67)

May 15, 1944 • Page 9

BROADCASTING • Broadcast Advertising
Ryan Program Supported by NAB Board

Will Oppose AFM; Easing of Disc Rule Sought

CLEARING the way for action on all radio fronts under the new leadership of President J. Harold Ryan, the NAB Board of Directors, in a three-day whirlwind session in Washington last week, started in motion new projects covering regulatory, legislative and business aspects of broadcasting.

Seven Achievements

Among other things, the board, at its May 8-10 sessions, accomplished these things:

(1) Adopted a resolution opposing the demands of the American Federation of Musicians that stations employ musicians as “platter turners” and pledged its support to stations which resist the demands [see page 9].

(2) Reaffirmed holding of annual meeting as an executive war conference in Chicago in latter August (probably Aug. 28-31), if war transportation conditions permit.

(3) Adopted a resolution requesting FCC to modify regulations requiring identification of recordings and electrical transmissions to lessen the frequency of such announcements.

(4) Got behind plans for establishment of standard audience measurement and station coverage formulas, with further study by a board subcommittee.

(5) Referred to the NAB Music Committee deliberations with ASCAP over royalty payments on spot announcements contiguous to programs using music.

(6) Authorized the association to intervene, if deemed expedient, in the WMAL Washington dispute with AFRA before War Labor Board. The fee system in paying announcers for commercial broadcasts as against straight salary.

(7) Adopted proposals for by-law amendment in connection with classification of dues. Increased mileage allowance for directors and standing committee members from six to seven cents per mile.

NAB BOARD OF DIRECTORS which met in Washington May 8-10 for the first time since the assumption of the Association's presidency by J. Harold Ryan. Seated (l to r) G. Richard Shafto, WIS Columbia, S. C.; Arthur Westlund, KRE Berkeley, Calif.; Calvin J. Smith, KFAC Los Angeles; J. O. Maland, WHO Des Moines; John J. Gillin Jr., WOW Omaha; Mr. Ryan; John E. Fetzer, assistant director of censorship in charge of radio, WKZO Kalamaezoo; William B. Way, KYOO Tulsa; E. L. Hayek, KATE Albert Lea, Minn.; Leslie C. Johnson, WHIF Rock Island, Ill.; Barney Lavin, WDAY Fargo, N. D. Standing, Hoyt E. Wooten, WREC Memphis; Paul W. Kesten, CBS New York; Frank King, WMBR Jacksonville; Kolin Hager, WGY Schenectady; Herbert Hollister, KANS Wichita; Paul W. Morency, WTC Hartford; Harry R. Spence, KXRO Aberdeen, Wash.; Ed Yocum, KOIL Billings, Mont.; Nathan Lord, WAVE Louisville; F. M. Russell, NBC Washington; Hugh A. L. Halff, WQAI San Antonio. Present at the meeting but not in the picture, Don S. Elias, WNNC Asheville, N. C. Unable to attend were Roy Thompson, WFBG Altoona; James D. Shouse, WLW Cincinnati; and James W. Woodruff Jr., WKBW Columbus, Ga.

NAB Board Limits Executive War Meeting to Key Officials

BARRING a transportation emergency, an executive war conference of the NAB membership will be held in Chicago in latter August as scheduled, but with attendance limited to executives and key personnel, the NAB Board of Directors decided last week upon recommendation of President J. Harold Ryan.

The board reaffirmed its previous action tentatively setting the annual meeting in Chicago for August 27-31 at the Palmer House. The dates are subject to change.

War Needs Paramount

Mr. Ryan, in announcing the board's action, said: "The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many war problems. It is imperative that these problems be met effectively, and after full consultation with military and other Government leaders. A conference such as we contemplate holding in Chicago in late August affords the only opportunity for these necessary contacts."

"In recognition of the paramount needs of the armed forces for the transportation facilities, we are urging that only the executives and key personnel of NAB active and associate members attend. The program will be confined strictly to a discussion of the relation of broadcasting to the war effort and to such routine matters as will enable the industry's trade association to function more efficiently in the national interest."

"In event of any emergency which may arise at the time set for the meeting, I am authorized by the board to indefinitely postpone the session. Events will be carefully watched and if it is felt that our meeting will in any way impair the larger national interests, we will, of course, abandon our plans."

ed talent actually was performing in the studio. The resolution adopted reads:

We respectfully request and urge the FCC to modify existing regulations requiring indentification of recordings and electrical transmissions so as to lessen the frequency of such announcements which become obnoxious and repetitious to the listening public.

The board approved the ensuing year's budget, running in the neighborhood of $250,000, and approximating that for the current year. NAB membership now totals 560 stations, 22 associate members, and two networks, for a total of 369 —the highest in its history. An amendment to the by-laws authorized by the board for consideration at the next annual meeting would provide that the amounts of dues in the established classifications be left to board discretion. The increase in mileage expense from 6 to 7 cents was voted because of increased traveling costs. There are approximately 150 members of the board and of the standing committees. The present schedule calls for 24 meetings during the year.

Reports on the proposed establishment of an audience measurement standards bureau and on a standard method for measuring station coverage were delivered to the committee by Paul F. Peter, NAB research director. The plans were drafted by the research committee, headed by Hugh Felix, KOIL Omaha, and the technical subcommittee of the research committee, headed by Roger W. Clipp, WFIL Philadelphia. The board of directors' committee, to which the whole matter was referred for study and report, comprises Frank King, WMBR Jacksonville; Hugh A. L. Halff, WQAI San Antonio.
Dewey Looms as Radio Threat to FDR

A NEW radio voice is beginning to make itself clearly heard in this land. It is worthy of attention, for it is likely to be increasingly audible during the next few months. And it might well turn out to be something like the Voice of America.

From the point of view of radio, the national political scene seems to be entering a new phase. For 12 years now, presidential campaigning has been one-sided. As a "radio personality" there was no opponent, and even remotely to approach the effectiveness of Franklin D. Roosevelt. We had a kind of feeling that things would go on like that indefinitely. But now not so sure—no sure at all. We have been listening to Gov. Thomas E. Dewey.

Mr. Dewey has a fine, manly voice that is a pleasure to hear. Its clear, ringing tones are not marred by rough edges or fuzzy overtones. It is strong without any evidence of strain or overexertion. Apparently its owner knows how to use it and not abuse it, so that it will hold up under frequent public speaking. It is not a daily or nightly sensation; however, but rather one that is steadily exciting. Considered around it, it represents about the best basic vocal equipment displayed on the air by any political leader in this country in recent years. It sounds like the voice of a person who is thoroughly well-bred and well-educated, yet without any exaggeration of refinement, and certainly without weakness or indecision.

Enunciation Good

For clean-cut enunciation and pronunciation, Mr. Dewey's new voice is not to be compared with any political speaker we have ever heard by radio. Back in 1932, it may be recalled, Canadian listeners were much impressed by the diction of President Hoover's broadcasts. They could not help noticing such details as his "revenoo," "constuh-" (constitution), "or "keep" (keep). The Ottawa Journal mentioned the "harsh, rasping" quality of his voice, and warned Canadians to be careful lest they be contaminated by listening to the "American voice." Now we may confidently assure our friends of the North that they can listen to Mr. Dewey without the slightest danger; we can even challenge them to do any better themselves.

One of the basic elements of good speech is the decent treatment of the syllables of words, and here again Mr. Dewey's language is practically above reproach. He does not hurdle syllables or jam them together or split them in the wrong place. He does not telescope a three- or four-syllable word into one or two. Such distortions as "government" (or "guhment"), "cabnutt," "claps" (collapse), "prinspl," "evenly," "par" (power), "sleeve," "wan-tuh," or "tell yuh," which Mr. Willkie was continually inflicting upon our ears in the fall of 1940, will not be heard from the lips of the New York Governor. Anyone who has ever seriously studied phonetics knows that proper syllabication is absolutely fundamental for speech that people can listen to comfortably and understand with minimum effort. In this respect Mr. Dewey's speech-habits are quite satisfactory.

In any kind of natural or really coherent speech, however, the unaccented word is not the word but the phrase, clause, sentence. That is the way we speak and understand, just as it is the way we naturally think. So it is worth noticing that Mr. Dewey has a very definite and reliable feeling for the unified phrase. He has a well-developed knack of breaking his sentences at the right places and spacing the segments neatly, so that the sub-units are distinct and yet coalesce smoothly in the larger thought-grouping to which they belong. This is really something of an art. It is one of the basic "tricks" of forceful oratory, and he has a firm hold on it.

Indeed, so long as a man writes his own speeches, this matter of handling thought-units goes much deeper than mere oral delivery and indicates his organization of ideas. The reason why some speakers bore us with their dull, dry delivery is that their sentences simply can't be manipulated effectively; they are just the wrong kind. They do not carry over with any vividness, because they are words grouped abstractly on paper and have not the intrinsic quality, the natural rhythm of living speech.

What counts, of course, is not just clean-cut speaking for its own sake. Only a narrow-minded speech-critic would consider that as something finally important in itself. It is simply the physical or technical aspect of incisive presentation of ideas. What counts is that the speaker gives the impression of courage, decision, confidence, straightforwardness, getting to the point without bungling.

"Good American"

One thing which may well be a valuable asset to Mr. Dewey in nation-wide broadcasting is the fact that his speech shows no marks of regional or sectional dialect. His r's are unmistakably distinct, and he has no "Hahvud" accent. At the same time he is equally free from the well-known Midwestern linguistic peculiarities which sound almost barbaric to people from other parts. He does not go in for vocal affectations, and has steered clear of offensive mannerisms. His language bears no suggestion of British, any more than it does of Hollywood. It is just good American—but good American, such as we need not be ashamed of anyway. It is just the way we speak.

With so much in its favor, it might seem that Mr. Dewey's broadcasting could leave little to be desired. Nevertheless as a radio personality, he still has considerable room for improvement. While we may appreciate his not having the "bedside manner" of some broadcasters, yet he apparently does that talking over the radio is not the same as orating in a lecture-hall. Naturally a political speaker frequently has to do both at the same time, but he can make adjustments.

Mr. Dewey could come nearer than he does to the private-conversation tone admired to members of a radio audience who are listening as individuals. He needs to make his broadcast speeches sound a little more like talk. In his addresses that we have heard thus far, it was apparent that they were being read. To be sure, they were well read—excellently read, in fact. But with any monotonous rhythm at times, not quite enough of the varying intonation that goes with living speech at its best.

We have heard that Gov. Dewey has had some coaching in radio speaking from Lowell Thomas. In this we think he was well advised. It goes without saying that a great many people enjoy listening to Lowell Thomas. His chief special appeal, however, is the natural quality and particular timbre of his voice—something which we can hardly teach anyone else, and which Mr. Dewey does not need to learn. His own voice-quality is quite good enough, and he will be wise to use it.

Moreover, Mr. Dewey's most noticeable fault in delivery—a degree of monotony in intonation—is precisely the worst fault of Mr. Thomas. However, we may be thought to offset that handicap in other ways. He seems to have no relative values; he announces all sorts of things with the same manner. Both of these gentlemen could do with a little more flexibility.

This much is clear at the start: not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's caliber as a broadcaster. So without any party prejudice, it looks to us as if the Administration may lose its monopoly on radio appeal.

IF DEWEY wins the Republican nomination next month, and Roosevelt runs again—both appear ordained—it will mark the first time that radio campaigners of top-flight caliber will battle it out. Everyone knows FDR is radio's No. 1 personality. To appraise Dewey's microphone "it", BROADCASTING asked Prof. Louis Foley, Professor of English and Language Consultant of Western Michigan College to give his impressions.

"Not since radio became a first-class medium for political campaigning, has there been a Republican leader who approached Dewey's caliber as a broadcaster," he reports. In this article he analyzes the voice and technique of New York's governor.
McIntosh Resigns From WPB To Enter Consulting Practice

Assistant Director of Radio & Radar Division Will Engage in Allocations, Studio Design

FRANK H. MCINTOSH, assistant to the director of the War Production Board's Radio and Radar Division, in charge of civilian radio requirements, last week submitted his resignation, to establish a radio consulting engineering practice in Washington. His resignation is to become effective June 1 or 15.

Mr. McIntosh joined WPB in April 1942 as chief of its radio branch, charged with civilian radio requirements. He is credited, with having kept regular broadcast operations on an even keel through judicious allocations of critical materials during the most difficult period of the war production emergency.

Temporary offices will be established by Mr. McIntosh at 47 Lenox Street, Chevy Chase, Md. In his general consulting practice, he will engage in studio design and production, as well as in allocations, and later will establish an induction heating department. Offices later will be located in downtown Washington.

Coming to the Government from the Fort Industry Co., where he was technical adviser of its six stations, Mr. McIntosh, shortly after he undertook the Government assignment, proposed a wartime basis of operation for radio, which was adopted in November 1942. Under this program, stations were able to obtain maximum use of component parts without impairing service to the listener.

Before joining Fort Industry in 1940, Mr. McIntosh was for four years Pacific Coast district sales manager of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, Radio Development Department, Bell Laboratories, New York, where he engaged in considerable research on communications equipment, studio layout and antenna design. Mr. McIntosh was born in Omaha on July 12, 1906. He is a graduate of Omaha U. and MIT.

With the reorganization of WPB in March 1945, Mr. McIntosh became assistant to Ray C. Ellis, director of the Radio and Radar Division, and continued in charge of foreign and domestic broadcasting. His assistant, John Creutz, is expected to serve as acting chief until Mr. McIntosh's successor is named.

Coty Offer to Sponsor LaGuardia Is Rejected

OFFER of Coty Inc. to pay the city of New York $25,000 for the exclusive privilege of broadcasting a series of 25 of Mayor F. H. LaGuardia's weekly reports to the people was unaniouly rejected by the city's Board of Estimates last Thursday. The mayor currently broadcasts for a half-hour each Sunday noon over the municipal station, WNYC, a non-commercial station.

If the offer of sponsorship, which would have returned to the city for 25 broadcasts a sum equal to the mayor's annual salary, had been accepted, the broadcast would presumably have been transferred to one of the commercial stations in New York. In making the proposal, Grover A. Whalen, chairman of the board of the perfume company, described it as "strictly a business offer", adding that the company estimated the mayor's weekly audience at between 1,500,000 and 1,800,000 listeners.

HARRIS a Lt. Col. JACK W. HARRIS, executive officer, Radio Branch, Bureau of Public Relations, War Dept., has been promoted to lieutenant colonel.

Mr. Harris became director of news and special events of the War Dept. Radio Branch in 1941, when Col. Ed M. Kirby, was named civilian aide to the Secretary of War. In 1942 Col. Harris joined the Army Specialist Corps as a major, and when the Army took over the ASF, he was promoted to captain because of his age. He was promoted to major last summer.

House Rules Committee Shelves Press Subsidies

FATE of newspaper subsidies was sealed for the present session of Congress last week when the House Rules Committee, by a narrow margin, voted to pignor the Bankhead (S-1457) and Cannon (HR-3693) bills which would authorize the "preservation of the American newspaper press," and the retirement of the government from aiding "newspaperEnterprises" in the United States, whether owned by individuals or companies, and thus to enable newspapers to earn their livelihood in the market place. The sponsors of the bill, which was based on a resolution introduced by Representative Sam Rayburn, an author of the original proposal, urged the Senate to pass this measure to the House, and the House to pass it to the Senate. The bill was passed by a vote of 217 to 171, with 14 abstentions.

Pressure on Radio Manpower Eased by New Draft Policies

RELIEF against further serious manpower losses in the broadcasting industry was indicated by National Headquarters of Selective Service last week in new regulations issued to local draft boards, the result of widespread dissatisfaction among broadcasters and board members of the boards.

Registants in the 26 to 29 age group who are "necessary to and regularly engaged" in "essential activities, the boards were advised, are likely to be exempted in the near future due to the national emergency." The boards were told to "keep in mind the need for retained service and to ask registrants of the 26 to 29 age group to report in as registrants in accordance with 50 U.S.C. 464 in order to meet any requirements of the Selective Service System at any time during the war."

Under the new policies, broadcasters will be able to retain all men over 30, all men between 26 and 29 inclusive who are "necessary to" the industry, and those of any age in IV-F or qualified for limited military service only. Men aged 26 in the broadcasting industry who are physically and mentally fit for service are subject to immediate induction.

Registants aged 26 to 29 who are "necessary to and regularly engaged" in a war production or war supporting industry. Fathers in this age group will be accorded occupational deferment in preference to nonfathers.

In announcing the new regulations, Gen. L. H. Hershey, Selective Service director, stated that registrants over 26 who have been ordered to report for induction may appeal if they find themselves entitled to deferment. Local boards have been ordered to review all other 1-A cases and to reclassify those over 26 who are qualified for deferment.

Gen. Hershey stated that draft boards have been authorized to place men in essential activities in deferred classes but he advised employers and registrants to take the precaution of filing formal requests for deferment.
Look at all Three in Radio too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don’t listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it’s a waste of money.

Intelligent advertisers look at ALL THREE.

We’ve got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!

WITH

THE PEOPLE’S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
**Revised Draft of Radio Bill Reported Near Consideration**

**Wheeler Indicates Provisions Will Be ‘Acceptable’ But Keeps Them Secret; Confers With President**

ALTHOUGH only about six weeks remain before Congress recesses for the political contests of the pre-election campaigning, optimistic reports continue from Senate Interstate Commerce Committee spokesmen on prospects that an amendment to the revised White-Wheeler Bill (S-814) to amend the Communications Act of 1934.

The revised draft has been kept secret but, according to best available information, will be brought before the full Committee this week or next. The NAB Legislative Committee, which met in Washington last week, was familiarized with its detailed terms.

**Wheeler Sees President**

While Chairman Wheeler (D. Mont.) made no public statement regarding the scope of the revised measure, he did indicate that he thought it would be “entirely acceptable” to most interested parties. He conferred with Sen. White (R-Me.), acting Minority Leader and co-author, on May 4, preparatory to a full Committee hearing.

Chairman Wheeler conferred with President Roosevelt last Wednesday for 45 minutes—his first White House conference in six years. While he did not discuss the proposal, aside from asserting that he invited the President to participate in a joint Congressional observance of the Samuel B. Morse Centennial, it was thought that communications—international and domestic—were covered. The Senate Committee, in addition to consideration of S-814, also is investigating the whole matter of an international communications merger following the war, and the name of FCC Chairman James Carter is involved. Wheeler also is in connection with a possible newly created post of communications coordinator. Senator Wheeler was invited to the White House.

While little could be gleaned from Committee sources regarding the revised White-Wheeler Bill, which in its earlier form was regarded as highly objectionable to broadcasters, its essence appeared to be that the bill:

(1) Provides for a five-man Commission with a rotating chairmanship.

(2) Generally defines the scope and limit of the FCC’s control over business aspects of sta-

**Editor Denies Threats; Committee Sees RID Exhibit**

CHARGES that FCC Chairman James B. Palmer has attempted to halt publication by Reader’s Digest of a story about the House Select Committee investigation of the Commission, will be aired Wednesday (May 17) by Rep. Miller, Indiana (R-Mo.), Committee member, disclosed last week.

Acting Chairman Hart (D-N.J.), at Rep. Miller’s request, issued subpoenas for DeWitt Wallance, editor-in-chief of the Digest; Miss Palmer, writer who spent several weeks in Washington assembling facts for a story on the investigation; a letter Chairman Fly, who also was subpoenaed for Monsieur Charles deWitt. Charges.

When hearings adjourned Monday Acting Chairman Hart continued them until Wednesday morning (May 17), when they will go into the Reader’s Digest charges.

Rep. Miller said he had been advised that veiled threats of prosecution under the Sherman Anti-Trust Act were made to the Reader’s Digest and that its editors had decided against publication of the Palmer article, after receiving the letter from Chairman Fly.

In New York, however, Mr. Wallance told the ‘Broadcasting’ editor this week that the whole affair was “greatly exaggerated and dead by now”. He admitted receiving a letter from Chairman Fly, but denied it contained any threats.

Mr. Wallance added that after discussing the idea with Miss Palmer he dismissed it. He described the ado following publication last week of a story that Rep. Miller had issued, as a “tempest in a teapot” and said he understood Mr. Miller only wanted to see the Fly letter. Mr. Wallance said the Congressman would be “surprised” if he saw what the letter contains.

To Examine Letter

“If I don’t know what action, if any, the Committee will take until after we see the letter,” said Rep. Miller. “I told Stanley Hag of Reader’s Digest for an interview that it would not be necessary for Mr. Wallance, Miss Palmer to appear at the Wednesday hearing. I want to read the letter first.”

He said the subpoena were given to a U. S. marshal in New York to serve.

When the Committee resumed hearings Monday, it heard Mr. Jett explain the radio direction-finding system developed by RID, the Post of the primary and secondary monitoring stations in the U. S. and Territories and the mobile interceptor units.

He suspended testimony to permit Charles A. Ellert, RID technical supervisor, to demonstrate the operation of the direction-finder in locating hidden transmitters. With an assistant taking down the bearing indications on a chart, Mr. Ellert showed the Committee, with the aid of diagrams, that the transmitter was located in the center of the hearing room. With the general audience is eliminated, Ellert used a personal radio to pick up the signals, fixing the source on the person of an RID engineer who was wearing a small transmitter under his coat.

Mr. Jett described the principal functions of RID as follows:

1. Maintaining continuous policing of the entire radio spectrum to assure against unlicensed transmissions and taking appropriate action to suppress such operation.

2. Locating and eliminating interference to licensed services.

3. Maintaining continuous surveillance of licensed stations to insure adherence to applicable laws, regulations and terms of licenses.


5. Recording foreign broadcasts for the FBIS.

In addition, he said, RID performs various other activities such as emergency direction-finding service to civilian and military aircraft, training personnel in radio intelligence for Government branches, and furnishing equipment to other agencies.

He told the Committee that the RID maintains 12 primary and 59 secondary monitoring stations of which 9 primary and 44 secondary are within continental U. S. and which are linked together for instantaneous communication by private teeline or by radio links. Each of the primary stations, he said, is located on a large tract of land to permit reception of extensive receiving antennas and located so as to be far enough possible from electrical interference.

Secondary Stations.

The secondary stations are located with regard to density of population and radio activity and are situated on leased property at permitting good reception. With each secondary station, he explained.

(Continued on page 68)

**Probers Subpnea Fly Letter to ‘Digest’**

**Imagine meeting you here, L. Zimmerman!** When L. Carl Zimmerman (left) and George Hicks, both former Probers war correspondent, appeared on this photo sent to WEMP Milwaukee to be used in its window display for the invasion, the station got quite a surprise. Zimmerman had been chief announcer at WEMP before he left for his present post directing Army Naples station.

**‘Equal Time’ Declaration?**

In a statement read to the Institute for Education by Radio in Columbus a fortnight ago, Sen. Wheeler condemned stations for selling news broadcasts and suggested that radio follow the example laid down by newspapers in presenting unhampered, factual news.

In the first revised draft of the bill, Chairman Wheeler insisted upon a “declaration of Congressional intent” which would express it as the sense of Congress that identical time be given to anyone in public life criticized in new broadcasts. Difficulty in writing any legislative provision of this nature was experienced. It is indicated now that this expression probably will come in the Committee’s report on the White-Wheeler Bill, rather than as an integral part of the measure.

Chairman Wheeler also has championed a limitation on power of standard broadcast stations of 50,000 w. Strong opposition has been voiced to this provision as placing an arbitrary power limitation on a dynamic technical art. Whether it remains in the draft was not ascertainable.
On March 1, 1944, there were approximately 224,000 women working in war plants in the Detroit area. As Selective Service dips deeper into the manpower supply, this number will probably increase in the coming months. The average wage of these women war workers is estimated at $50.25 weekly!

This is another factor that advertisers should consider when thinking of the postwar Detroit market. For the savings bank deposits and War Bond purchases now being made by these women will provide a substantial reserve for whatever temporary loss of employment that may occur through reconversion here.

Detroit’s women war workers may well be your best customers when peace comes. Keep them advised of your postwar plans and products.
Vet MBS Newsmen To Cover Invasion

Combine 195 Years in Radio To Report Biggest War News

WHEN THE 18 veteran newsmen regularly featured by the Mutual Network step to the microphone with the latest word on the biggest news story of all time—the European invasion—they represent an aggregate total of 195 years of radio experience.

More years of radio news work are represented in Mutual's overseas staff, headquartered in London, with expert observers in such news centers as Naples, Cairo, Honolulu and the South Pacific. And the network has continuous, exclusive call on over 850 "Christian Science Monitor" men throughout the world.

The Mutual newsmen's career has been packed with adventure. Take Royal Arch Gunnison, for example. During the decade that he has followed the news, and vice versa, across the world, Gunnison has had the knack of being precisely where the news was hottest. Vienna, Berlin, Geneva, Singapore, Chungking, Manila—wherever big stories were breaking, there was Gunnison.

Trained for his spectacular career at four universities including Geneva, Switzerland, Gunnison began as an Associated Press man during the last days of the League of Nations. He roved Europe in subsequent years, timing his arrival in Marseilles to coincide with the assassination of King Alexander and Minister Barthou; checking into Vienna just before the Dolfuss murder.

Perhaps the most notable phase of the Gunnison saga took place in the Far East, where he contrived to be in Manila, after a 42,000-mile air tour of Eastern Asia and the South Pacific, when the Japs first struck. When Manila fell, Gunnison and his wife were imprisoned by the Japs for 16 months. Repatriated last fall, he is now home again, ready to add his vast store of first-hand knowledge to Mutual's war news coverage. He's heard Wednesdays and Saturdays at 10 p.m., EWT.

The other 17 Mutual analysts who regularly bring world news home to listening America are strategically located at key points throughout the nation. New York presents Gabriel Heatter, Boake Carter, Arthur Hale, Cecil Brown, Leo Cherne, Henry Gladstone, Charles Hodges, and Frank Singiser. From Boston come Volney Hurd and Cedric Foster. Fulton Lewis, Jr., and Walter Compton are heard from Washington; Alexander Griffin from Philadelphia; Upton Close from Los Angeles. Further west, Ray Dady broadcasts from St. Louis; Stanley Dixon from Des Moines; Arthur Gaeth from Salt Lake City.
Here is an amazed man.

His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.

Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take 'national' measurements.

Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.

Facts like these are already popping up... facts about Mutual programs in Mutual markets:

PEOPLE LISTEN MORE... sets-in-use averages are up to 15% greater than in four-network cities.

MORE PEOPLE LISTEN... share-of-audience averages are up to 400% greater than in four-network cities.

RATINGS ARE HIGHER... program-rating averages are up to 900% greater than in four-network cities.

Such facts are of prime significance to clients of the world's largest network. Mutual's 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately? *
Educators Probe Radio From All Angles

Public Usefulness Debate Topics Of Institute

By J. FRANK BEATTY

BROADCASTERS were exposed to a general and at times penetrating examination at the hands of radio educators, other broadcasters and interested parties during the May 8 sessions of the 15th Institute for Education by Radio at the Deshler-Wallick hotel, Columbus.

Radio was profaned at a score of panel meetings on various phases of radio and at general meetings attended by more than 800 persons from radio, educational, military and other fields. Except for the opening meeting on the subject "Prove It or Bug Out!" and the final session, on "Post-War Problems", only faint voices were heard in response to criticism of radio's management and technique.

Absence Is Criticized

At the opening meeting three network officials voiced radio's side of the subject. They were Edgar Kobak, Blue executive vice-president; Gilbert Seldes, CBS director of television programs; and Tom Slater, MBS director of special features and war programs. And that meeting was a disappointment because three highly advertised speakers failed to show.

Radio representation at the Institute included big delegations of the networks. Considerable criticism of the commercial radio was voiced around the corridors because of the big-name speakers failed to attend. About 200 station representatives attended the meetings and appeared on many of the panels.

The annual Institute citations for educational radio programs were made after the awards group had listened to transmissions for six weeks. The awards were announced in the May 8 BROADCASTING.


Many broadcasters at the sessions felt the "going-over" at the hands of representatives of diverse lines offered a chance to see broadcasting from many angles. As expected, the human urge to criticize was exercised frequently and copiously, but many of the comments were considered pertinent and justified.

Mr. Kobak headed a large Blue crew including H. B. Summers, manager of the public service division, and Thomas P. Robinson, of the division. The Blue is conducting a study to determine if radio is free, and if so, how free. The Institute proceedings were carefully observed by the Blue group.

The final session, Radio and Post-War Problems, drew a discussion of radio's role in post-war planning. After the problems had been explained by Paul Hoffman, chairman, board of trustees, Committee for Economic Development, and president of Studebaker Corp., a panel of four went into radio's role.

Lyman Bryson, CBS director of education, observed that only general ideas about complicated economic and social problems can be put over on the air, since Joe Doakes is interested in whether he has his pay in his pocket rather than the profound economic factors that affect his life. But radio, Mr. Bryson said, can help Joe Doakes detect the phonies when he hears discussion of public issues.

George V. Denny Jr., moderator, America's Town Meeting of the Air on the Blue, said radio can bring labor and business into closer understanding. He advised educators to inject plenty of showmanship into their programs. Promotion of motion is aided by radio's ability to stimulate interest in public issues, he concluded.

Neil M. Morrison, supervisor of talks and public affairs, Canadian Broadcasting Corp., took the position that radio perpetuates the status quo and promotes confusion. He drew a comeback from Mr. Bryson, who said radio is essentialistically a dissolving and revolutionary social force. He added that the entire industry doesn't do a fourth of the business done by Montgomery Ward & Co. in a year and reminded that minority groups get the same audience as majorities.

Kenneth G. Bartlett, director of the Syracuse U. Workshop, told about the famed Syracuse post-war planning project conducted with funds provided by the city and Farm magazines.

Several months of planning, publicity and meetings failed to make much progress, he said, and Fortune sent investigators to find out why. And alone came radio. A public hearing program was devised, with a judge in charge, aided by two lawyers (one for planners and one for citizens) and three citizens familiar with the subject. A jury reaches verdicts after each program. Witnesses are sworn.

The results of the 17-week Sunday afternoon program were astounding, Mr. Bartlett revealed as he described business and community reaction, with even anti-radio Syracuse newspapers enthusiastically supporting the program.

Panel Meetings

Here is a summary of proceedings at some of the panel sessions:

RELIGIOUS BROADCASTS—Concerned over so-called "sweating" religious campaigns, a group decided to organize an association of religious broadcasters. A committee will report on organizational details and motives at a meeting to be called next summer. Development of broadcasting technique is sought with the idea of attracting wider listening. Group was inclined to condone sponsored religious broadcasts if sponsors sign written statements by certified public accountants and if they be endorsed by an investigating organization.

FARM BROADCASTS—Sponsorship was conceded to be helpful in bringing farm programs to the man behind the plow, since it permits better programming and makes more and better time available. Commercial programs were declared to have a larger audience than those not sponsored. Many programs of long-standing were found to have direct listeners when taken over by a sponsor.

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broad'cast, v. t. To disseminate widely:

Now and again, it seems worth while to examine the verb "broadcast" for its pre-radio meaning: "To disseminate widely." For here, obviously, is a basic difference between radio and other forms of mass communication. Radio may address a national audience simultaneously. It literally broadcasts wherever there are sets to receive and ears to hear.

The stations of Westinghouse are situated to broadcast to a large segment of the national audience... some 18,000,000 Americans living within audible reach. Here is a sizable crowd, able to hear NBC's Parade of Stars, the carefully planned local programs, and the sales-messages that are nicely integrated with both. Are you tapping these major markets?

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ - WBZA - KYW - KDKA

Check with NBC Spot Sales for open time
urban listeners first but may reach farmers more than the hoped for. Music on farm programs was opposed, since farmers can get other music they want on non-commercial stations - not directed specifically at them.

Radio in the War--Frank Collie, Overseas Bureau of OWI, presented the story of OWI's efforts to support farmers. OWI's radio network was now operating from England. At home, he observed that German version propaganda operations, 30 times OWI's budget. British, French and Dutch broadcast operations were discussed briefly. BBC plans to cover the invasion by trained combat reporting units. Radio reporters have been thoroughly schooled for their work, he said, and will use fully equipped trucks, portable recorders and aircraft. Specialists in different branches will do the interpreting. Correspondents going with the first waves to beaches, he said, will describe operations they are witnessing. Correspondents on ships off shore will report with a wider perspective. Those back on the English coast will have still broader perspective and finally the whole assembly of broadcast material will be put into perspective. No exclusivity will exist on any invasion broadcast. He said.

J. Dally, CBS correspondent, explained broadcasting from the war front, reviewing communications difficulties and living conditions. He recited several news beats. D. C. Muir, chief news editor, Canadian Broadcasting Corp., related the story of CBC's war reporting starting with the defense of Britain, he explained. Excessive demand for news, he said, had made mobile units necessary. Mobile units are used in the field and played recordings. When.

PRESIDENTS, PAST and present, of the Assn. for Education by Radio got together at the Ohio State U. Institute for Education by Radio to discuss expansion plans. Lt. Col. Harold W. Kent (1), after serving the ARB as president for three years, retired in favor of Dr. I. Keith Tyler (r), acting Director of Radio Education, Ohio State U. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, played several recordings of combat reporting. Maj. Jack W. Harris, Radio Branch, Army Bureau of Public Relations, told how the Army is handling war coverage. MORALE IN THE FIGHTING FORCES--Capt. Martin Work, Radio Branch, War Dept. Morale Services, explained how regular commercial broadcasts which he described as the best programs in the world from a substantial part of the broadcasting to troops. He explained how transcriptions, 125 shortwave stations and 86 American Expeditionary Forces are providing entertainment for troops along with broadcasts and p. a. systems at 158 installations. The Surgeon General is equipping many hospitals with playback equipment, he said. He observed that over 100 suicide transmitters have been sent out. Lt. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, discussed Navy activity in maintaining morale. The Navy has access to the Army's broadcast facilities. RADIO'S ROLE IN UNDERSTANDING--Broadcasters were criticized for purporting laxity in presenting racial and labor relations and for handling of news broadcasts.

TELEVISION AND EDUCATION--Application of the visual medium to education was discussed. Gilbert Selbes, CBS Director of Television, explained the network's policy of waiting until the medium is improved technically before launching commercial television. James McLean, commercial engineer, GOP. dept. of electronics, showed a movie on television.

RESEARCH--Radio was described as the most effective medium in the 1940 political campaign by Dr. Herza Herzog, of McCann-Erickson, though he suggested the medium may lose popular appeal. Dr. Herzog doubted if many people changed their radio habits because of radio listening once they had decided how they would vote. Sidney Fishman, of MB, discussed the

Air Aids Symphony

COMMERCIAL sponsorship of the New York Philharmonic Symphony Society, has helped reduce the organization's operating deficit, according to report on its first year of commercial broadcasting by its Sunday concert April 4. S. Ruben Co. Mr. Field reported a season deficit of almost $80,000 was met by private contributions. $9,600. Mr. Field, president, now on leave with the OWI in England, was one of seven directors elected to serve a four-year term.

Pulse of New York Roster and suggested networks should spread better type programs by concentrating them on Sunday. Oscar Kates. CBS program analyst, said listeners prefer education and entertainment programs mixing musicians and drama, and suggested educators in all possible showmanship into their broadcasts. George Bleeke, of A. Neilsen, told that smaller stations are the main followers of Catholic broadcasts. Ed. vers. Chairman of the board was Mathew N. Chappell, consultant to G. R. Hooper Inc.

COLLEGE COURSES in RADIO--Minimum standards for such courses in the future will be submitted to universities and colleges. Lyman Bryson, CBS Director of education, said the general background in necessary in addition to the technical radio training given students.

RADIO LANGUAGE AND LITERATURE--Time will decide the literary merit of radio writing, said William N. Robson, CBS writer-producer. Dr. Harold R. Waley, professor of Oriental studies, had said radio entertainment is repetitions and a threat to the industry. Jack McKeefy, fiction editor, American magazine, observed that the literary element is the main factor limiting the progress of radio. Donald W. Paine, of the Office of War Information, suggested more thought should be given to the literary value of radio writing and Marguerite Fleming, Columbus Radio Workshop director, stressed the value of audience criticism.

COLLEGE PUBLIC RELATIONS BROADCASTING--H. B. Summerton, Ohio public service vice division manager, pointed out that college public relations departments must have exceptional merit to get a network spot since they are likely to appeal to the average listener. Miss Tramie E. Bol- ni, director of publicity, Bucknell U., one of the few universities having network time, predicted more colleges will be buying radio, as such a demand evolves from a growing interest in education institutions.

Writing for radio--William N. Robson, CBS writer-producer, criticized the narrative type of story as a "lazy writer's out". He sketched trends in war writing, and the "Nazi" type of story, 1941 and after Pearl Harbor, and the "Nazi" type of story, 1941 and after Pearl Harbor. He got the "Nazi" type of story, 1941 and after Pearl Harbor. He got the "Nazi" type of story, 1941 and after Pearl Harbor. He got the "Nazi" type of story, 1941 and after Pearl Harbor.

TRADITIONAL RADIO JOURNALISM--More local newssheet programs are found in newspapers with larger staffs doing the job. According to Lester Spencer, assistant general manager, WHAS Dayton, Annie Lealy, WSB Atlanta urged clarity in handling spot news. Put Newsom, UP radio news manager, urged calm and objective presentation of news.

CHILDREN'S PROGRAMS--Panel feels broadcasters, parents and educators should work together so that a child finds a place in the world and prepare for the future. Broadcasters were advised to do a better job of promoting new shows in this field, especially if they go on the air since it is often 6 weeks or months before many persons know the new program. Interest was expressed in newcasts for children.

SCHOOL BROADCASTING--Lack of progress in this field was echoed to lack of education, production, incomplete selling of their work by school broadcasters, lack of radio among teachers and administrators, lack of proper program training and lack of proper program grading. Nationwide survey of school broadcasting by the Assn. for Education by Radio was recommended along with promo.
WHY
AMPEREX
WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

You can't see many of our "Amperextras", but their effects are apparent in the quality, efficiency and longer life of Amperex tubes. Illustrated is a highly specialized method of glass fabrication. Among our other novel techniques are sealing operation on rotating fires, precise welding, unique way of sealing glass to copper, extremely careful chemical cleaning. These operations are characteristic of the standards of Amperex—the scientific laboratory on an enlarged scale.

Still Your Best Investment . . United States War Bonds

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET BROOKLYN 1, N. Y.
Freed-Eisemann
ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

EXTINCTION OF PEDAGOGICAL BROADCASTS BY
DEMONSTRATION AND DISCUSSION OF RADIO TECHNIQUE.

MUSIC—The panel agreed that too many listeners try to understand music broadcast instead of merely enjoying them.

FM AND EDUCATION—Schools were reminded that they cannot rush in FM licenses and put up thousands of transmitters. A plan to put a central FM station in each was discussed, with the network idea also mentioned.

BROADCASTS TO WOMEN—The NAB Assn. of Women, Directors discussed problems of broadcasts to women and closed by affirming faith in the American way of radio.

COMMAND PERFORMANCE FOR THE WORLD'S MOST EXACTING CUSTOMER: UNCLE SAM

UNTIL victory, Freed-Eisemann is at the command of the world's most exacting customer, Uncle Sam, in the manufacture of wondrous radio devices for the armed forces. Thereafter, we will once again be at the command of the exacting American music lover.

Those who own a Freed-Eisemann radio-phonograph today—among them many great musicians and famous decorators—know the exquisite pleasure of its possession—the true and rich glories of FM at its finest, its perfect standard radio, and its superb reproduction of recorded music. They know also the ease with which Freed-Eisemann cabinets harmonize with period decorative themes.

After the war, we will produce an even finer Freed-Eisemann. Then, no one who can appreciate and afford one need be without one.

"For Extraordinary Performance"

REMEMBER THE NAME FREED-EISEMANN
WHEN YOU BUY YOUR POST-WAR RADIO-
PHONOGRAPH WITH FM

Larry Haeg Heads Farm Radio Group

National Association Formed; Promotion Campaign Mapped

PROMOTION of farm broadcasts is planned by the new National Assn. of Radio Farm Directors, which held its organizational meeting during the 15th Institute for Education by Radio held May 5-8 in Columbus. Elected president of the association was Larry Haeg, WCCO Minneapolis.

Farm service directors from all parts of the country are enrolled in the group. Cited as objectives are: Promotion of closer relationship between farm broadcasting and station management; higher standards of farm broadcasting; development of farm broadcasts in areas lacking such service; fostering of understanding between urban and rural listeners; closer relationship with advertising agencies, government and others interested in reaching farmers.

Committees Named

Officers elected besides Mr. Haeg were: Vice-President, Emerson Markham, WGY Schenectady; secretary, Herb Plambeck, WHO Des Moines; treasurer, William Mosher, KOIN-KALE Portland, Ore.

Named to the Executive Council were three members from each of the three divisions of the country. They are:

Eastern Division—Merton Emmert, WEAF New York; Clifford Gray, WBPA, Spartanburg, S. C.; Mr. Markham, Midwest Division—George Round, Nebraska Extension Service; Ed Mason, WLW Cincinnati; Sam Schneider, KVOO Tulsa, Far West Division—John MacArthur, KFI Los Angeles; Henry Schacht, KPO San Francisco; Mr. Mosher.

The following committees were named:

Code of Ethics—John Merrillfeld, WHAS Louisville, chairman; Ars Page, WLW Chicago; Mr. Plambeck, manager, public service and station relations, NBC western division, Hollywood.

By-Laws and Constitution—William E. Drips, NBC director of agriculture, Chicago, chairman; Mr. Mosher.

才是真正 of Publicity—Mr. Round, chairman; Homer Martin, KDKA Pittsburg; Jerry Merrifield, Nebraska Extension service, North Dakota; Lane Beatty, WBAP Fort Worth.

Directory—George German, WNAX Yankton, chairman; Charles Stoffner, WCAU Philadelphia, Mr. Schacht; Mr. Plambeck.

Membership—Phil Evans, KMBC Kansas City, chairman; Chuck Worcester, CBS Washington, John Heintz, MCI-Cbs stations; Mr. Gray.

Regional meetings are to be held during the year, with the next annual session scheduled for the 1945 Institute in Columbus.

M-G-M 'Screen Test'

M-G-M's new Mutual program starting June 12 [BROADCASTING, May 1] will be titled Screen Test and will feature amateurs competing for chance to appear in movies. M-G-M professional talent will be scheduled on program. Radio performances of amateurs will be auditioned at film company's Hollywood studios.

A "Network of Power" keeping the wheels rolling at one of the many new permanent industries, representing a Half-Billion Dollar investment, making Spokane the "Light Metals Capital of the world." KHQ, too, is a "Network of Power" whose Primary Area alone completely covers 38 Counties in 4 States. (Photo Courtesy ALCOA).
The Advisory Board of the George Foster Peabody Radio Awards has completed its judging of 1943 radio programs eligible to award in seven classifications. The Columbia Network and its affiliates are the gratified recipients of six citations in five classes:

1. For Outstanding Reporting of the News:
   EDWARD R. MURROW, CBS News Chief in London.

2. For Outstanding Entertainment in Drama:
   "LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.
   —and
   "AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943—with a summary by Wendell Willkie.

3. For the Outstanding Children's Program:
   "LET'S PRETEND", a notable children's fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

4. For Outstanding Entertainment in Music:
   MUSIC AND THE SPOKEN WORD, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on April 30th presented its 603rd consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.
CBS LEADS IN PEABODY RADIO AWARDS

5. For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. These Are Americans was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

This is CBS.... the Columbia Broadcasting System
Hearings Ordered on WOV, WSAR Sale, Calumet Broadcasting Reassignment

TWO CASES involving proposed sale of broadcast stations and a third proposing reinstatement of a forfeited station, but to a new owner, were designated for hearing last Tuesday by the FCC.

Proposed sale of WOV New York, foreign language outlet, by Arde Bulova to Mester Bros., Brooklyn, for $300,000, was designated for hearing after several months of pendency. Richard F. O’Dea, minority stockholder in Wodaam Corp., operator of the station, protested the sale, but it is understood that the FCC felt the Mester application was incomplete and that additional data should be procured in public hearing. The Bulova interests also control WNEW New York, and sale of one of the outlets would be in keeping with the FCC’s so-called “duopoly” order.

WSAR Hearing

The Commission also set for hearing the long pending transfer application of WSAR Fall River, Mass., from Doughty & Welch Electric Co., owned by William T. Welch, to the Fall River Herald, for approximately $175,000. The application has been pending for several years and was designated for further hearing on two new issues—one understood to involve operation of the station by the proposed new owners through a trusteeship and the other the question of purported “local monopoly” since the newspaper and station are the only such operators in the town. Moreover, it was reported that because of the tax situation, Mr. Welch was not now as readily disposed for sell.

In the third action, the FCC designated for hearing the application of Calumet Broadcasting Corp., former licensee of WJOB Hammond, Ind., for an assignment of WJWC (successor to WQW), New York, to Chicago Sun, in 1942. The station went off the air in January 1948, after John W. Clarke, now in the Army, who subsequently became principal stockholder, notified the Commission of his intention to surrender the license because of war conditions. Equipment of the station subsequently was purchased by Dr. Georges Courrier, Methodist Episcopal pastor, and Doris Keane, to Marshall Field, Chicago, merchandizer and publisher of the Chicago Sun, in 1942. The station will be placed under the control of William L. Thompson, vice president and treasurer, of the Chicago Sun, Inc.

BROADCASTING • Broadcast Advertising
IT ISN'T OFTEN THAT 3 RADIO STATIONS IN THE SAME TOWN Agree!

But we feel that you will agree too, that Knoxville is even more worthy of consideration. Always a good market, Knoxville has moved to the front! As the home of the great T. V. A., Knoxville is the Hub of giant War Industries, employing countless thousands of workers, steadily increasing the Knoxville payrolls, steadily increasing Knoxville's Sales.

Agree on KNOXVILLE for your Sales Message

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%... leading the nation.

Quick Facts

KNOXVILLE: Now a city of more than 200,000 . . .

Has highest percentage radio homes and white population of any Tennessee City . . .

Metropolitan Area includes ALCOA and other big industries . . .

WNOX WROL WBIR

BROADCASTING • Broadcast Advertising

May 15, 1944 • Page 27
Delay Pending Better Video Is Endorsed by CBS Affiliates

Support Network Stand on Post-War Television And Kesten Statement on RTPB Panel

SUPPORTING its proposal for the application of wartime electronic developments to post-war television before it is granted full commercialization, CBS last week released the results of a survey of its affiliated stations. They voted overwhelmingly in favor of improved standards and a statement by Paul W. Kesten, CBS executive vice-president, pointing out that Committee 3 of the Television Panel of the Radio Technical Planning Board had unanimously passed a motion which "contained recommendations almost identical with Columbia's recent proposals."

CBS statement noted the following similarities between its own proposals and the recommendations of the committee, whose members included representatives of RCA, Philco, General Electric, Du Mont, Zenith, Farnsworth, Stromberg-Carlson, Howard Hughes Productions, NBC and CBS:

**CBS RECOMMENDATION:** vastly improved television pictures as soon as possible after the war. RTPB recommendation: "This committee looks forward to the eventual establishment of a television service of exceptional quality."

**CBS RECOMMENDATION:** wider channels to permit more detailed pictures, channels at least 14 or 16 megacycles wide. RTPB recommendation: "... considerably wider channels will be required for such service... at least 20 megacycles wide."

**CBS RECOMMENDATION:** move television "upstairs" in frequencies above 200 megacycles. RTPB recommendation: "The Committee recommends that a number of channels be allocated above the 6 megacycles channels (this means above 280 megacycles)."

**CBS RECOMMENDATION:** double the present number of channels from 18 to 36, to increase competition and provide better service. RTPB recommendation: "... should be understood that at least 30 channels... would be required for national allocation... ."

**THE RTPB COMMITTEE ADDED:** "It was felt that ample provision should be made at such frequencies for experimentation with color television and high definition monochrome (black and white) television." CBS similarly recommended that the proposed new standards should be used for full color television, as well as vastly improved black and white pictures.

CBS statement did not, however, conclude the quotation from the committee, which wound up: "It was the firm belief of the committee that it would be premature to consider standards for television operation in wide channels at ultra-high carrier frequencies since laboratory and field experience with television systems operating at these frequencies is wholly lacking."

Explaining that CBS was calling attention to this committee action because the committee's other motions approving present video standards had been publicized, Mr. Kesten pointed out that the present standards were approved only as the best means of using the present narrow bands for black-and-white pictures, adding that CBS agreed wholly with this.

"The idea that any informed engineer of any responsible company has closed the door on the improved television we are pleading for is absurd," Mr. Kesten declared. "Engineers aren't like that—as this courageous and honest resolution which they passed clearly indicates."

"The differences between the RTPB recommendation and our own position is merely one of time and timing. The 15 company spokesmen who passed this recommendation used the word 'eventually.' We say 'eventually' may be too late. Let's whittle down the period of delay to a year or so, let's get better pictures at the earliest possible date, let's give them to the public quickly instead of 'eventually.'"

**Returns From Questionnaire**

Returns of the CBS video questionnaire from 91 of its affiliates showed all but one favoring the stand that even though a year or two may be needed to accomplish it, the degree of improvement over pre-war video standards represented by the "post-war" illustrations in the CBS report justifies the concerted efforts of manufacturers, broadcasters and Government toward that end.

All stations answering believed that some increase in television effectiveness and popularity would result from full-color pictures, with estimates of the amount of this increase ranging from 55% to 1000% and averaging 283%.

Of the broadcasters who had seen television pictures, only 19% thought them good enough to induce widespread consumer purchasing of receivers at $200 and up and only 1% thought them good enough to permit two hours of continuous viewing without eye-strain.

**Detroit Video Sought**

INTERNATIONAL Detroit Corp., Elkhard, Ind., pre-war manufacturers of receiving sets and equipment now engaged in war production work, has applied to the FFC for a construction permit to build a Channel 2 commercial television station in Detroit. A similar application has also been filed for a Detroit commercial video outlet by the Jam Handy Organization, industrial motion picture firm, Detroit. Channel is assignment requested. WTVR Norfolk, owned by Norfolk Newspapers Inc. (Ledger-Dispatch and Virginian Pilot) also filed last week for a new FM station to be operated on 46,600 kc with coverage of 5,700 sq. mi. Estimated cost is $39,905.

50,000 WATS CLEAR CHANNEL NBC AFFILIATE MEMBER TON

By Leaps and Bounds

The combined effective buying income of San Antonio, Austin and Corpus Christi—three key markets in WOAI's primary area—skyrocketed 41.6% in 1943 over 1942! Figures are from "Effective Buying Income" estimates in the Survey of Buying Power issue of Sales Management, published May 10.

Use WOAI to tap this immense buying power. WOAI sells more merchandise to more people in Central and South Texas than any other single medium—at a lower cost per sale!
Another Outstanding WGN Origination—
The Chicago Theater of the Air Symphony Hour

As a complement to the Chicago Theater of the Air operetta series, WGN now gives the people of Chicago and the Midwest the Chicago Theater of the Air Symphony Hour featuring a full hour broadcast every Monday night by the famous WGN Symphonic Orchestra under the baton of Henry Weber.

No single station in the nation has a musical organization its equal in size and musical ability. In its ranks are musicians who have established enviable reputations in the great symphony orchestras of the world.

To give the radio listeners the very best in fine music has long been a WGN policy and to further that aim the scores of the great symphonic works are played in their entirety.

These weekly broadcasts on a year round basis are another example of WGN enterprise, community-mindedness and program building resourcefulness.
Radio Service Men!...
311 of them report fine, clear reception in every section of Metropolitan New York.
Most About Reception?

WJZ has been broadcasting from its new transmitting location for several months now. Reports pouring in from every part of the New York trading area were gratifying to say the least.

But we wanted expert opinion—a report from the men who hear all about the troubles of radio owners.

We questioned 195 radio repair men in New York City alone. Almost to a man (182 to be exact) they reported that WJZ now is being received with the greatest possible clarity—in many cases, the clearest of any station. That’s good news for listeners.

And it’s even better news for you who want those listeners to hear your sales messages and not miss a single word.

Here’s a vibrant new voice for the Blue’s Key Station—bringing the Blue’s tradition-free programming to the world’s richest market with new strength and clarity.

NOW! Your Strongest Voice in the WORLD’S RICHEST MARKET...

WJZ
Key Station of The BLUE NETWORK
770 on your dial
LUTE GULCHER SAYS OF KNOXVILLE—

"Durn place is growin' faster'n a dandy lion crop. So many humans stirrin' 'round 'pears like a big fray goin' on nite and day. I sure wud dislike tryin' to hand feed 'em all. Wud take a mountain o' cornbread and sass. Seems like they all works so stiddy in Knoxvil they just go 'round pantin' like a critter with the heaves!"

LUTE IS RIGHT!

According to Sales Management's "Retail Sales and Services Forecast" for June 1944, with June 1943 as a base of 100%, Knoxville showed an increase to 160.0% ... leading the nation! Everyone is busy as a beaver. Believe us—no one is sitting around under a magnolia tree sippin' mint juleps and watching the clouds float by!

INCIDENTALLY—

Why not wire or write John Ballard, WBIR, today for availabilities on the station that gives you the needed coverage in the concentrated Knoxville market?

WBIR
Blue — Mutual
KNOXVILLE, TENNESSEE
"The Home of TVA"

W LAP
Lexington, Ky. Mutual Network

KFDA
Amarillo, Texas Blue and Mutual

WCMI
Ashland, Ky-Huntington, W. Va. Mutual Network

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsey Nunn

Giveaway Policy Of Y&R Watched

Such Shows Distort Survey Figures, Franco Claims

ALTHOUGH the new Young & Rubicam policy of not placing business with stations broadcasting money give-away programs was being watched with interest, there were no indications last week of its general adoption by the advertising agency group. Policy was adopted by Y & R for purely practical reasons and not from an evangelistic fervor, according to Carlos Franco, manager of the agency's time buying department.

"We have no wish to crusaders," he said, "but neither do we want to encourage the continuation of a practice which we feel is contrary to our own best interests, as well as to those of other agencies, advertisers and radio stations."

"Kidding Agencies"

Mr. Franco explained that since, a couple of years ago, WFIL Philadelphia started picking names out of the phone book and giving away raffle prizes, stations have been conducting similar surveys in that city were thrown out of line, the practice has spread to other cities with like results. He said that these stations are in effect kidding the agencies which buy time on the basis of warped surveys and are penalizing those stations who attempt to build audiences through good programming instead of giving away dollars.

"Accordingly," he said, "we prefer to use those stations who are not distorting survey figures, and we shall do so as far as possible."

Admiral Contest

ROSS D. SIRAGUSA, president of the Admiral Corp. has announced a new type of merchandising cooperation in the radio and household appliance field. Distributors will be modernized to stimulate business for retail merchants and develop distinctive characteristics of store appearance. Highlight will be a dealer contest to develop ideas, with prizes being complete store remodeling jobs.

Grove Expands

TO PROMOTE its new product, Defender Multiple Vitamins, Grove Labs., St. Louis has signed for the Sunday 1:15-2 p.m. period on the Full Blue Network for 52 weeks starting July 2. Sponsor is undecided as to the format, according to Donahue & Coe, New York, which has been testing the product through its regular spot schedule for other Grove vitamins.

AMI Continues

AMERICAN MEAT Institute, Chicago, will continue sponsorship of The Life of Riley, half-hour dramatic program heard 2:23-30 p.m. Sundays on 157 Blue stations. Agency is Leo Burnett, Chicago.

NO RIVALRY HERE

WIOD, WQAM Join Share
-Election Returns-

RIVAL STATIONS in Miami, WIOD and WQAM, forgot competition May 2 when they joined forces to bring the complete Democratic primary election returns to the public. James LeGate, manager of WIOD, and Fred Mizer, WQAM manager, engineered the plans. Station staffs worked on statistics and kept a steady flow of returns to announcers. A comptometer operator kept up a running tabulation for both stations.

WQAM furnished its public ad address system, which was installed or paid for by J. Carl Holmer Jr. to Dade county registrar, for use of radio and newspaper agencies and their workers. WQAM's public address system was installed on the main floor of the Dade County courthouse.

Broadcasting returns are Marvin Burick, WIOD announcer (l), and Harry Muntan, WQAM announcer (r), while Mr. Holmer supplies late information.

DU MONT STATION NOW COMMERCIAL

WXWV, Du Mont television station in New York, last week went on the air with its new call letters WABD, signifying that it is now out of the experimental class and licensed as a full fledged commercial station.

"It is a change in name only for the present," said Mr. Cuff, commercial program director, explained. Until the manufacture and sale of television receivers is resumed and there is an audience large enough to interest advertisers, WABD will continue its present policy of cooperating with advertisers and agencies by making its facilities available for their experiments, without charge.

Work on WABD's new studios is well along, Mr. Cuff reported. They will be dedicated with a series of special telecasts during the week of July 10-15. An agency programming service under the direction of Eleanor Bals, formerly of WRGB Schenectady, has been set up.

WOR Sales Boost

WITH RENEWALS for the first quarter of this year breaking all previous records, WOR New York reveals an 8% increase in total sales over the same period of 1943. The record-breaking renewal total, interpreted as a desire on the part of advertisers to retain their time on the air, was 18% over last year's total. Station reports 93 new sales for the same period.
Once upon a time, there lived in Bagdad-on-the-Cuyahoga, which is called Cleveland, a sad and unvisited merchant. Trade passed him by. Yet, upon his very street, shop after shop was daily thronged with customers.

Then upon a certain day, the forlorn merchant—disguised as a vendor of lotus buds—mingled with the populace. And in shop after shop, on all lips, he heard a strange and magic word . . . "WHK."

Quoth customers by the score, "Over WHK hath come news of this thing—and, forsooth, I must purchase it!" The disregarded merchant pondered this magic word. At the close of day he bespoke a fellow shopkeeper—

"Tell me, brother, meseenth 'WHK' is a magic spell, a veritable 'Open Sesame!'" And the prosperous merchant replied, "Are you kidding? Listen, Pal—compared with WHK, Aladdin's lamp was strictly from the junk pile. Just peddle your goods over WHK and you'll see why it's RETAILERS' CHOICE IN CLEVELAND!"

Cleveland merchants buy more time over WHK than over any other leading station.

WHK is RETAILERS' CHOICE IN CLEVELAND

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus
If at Pancake Turning, You'd Be a Gem, Here's the Way to Join Petrillo's AFM

THE FOLLOWING dissertation on how to join the American Federation of Musicians, was received by Broadcasting last week from one who signed himself "Anonymous Engineer."

You too can join the American Federation of Musicians. Here are the seven cardinal requirements.

You must be able to perform the following actions. First: Remove a record from its envelope by grasping the bottom of the envelope with one hand and the record with the other and moving the hands in opposite directions. Second: Holding the record pointed above a turntable, align the hole in the record so that it is directly above the small cylindrical projection on the surface of the turntable. Third: Lower the record until it rests upon the surface of the turntable with the hole in in the record completely surrounding the aforementioned small cylindrical projection. Fourth: Raise the pickup head from its support and swing it out over the record in such a manner that the stylus is directly above the first groove in the record. Fifth: With the head (the pickup head, not the musician's head) poised in this manner slowly lower it until the stylus rests in the first groove of the record. Sixth: Throw the switch. This should start the motor. (If not, run to the control room and holler for an engineer.) Seventh: (This requires the most musical ability. You must NEVER so much as TOUCH any MUSICAL INSTRUMENT.)

If you think you can pass the above test, we would suggest you contact "Caesar" and tell him you want to join. He expects to have any number of jobs for musicians who can pass the above test in the very near future.

INDIANA AER GROUP TOLD ABOUT FM

FIRST conference of the newly-organized Indiana chapter, Am. for Education by radio, was held last Thursday at the Indiana World War Memorial building, Indianapolis. The meeting was discussed by William D. Boutwell of the U. S. Office of Education, Washington. Following his address a technicolor motion picture, "Listen—It's FM" was shown.

Organized April 27, the Indiana chapter elected Blanche Young, director of radio activities of the Indianapolis Public Schools, president. Other officers are: Gilbert Williams, West Lafayette, vice-president; Mary Connor, director of radio, Broad Ripple High School, secretary; Evelyn Silk, supervisor of work with children, Central Library, Indianapolis, treasurer.

Executive committee members are: Felix Adams, program director, WHK Indianapolis; H. J. Skornia, director of radio programs, Indiana U.; Eugene VanSickle, VanSickle Radio Supply Co., Indianapolis; Dr. Clarence Morgan, director of radio, Indiana State Teachers' College; Rex Scheppe, general manager, WRE Indianapolis.

Dr. L. E. North Tyler, acting Radio Director of Ohio State U., Columbus, is national president of the AER.

Vick Considering

VICK CHEMICAL Co., New York, is considering half-hour dramatic program on CBS, Sundays at 2 p.m. The time, previously occupied by Lockheed Aircraft Corp.'s America—Ceiling Unlimited, which went off the air April 30, was purchased several weeks ago by Vick for one of its products. Starting date has not yet been decided. Agency is Morse International, New York.

WKMO to CBS

WKMO Kokomo, Ind., on May 10 joined CBS as a special supplementary station, available at a base rate of $50 per nighttime hour. Station is operated by Kokomo Broadcasting Corp., on 1,400 kc, with 250 watts.

Take NRDGA Course

A COURSE in retail advertising in the form of a sales promotion school plan, announced by the National Retail Dry Goods Assn., has been requested by 40 cities which have formed committees comprising representatives of at least one newspaper and one radio station, according to Llewellyn Harries, sales promotion director. Material for the training of inexperienced and uninformed personnel in retail stores in basic elements of radio, newspaper advertising and store display, is being prepared. Set-up for minimum of six sessions cost for cities of less than 50,000 population is $50 and $200 for those over 150,000. School was developed and completed with aid of the NAB, Newspaper Advertising Executives Assn., display managers of leading stores, New York Times, Life Magazine and mat services.

Lee Radio Elects

AT THE first annual meeting of Lee Radio Inc., owners of KGLO Mason City, Ia., Lee P. Lomis, publisher of the Mason City Globe Gazette (Lee Syndicate newspaper), was elected president. Hearst R. Duncan was chosen vice-president; F. C. Eighmey, secretary-treasurer and station general manager, and Ray N. Rorick, assistant treasurer. Serving with those officers on the board are W. Earl Hall, managing editor of the Globe Gazette; Herbert R. Ohrt, assistant manager of KGLO, and Maj. Ralph Norris. Lee Radio Inc. was organized to effect separation of KGLO from the newspaper [Broadcasting, April 10]. The Globe Gazette Publishing Co. was organized to take over newspaper holdings. Application for transfer of license to Lee Radio is pending before the FCC.

Benrus Expands

WITH AN EYE toward cementing future consumer relationship, Benrus is expanding its advertising campaign on WCAU Philadelphia and in other centers to be announced later. Agency is J. D. Tarcher & Co., New York.
... and paid to do it!

At NBC, keeping a constant eye on the time isn’t an office weakness. Far from it! It’s an exacting job—a job to be done as conscientiously as any other, because in no other business is split-second accuracy more important.

At NBC there are men who have the task of traveling from studio to studio, in and out of control rooms, faithfully making all the rounds, to look clocks in the face and check their behavior.

Some might think that unnecessary because the hundreds of NBC clocks are electrically synchronized with a master-control system that does not vary more than one-third of a second a day.

But the clock-watcher with his master timepiece is a double check against possible mechanical failure...just one more precaution in avoiding error...just another example of the attention NBC gives to the “little things” that make the big things possible.

* * *

The accomplishments that have earned NBC its recognition as America’s Number One Network are the sums of a multitude of small tasks that get great attention...small tasks which are combined with the efforts of the advertisers and agencies who use its services with the result that NBC is “the Network Most People Listen to Most.”

They all tune to the National Broadcasting Company

It’s a National Habit

America’s No. 1 Network

A Service of Radio Corporation of America
BROADWAY TURNING TO AIR PROMOTION

ON THE BASIS of tests conducted by Blaine-Thompson Co., New York, over the past year on the use of radio in promoting Broadway plays, six theatrical accounts have made substantial increases in their radio appropriations, according to Marlo Lewis, radio director of the agency.

Increases have been effected over the past two months, following a radio symposium which brought out the fact that radio had done an outstanding job for many Broadway productions using this medium in the past, and that a unified effort should be made to include radio in future advertising. Review conference, attended by theatrical press agents who do the actual timebuying for their shows was called by Blaine-Thompson Co.

Net result has been increased radio budgets, or in other cases first use of radio, amounting in several instances to a radio appropriation representing 50% of the entire allocation, according to the agency. Trend toward radio was prompted by the "success stories" of several accounts, and encouraged to some extent by the shortage of newspaper advertising space.

The six firms are now using from three to five stations (WJZ, WMCA, WQXR, WNEW, with contracts on a "run-of-the-show" or "til forbid" basis. The advertisers are: Select Theatres (Schubert enterprise), for "The Ziegfeld Follies"; The Theatre Guild, for "Othello" and "Jacobowsky and the Colonel," and the companies of "Mr. January and Mrs. X": "Tomorrow the World," and "Angel Street."

Hutton Co. Views Video Future in Market Survey

THE CURRENT ISSUE of Fortnightly Market and Business Survey, released by E. F. Hutton & Co., exhaustively analyzes the challenge to investors in the optimistic forecasts for the magic television industry. High cost of over-optimism to the security buyer years ago in air-conditioning, color movies and radio and its relation to television shares today is discussed.

Profits secured by foresight in stocks and an approach to insure participation by the investor in television development and the Hutton Survey attempts to point out in which companies, when and to what extent the benefits of television may be reflected.

Delaware Punch Plans

APPOINTMENT of Grant Adv. Inc., Dallas, and W. V. (Smoke) Ballew & Associates by the Delaware Punch Co. of America, San Antonio, Texas, to merchandise its product in the Latin American market as well as domestically was announced last week by C. T. Abbey, Delaware Punch president. Mr. Abbey's announcement said the move is the first of record in which an agency and a sales organization have been retained to coordinate an effective merchandising plan. Delaware Punch bottlers are located in the Southwest and in South America.

KOMO-KJR Switch

ONLY 39 dialers called KOMO and KJR Seattle when they switched call letters May 6 to inquire about the dial location of one of the two stations. Promotion prior to the switch was handled by their own facilities along with newspapers and bus cards in Seattle and nearby towns.

Emich WMAM Partner

HOWARD L. EMICH, known professionally as Howard Lewis, has resigned as morning newscaster at WJR Detroit to become part owner and station Manager of WMAM Marinette, Wis. Mr. Emich formerly served as program manager of WMAM and has been active in radio for 12 years. His radio connections included service on the CBS news staff Chicago, as Indiana-Kentucky radio manager of UP, as news and sports announcing at WHBF Rock Island and combination newspaper and radio jobs at Madison and Green Bay, Wis. He attended the U. of Wisconsin and was engaged in Government publicity work for two years.

Pa. Net Sponsor

PENN SYLVANIA Network, a regional network in that State utilized for political campaigns keyed from WCAU Philadelphia, is being used for the first time commercially for promotion of RKO's Days of Glory movie in series of four half-hour broadcasts. Gil Babbitt, WCAU special events director, is serving as director of the Pennsylvania Network. The station list includes: WCAU WPJA WDBA WHP WMBS WBRE WSNF WZAZ WABC WNAK WQOK WGBI WRAK WJAC WGAL WJAS WORK WRAW WDLE WWVA.

Kesten Trip Delayed

PLANS of Paul Kesten, executive vice-president of CBS, for a trip to England [BROADCASTING, May 1] have been indefinitely postponed because of the recently imposed travel restrictions.

PHILCO Corp., Philadelphia, will stage its first demonstration of television since the start of the war May 25 at the Franklin Institute.
An experienced telephone operator handles calls quickly and accurately... habit enables her to make and break connections almost automatically.

In Southern New England, habit exerts a powerful influence on radio listening. After more than 19 years, the people of this area have come to depend so much on WTIC for fine radio entertainment that they tune to this station's wavelength as a matter of course.

This habitual listening is of supreme importance to you national advertisers for it guarantees a constant and attentive audience for your sales message. Coupled with this distinct advantage is the fact that WTIC's listeners possess a buying income 60% in excess of the national average. That means that they're able to BUY what you have to SELL.

SELL them through the medium they respect and trust... the powerful and friendly voice of WTIC.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**
This company devotes itself exclusively to the sale of radio time and programs. We believe this is a full time job. Our attention is not divided by efforts to sell other advertising media, transcription or engineering services.

By far the largest amount of this time sold is for programs of five minutes and longer. The stations we represent are particularly pleased with this program business in these days of increasing demand for announcement availabilities.

This is further evidence of the success of our policy of doing one thing ... well.
Dewey’s Radio “It”

LAST FEBRUARY, before the Dewey political star began to twinkle—we stated in these columns:

It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio race in 1944.

In that editorial we observed the politicians seemed to have overlooked the importance of “radio preenence” in campaigning. We essayed to show, by fact and figure, that FDR, radio perfectionist, had walked away from his Republican opponents in three campaigns because they were radio flops.

While awaiting Republican favor to settle upon a candidate, this publication commissioned Prof. Louis Foley, speech expert of Western Michigan College, to be prepared to analyze the voice of the probable Republican nominee. When things appeared headed Dewey’s way—even though not an avowed candidate—Dr. Foley followed through.

He finds Dewey the Republican millenium. “Not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey’s caliber as a broadcaster”, he asserts. Of Dewey’s voice, he says: “Considered all around, it represents about the best vocal equipment displayed on the air by any political leader in this country in recent years”.

Unless all signs of the political zodiac go askew, it looks like Roosevelt, the microphone master, versus Dewey, blessed with radio “it”, in November. From July until election day, political preference aside, Mr. & Mrs. Joe D. Voder, will be regaled with the most delectable siege of unexcelled radio oratory ever.

Jimmy’s Inside Job

IN HIS effort to make radio a subsidiary of his musicians’ union, Jimmy Petrillo has gone to amazing extremes. His drive to make all “pilfer-turners” AFM members, and thereby snatch program control of all independent stations appeared well along the road to victory—until the facts became known. Now Jimmy is battling not only radio but contemporary unions in a near jurisdictional dispute.

The National Assn. of Broadcast Engineers & Technicians isn’t disposed to take the Petrillo edict laying down. It already has served notice it will call a strike next month, in the event NBE, IU and Mutual carry out their contract to unionize pancake turners at their key stations. And IBEW members likewise aren’t very happy about the deal.

The whole thing is another Petrillo “make-work” invention which he doesn’t even try to defend.

The NAB board of directors acted wisely in urging all stations to resist this latest Petrillo onslaught. To Cal Smith, operator of KPAC, Los Angeles independent, goes credit for bringing the fight into the open.

Perhaps Jimmy won’t be able to film-flam fellow unionists in the way he has radio.

Durr’s Slurs

SLUGGING radio as “big business” has become a sort of political industry by the radical fringe, who choose to call themselves “liberals”. Hackneyed lines about advertiser-domination of news and commentaries, night-time power monopolies and vanishing sustenances are being aired under the general head of “free radio.”

Commissioner C. J. Durr, of the FCC, is the latest crusader. He hasn’t talked often but his remarks have been all in the same general vein. A week ago he addressed the 15th Institute for Education by Radio in Columbus.

A few days later, in addressing the Greater Cleveland Radio Council, he again whaled away at commercial radio, with snide innuendoes that could only be interpreted as indicating support of Government-operated radio.

Mr. Durr began by giving lip service to advertising as a “sound” feature of American radio, and from there on lambasted advertising as choking off radio’s freedom. It was an anti-commercial speech. It carried the theme that it’s a sin to make money.

Mr. Durr drew the usual analogy between radio and the newspaper. Advertising “sponsored news columns, editorial pages, etc.”, he said, wouldn’t be regarded as conducive to freedom of the press. Therefore, he concluded, advertising sponsorship of radio freedoms of a similar type isn’t conducive to freedom of the air.

We wonder what Mr. Durr calls display ads appearing in newspapers alongside press association dispatches or signed columns and commentaries. The telegraphic news is produced by the same press associations who supply radio.

Are Information Please, or the Metropolitan Opera, or Report to the Nation any less informative or entertaining because they are sponsored? Would Town Meeting of the Air be anything other than Town Meeting if General Motors, who paid the bill?

Mr. Durr told his educator-broadcaster audience that the affiliated stations of the four networks utilize “about 95% of the nighttime broadcasting power”—a startling revelation if it hadn’t been used so often and if the answer wasn’t so obvious. To use Mr. Durr’s newspaper comparison, we imagine that in better than 95% of the nation’s daily newspaper circulation and an equivalent amount of the newspaper so consumed are carried the wire dispatches of the three press associations—AP, UP and INS. All those newspapers save one—the redoubtable PM in New York—carry advertising to pay the freight. And Mr. Durr himself brought out that there are “30-odd non-profit stations”. He made the rather startling deduction that all other broadcasters are in business to “make money and they make money by selling time.”

Mr. Durr, as an American citizen, is free to express his own views. But they are his own and not those of a constituency. He holds political appointive office, not elective office.

His task is to participate as one of seven men in the regulation of radio and communications, with slurs prescribed by the statute. These gratuitous slurs and attacks upon commercial radio and programs do not appear to fall within his official province. We haven’t heard members of the Interstate Commerce Commission attack the railroads, for example.

Our Respects To—

WALTER RANSOM GAIL BAKER

PHYSICIST, administrator, practical scientist, Dr. W. R. G. Baker, vice-president of General Electric, is concerned especially with “that bright new word of the future”, electronics. It is his job to translate the pure, abstract science with which he works into terms of practical use in the world of today. And in this, he is an expert.

An example is the way in which he has handled the Herculean task of probing and planning an orderly allocation of wavelengths in his position as chairman of the Radio Technical Planning Board. Before the miracle of electronics in communications can become a part of the post-war way of life, there must be charting of the airwaves for optimum results. It is more than a fulltime job, but to the ubiquitous Dr. Baker it is but another important assignment in line of duty.

His first contact with the phenomena of energy was at the trouble board of the Hudson River Telephone Co. in Schenectady.

“Why do you flip all those switches to find the trouble?”, the young Baker asked a repairman one day.

“That’s what the books tell you to do,” answered the man, dismissing the subject.

“But...why?” And there was no answer.

So Walter Baker decided to find out. He searched the city library for the answer and found it. And reading further, he saw there were questions that as yet had no answer. Stimulated with the possibilities of an energy so available, yet so little understood, he began to read more books, and learn more of what a few pioneers of the time were doing to harness this tremendous power.

Walter Baker advanced in the Telephone Co. And realizing that there was still more to learn, he decided at Union College, Schenectady, for the engineering course. By working—

and studying as he worked—at night and attending class in the daytime, he was able to earn his Bachelor of Science degree in electrical engineering in 1916. Since that time, he has received his Master’s degree and the honorary degree of Doctor of Science from Union College.

Several months ago, Dr. Baker was elected a member of the College’s Board of Trustees.

Shortly after young Baker’s graduation from Union, a General Electric engineer named C. A. Hoxie had just completed his photographic wireless receiver, and was later to aid in developing the first talking motion picture. Baker knew about Hoxie’s prog-
Musical instruments are treated like prima donnas at Milwaukee's Radio City, home of WMFM, The Milwaukee Journal FM station. That cello, for example, is reposing in a special air conditioned locker which is maintained at constant temperature and humidity. Because of such care, it will live a longer life and play a sweeter tune.

That sweeter tune will be played to an eager audience... an audience that looks to WMFM for distinctive, quality programs, keyed to the wants and needs of the community.

WMFM carries a variety of programs, appealing to all of its listeners. News, dramatic programs, variety shows, popular and classic music. All mold together forming a schedule that has won a loyal listenership from a discriminating audience.

Whenever you make plans for FM broadcasting, or for reaching the Wisconsin market, remember the call letters WMFM... Milwaukee, one of America’s outstanding FM stations.
Our Respects to

(Continued from page 40)

ress in electronics and when he was offered a position with General Electric, he accepted immediately, going to work in the General Engineering Laboratory of GE, experimenting on radio circuits employing the newly-developed high-vacuum tubes. That was 1917.

During the last war, Dr. Baker worked with the Army and the Navy in the use of radio for submarine warfare and airplanes. In this period, he applied the water-cooled high-power vacuum tube to radio use, and through his efforts was developed the first high-power broadcasting transmitter, WGY.

The work Dr. Baker carried on in the early twenties earned for him the title "one of the country's leading radio pioneers". He saw the possibilities of short-wave for distance transmission, and was greatly responsible for the development of the short-wave equipment used for trans-oceanic communication by the Radio Corporation of America. He did much of the early research with high-power transmission at WGY, and supervised the pioneering progress of the GE station.

A Practical Scientist

From managing engineer of GE's Radio Dept. at Schenectady, in 1920, he moved to RCA Camden, together with a large part of the radio staff. He became successively vice-president in charge of engineering, vice-president in charge of engineering and manufacturing, and finally, vice-president and general manager. In 1935, he returned to GE as managing engineer. Later he became manager, and now, vice-president in charge of electronics. 

With a mind as nimble as the electronics with which he works, Dr. Baker is the rare combination of scientist and administrator. He thinks of science not in the abstract but in terms of human progress and enlightenment. A complete internationalist, he feels that broadcasting is the greatest power in the world today for international understanding.

"In the last war, Wilson had the same ideals we have now, but not the means to communicate them successfully," Dr. Baker feels. "In one Fireside Chat, Mr. Roosevelt could reach more millions than Wilson in all his travels. People now are prepared to accept the plans of the leaders, because they have been conditioned to them through broadcasting."

The tremendous influence of electronics on the post-war world as Dr. Baker sees it, is a little breath-taking. "When you consider the potentiality of radio as combined with television—one picture worth 10,000 words—there is estimating where it will lead." He believes that "Television will create as revolutionary a change in the world as the invention of the printing press."

"However, he reminds that it took broadcasting until about 1924 to come age—many years after it was a working medium of communication. The same is apt to apply to television, he says. But when it does come, Dr. Baker sees a highly perfected art, far superior to any broadcasting wall frontiersman, clear cut. As yet, it cannot be transmitted internationally."

"But," he adds characteristically, "a way will be found."

Sees FM Progress

Dr. Baker thinks FM will be the post-war industry for jobs. He points out that FM can use existing telephone wires, and sees in it a "great art that means tremendous progress to the industry."

The industry is his favorite topic next to electronics. With all his knowledge and experience, he sublimates himself to the power of the complete broadcasting field, which he feels is bigger than any one man in it.

It was with this in mind that he helped founded the Radio Technical Planning Board, a group whose result, he believes, should be the submission to the proper governmental agencies of a plan incorporating the recommendations of the industry on all pertinent technical matters.

"We want to present to the [Federal Communications] Commission a clear-cut definite plan of what the industry wants. If we do that, this industry has a 50-50 chance to come in all probability get just what we want. RTPB has to be the clearing house, and for successful results, there must be cooperation with the Commission."

Although "the industry" is the real hobby of Dr. Baker, occasionally he does play a game of golf—"but I don't brag about it"—at the Mohawk Golf Club in Schenectady. He is also a member of the Century Club of Syracuse and Sigma Psi, scientific honorary fraternity.

In 1935 his travels took him to South America where he studied the markets. "That is the country for a young man under 25 if he wants to make something of himself," says Dr. Baker.

Brief vital statistics include the fact that he was born on Nov. 30, 1892 in Lockport, New York, and several years later married the former Naomi Longdye.

With a scientist's vision of things to come, Dr. Baker feels that "in the next 15-30 or 40 years the changes in our way of living will be phenomenal." And in the future as before, Dr. Baker will doubtless be responsible for many of them.

RAYMOND COLLINS, technical supervisor of WFAA-KGKO Dallas, and Velma Boyce, secretary to Martin Campbell, managing director of WFAA-KGKO, were married May 9. Mr. Collins, with WFAA since 1926, has been a technical supervisor for ten years and for the past year has been on loan to the Radio Research Laboratories at Harvard. He now is on overseas assignment for several months.

JAMES J. McGUINN, Chicago correspondent for Broadcasting since June 1943, has resigned because of imminent military service. Florence Small, formerly of the Chicago bureau and now at Washington headquarters, has transferred to Chicago. Isabel Taylor continues in the Chicago bureau.

DR. JAMES ROWLAND ANGELL, president and vice-chairman of NBC, was feted last Monday by a surprise dinner given by his associates at NBC in honor of his 75th birthday.

ROBERT HUBERT, former secretary to Commissioner Ray C. Wakefield of the FCC, has been named secretary to Chairman James Lawrence Flynn, succeedingNorman F. Johnson, who is to enter military service.

GEORGE ARNOTT, former commercial manager of CKX Brandon, has joined the sales staff of Stovin & Right, Toronto, station representative.

DONALD HALL, who has done agency and sales promotion work for the sales staff of KSFO San Francisco.

JONATHON SNOW, formerly in the sales promotion department of the Deseret News, Salt Lake City, has joined the sales promotion staff of WBBM Chicago.

CHARLES O. DABNEY, WBGM general sales manager, has joined the WBBM sales department as account executive. Replacing Mr. Dabney as sales manager is Dorothy De Muth, formerly his assistant.

From page 40

Mr. Campbell and Mr. Collins have been well known in broadcasting circles for many years. Mr. Collins previously was a member of the technical staff at both WBBM and WMER in Chicago, and Mr. Campbell was once in charge of the Station's technical department.

Mr. Collins was active in the industry from the start, becoming a charter member of the NBC Radio Advisory Committee in 1926. He has been associated with NBC since 1928, serving as technical director of the radio division.

Mr. Campbell has served the industry in a variety of capacities, including as president of the National Broadcasters Association. He is a graduate of Northwestern University and has been with NBC since 1928.
It happens May 28th

CLEVELAND'S FRIENDLY STATION

W GAR

MOVES TO

1220

A BETTER SPOT ON THE DIAL
A BIGGER AUDIENCE
A BETTER BUY THAN EVER

* BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., National Representative

May 15, 1944 • Page 43
JOHN J. KELLY, former news and publicity director of KYW Philadelphia, now completing boot training as a Marine, is the father of a boy.

ROBERT HECKERT has joined the staff of KYW Philadelphia as news analyst and commentator.

PAUL KINGSLY, formerly of KFAS Pasadena, Cal., has been added to the news staff of WING Philadelphia.

CELEAH HICKMAN, formerly with the editorial department of the Memphis Press-Scimitar, has been added to the staff of WMP's Memphis, as a news editor.

WILLIAM SPIER, formerly executive producer of KNX CBS Hollywood, has signed a term contract with M-G-M as producer.

MARION ANNENBERG, former promotion manager of WCAE Philadelphia, is now sales promotion manager of Popular Science Magazine, New York.

ROBERT S. AYERS, honorably discharged from the Army, has been added to WOR New York promotion department. He previously was an investment analyst for Delph & Co., and also served as vice-president of Arthron Inc.

JOHN W. VANDERCOOK, NBC newscaster and correspondent, has arrived in Algeria to cover the Italian campaign. He is slated to go to England shortly to join NBC's invasion team in London.

HARRY McILVANE, veteran announcer of WCAU Philadelphia, has been promoted to daytime manager. He succeeds Carl Owen, who becomes a commercial announcer, taking the place of Taylor Grant, who left to join WBN New York.

DORATHEA A. HASSLER, former assistant promotion director of WKNE Keene, N. H., joins WPEN Philadelphia June 1 as director of publicity and promotion. She succeeds Rhoda Ots, resigned.

BESSIE HOWARD, Women's new commentator of KYW Philadelphia, has joined WCAU Philadelphia.

CHARLES B. H. VAILL, until recently director of the Yale U. news bureau, and former reporter for the Hartford Times and Hartford Courant, has been named assistant promotion manager of WEAF New York.

MELVILLE H. SWANTON, former personnel manager of Canal Project, Alaska, has been appointed western division night traffic supervisor of the Blue, with headquarters in Hollywood.

WIBW advertisers get, we’re not sticking our necks out. We’re talking FACTS—like these:

- "WIBW’s inquiry cost was 8c. Stations X, Y, and Z (all 30,000 watts) were 66c, 48c and 23c respectively."
- "... getting more good from WIBW than anything we have ever used before... inquiries turning into a terrifically high percentage of sales."
- "WIBW led all stations with lowest inquiry cost and was second in total inquiries."
- "It’s a pleasure to work with a station that offers such intelligent cooperation."

Purely on a basis of day-in-and-day-out RESULTS in Kansas and adjoining states, WIBW belongs on your list. Let us make still another "success story" out of your next campaign.

NCBS Names Weber

GEORGE W. WEBER, Iowa radio production man, has been named to the staff of the North Central Broadcasting System and the Iowa Tall Corn Network, according to a joint announcement last week by John W. Bolter, president of NCBS, and Earl Peak, chairman of the executive committee of ITCN. Mr. Weber’s office will be in the Shops Bildt, Mr. Weber will represent the Iowa Tall Corn Network in Des Moines, Oklahoma, Kansas City and St. Louis.

TOM NOONE, announcer of KPRI Los Angeles, and Marjorie Hart, first, has joined the editorial department at WPEN in Philadelphia.

GORDON INGLIS, formerly of CHICAGO and CIGA Edmonton, has joined the announcing staff of CIB Vancouver.

LES HARTING, former announcer of CKGB Timmins, now in the Royal Canadian Air Force, is stationed at Halifax.

TED EARL, former continuity writer of CKGB Timmins, is now overseas in the Royal Canadian Navy.

MIRNA STURGES, former traffic manager of CKRL Kirklake Lake, has been transferred to the Toronto office of National Broadcast Sales.

DON FITZGERALD, writer-producer, and Bill Cornell, announcer, are new additions to the staff of the Don Lee Broadcasting System. Tony La Franco, former announcer, has been appointed Don Lee program manager.

MARK FINLEY, former publicity director of KKL Hollywood and Don Lee Broadcasting System, now with the U. S. Army in England, has been promoted to a major.

HELEN KING, radio editor of the Buffalo Evening News and publicity director of WENY Buffalo, has resigned to return to New York.

MELVIN FRITZE, announcer, has been added to the staff of KROW Oakland, Cal.

BILL HENRY, CBS Washington news analyst, and Phil Newsom, editor of the UP Radio News Service, New York, will serve as judges on the annual awards committee of the National Headliners’ Club to award achievement plaques at the annual frol in Atlantic City next month.

ED KIHN, new to radio, has been added to the announcing staff of KSAL Salina, Kans.

BOB REDEEN has rejoined the staff of KYSM Mankato, Minn., as news editor. He has been announcing at KNIO Kansas City and KDFL Salt Lake City.

BOB GARDNER, with a medical discharge from the army, has returned to KYSM Mankato, Minn., as announcer.

ART TURNBULL has joined the announcing staff of CKLW Windsor-Detroit.

CLARENCE C. MOORE, program director of KOA Denver, will conduct a summer session radio course at the Denver City School of Speech beginning June 19.

PETER B. WHITALL has been named farm broadcast commentator for the Prairie Division of the Canadian Broadcasting Corp., Winnipeg, succeeding Hugh Boyd, resigned. Mr. Whitall has been with the CBC since September 1942.

C. M. WARD Jr., continuity editor of WWNC Asheville, leaves May 20th to enter the armed services.
Millions of New Yorkers will eavesdrop on the invasion...

...thanks to WEAF!

"If, as and when" may be a non-committal trinity of words, but there's nothing non-committal about NBC's foresighted preparations for reporting a major military invasion of Europe—if, as and when it occurs!

Then millions of New Yorkers will hear first-hand reports by direct short wave over their favorite news station WEAF. As NBC's key station, WEAF commands the personnel and resources of a vast news-gathering organization detailed to cover the invasion.

That's why WEAF stands to gain an enormous increase in its large, established news-cast audience—countless New York listeners who have come to depend upon such topflight WEAF reporters, analysts and commentators as Lowell Thomas, H. V. Kaltenborn, Robert St. John, Don Hollenbeck, John W. Vandercook, Lyle Van, Richard Harkness, Charles McCarthy, Don Goddard, Elmer Peterson and a notable line-up of foreign correspondents spotted on strategic fronts around the world.

More than ever before, New Yorkers are keeping their ears cocked to WEAF for last-minute news around the clock. Advertisers can make an effective sales approach to this enormous, ready-made audience with some of these WEAF news programs (still open for sponsorship at press time):

"WEAF NEWS" 6:30-6:35 AM, Daily except Sunday.
"WEAF NEWS" 7:00-7:05 AM, Mon. thru Sat.
"WORLD NEWS ROUND-UP" 8:00-8:15 AM, Mon. thru Sat.
"MORGAN BEATTY NEWSCAST" 1:45-2:00 PM, Mon. thru Fri.
"HARKNESS OF WASHINGTON" 11:15-11:30 PM, Available Tues. and Thurs.
"WEAF MIDNIGHT NEWS" 12:00-12:05 AM, Daily except Wed.
"WEAF NEWS" 9:55-10:00 AM, Sunday only.

For complete facts, get in touch with your nearest NBC Spot Sales office.

WEAF NEW YORK—NBC's Key Station
660 on your dial—50,000 watts
The Story of a Local Store
That Made Good in
an Un-local Way

Here is a story of a local store that made good in an un-local way.
It's the Morris B. Sachs clothing store and it's doing business at
its stand some 10 miles from Chicago's Loop. So what do they do?

Since 1934, Morris B. Sachs has been sponsoring an Amateur Hour over WENR.
And once again this station (often misnamed merely a "Chicago" station) proves how it has tentacles that reach out far from the Loop—no tenticles in the case of Morris B. Sachs, but to the upper reaches of Wisconsin and well down into Indiana.

So powerful is its voice and its results that Morris B. Sachs' store has used no other advertising medium since 1934.

Details of this one operation—and dozens more like it—are yours for the asking—details that will prove to you in no uncertain terms that WENR gets results—only in Chicago, not only in Cook County, Illinois, but in no less than four states—in no less than One-Tenth of the Nation.

It's yours for the broadcasting!

Charles Paul, new to radio, has joined KSFO San Francisco as announcer.

Lewis Hayden, new to radio, is a new member of the program staff of KSFO San Francisco.

Charles Shortridge, formerly of KHUB Watonvile, is now with KSFO San Francisco as an announcer-producer.

Leslie Raddatz of NBC Hollywood publicity staff is the father of a girl.

Donald Ross, formerly USO Los Angeles promotion and publicity director, has joined the KFWB Hollywood publicity staff.

Don Wilson resigned May 15 as staff announcer of WSAU Wausau, Wis., to enter the radio advertising field.

Bob Frey, promotion manager of WSAU Wausau, Wis., entered the Army on May 13.

Bob Lee, program director and announcer at WALL Middletown, N. Y., is the father of a boy.

Rupe Werling, WIBG Philadelphia production manager, will teach a course in radio writing and production at the Bessie V. Hicks school during the summer.

Webley Edwards, CBS war correspondent covering the Central Pacific, has returned to his Hawaii headquarters following New York conferences on war news coverage with Paul White, network director of public affairs.

George H. (Pat) Hill, former ESSO reporter of WBEN Buffalo, now serving with the Army Air Forces in England, has been promoted to sergeant.

Doug Montell, former sportscaster for Tide Water Associated Oil Co., and now a captain in the Marines, has been transferred to Quantico Marine Base.

Clifford J. Rian, newscaster at WTGN St. Paul, has been named news editor in addition to his duties as promotion manager.

Edwards Deferred
Ralph Edwards, m.c. of NBC's Truth or Consequences, Saturdays 8:30 p.m., has been placed in the over 26, was supporting occupational category and his draft board notified him it doesn't expect to call him for several months. Harry Von Zell, who was chosen over 90 contestants for replacing Mr. Edwards, has left the program, on which he has been sharing the m.c. job, but will remain in readiness to take over if and when Mr. Edwards is again called for induction.

Dunniger to Tour
Ralph Dunniger, mental telepathist, takes his Blue Network program for Kem-Tone on a War Bond tour, starting June 7 with a broadcast from Halloran Hospital, Staten Island. He will broadcast from Washington June 14, Chicago June 21 and Cleveland June 28.

Mark Smith
Mark Smith, 57, New York actor, a founder of the American Federation of Radio Artists, died last Tuesday at his home in New York after an illness of about a year. Mr. Smith was first president of the New York local of AFRA and served for three years on the Union's national board, taking an active part in AFRA's early negotiations with broadcasters and other employers of radio talent.
Jonquils
from Georgia...

to WGY

(major station in eastern
and central New York and
western New England)

Moved from Ballston Spa, New York, to
Eatonton, Georgia, Mrs. S. writes that she
is still a loyal WGY listener, sent jonquils
from her garden for WGY's 22nd birthday.

WGY ENGINEERS don't guarantee a steady signal in
Eatonton, Georgia, nor do they claim it for the thousands of
other far-away places where people like Mrs. S. frequently tune
to WGY for their radio entertainment. All this "extra-area"
drawing power merely indicates the tremendous pull WGY gives
you, closer home, in its own primary and secondary areas.

In this essential $1.34-billion-dollar market in the heart of
the great Northeast there are 1,045,717 radio families. And
WGY is the ONLY station that can combine the market into
ONE coverage area.

MORE people in this valuable region, popularly
known as the "Hudson Circle," stay tuned to WGY
than to all other stations throughout the vast
territory combined.
<table>
<thead>
<tr>
<th>Station</th>
<th>WMPS</th>
<th>WMP$</th>
<th>WMAS</th>
</tr>
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<tr>
<td>Morning Index 6:00 - 12:00 A.M.</td>
<td>20.4</td>
<td>29.6</td>
<td>21.0</td>
</tr>
<tr>
<td>Afternoon Index 12:00 - 6:00 P.M.</td>
<td>16.5</td>
<td>20.4</td>
<td>43.2</td>
</tr>
</tbody>
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In Memphis

C. E. HOOPER—Memphis Audience Measurements—February and March, '44

A quick glance at the latest C. E. Hooper survey program indicates that in Memphis WMPS not only has the "top o' the mornin," but a good chunk of the afternoon as well.

Without a doubt your daytime dollars are best spent in Memphis on WMPS—and yet our rates continue to be shockingly low. You buy daytime supremacy at the most advantageous rates when you buy WMPS.

"This is the Blue Network"

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.

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**Merchandising & Promotion**

**NBC Handbook—Matches—A & P Promotion**

**Scoreboard—Window Studio—Folders**

**COLLECTION of reprints** from past issues of BROADCASTING magazine relating to the use of radio by retailers has been prepared by the broadcast advertising department of the NAB for distribution to managers and commercial managers of NAB affiliated stations. Compiled by Lewis H. Avery, NAB director of broadcast advertising, the folder contains a letter which queries whether or not radio will get its rightful share of retail advertising expanded in the post-war period, also pointing out and quoting advertising dollar advance made so far.

**NBC Handbook**

HANDLING of promotion and publicity for The World Circle, mystery series of transcribed programs issued by NBC Radio Recording Division has been sent by NBC to stations carrying the series. Book describes advance recorded announcements, newspaper publicity material and advertising copy and mats, counter cards, window streamers and other display material available to promote the programs. Also given are suggestions for tie-ins with bookstores, libraries, motion picture houses and other means of reaching mystery fans who should be especially interested in the programs.

**Matches**

DRUGSTORES, smoke shops, and other outlets featuring smoking accessories in the middle Iowa territory are distributing 2,000 KRT Des Moines match booklets, telling the story of KRT's complete local news service in the area served by the Cowles CBS station. The folders are royal blue in color with copies printed in red and white, and carry the theme, "Right now, news is happening. Get it first on KRT, 1350 kc." Inside paper lists the eight local daily newspapers, mention national commentators.

**A & P Promotion**

EXTENSIVE store promotion has been undertaken by the Atlantic & Pacific Tea Co. to tie-in with its first radio venture on WPIL Philadelphia with sponsorship of a daily news program. Promotion includes window signs in all A & P food stores and super-markets in the area, 500 counter display cards and 50,000 fillers for customer distribution. A & P in addition features the program in all of its press advertising and in dash cards on the city's transportation facilities.

**Scoreboard**

WBG Philadelphia attracts the attention of passersby to its sidewalk studio with a giant baseball scoreboard. The station carries the play-by-play descriptions of the major league ball games locally.

**Posters**

TO PROMOTE its transcribed history series The World and America, sponsored on WQXR New York by Eagle Pencil Co., the radio programs department of Time Magazine is distributing to some 350 teachers in the WQXR listening area posters representing the Statue of Liberty against the world, with the legend "Learn History by Radio." The time is mentioned as the producer of the program and Eagle Pencil Co. as the sponsor.

**Window Studio**

COMPLETE soundproof studio has been installed in a main show window of Corcoran's Department Store, Boston, for the presentation of its daily Stephen James newscasts over WEBS Boston. Window studio contains world maps, tele-type news printers, pictures of CBS correspondents, as well as engineering, monitoring and microphone equipment. In full view of sidewalk audiences, Public address loudspeaker is installed on the street.

**Spot Savings**

A VOLUNTARY SPOT campaign aimed at retail merchants to impress upon them the necessity for saving merchandise cartons and returning them to the manufacturer has been inaugurated by WKRC Cincinnati. Spots emphasize the importance of keeping the cartons intact and returning them to manufacturers' representatives to eliminate the process of turning old boxes into paper salvage for their eventual re-use.

**WLAW Folder**

PROMOTION PIECE featuring Devy Edwards, styled as radio's "Girl of the Year," has been released by WLAW Lawrence, Mass. Miss Edwards has just returned from a tour of Army camps in the North with her "caravan" of musicians, singers and dancers. The large promotion folder, done in red, white and blue, consists of a layout of pictures showing Miss Edwards and her troupe at various camps.

**Theatre Tie-In**

WWNC Asheville, N. C., has effected a promotion arrangement with the Imperial and Plaza Theatres whereby WWNC announces the attractions adjacent to the CBS Passing Parade program and the theatres in return use a trailer to advertise the show on the station following the Nesbitt films of the same name.

**KFAB Folders**

KFAB Lincoln, Neb., has released four promotion folders giving information and availability on the KFAB Dinner Bell Hour and Jessie Young's Homemaker program as well as program listings and mail pull data.
THE FORERUNNER OF POSTWAR

MOUNTAIN-TOP FM TRANSMITTERS

EXPERIENCE  REL is the only manufacturer of FM transmitters able to furnish, from experience over a period of years, exact engineering information and cost data on mountain-top installations.

PIONEERING  The first installation of this sort ever made was the 1-kw. REL transmitter at Yankee Network's WMTW on Mt. Washington, where scheduled broadcasting started December 18, 1940. In November, 1941 this was replaced by a 10-kw. REL model 520 DL transmitter.

RELIABILITY  The record of performance is truly amazing. Operating under conditions described by meteorologists as "the worst weather in the world," this transmitter has been on the air for over 18,000 hours, with a present schedule of 24 hours per day.

FM PROGRAM LINK  All programs are picked up on 44.3 mc. from the 50-kw. REL transmitter at Yankee Network's WGTR, Paxton, 142 miles away, and are re-broadcast from WMTW on 43.9 mc.

ST LINK  All programs originate, however, at Boston, and are beamed to Paxton by a 156-mc. REL studio-to-transmitter link which has been on daily schedule since July 24, 1939.

ACCEPTANCE  Prior to the "war-freeze" there were more AM broadcasters using REL FM transmitters than the combined total of all other manufacturers.

POSTWAR  REL is ready, as soon as conditions permit, to handle all details of planning and constructing mountain-top FM stations and unattended satellite transmitters.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.
Bernard-Paulin Unite

A PARTNERSHIP to serve agencies and stations with programs, production and scripts has been formed by George S. Bernard, New York business man and Leo J. Paulin, Washington radio producer-writer. Mr. Bernard is head of the Sales Dept. for American Broadcasting Co., New York, and owner of the George S. Bernard Enterprises. Mr. Paulin was formerly an assistant Trade Commissioner in the Dept. of Commerce and an account executive with the U.S. Adv. Agency, New York. Since 1940 he has operated his own public relations and radio production office in Washington. The Bernard-Paulin partnership's Washington offices are at 2627 R Street N.W. The New York offices are at 220 Fifth Ave.

H. L. MOONEY, former research director of Gardner Adv., St. Louis, has joined Mayon Inc., New York, as director of media and research.

HOWARD WORDEN, former account executive of Young & Rubicam, New York, has been appointed to the executive contact staff of Foote, Cone & Belding, New York.

C. C. CHAPELLE Co., Chicago, market research firm, has opened a New York office at 424 Madison Ave., under management of George Flax, who formerly did research work at Cornell U.


KNOLLIN ADV. AGENCY has moved its Los Angeles offices to 1336 W. Sixth St. Telephone is Vandyke 4057.

FREDERICK KAMMANN has resigned as vice-president of Fuller & Sons, N.Y. Kammann, who has been managing director of the Cincinnati office of Roy S. Durstine Inc., New York, succeeding F. J. Jones.

ROBERT MONROE, radio production manager of Donahue & Co., New York, has resigned to produce Forrest Tew, new Mutual program to be sponsored by M-G-M, a DuC account.

COL. ARTHUR G. WHITE, a member of N. W. Ayer & Son's Montreal office before joining the Royal Air Force, is returning to civilian life and will rejoin the agency as a member of the New York service staff.

BERNARD KATZ, former advertising manager of Heinz's Department Store, New York, has joined Brown & Gravenson, New York, as vice-president.

Vernon D. Davis, account executive of The Mayers Co., Los Angeles, has joined Pacific Adv. Service, Los Angeles, in a similar capacity.

T. F. WRIGHT has joined J. J. Gibbons Ltd., Montreal, as account executive. For the past three years he has been with Spitzer & Mills, Montreal.

Ellis Adv. Co., Toronto, has moved from 465 Bay St., to larger quarters at 74 King St. W., Toronto.

Gerald Toogood, vice-president of N. W. Ayer & Son, Philadelphia, who has been associated with the agency for nearly 20 years, leaves at the end of the month to join J. Walter Thompson Co., New York.

Lee Ramseur Jr., has joined the staff of John F. Archer & Co., Philadelphia, in an executive capacity as a member of the board of directors. He has been a former agency account executive.

Harold R. Buschhorn, former sales promotion and advertising manager of Falstaff Brewing Corp., St. Louis, Ohio and New Orleans, has joined the staff of Anfenger Adv., St. Louis.

Mel Roach, production manager of Allied Adv., Los Angeles, has shifted to Smith & Bull Adv., in a similar capacity.

Frank Oxarart, former account executive with CBS Hollywood, has joined Garfield & Guild, San Francisco, as vice-president in charge of the agency's Hollywood branch. Agency expects to open new offices in Hollywood shortly. Bertha Hous has left the G&G San Francisco office as office manager to take that post with the new agency.

Mary Lewis, former account executive of KFYA San Francisco and KROW Oakland, has joined The Mayers Co., Los Angeles, in a similar capacity. Florence Crook has also joined the agency as executive-secretary. She formerly operated her own Chicago publicity service, and prior to that was copy chief of R. H. Macy Co., New York.

IT'S THE RIGHT THING TO TELL YOU...

TIME ON WIRE IS HARD TO GET BUT WORTH WAITING FOR!

"Time" doesn't hang heavy on our hands at WIRE, because of the selling job we're doing for our advertisers, keeping their sales climbing in the Indianapolis area.

Yes, TIME on WIRE is hard to get, but smart advertisers say it is worth waiting for.

BASIC NBC

JOHN E. PEARSON COMPANY
360 N. Michigan Ave., Chicago
FRANKLIN 2359
250 Park Ave., New York City
PLAZA 8-2355

2 to 1 Choice of Dayton Merchants
Choose any of the following

2500 Watts
Basic Blue
(2) 800 Watts
Ronald S. Woodard
Exe. V. Pres.
SYLVANIA was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers.

That was back in the early 1930's. Prior to the introduction of these tubes, there was no agreement as to what types of radio tubes should be used for automobile service. Existing 2.5- or 5-volt types were either wasteful of battery current or did not have the efficiency needed. Standardization on 6.3-volt tubes of high efficiency would make it possible to effect manufacturing economies, to avoid complicated filament wiring arrangements, to save automobile battery drain, and to improve operating efficiency.

Sylvania's proposal met with opposition, but its common sense won the day. More and more radio-set manufacturers specified 6.3-volt tubes in all types of new equipment. And, in time, 2.5-volt tubes became practically extinct except for replacements.

Winning this battle of radio tube standardization, furthermore, proved to be a boon to radio broadcast listeners. Elimination of the transformer in AC-DC sets reduced both the size and the cost of radio receivers. Millions who otherwise would not have been able to afford sets were able to take full advantage of broadcast information and entertainment.

You will always find Sylvania, exemplar of radio tube quality, on the side of standardization for the mass market.

That is why it pays to sell Sylvania.

Quality that Serves the War Shall Serve the Peace

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS
The heart of things!

Surveys from "Surveyville" have many a slide-rule formula for making stations click, but we like to stick to the good old homespun theory that has to do with gaining the confidence of Mom, Pop and the Kids. We accomplish that "ace" achievement by talking their language and seeing the show through their eyes.

The average American family is the thing at WMMN! That's why we're a top producer for advertisers who demand action they can actually check with sales figures. Get a line on this sure-fire broadcasting service, now!

ASK A BLAIR MAN
— Columbia —

Milk is a heavy contributor to the BIGNESS of Central New England as a market—the WTAG market. Dairy farms place Worcester County twelfth among the nation's 3000 counties in dollar volume of milk and milk products—a nationally important agricultural income to add to Worcester's huge industrial buying power.

Rural and industrial Central New England is thoroughly dominated by one station, WTAG, and from the inside. When you buy time in a BIG market, buy a BIG audience.

PAUL H. RAYMER CO. National Sales Representatives

United Broadcasters Add Five Religious Programs

FIRST UNITED Broadcasters, Chicago, has added a group of religious programs to its account schedule. A regular feature on WOWO Fort Wayne, Ind., for several years, the one-hour program, Ft. Wayne Gospel Temple, expanded on May 7, with half-hour transcriptions titled Back Home Hour, featuring the Rev. Ralph Neighbor, Sundays, on KGLO Mason City, Ia.; and beginning May 15, Back Home Hour, half-hour transcriptions over KGER Long Beach, Calif., Fridays.

Effective May 8, Lutheran Gospel Hour, a quarter-hour transcription featuring the Rev. Allen R. Bieger, begins on KGLO Mason City, Ia., Mondays, Wednesdays and Fridays. Dr. O. A. Geissman started 26-minute transcribed broadcasts, Your Christian Counselor, Wednesdays, over WCFL Chicago, beginning April 26. Since early January, a group of Chicago Lutheran business men have sponsored the half-hour Lutheran Sunday School of the Air on WCFL Chicago. Program was inspired by recent FBI reports of the number of children without church affiliations. All contracts are for 32 weeks.

Col. Alderman Returns

And there is another new face. ROYAL M. ALDERMAN, a vice-president of McCann-Erickson, and former manager of the Cleveland office, is returning to the agency's New York office in June after 3½ years in military leave. Col. Alderman will work in the new business department. Resigning as president of the Cleveland Advertising Club to enter the Army in the fall of 1940, Col. Alderman served for over two years as assistant executive officer in the War Department bureau of public relations. His military service includes 10 months as executive office of the South Pacific general depot.

Fear to Williams

FRED FEAR & Co., Brooklyn, season spot radio advertiser for Chick Chix & Pesto Egg Colors, has appointed Williams Adv., New York, as agency for its dyes, extracts and clan broths. Media plans are under discussion.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with photographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa
NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1!

Yes sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month...

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your first hand experiences with all types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
SEARS, ROEBUCK & Co., Chicago (mail order house), on May 15 will begin sponsorship of a new 15-minute spot business, "Robert Mitchell's Town & Farm program," Monday through Saturday, 1:15-1:45 p.m., on WALGREEN & NBC. This service, heard on WBAQ Chicago, is for Midwest and NBC since 1930. Mr. Mitchell was named director of agriculture for the NBC Central Division in 1943. Soil and crop culture, victory gardens, scientific livestock raising and food rationing, reports from OPA, WPB, and the Dept. of Agriculture, are features of the program. Contract is for 52 weeks. Agency is Schwinner & Scott, Chicago.

RAULAND Corp., Chicago (electrical devices), on May 2 began sponsorship of a quarter-hour program, Monday through Friday on WGN Chicago, featuring "Two Ton Baker's" songs and piano numbers. Contract for 26 weeks was placed through Lieber Adv. Co., Chicago.

GROVE LABS, St. Louis (B-Complex vitamins), on May 8 began sponsorship of a new six-weekly quarter-hour series of news programs, for a total by the company of 13 news periods weekly, on WMAQ Chicago. Contract is for 13 weeks. Agency is R. R. M. Seeds Co., Chicago.

Field Tries Video

MARSHALL FIELD & Co., Chicago department store, on May 5 sponsored a test television program, claiming to be the first in the Midwest. Don McNeill was m.c. of the variety program, broadcast from 8:45-9:30 p.m. (CWT) on W9XKB Chicago. The video show featured a fashion review and a talk by L. B. Sizer, Marshall Field executive. Agency is Ruthrauff & Ryan, Chicago.

Jewel Tea Sponsors

JEWEL TEA Co., Chicago, on May 1 began sponsorship of a quarter-hour news program featuring Paul Gibson, Mondays, Wednesdays and Fridays on WWBEN Chicago. Contract is for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

GIVE A LOOK!

Place your sights on that part of California and the West covered by the Beeline. It ranks in population with Los Angeles, and exceeds San Francisco in retail sales. It covers 41 primary counties, has a population of *1,561,254 and has retail sales of *2½ billion.

WHAT IS

The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community...combined on a new basis for National spot business.

*See McClatchy Beeline rate list meeting first under California in Standard Rate and Data.
BEAU BRUMMEL Co., Cincinnati (tie), has expanded its radio coverage to include WMAQ Chicago, KYW Philadelphia and WJZ New York. Quarter-hourly weekly transcribed Musical Showcase has been started for 13 weeks on WMAQ and KYW. Quarter-hour recorded program with Kay Lorraine as m.c. has been placed direct on WJZ. Chicago contract was placed through Ralph H. Jones Co., Cincinnati, and the Philadelphia contract through Key Adv., Cincinnati.

FIRST INDUSTRIAL BANK of Chicago is sponsoring News of the World 6 times weekly on KIZ Denver.

CONCORDIA CREAMERY of Concordia, Kan., has begun sponsorship of Home Service Hour, a transcribed music and news, 7:30-8 a.m., six weekly, on KSAL Salina, Kan.

ANDERSON BROTHERS, Salina, Kan. (food wholesalers) has started sponsoring Enna Lou Briceline with Anderson Brothers Food Report, five minutes daily, on KSAL Salina.

ITALIAN COOK Oil Corp., Brooklyn (formerly Agash Refining Corp.) which promotes itself on WOR New York through Italian language programs, is planning to enter the English-language market, and is considering radio among other media. Agency now handling the account is Lane & McMillan, New York.

PERSONAL FINANCE Co., Chicago, is now promoting its loan services on some 80 stations via electrical transmission. Station schedule varies constantly. Latest contract with WOR New York, effective April 10, called for a series of 78 transcriptions at the rate of 18 a week. Agency is Al Paul Levy Co., New York.


CLARENCE OEDENCE & Co., Boston, has appointed Hirosh-Garfield, Boston, to handle advertising for Flamingo cigarettes. Newspapers and radio will be used.

CALCO Chemical Division, American Cyanamid Co., New York (dyes), has appointed Hazard Adv., New York, effective July 1 to handle its account. No radio is contemplated at present.

FRANCO AMERICAN Hygiene Co., Chicago, has appointed Benson & Dull Adv., Chicago, to handle radio and newspaper advertising for Nellie Blythe cosmetics, effective May 6.

S. FRIEDER & SONS Co., Philadelphia (Habanero and Garbo Grande cigars), has appointed Al Paul Leighton Co., Philadelphia, to handle its advertising account. Account will use radio and newspapers. One radio show will feature Stan Lomax, sportscaster, 6:45-7 p.m. on WOR New York, Sundays.

BENJAMIN FRANKLIN HOTEL, Philadelphia, on May 15 begins sponsorship of Breakfast with Benjamin Franklin on WIP Philadelphia. Originating from the hotel, prizes comprising dinner and theatre tickets are to be awarded those breakfasting at the hotel during the broadcast, scheduled Monday, Wednesday, Saturday and Friday mornings, 9-9:30 a.m. Placed direct, program will continue indefinitely.

SEALY MATTRESS Co., Chicago, on May 1 begins sponsorship of a heavy schedule of spot announcements in the following markets: Cincinnati, Milwaukee, Memphis and Richmond. Length of contract not announced. Agency is Schwinmer & Scott, Chicago.

SAMPLING SIXTH STRIP of bacon are Clarence Lund (1), assistant advertising manager of Swift & Co., (ham & bacon division) Chicago, and E. R. Borroff, vice-president of Blue central division, to symbolize Swift's purchase of the sixth day (Monday) of the Blue Network's Breakfast Club 8:30-8:45 a.m. Swift has sponsored the other five strips for more than 3½ years.


DODGE CORNER, Los Angeles (used car dealer), currently is sponsoring six-weekly quarter-hour programs of record music free at Five on KFJ Los Angeles. Contract is for 15 weeks. Allied Adv. Agencies, Los Angeles, has the account.

MADEMOISELLE of Beverly Hills, Los Angeles (chain dress shops), new to radio, in a two-week test campaign starting in mid-May will use a total of 60 spot announcements on KIEV KRIK. Agency is The Mayers Co., Los Angeles.

JOHNSON & JOHNSON, New Brunswick, N. J., has appointed N. W. Ayer & Son, New York, to handle advertising for its medicated plaster division. No radio contemplated at present.

OXFORD Products Co., Cleveland, has appointed Weiss & Geller, Chicago, to handle its advertising account. Plans for radio are said to be considered.

GENERAL FOODS Corp., New York, is expected to promote Post Toasties in Newfoundland via two transcribed series—'Smilin' Ed McConnell, and Miss Trent's Children on YOMP, Young Orphaned Newcomer, New York, handles G-F foreign advertising.

DEPARTMENT STORES are showing an interest in Let's Learn Spanish, a series produced by the radio programs department of Time magazine. Seventh store to sign for the series is Richards Department Store, Miami, which started the program on WKAT Miami on a three-weekly quarter-hour basis May 1. Six other sponsors in this category are Kaufman Straus Co., Louisville; Lit Bros., Philadelphia; Lovenstein, Joseph & Loeb, Birmingham, Ala.; B. Lovenstein & Co., Memphis, Tenn.; Alms & Doepke, Cincinnati, and Maison Blanche, New Orleans.

SKINNER MFG. Co., Co., Omaha on May 9 began sponsorship of Boake Carter, news analyst, on WOR New York for raisin bread. Contract for the twice-weekly program is for 52 weeks. Agency handling the account is Bruce B. Brewer & Co., Kansas City.

KEU PRODUCTS Co., Los Angeles (Kenu cleaner), following recent expansion of its spot announcement schedule to include Arizona markets, on May 10 added KGO KPO to station list. Contract, covering five-weekly one-minute announcements is with Ebert & Little Co., Los Angeles, has the account.

NEWS
Builds This Huge Tri-State
Audience

The station that people depend on for news is always the best-listened-to in any area. It's the one that produces consistent RESULTS for other programs. Look at these news ratings.

C. E. Hooper—Feb. 144
Doy and night, WKBS delivers the PEAK audience in this area of 149,660 radio homes.

BROADCASTING • Broadcast Advertising
HELP HIM GET THAT LONG DISTANCE CALL THROUGH TONIGHT

You can do it by not using Long Distance between 7 and 10 P.M. Those are the night-time hours when many service men are off duty and it’s their best chance to call the folks at home.

BELL TELEPHONE SYSTEM
Conservation Theme Stressed in War Message Allocations on OWI Packet

Conservation subjects hold the spotlight in the war message allocations scheduled for the week beginning June 5 by the OWI Domestic Radio Bureau, with campaigns on rationing and price ceilings given secondary importance.

Attention is focused during the week on Food Waste, assigned to Station Announcement and live and transcribed National Spot Allocation plans. Radio is asked to help cut down the immense food waste which is defeating part of the tremendous effort of the American farmer to set food production records.

Scheduled for Network Allocation is Rubber Conservation, calling for continued adherence to conservation measures until synthetic production is sufficient to meet civilian requirements. Messages will inform listeners that military demands for tires and other rubber products, plus manpower shortages, make it impossible to meet normal civilian needs, much less the huge backlog which has accumulated over the past two years.

Play Square With Gasoline, urging compliance with rationing rules and car sharing, also asks motorists to conserve fuel by using only what is needed for absolutely essential driving.

Hold Prices Down emphasizes the importance of wise spending in fighting the threat of runaway prices. It is a money conservation campaign, urging listeners to invest in War Bonds and other anti-inflationary savings rather than spending for things which are not needed.

Ceiling Price Lists, assigned to Station Announcement Allocation, asks consumers to insist on paying ceiling prices only—towards their dealers when in doubt and to obtain copies of price lists from local ration boards. The messages are part of the overall Home Front Pledge campaign.

Careless Talk messages caution against conversations involving war information, particularly now with so many thousands of soldiers home on furlough from overseas. Transcribed messages on the subject are scheduled to independent stations of the KW and OI groups.

Stores may find sponsors for Ceiling Price messages among supermarkets, department stores and other large merchantable establishments. Food dealers of all kinds are prospects for Food Waste announcements. Institutional advertisers are regarded as most likely sponsors for Careless Talk spots.
Two Great Leaders Introduce Two Great Songs!

“When You Put on That Old Blue Suit Again”

Words and Music by Robert Sour, Floria West and Gordon Andrews.
Introduced by Tommy Dorsey

“Kentucky”

Words and Music by Henry Prichard
Introduced by Guy Lombardo on the CHELSEA Cigarettes, EDGECOWTH Tobacco Show 10:00 P. M. Saturday—Blue Network

Blue Suit: Savoy 142, Lang-Worth
Kentucky: Savoy 142, Lang-Worth, Standard

BROADCAST MUSIC, Inc.
News Sponsors Top Net Summer Rush

Sinclair, Holland Sign As Invasion Nears; Others Expand

PRIOR TO the invasion, at least two advertisers are starting network news programs (Sinclair Oil Refining Co., MBS, Hollander Paper Co., NBC), normally shifting from straight entertainment to news (Welch Grape Juice Time Views the News, Blue), a fourth, J. B. Williams Co., is more than doubling the CBS network for William Shirer, and several others including Time Inc., for March of Time, NBC, appear to be holding up decisions on summer vacation plans pending developments overseas.

Indicating that 1944 summer radio rates high with network advertisers, at least three sponsors will break long-term precedents by continuing on through the summer—Sherwin-Williams Paint Co., with World of Music, successor to Metropolitan Auditions, Blue, Campbell-Saunier Co., with First Nighter, MBS, and Procter & Gamble, carrying Abie's Irish Rose on through with a reduced NBC network of 50 instead of 124 stations.

New Programs

Another outstanding factor in this year's summer network outlook is the roster of new programs at a time when most net advertisers are usually drawing in their horns, and conserving forces for the winter. The Blue for example reports eight new clients and a total of 47 summer advertisers, as against 29 in 1942 and 20 in 1941. Some 13 or 14 sponsors have just started or are starting new or expanded programs on the four networks, according to recent issues of Broadcasting, and with one exception, all are out to sell products, including drugs, petroleum, oil and car services, cereals, films, clothes and cosmetics.

In contrast, outstanding among the shows going off permanently for or with the summer, for future plans indefinite are the non-product selling or institutional shows, notably National Small Business Men's Abe Lincoln's Story, off MBS permanently May 28, Boots Nut & Aircraft Corp.'s Wide Horizons, off MBS May 28, with the possibility of continuing on a weekly basis, and Aluminum Co. of America's Lighted Windows, off for the summer May 27. Major balance of the lay-off list [BROADCASTING, May 1] is made up of top net advertisers who have enough other shows on the air to keep the company name to the fore during the hot months.

There will be plenty of new and light entertainment fare in the form of mystery, music, comedy and variety, judging from the way 25 or more summer replacements are lining up. Standard Brands is slated to substitute Gracie Fields for Charlie McCarthy, CBS, for 12 weeks after May 28, Colgate-Palmolive-Peet will replace Judy Canova with a CBS-built love story romance, July 4, and a musical variety show is being considered to replace Texaco Star Theatre, off CBS June 25 for 13 weeks. If Goodyear Tire & Rubber Co. decides on a vacation for Star and the Story in mid-June, there will be a substitute in the works for Silvers Teens, 12 weeks are in work ing on a summer musical condensation for Blue Ribbon Time, CBS.

Decision is pending on whether to replace Lever's Bob Burns, NBC, on starting date for Charley Chan, mystery substitute for Amos 'n Andy, NBC, and on a vacation for Du Pont's Catalacado, NBC, also on the replacement for Reynold's Abbot & Costello, NBC.

General Foods will discontinue Maxwell House Coffee Time on NBC for 10 weeks, starting with the June 22 broadcast. In relinquishing the time for the summer, indications were given that a summer version of Maxwell House Coffee Time will be heard in the first half of the vacation Kate Smith Hour, on CBS for General Foods. Latest word is that General Foods will take a six-week hiatus for the Aldrich Family, with the last broadcast July 13 on NBC. Summer replacement for Duffy's Tavern on the Blue is still undecided by Bristol-Myers.

Changes already arranged or tentatively planned follow:

CBS
COCA-COLA Co., Atlanta, May 14-Aug. 27 or Sept. 3 replaces Andre Kostelanetz with Perry Faith on Patti Maves or Leslie & Hood on 138 CBS stations, Sun., 4:30 p.m. Agency: D'Arcy Adv., N. Y.

Capt. Fenn to London

AT THE REQUEST of the Board of War Communications Capt. H. F. Fenn, USN, chief cable censor, has left for London to serve as the liaison representative of the BWC in England to aid in coordinating the flow of commercial and press traffic from the British Isles to the U. S. during the invasion.

WASHINGTON news agencies 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

General Foods Corp., New York (Bird’s-Eye Frosted Foods), on June 29 for 13 weeks discontinues Dinah Shore program on 125 CBS stations Thurs., 9:30-10:30 p.m. Agency: Young & Rubicam, N. Y.


GENERAL FOODS Corp., New York (20-20), on June 6 for 13 weeks discontinues Kate Smith Hour on 121 CBS stations, Fri., 9-10 p.m. Agency: Young & Rubicam, N. Y.


PRUDENTIAL INSURANCE Co. of America, New York (insurance services), on May 28, for summer replaces Gladys Swooth with Aileen Farrell on Prudential Family Hour on 87 CBS stations, Sun., 9-10:30 p.m. Agency: Benton & Bowles Inc., N. Y.

NBC

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), on June 4 shifts Your Time On Air Parade from 127 NBC stations, Fri., 8:30-9:30 p.m. to 132 NBC stations Sun., 7-7:30 p.m. Agency: Foote, Cone & Belding, N. Y.

BRISTOL-MYERS Inc., New York (Ipana, Seltzer), on July 5 for 13 weeks shifts Rhythm Time to Time with America's Lighted Windows, with Alan Young on 125 NBC stations, Wed., 8:30-9:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Grapefruit Flakes & Granules), on June 4 discontinues permanently Jack Benny NBC 125 stations, Sun., 7:30-8:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Grapefruit Flakes, Wheaties), on June 4 for 13 weeks shifts Those We Love from 124 NBC stations Sun., 7-8 p.m. to 127 NBC stations Fri., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Postum), on June 28 for 8 weeks dis continues The Aldrich Family on 127 NBC stations Thurs., 8-9 p.m. Agency: Young & Rubicam, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (heels and soles), on May 13 discontinues permanently Judy Canova NBC 125 stations, Sat., 11-11:30 a.m. and on May 16 replaced with Andre Devine in Musical Roundup for summer or permanently. Agency, W. A. Ayer & Son, N. Y.

H. J. HEINZ Co., Pittsburgh, Pennsylvania (food products), on July 10 for 8 week period replaces Information Please on 132 NBC stations, Mon. 10:30-11:30 p.m. with Vacation Serenade. Agency, Maxon Inc., Detroit.

THOMAS OF AMERICA, Pittsburg, Pa., on May 27 discontinues for summer Lighted Windows on 127 NBC stations, Sat. 7-8 p.m. Agency: Fuller & Smith & Ross, N. Y.

PEPSODENT Co., Chicago (toothpaste, toothbrushes), on June 15 for 13 weeks.

 hạn hán
Medical Journal Hits Air Accounts
Tampering With Pocketbooks And Health, It Charges

CALLING on the radio industry to emulate newspapers in eliminating exploitation of the sick through patent medicine advertising, the American Medical Assn., Chicago, in its May issue of the AMA Journal, declares "the interests which exploit the sick, through patent medicine advertising on the radio should not be allowed to tamper longer with the health and pocket-books of the American people!"

In the same issue of the Journal, Roy R. Kracke, M.D., and W. R. Platt, M.D., of Emory U., in Georgia, report cases of two men suffering chronic prolonged bromide intoxication. Their condition was said to have arisen from prolonged self-administration of certain brands of radio advertised headache powders. Commenting on the report, the Journal says:

"Although many leading publications of the country have made a serious effort to eliminate the worst of the patent medicines from their advertising pages, numerous radio stations remain notoriously backward in this respect. Hour after hour, day after day, loud speakers of radios blare forth outrageous claims for some nostrum or patented home remedy. The patent remedies advertised range from those that may be positively harmful, as is discussed elsewhere in this issue, to those that are merely grossly overpriced in relation to their value."

Even these, however, tend to delay the use of dependable foods or services and initiate the expenditure of funds that might better be applied to securing scientific diagnosis and treatment. Recently newspapers as widely different as the Chicago Tribune and the FM have almost simultaneously exposed one of the most notorious of the patent medicines. But newspapers alone cannot solve this problem.

The situation requires the house-cleaning efforts of the radio industry itself, and the cooperation of those governmental agencies, such as the Federal Trade Commission, Food & Drug Admin., and Post Office.

589 NAB Members

TO BRING the NAB total membership up to an all-time high of 589, the NAB Board of Directors, at its meeting in Washington May 8-10, approved applications of 19 stations for active membership, along with four associate applications. New station members are:

- KCBC Texarkana, Tex.; KFFY Sikeston, Mo.; WKDF Ashtabula, Ohio; KGKL San Angelo, Tex.; KMYR Denver; KOTN Pine Bluff, Ark.; KSWO Oklahoma City; KWIX Flint; KWWJ Auburn, N. Y.; WMIS Natchez, Miss.; WMNH Hamilton, O.; WQCB Vicksburg, Miss.; WROX Canton; WMLN, Pullman, Wash., and WSLI Long Island, N. Y. Associate members are:
- Freeland & Olsen, Inc., New Orleans; The Katz Agency Inc., New York City; and Broadcasting System Inc., New York City; and Spot Sales, N. Y.

CEILINGS REVISED ON RECEIVER TUBES

TO COMBAT the black market in retail radio tubes, OPA has today revised ceiling prices on new standard radio replacement tubes for civilian radios and phonographs, effective May 20. The revision standardizes list prices throughout the country at the average March, 1942 level. Hereafter, manufacturers "list prices" have varied for different sections of the country, and often a retailer whose price for a certain tube was low would obtain a price list showing a higher price and post this as the prevailing one. Numerous instances have brought to OPA's attention which showed that consumers were charged three or four times the proper price for tubes.

The OPA action also specified the maximum service charge for testing radio receiver tubes when brought to the shop. When a portable or table model radio or phonograph is brought to a dealer's shop for tubes to be tested or replaced, the dealer may charge a maximum of 60 cents for testing all the tubes in the set. If the mechanism has to be removed in order to test and replace the tubes, the dealer may charge $1.00 for testing the tubes.

P&G Appoints B&B

PROCTER & GAMBLE, Cincinnati, has appointed Benton & Bowles, New York, to handle White Laundry soaps effective July 1. Media plans were not set last Friday.

H. H. RAINIER, formerly east-central manager of the Radio Division of Sylvana Electric Products, New York, has been advanced to the position of assistant manager of distributor sales in the Radio Division of the organization. Mr. Rainier will maintain offices in Sylvana's Chicago office.

Dept., which are delegated the responsibility in ths area. Doctor Kracke and Platt say in their report that, there seems to be an increase in drug ads as described in their report. According to the Federal Trade Commission, by increased consumption of various agents designed to smooth the nervousness of a population at war living in a scarcity of doctors.

R
c
FM in KANSAS

May 15, 1944 • Page 61

Broadcasting • Broadcast Advertising
Probers Subpena Fly Letter

(Continued from page 14)

Other functions of RID, he testified, include the making of interceptions of foreign non-military radio-telegaph traffic for other agencies and recording foreign voice broadcasts for FBIS.

Mr. Jett traced the history of the RID back to the Radio Act of 1910 which placed jurisdiction over radio apparatus on certain ocean steamers in the then Dept. of Commerce and Labor.

Mr. Jett cited incidents in radio's development to show that all of the basic functions of radio intelligence performed by the FCC were part of the stock in trade of the old Radio Division of the Dept. of Commerce and Labor and to show "the extent to which the Department of Justice and the Coast Guard recognized the jurisdiction and sought the cooperation of the Radio Division with respect to law enforcement activities involving radio."

Intelligence Work Uninterrupted

Mr. Jett told the Committee that the radio intelligence work was continued in the Dept. of Commerce after the creation of the Federal Radio Commission in 1927 but this division of jurisdiction proved unsatisfactory and the Radio Division was transferred by executive order of President Hoover in 1932 to the Radio Commission of that year.

Radio intelligence work was expanded under the Federal Radio Commission, Mr. Jett testified, approximately 76,000 frequency measurements of American and foreign stations being performed and more than 2,000 complaints investigated during the fiscal year 1933. Substantially all the basic radio intelligence functions of the FCC were undertaken by the Radio Commission as early as July 20, 1932, he said.

When the Communications Act of 1934 transferred functions of the Radio Commission to the FCC, he asserted, W. D. Terrell, who had been director of the Radio Division of the Dept. of Commerce and Chief of the Division of Field Operations of the Radio Commission, came to the FCC as Chief of the field division of the Engineering Department, which was originally charged with radio intelligence work. The continuity of radio intelligence work was thus maintained without lapse, he pointed out.

Under the Communications Act, Mr. Jett explained, the FCC is charged with surveillance of the entire radio spectrum to insure against unlicensed radio transmissions. Prior to July 1, 1940, such cases ranged from signals by amateurs operating without license to clandestine operations by race-track gamblers, smugglers, run-runners and other law-breakers.

RID Expanded

For War Emergency

This experience prepared the Commission for the more serious work ahead and expansion of its activities in radio intelligence following the national emergency was unanimously approved by the military, the State Dept., the FBI and other interested agencies, Mr. Jett declared.

When the hearings resumed Wednesday, Mr. Barger suggested that testimony relating to RID's beginnings in other agencies and exhibits relating to direction-finding operations be omitted from the record on the grounds of irrelevance. He was overruled by Chairman Hart who declared that since the Committee permitted other Government agencies over which FCC has no control to be castigated in previous hearings, Mr. Jett's testimony should be included.

Mr. Jett then continued his recital on the expansion of RID to meet the needs of the national emergency. He recounted a few uses of radio by the Nazi fifth column in Europe, including German agents landed in Great Britain by parachute and carrying complete shortwave transmitters in their suitcases, secret radio transmitters found in Rotterdam before the Dutch invasion, Nazi spies in France dressed as French officers and transmitting misleading information to the French High Command by pocket short-wave sets.

Clandestine radio activities in South America and Mexico in which German agents transmitted messages on ship movements and
Chirp Quirks

RADIO surveillance to track down enemy espionage activities has its lighter side as well as its more serious aspects. George E. Sterling, Chief of RID, told the House Select Committee to Investigate the FCC last week. In the case of one report of suspicious radio activity, he said, the officers turned out to be crickets. In another case, a peculiar bird whose chirp sounds like the signal CQ, had monitors fooled for quite a long time.

Reports of similar activities in the United States required that the nation and its possessions be "sealed" against possible illicit radio transmissions. With thousands of shortwave transmitters in the hands of private individuals and 50,000 amateurs operating, stern measures were necessary, he said.

To meet national defense needs, $1,600,000 was appropriated from the President's budget on June 24, 1940 and funds necessary for RID upkeep have since been provided by Congress.

Section Expansion Upheld by Jett

Mr. Jett testified that both the Army and Navy were fully aware of the proposed expansion of the Commission's radio intelligence activities and both the Army and Navy approved and, in fact, afforded the Commission the fullest cooperation in putting the expansion program into effect.

He said that the Army made 40 posts available to the Commission in 1940 for temporary secondary monitoring stations, with the understanding that the Commission would find its own sites as soon as conveniently possible. This has been done in all but four stations, he declared.

An agreement with the Navy was made in July, 1940 placing responsibility in the Commission for surveillance of unauthorized transmitters not only in the United States but also in Hawaii, Puerto Rico and the Virgin Islands, Mr. Jett testified, and Rear Admiral Ingersoll, Acting Chief of Naval Operations, informed all naval ships and stations to this effect on Aug. 31, 1940.

Concluding his presentation, Mr. Jett defended the operations of RID and its qualifications for radio intelligence. He said that former Committee General Counsel Eugene Garey's charge that there is something improper or ulterior in elevating the Commission's radio intelligence functions from a section to a division "hasn't the slightest basis in fact."

He declared that what RID has done with its small unit is the best answer to the charges of waste and unwise expansion which were made by Mr. Garey.

Questioned by Mr. Barger, Mr. Jett said the FCC had no intention of having Army and Navy witnesses present testimony.

He estimated that foreign programs recorded daily for FBIS would aggregate 1½ to 2 million words a day. He said a "very large" number of frequencies are dealt with in RID's radio operations.

In reply to further questioning, he said that Congress has made three of its qualifications for radio land purchases for monitoring stations and that FCC has never bought land without Congressional authority. He said site for primary stations averages 200 acres. All but four of the secondary stations are on leased land, he added.

Questioned at length regarding a computation offered by Mr. Barger to contradict his testimony that RID maintains "continuous" monitoring of the radio spectrum, Mr. Jett explained that patrolling of the spectrum is analogous to a policeman patrolling his beat. He said that RID could not possibly patrol each signal 24 hours a day any more than a policeman could patrol his house on his beat 24 hours a day.

To maintain "strictly continuous" monitoring of the spectrum would require some 20,000 men, he estimated.

He said he was glad to have Mr. Barger's signals go into record because "it looks absolutely silly."

Questioned regarding the former 500 kw transmitter of WLW, Crosley Corp., Cincinnati, he said the station was dismantled and that he did not know whether it is being used for OWI's new station in Great Britain or where it was sent.

He said the RID direction-finding operations entered into the conviction of 30 Nazi spies by the FBI. When Mr. Barger asked Mr. Jett to comment on Commissioner T. A. M. Craven's opinion of RID, he said: "I've given two days of committee on that."

"Do you disagree with Craven that RID is inefficient and amateurish?" Mr. Barger asked.

"Yes," Mr. Jett replied.

"Have you heard criticism of the RID from the Army and Navy?" asked Mr. Barger.

"I've never heard anything but praise from the Army and Navy regarding RID," said Mr. Jett.

One of 70 Signals Checked is Bad

On Thursday the Committee heard a detailed presentation by Mr. Sterling of the RID operations relative to uncovering clandestine radio activity. He demonstrated how radio bearings were taken to locate important enemy transmitters.

Mr. Sterling estimated there are about 100,000 stations, commercial and Government, in the U. S. alone, as well as more than 100,000 U. S. military transmitters various kinds.

"Conservatively estimated," he said, "the number of stations throughout the world exceeds half a million. Of course all of these stations are not on the air all the time, and many do not operate on frequencies which are useful for only very short range transmission and hence are not important from the point of view of transoceanic clandestine operations. Nevertheless the task of separating the clandestine stations throughout the world from the half million or more authorized stations is no easy one."

"In cruising through the spectrum, RID monitors examine approximately 70 signals for each unidentified or suspicious signal that is turned up; that is to say, 60 out of 70 signals are satisfactorily identified by our monitoring stations after a sufficient sample of the transmission has been intercepted."

He declared that hundreds of suspicious signals are reported to RID each month, that more than 6,000 radio bearings are taken monthly and more than 800 charts prepared each month showing locations of the sources of the signals.

Between July 1, 1940, and Jan. 1, 1944, he testified, the Commission located some 361 unlicensed transmitters in the U. S. and in Victories, all operating in violation of the Communications Act. During the same period 8,573 cases of other activity, unlicensed or otherwise, were transmissions were investigated, of which approximately a third involved reports of subversive activities.

Mr. Sterling gave the Committee a detailed account of the discovery two days after Pearl Harbor of a station operating on a frequency capable of transatlantic transmission. He told how the RID brought into play its various types of direction finders to finally fix the location of the transmitter at the German Embassy in Washington. The signals of this station were intercepted almost as soon as it went on.
Army Policy Emphasizes Non-Partisan Broadcasts

**GROWTH OF THE PUBLIC SERVICE**

**DIRECT IMPARTIALITY** must be observed by Army stations in rebroadcasting political campaigns and programs in the forthcoming campaign, the War Dept. last week reminded all commanding officers in both the U. S. and overseas.

"The burden is on the Army," said the order, "to see that the information and entertainment which it furnishes to the soldiers is either (1) nonpolitical or (2) if political, that it is disseminated in accordance with the allowed exceptions." Army's policy on rebroadcasting follows:

1. No recordings, or direct rebroadcasts, of political speeches will be made by the Army, except by, or in accordance with prior approval obtained from, Morale Services Division, Headquarters, Army Service Forces.

2. Morale Services Division is responsible for strict adherence to the above-quoted provision of the Act in making any recordings of political speeches for rebroadcasting.

Central American countries to determine the location of the transmitters and to help in intercepting and direction finding equipment. Training in radio intelligence was also given to 30 South Americans at the divisions station in Laurel, Md.

Government Approval On So. America Work

Approval of the ROD operations in South America was submitted by the Commissioner through correspondence from State Department officials to the commission. Acknowledgment of FCC services in Chile was cited in a letter dated Dec. 15, 1943, from Assistant Secretary of State Berle which stated:

"... The results in the undertaking to locate and eliminate clandestine radio stations in this hemisphere have been most gratifying. On the recommendation of this department, I wish to take this opportunity to thank you and your staff for the valuable assistance which has been and is being rendered to this Department."

Mr. Sterling told the Committee that his experience in radio dates from 1908 when he established his first amateur station. He was a radio operator with the merchant marine during World War I and was ordered to the First Corps School of the Infantry in Gondrecourt, France, to study radio signal tactics. Later he was commissioned a 2nd lieutenant in the Corps Reserve.

Following the war he went back to sea as a radio operator and later became a radio inspector for the Radiomarine Corp. of America. In 1923 he was appointed radioman inspector to the Bureau of Navigation of the Dept. of Commerce and in 1935 he became Inspector in charge of the 3rd Radio District for the old Federal Radio Commission.

In 1937 he was appointed Assistant Chief of the Field Division of the FCC Engineering Department and became chief of ROD in June, 1942. His experience in the enforcement of radio laws, regulations and policies embraces more than 20 years.

Mr. Sterling is the author of "The Radio Manual", a textbook on radio theory, communication equipment and procedures. More than 46,000 volumes of the book have been sold, he testified.

Correspondence of the FCC with the OWI, FBI and other Government agencies, classified as "confidential", was submitted Friday by Mr. Denny for the Committee's information but the public record, he said. Mr. Barger questioned the propriety of OWI "binding this Congress" by furnishing certain of its documents "confidential".

"Well I say the OWI cannot bind Congress," remarked Agent Chairman Hart, "I hope we haven't yet come to that." Rep. Hart ruled that the exhibit, since it was submitted voluntarily, would be admitted into the public record, and, if the Committee deemed it necessary, would subpena any portion for the public record.

Cross-examination of Mr. Sterling on his statement Thursday consumed most of the session. He admitted that before Pearl Harbor "FCC mobile units were patrolling "certain embassies" in Washington at the request of the FBI.

His testimony that FCC engineers were sent to South America to track down "spying" stations on the request of the State Dept. caused considerable argument in which Rep. Hart, Mr. Barger and Mr. Denny entered. Mr. Denny was asked and agreed to furnish for the record a reply to the question: "Why did the FCC get its authority to send representatives to South America?"

Charles A. Ellert, technical supervisor of the engineering division in which he cited 30 instances where the FCC tracked down interferences in various areas of the country, some of them at the request of Army and Navy officials. When he concluded his testimony Mr. Barger asked: "The functions which you have just detailed are regular normal, peace-time functions of the FCC are they not?" Mr. Ellert said they were.
Kobak Says Video Plans ‘Oversold’

Previews Delay in Television Before Advertising Club

TERMINING premature the attitude of those who have “oversold” the immediate post-war possibilities of television, Edgar Kobak, vice-president of the Blue Network, said last week that television “will not be as fast as some people think. Stations and sets must be built first.” Mr. Kobak spoke before several hundred advertising agency and radio men at a luncheon meeting of the Chicago Federated Advertising Club in the Hotel Sherman.

Stating that radio engineers are “way ahead” in their plans for television, he recommended both CBS for its stand against wishful thinking in regard to the sudden post-war emergence of commercial television, and the agencies that were spending the money to learn the mechanics of television, which, he said, would unquestionably be “the greatest medium of communication”.

Blue Policy

Following a resume of the rise of the Blue Network from 71 to about 189 stations since its separation from NBC, Kobak said they might profit by the example of the Blue’s policy of “balanced editorial content” in radio, fashioned after successful programming, departure from established tradition, new ideas and believing they are the industry’s “leaders,” has been responsible for their success, he added.

Kobak said Blue salesmen were out to sell broadcasting first and then the network, and gave as proof of the value of that policy the rise for Blue comments from 5 to 7 million more listeners than it had three years ago. He announced the Blue’s sustaining Town Meeting of the Air program would soon be sponsored, later adding that he believed the Blue would be “sold out some time this fall”.

OWI Needs Men

FOREIGN language writers, announcers, translators, editors and radio production men with expert qualifications in one of the Western European languages as well as English are needed by the OWI for psychological warfare overseas, “in view of impending military operations”, the OWI Overseas Branch, New York, announced last week.

Blue Honors La Roche As He Takes New Post

CHESTER J. LA ROCHE, who last week assumed his new duties as chairman of the Blue Network executive committee, was honored guest at lunch at the University Club, New York, given to introduce him to the network’s officers and department heads.

Former board chairman of Young and Rubicam and for the past year chairman of the War Advertising Council, Mr. La Roche purchased a minority interest in the Blue about the first of the year and at the same time became a director of the network and chairman of its executive committee [press]. In May, prevented his becoming active at the Blue until now.

RADIO AND PRESS CRITICIZED BY FDR

RADIO NEWS handling of the Government seizure of Montgomery Ward & Co., along with the manner in which the press reported the story, drew criticism last week from President Roosevelt at his first news conference following his return to the capital.

Defending the Government’s action, Mr. Roosevelt outlined the Ward case history and remarked last year the press hadn’t known about it because of the manner in which radio and the press had handled it. He wasn’t making any charges, he said, but merely stating a fact.

On several occasions President Roosevelt has criticized newspapers for the manner in which they have reported certain stories and he has singled out certain radio commentators whom he thought were prejudiced, but White House correspondents recalled that this was the first time in their recollection that the Chief Executive has linked radio and the press as equal news media.

AFM Resisted (Continued From Page 9)

other IBEW locals throughout the country.

The IBEW members expressed themselves as “unalterably opposed” to giving up any of their gains. The AFM and the NBC-4 organization have called upon the officers of the national organization to clarify the details of any action taken.

It is expected that a number of other IBEW locals will follow the action of the Washington technicians in resisting the Petrillo move.

Protests had previously been made by IBEW members in San Francisco who had asked the concurrence of Los Angeles technicians in opposing the agreement.

Early action on the dispute was indicated as a result of NABET’s strike threat. Counsel for the union expected that the Secretary of Labor would certify the case to the NLWB. NABET would then ask that a restraining order be issued to safeguard continuance of its jurisdiction pending settlement of the dispute.

SHIFTS OF KAVE, KTKC ARE SOUGHT

APPLICATION was filed with the FCC last week requesting consent to transfer control and license of KAVE Carlsbad, N. M., from Bar-ny and Vecher to Aspaly Hubbs, L. C. Cary and Hubbs and Harold Miller doing business as Carlsbad Broadcasting Co. to a new corporation of the same name for $22,000.

New owners would be Val Lawrence—president (52.8%), now general manager of KROD El Paso, Tex.; Gene Rethmeyer—treasurer (21.1%), KROD sales- man; Norman B. Lasson—vice president (10.5%), newspaper advertising; and Edward W. Tal bitt—secretary (15.6%), chief engineer of KROD. None hold any ownership interest in the El Paso outlet.

Messrs. Hubbs and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests in order to devote more time to that station, it is stated.

Filed also last week was the application of KTKC Visalia, Cal. for voluntary assignment of its license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co., doing business as Tulare-Kings Counties Radio Associates, to the same persons and Morley M. Maddox and Charles A. Whitmore, replacing the Visalia Publishing Co. interest, and operating under the same name.

In addition, Maddox and Whit- more, owners of Visalia Publishing Co., have been identified with the KTKC licensee through the interest of their company, which is planning dissolution and liquidation. The company has been nib-
Barney Lavin, WDAY Fargo, N. D.; and Harry R. Spence, KXRO Aberdeen, Wash.

After receiving a progress report of the NAB Music Committee regarding conversations with ASCAP on interpretation of its per-program contracts, the board commended the committee for its work and re-referred the whole matter to it for the issuance of a complete statement. Some 100 communications from stations had been received regarding ASCAP’s interpretation of the contract terms.

Also on the music front, the board heard reports from Sydney M. Kaye, vice-president and general counsel, and Merritt Tompkins, general manager of BMI. They outlined the present status of BMI and discussed its problems as radio’s wholly-owned music subsidiary. Mr. Ryan has become president of BMI in succession to Mr. Miller.

After hearing a report from Don S. Elias, WWNC Asheville, N. C., chairman of the legislative committee, on the status of the White-Wheeler bill, the board adopted a resolution praising the committee for the constructive results attained. Mr. Elias said it was possible that a bill would be presented to the full Interstate Commerce Committee within a week or ten days.

On the important WML matter, in which AFRA is seeking payment of staff announcers upon a fee basis, the board adopted a resolution instructing President Ryan to take whatever action he deemed advisable to assist WML in its case before the War Labor Board.

Two resolutions recommended by the NAB Sales Managers Executive Committee, dealing with radio sales promotion, were adopted by the board. They follow in full text:

WHEREAS the NAB Board of Directors recognizes the desirability of a public relations campaign on the part of the radio industry, as evidenced by requests from stations throughout the country following the showing of “Air Force and the Retailer,” therefore,

BE IT RESOLVED that the NAB Board of Directors requests the President that a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, be appointed to investigate the possibility of making a talking motion picture or some other suitable presentation that could be used by the effective date of schools, civic organizations, trade groups and for general consumer showings through motion picture theater channels.

WHEREAS the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called Continuing Discount Clause and believes that its inclusion in the NAB-AAA Standard Contract for Station Facilities would be advantageous alike to broadcasters and advertisers, and

WHEREAS the provision of a continuing discount is believed to be the trend of a majority of broadcasting stations, now, therefore,

BE IT RESOLVED by the NAB Board of Directors that the following CONTINUING DISCOUNT CLAUSE be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAA Standard Contract for Station Facilities, as a new paragraph (d) under section B.

"If this contract is renewed for identical service, without interruption, beginning on the first day of the sixtieth (60) week after the date of this contract and the same earned rate will be allowed for the duration of such extended time, then at the rate earned for the original fifty-two (52) week term. The additional payment for service for more than fifty-two (52) weeks from the effective date of all revisions of rates or discounts, in which event, present paragraph (d) will become (e), etc.

Engineer’s eye view of the transcription of his “message of the day,” broadcast seven days weekly over WMAQ Chicago, is provided Edward J. Kelly, mayor of Chicago (center), by Fred Chizzini (left), manager of NBC’s Radio Recording Division, and Phil Stewart, director of radio of Roche, Williams & Connery, Chicago. Mr. Stewart also heads radio activities of the Chicago Office of Civilian Defense.

NRDGA Clinic Results

As a result of the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati early in April, Frederic W. Ziv Inc., Cincinnati-New York, last week disclosed that 83 department stores now sponsor the teen-age transcription Calling All Girls Radio Club of the Air [Broadcasting, March 8].

Hope Leads Hooper

HopeoRatings for the top ten Pacific Coast evening programs in the May 9 report show Bob Hope in the lead. He is followed by Red Skelton, "My Little Margie," Frank Morgan-Fanny Brice, Radio Theatre, Charlie McCarthy, Aldrich Family, Mr. District Attorney, Great Gildersleeve, and E/illey Queen. For the March-April period discloses that the average evening program rating of 0.9, is down 0.4 from last report, down 0.7 from a year ago. Average evening set-in-use of 31.9, is down 1.8 from last report, down 1.1 from a year ago. Average evening available audience is 76.2, is down 2.1 from last report, down 1.6 from a year ago.

Comic Strip of Gertrude Berg’s The Goldbergs, sponsored on CBS by Procter & Gamble Co., will make its debut in the New York Post on June 5. It is planned to syndicate the strip in localities in which there are CBS outlets for the program.
Tips From Linnea Nelson
(Continued from page 9)

various so-called circulation figures cannot be compared accurately one with the other—but does that matter to the account man, whose problem it frequently is to decide whether the budget will go into magazine, newspaper, or radio. Of course it doesn’t—he wants everything boiled down to black and white figures without any explanations.

Various groups have worked for years to attempt to get radio stations and networks to adopt one uniform plan. Meetings are held—there are arguments because Joe Doakes likes his system better than his competitors—meetings end—and nothing happens. And have they ever taken a complete over-all vote of the buyer’s opinions? Even if they tore up the votes later they could at least find out what is the buyer needs to know before selling the account man or advertiser.

The main trouble seems to be that too many concerned with working out a recommended plan are looking for the final plan that will serve for all time. I don’t think we can hope to achieve that as yet—but I do think it is about time—in fact long since has passed the time—that radio people get together and adopt a standard plan and use the standard plan until further experiments showed that something better would be found.

Adopt Standard Plan

My early days in radio date back prior to the publication of the standard rate book. And to the days when we drew circles around a city to indicate station coverage—the size of the circles was dependent on the wattage of the station. Then came attempts at coverage surveys—and directional antennas. One job I remember well was writing two presentations in the same day—one for an advertiser whose distribution ran north of the city desired and another for an advertiser whose distribution ran south of that city. The directional antenna did the trick for those two different stations in the same city. And for weeks I wondered whether the two men ever compared notes!

On the basis of the various kinds of surveys that come to my desk daily I often wonder whether we’ve made very much progress beyond the ground-work involved in those early circles!

Spot broadcasting has certainly “come of age” at this point and stations should be able to meet on a common ground. Many have been studying the problem but holding out in connection with little details that have nothing at all to do with the selling, buying or actual use of radio time—and hamper smooth operations.

Simplify Rate Cards

Among the timebuyers pet hates are the varied and very confusing rate cards. There is no standard set up by each of the four networks has different methods of computing discounts. The newest is the full network discount and some mathematical expert has figured out that if the network company cannot deliver the full network you are penalized as far as discount is concerned. If a certain percentage of the stations ordered cannot take the program, your full network discount is reduced by that percentage until it is liable to become 96.6% of 6789.9%. And then you apply that percentage to the total amount you would have spent if you had been able to get all the stations. Even their own salesmen, can’t figure it out... and then the client wants an explanation. Hours I could have spent on plans for adding stations, I spend explaining these things.

But here I started talking about “spot broadcasting.” I have never counted the various forms of rate cards. There could be dozens of them. One station will list rates one way—another a different way. Some stations have a 52-time rate, others a 52-week rate, others a discount based on the number of times used weekly or the dollar volume weekly. Then again, rates are broken down for the different hours of the day under full and half power. In some cases you can combine day and evening to earn a rate and in others you can’t. I don’t care how the rates are set by the station—but let them correspond to what they think they are worth—but when you think of hundreds of estimators doing the same figuring, in various parts of the country, for similar services—why couldn’t some bureau publish a single card with all the discounts already figured—it seems mighty ridiculous.

I can think of no better punishment than to make every station manager and sales manager sit down and figure out a 50-station campaign—most of which stations he would not be familiar with. And then they ask timebuyers and their groups why they burn the midnight oil.

Then you start querying for availabilities. And the way some of these are submitted shouldn’t be mentioned! Somewhere in this space of time you agree with:

First—The account man or client to convince them that they won’t be able to get the one-minute spots they want in good position on a single station. You talk local programs. Sometimes you win. You talk breaks. The copywriter can’t get the message into so short a time. You’ve sold the advertiser on the value of a break against a minute so the copywriter heeds you.

Next—When all are agreed, you try to get permission from the ac- count man to buy whatever is really good without first submitting it to the client. The account man says “no.” So while he’s considering your recommendations, you lose all the good positions and the client raises the roof. So the account man comes to you with a red face and says—“You win—from here on buy! I’d love to be the person all the good positions lost in this way.

Third—The stations start getting skeptical of your transcriptions. Their time has never had time to read or listen to all the commercials. There is radio time that writer tries to write live up to—but there is no central point. What our station thinks is excellent copy—and tells you so—another station turns down. The same ads approved in many instances—but there is a station that says “no-no-no.” The stations then blame the buyer for putting one over on them—the copywriter says you lost your “touch” in deal and that station because you don’t accept. Then we all listen to the radio and see the worst copy on the air for a competitor.

Clear Contract Forms

When the locations are set and the costs figured, you get a campaign approved and start placing contracts. The majority of the stations have accepted and adopted the standard 4A contract form. But there are still too many stations that have not. What does this mean? It means that after your contract goes out, the station can then type up the information you have sent out on your form, on a form of its own, and returns it to you so that you have to have someone check the schedule, rates, clauses, and any other details against the contract you sent out. Then you sign all four or six or more copies, initial any clauses that have been deleted on both the front and back of the sheet and return the contracts to the stations. Then some one there executes them and they are returned to you to be attached to the carbon copy of the letter you originally sent out. Can you imagine what it would be like if you had to go through this routine for every station in the country? Where would you lose certain station groups or stations stubbornly insist on keeping their own contract forms.

Some of these things are taken into consideration by the buyer when recommending a station for the different hours of the day. If another station is available that is easier to work with—that one is on the recommended list.

Buyers are known for tearing apart station promotion—but I
wonder how many of you have seen the amount of mail that comes over a timebuyer's desk daily. It all starts like this: a lot of stories write and ask you which publications you read so that they will know which ones to advertise in. You fill out the blank and return it—what you want to. Then the publications come in. You spend odd moments—even while commuting or waiting for the dentist—reading through the trade publications so that you know what goes on and what your competitors are doing. Then day after day every doggone station is sending you reprints of the ads they are running in said publications. On a spring day like today I want to make little paper airplanes of all these reprints and sail them out the window. But I manage to preserve some semblance of dignity and toss them quietly into the waste basket. Station promotion should be factual, interesting and concise—and there is a difference between advertising material and promotion developed for a specific purpose.

No matter how many times you ask stations to quit sending you these machine—those are usually out-of-date by the time you get them—they continue. That adds to the wastebasket pile. It is really much easier to check with the New York representative for the latest information regarding program schedules—and as he doesn't seem to have so much time to sell nowadays he should be entitled to look over the list of stuff and agencies he's sold in the past!

What I'm driving at is that there's a lot of useless motion, energy and material wasted that could be put to a far more intelligent purpose.

Another thing that makes the buyer break out in a cold sweat—the first glimpse by the account man and the client at each new program-reporting.

Program Rating

There is one fervent prayer in the minds of time buyers today—and that is for the war to come to an end. That prayer is, of course, in the minds and hearts of all of us—but for buyers it has a very special significance. We thought we had trouble several years ago when it came to checking and proving sales in the areas covered by radio advertising. Today many advertising possibilities are limited—and everybody in the manufacturer's company, whether or not concerned with advertising, has become a research expert and the information is continually about the program rating—and how it compared with the leaders and with the competitors.

Every tenth of a point is watched. Whenever the rating goes up, it's as a result of a good program. When a rating goes down, the time buyer has bought the wrong network, or the wrong station, or the wrong day or the wrong hour. Even if the rating goes up slightly, but the competitor's rating goes up more—the buyer must answer. So immediately the machines start working, charts are shuffled, papers are checked—everything possible is done to prove that the campaign is still a good buy—and when the typist finally gets the report the figures of the new report has arrived and the rating is up and you breathe a sigh of relief with trepidation as to what the next report will bring.

Come the end of the war and sales results will again take first place—and if sales are as good as we think they're going to be, life will be comparatively simple. We buyers are always looking forward to utopia—if we didn't combine that with a sense of humor we'd all go completely mad. No matter how bad things seemed when we look back on them, we're always sure that the future cannot be worse.

I could probably go on airing the timebuyer's grievances for hours—but I'll at least leave room for some of the others to have their say another day. We do get together at times and weep on each other's shoulder.

Don't think radio won't have to be sold after the end of the war—it will. Radio will be used by advertisers solely to make sales—not to keep their names in the public mind.

And all journalists who cry that they have nothing to sell today and therefore need not do anything constructive in that direction—might spend their time improving the business end of radio because advertisers in other forms of media are working hard to show how ably they give more for less—and in language everyone can understand even if they do not fully accept it. And today the greater part of our job rests on the mighty thin air we as buyers must continue to sell.

Yes, it's hell at times—but we love it.

CAB Ratings

KAY KYSER'S College of Musical Knowledge and Bill Stern's Sports Newsreel are rated most popular evening network commercial programs in the full-hour and the quarter-hour once weekly market sections, according to the April report of the Cooperative Analysis of Broadcasting which for the first time covers programs broadcast from 10:30-11:30 (NBC and CBS broadcasting, May 1). Red Skelton ranked fifth among the half-hour evening programs, according to the CAB report, in which 14 late evenings were shown at their first national ratings.

Four Leave Agency

FOUR executives of Pedlar, Ryan Lusk, New York, have submitted their resignations to the agency—Lawrence L. Shenfield, Francis J. Doherty and Donald K. Clifford, vice presidents, and Arthur Cobb Jr., secretary-treasurer.

SIX REASONS why Ray McIntosh, WBNF Buffalo announcer, claims that he's the champion father of radio are (1 to r) Billy, Dick, Stuart and Brenda. Jimmy and Virginia, twins, are seated in Papa MacIntosh's lap.

New Canada Data Explained to AMA

FUNCTIONS, scope and mode of operation of the new Bureau of Broadcast Measurement were explained by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters in addressing the American Marketing Assn. at its luncheon meeting May 11 (see address by Linvea Nelson).

"If broadcasters want under all conditions of business to secure a share of the advertisers' dollars," Mr. Bannerman said, "they must of necessity provide the advertiser and advertising agency with information in which he has confidence." As far back as February, 1942, Mr. Bannerman pointed out, the CAB had passed a resolution for setting up a joint committee of Canadian advertisers and representatives of the Canadian Assn. of Advertising to establish an authority of measuring broadcasting stations' audience and their listening habits.

Coverage Question Studied

The Joint Committee, Mr. Bannerman pointed out, set out to study the question of coverage and was faced with the following three requirements: 1. method of measurement must be standard for all stations; 2. method must be acceptable to advertisers and agencies; 3. method must arrive at the happy medium of effectiveness consistent with reasonable costs.

To meet these requirements, the Bureau of Broadcast Measurement has evolved a "Controlled Survey Method" which provides a uniform standard for measuring the coverage of all Canadian stations at a cost that is within limits that can be carried by the industry. Method consists of sampling a carefully selected cross-section of radio homes using the same type of ballot as that used by CBS.
Digest to Sponsor Air Town Meeting

Full Blue Taken, Beginning in September; Same Format
ANNOUNCEMENT that America’s Town Meeting of the Air, probably the country’s best known forum discussion broadcast series, will go commercial under the sponsorship of Readers Digest Assn., Chappaqua, N. Y., publisher, is expected to be made Tuesday, following a meeting of the board of trustees of Town Hall Inc., New York, owner of the program.

Arrangements are understood to call for the publishing company to begin sponsoring the program in September, continuing for 52 consecutive broadcasts. Program format will remain unchanged, with George V. Denny Jr., president of Town Hall, as moderator. It is understood the sponsor has agreed that full control of the program, including selection of both the subjects to be discussed and the speakers, is to remain with Town Hall.

Nine Year Sustainer

Series is to be aired over more than 173 Blue stations in the present time, 8:30-9:30 p.m. Thursdays. Time costs, after deduction of discount for time and for 52 weeks of consecutive broadcasts, were estimated in the neighborhood of $600,000 for the year. How much Readers Digest will pay Town Hall for broadcast rights was not revealed. Agency is BBDO, New York.

Program, which has been on the air since 1936 as a sustaining feature, has been reported as “under consideration” or “about to be sold” a number of times since it was made available for sponsorship two years ago. B. F. Goodrich Co., and more recently, NBC network, and the New York Stock Exchange have been named as prospective sponsors.

Readers Digest, with the largest circulation of any American magazine, has in the past sponsored special articles and in the fall of 1942 used daily spots on four college campus radio systems. Magazine has considered network radio on several occasions, in 1942 sponsoring a one-time broadcast of Elmer Davis on WABC New York, reportedly as a test for a network campaign, and last fall announcing that it would like to have its own station. Frazier Hunt on the Blue, but cancelling before the first broadcast.

A radio version of the magazine, Radio Readers Digest, comprising dramatizations of feature stories and adaptations and of material from the publication, is broadcast on CBS, Sunday, 9-9:30 p.m., under sponsorship of Campbell Soup Co., Camden, placed by Ward Wheelock Co., Philadelphia.

WMAQ Chicago, coinciding with the expanded NBC network spots on May 5 added an hour to its broadcast day, extending the closing time to 2 a.m.

War Time Repeal Opposed by WPB

Seven Measures Considered By House Subcommittee

HEARINGS on four bills and three resolutions to repeal War Time will be continued Thursday (May 18) before a subcommittee of the House Interstate & Foreign Commerce Committee, of which Rep. Boren (D-Okl.) is chairman.

In hearings last Thursday and Friday the subcommittee heard Reps. Cannon (D-Mo.), Knutson (R-Minn.), Cole (R-Mo.), and A. Julian Brylawski, vice-president of the Motion Picture Owners Assn., urge return to Standard Time. Brig. Gen. I. D. Weaver of the Army Service Forces and officials of the War Production Board told the subcommittee that repeal of War Time would endanger the war program.

Production Problem

Rep. Cannon, sponsor of two bills (HR-4489, 4428), one for complete repeal of War Time and the other for repeal during winter months only, said fast time “interfered with production, reflected adversely upon the health of the nation as a whole, has contributed to absenteeism in war plants and worked a distinct hardship on farmers”.

A letter from Donald M. Nelson, WPB chairman, to Rep. Cannon, who also is chairman of the House Appropriations Committee, said repeal would add 1,500,000 kw to the country’s power load and entail use of a million tons of coal additional annually, which would force power rationing of the strictest type and curtail war production.

Edward Falk, director of the Office of War Utilities, used charts to show the damaging effect of returning to Standard Time now. Constantine Bary, special consultant to the OWU, also opposed a change in time.

On the subcommittee, besides Cannon, are Reuben Boren (D-N.Y.), Harris (D-Ark.), Howell (R-Cal.) and O’Hara (R-Minn.).

Bailey’s 3d Term

GEORGE W. BAILEY for the third time has been elected president of the American Radio Relay League and the International Amateur Radio Union for a two-year term. Since May 1941 Mr. Bailey has been engaged in volunteer work for the Government, which includes procuring trained communications, radio and engineering personnel for the armed forces and securing commissioned officers from electrical and radio engineering graduating classes and industry for manning radar instruments.

AMP’s New Pacts

ASSOCIATED MUSIC Publishers, whose firm has signed general agency contracts with WRGA, WLBN KMA, and has received extended contracts from WLWH JRG KRR KORE KIT KICA KISI KFEL KDQH.

WORLD WIDE NEWS

THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET.

THE MARK OF ACCURACY.
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

BROADCASTING • Broadcast Advertising

May 15, 1944 • Page 69
Canadian Stations Get More Power Under Freeze Lifting

Modification Gives 46 Outlets 5 kw; Frigon Opposes CAB Plan for Private Network

POWER FREEZE of 1 kw., in force in Canada since 1936, has been modified to allow 46 Canadian stations to go to 5 kw under Havana Treaty regulations, Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp., told the House of Commons Committee on Broadcasting at Ottawa last Wednesday.

This is "not a change of policy" but "strictly an adjustment to meet technical conditions as they exist today," he said. The CBC Board of Governors has recommended to the Dept. of Transport Minister, under whose jurisdiction comes licensing of stations, that the ceiling be raised from 1 kw to 5 kw.

Dr. Frigon said criticism of the Canadian Assn. of Broadcasters [Broadcasting, May 1] on the power freeze was not correct, in that 25 stations had been granted power increases. Dr. Frigon said the stations had done nothing about the increases. (No private stations, from the record of increases since 1936, had been given permission to increase over 1 kw.) "Due precaution" had to be taken in granting any television,

Ray Ellis Back

RAY C. ELLIS, director of the WBZ's Radio & Radar Division, returned to Washington last week after two months in the Soviet Union where he observed production methods of the Russians.

FM facsimile or other rights, Dr. Frigon told the Committee, in replying to CAB criticism, to allow anyone to occupy a frequency "with the purpose of simply claiming vested interest at some later date."

Dr. Frigon did not agree that a second network should be operated on power outputs granted by the CAB. He said: "It is hard to believe that 30-odd stations in Canada would rather lose money with a private network than make money on CBC networks."

Principal objection to a private network in Canada is "that such a powerful instrument of communication and propaganda would inevitably come under the control of very few individuals. Even if operated on a mutual basis such a concentration of power in the hands of a few could not be prevented," he declared, but offered to discuss network programs from a competitive angle with the private stations.

Price mention on Canadian stations would invite strong competition between advertisers on different stations and advertisers broadcasting at different times, he explained. "In small communities, especially, it would unquestionably compete with the local newspaper," said Dr. Frigon. "This would invite abuses and would not be in the interest of the public."

Dr. Frigon told the Committee that the CBC Board of Governors has decided to give one hour per month to free political network broadcasts, instead of the half-hour earlier this year. This would give 24 half-hour periods. A new definition would have to be made on political parties to allow some of the newer parties to be heard, he reported. He asked the Committee for recommendations.

Dr. Frigon stated that while no pressure would be brought on private stations to carry free political broadcasts, they are invited to do so, with the CBC bearing line costs. Stations which refuse to cooperate with the CBC on the freedom of opinion broadcasts stand a chance of losing their licenses, it was pointed out. Committee members reported greater opinion freedom on the air than in the press.

An application by the Halifax Chronicle for a station was announced by Dr. Frigon, who reported it had come up before the CBC Board meeting at Ottawa on May 8. Applications for stations at Gravelbourg, Sask.; St. Boniface, Man.; Prince Albert and Edmonton, also had been considered by the CBC Board.

MBS Board Talks Post-War Policies

Current Outlook, Future Plan Feature Three Day Agenda

POST-WAR and current plans were discussed May 8-11 in Chicago by Mutual executives, members of the Board of Directors and shareholders, in the second MBS meeting of the Drake Hotel.

Program head of five key MBS stations and network program officials met May 8 to discuss program policy. Officers of the MBS Program Directors Organization, including Chairman Miller McClintock, MBS president; vice-chairman Adolph Opfinger, MBS program director; Lewis Allen Weiss, Don Lee, Hollywood; C. M. Hunter, WHK Cleveland; Julius F. Seebach Jr., WOR New York; Frank Schreiber, WGN Chicago; and Linus Travers, Yankee Network, Boston.

Executive Committee Meets

The executive committee, which met May 9-10, included Chairman W. E. Macfarlane, WGN Chicago; John Shepard, III, Yankee Network, Boston; H. K. Carpenter, WHK Cleveland; Mr. McClintock; T. C. Streibert, WOR New York; and Lewis A. Weiss.

Members of the board of directors and shareholders, who met May 11 included Chairman Alfred J. McCooker; E. M. Antrim, WGN Chicago; H. E. Barroll Jr., WFBR Baltimore; Ben Gimbel Jr., WIP Philadelphia; Leonard Kappen, WCAE Pittsburgh; Mr. Macfarlane; Mr. McClintock; Mr. Shepard; Mr. Streibert; Mr. Weiss.

Miles on Coast

RESUMING advertising on CBS after a 10-year hiatus, Miles California Co., Los Angeles, on May 1, started sponsorship of Lady of the Press, a five weekly quarter-hour series in eight CBS Pacific Coast stations, in behalf of all Alpha-Seltzer products acceptable to the network. Contract for 52 weeks was placed through Wade Adv., Chicago.

NBC Disc Boom

THIRTEEN times as many contracts for syndicated transcribed programs were signed during the first four months of 1944 as in the same period of 1943, Claude Barrere, in charge of syndicated program sales of NBC's radio recording division, has announced.

Versatile Joe

JOE DINEEN, WORL Boston commentator, was the only male civilian to accompany 87 WAVE recruits from Boston to Hunter College, Bronx, N. Y., where they were to undergo indoctrination training. Boston WAVEs, who had completed boot training, persuaded the newscaster to cover the New York night spots, an assignment Joe quickly accepted.
George Higgins Will Be Executive Head of KSO

GEORGE HIGGINS, manager of the St. Paul sales office of WTCN Minneapolis, will become executive vice-president and general manager of KSO Des Moines, upon acquisition of that station, with FCC approval, according to an announcement last week by Kingsley H. Murphy of Minneapolis, purchaser of the station. Contracts covering sale of KSO by the Iowa Broadcasting Co. to Mr. Murphy, who is identified with the ownership of WTCN, were announced May 4, for $275,000 [Broadcasting, May 8].

Transfer of the station to Mr. Murphy, assuming FCC approval in the interim, is to take place about July 1. The former sports announcer of WTCN and afterward on the sales staff, is expected to transfer to Des Moines next month to arrange for the new operation. Mr. Murphy also announced that H. F. Holm will be secretary-treasurer of the new company operating KSO.

Bentley V-P at Seeds

E. G. BENTLEY, with Brown & Williamson Tobacco Corp.'s present and radio departments, has been appointed vice-president of Russel M. Seeds Co., Chicago, handling the Mennen and Grove Labs accounta. Jack Simpson, formerly on the production staff of NBC Chicago, has joined Seeds as national radio director.

News on KONI, KIRO

NEWS PROGRAM on KON Portl and, titled Five Star Final News, now includes KIRO Seattle as well on weekdays at 10 p.m., sponsored by Fahey-Brockman Clothiers, who have outlets in both cities. Agency is Mac Willkins, Cole & Weber.

Palmer Elected Foundation’s Head

Ad Research Group Expands Membership of Board

WILLIAM G. PALMER, vice-president, J. Walter Thompson Co., was reelected chairman of the Advertising Research Foundation at its recent annual meeting, which also voted to expand its board of directors from 12 to 18 members and to establish an underwriting fund for financing basic research projects.

Stuart Peabody, advertising director for J. Walter Thompson Co., was elected vice-chairman. Paul B. West, president, Assn. of National Advertisers, was reelected secretary, and Frederic R. Gamble, president, American Assn. of Advertising Agencies, was elected treasurer. The foundation is sponsored jointly by the ANA and the AAAA.

Lehman Appointed

A. W. Lehman, who has been serving as technical director, was appointed managing director, which was established as a permanent part of the foundation organization.

Mr. Lehman continues as president of the Cooperative Analysis of Broadcasting, to which office he was recently elected after 10 years as manager and secretary [Broadcasting, March 27].

B. B. Geyer, president, Geyer, Cornell & Newell; Everett J. Grady, executive vice-president, Rothrauff & Ryan; Carleton Healy, vice-president, Hinam Walker; Turner Jones, vice-president, Coca-Cola; R. R. Kynett, partner, Atkinson-Kynett; D. P. Smelser, director of research, Frontier & Gamble; Howard D. Williams, vice-president, Erwin, Wasey & Co.

Other members of the foundation, who were re-elected to the board, are:

News on KONI, KIRO

“AND THE SALESMAN said”, quoth E. E. Hill (r), managing director of WTAG Worcester, Mass., to Howard Lane, CBS director of stations relations (l) and Joseph H. Ream, CBS vice-president at the WTAG cocktail party in New York for 150 timebuyers. Station promised no promotion—just a get-together—and business talk was taboo (except the usual gossip).

Correction

NET INCOME of RCA for the first quarter of 1944, after provision for Federal income taxes, was $2,401,284, a decrease of 9% from the net of $2,594,011 for the same period of 1943. Latter figure was incorrectly reported in Broadcasting, May 8.

NO RTPB STATEMENT READY SAYS BAKER

THE RADIO Technical Planning Board has not yet made any formal recommendations with respect to the location of television in the frequency spectrum because the work of the television panel of the board has not yet been completed,” Dr. W. R. G. Baker, chairman of the board, stated last Thursday. “When the television panel and its six committees have completed their work the board will issue a statement. Any statements issued prior to completion of this work would be premature. Dr. Baker’s statement was made in response to requests for a statement on a recent report to the television panel of the board by one of its committees.

Objectives of the board are to formulate plans for the technical future of the radio, television, and other branches of the electronics industry, including frequency allocations and systems of standardization, in accordance with the public interest and the technical facts. It will advise the Government, industry, and the public of its recommendations. Planning will be restricted to engineering considerations.

Bakery Spots

QUALITY BAKERS of America, New York, cooperative group of independent bakers, is understood to be releasing next week a series of eight one-minute transcribed musical jingles to be placed on some 90 stations by member bakers. Projected series, which will run for six months, will supplement Sam Adams—Your Home Front Quartermaster. Produced by Harry Jacobs Productions, the latter program is used by QBA members and other food firms on 126 stations. Radio appropriation for the spot project is said to amount to $17,000. Jingles are produced by Kermit-Raymond Corp., New York.

Hudson Aide to Fly

ROBERT HUDSON, former secretary to Commissioner Ray C. Wakefield of FTC, last week was appointed assistant to Chairman James Lawrence Fly. Before joining the Commission in March 1943 he was in the law department of Acesa Mutual Life Ins. Co. Mr. Hudson comes from Tulsa, Okla., was graduated from the University of Tulsa in 1939 and from the George Washington U. Law School in 1943.

Italian Radio Meet

ITALIAN SALESMEN’S ASSN., Philadelphia, whose membership comprises the foreign language radio salesmen, will hold its annual dinner at Frank Palumbo’s Cafe on May 28. William A. Banks, president of WHAT Philadelphia, will be honor guest.
Help Wanted

WANTED — TRANSMITTER ENGINEER HOLDING SALENE SECOND LICENSE FOR 5 KW MIDWEST STATION. Must be capable of handling 30% MORE HOURS OVERTIME. SUPPLY OUTLINE OF EXPERIENCE, EDUCATION, DRAFTING SKILLS, ENCLOSE A SNAPSHOT. ADDRESS BOX 264, BROADCASTING.

Broadcast engineer, experienced, practical and with progressive ideas has salary amount of capital plus unlimited amount of ability for hard work deserves contact capable business man, with draft capital for investment, interested in establishing postwar FM station in New England. Box 265, BROADCASTING.

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good, accurate, especially desired and draft classification. Box 269, BROADCASTING.

WANTED — Chief engineer for progressive independent station in Texas. Excellent working conditions, splendid opportunity. Send salary wanted. Box 269, BROADCASTING.

WANTED—Two announcers. Must be tops and draft experience, agreeable. Station operates 120 hours weekly. Announcers must have college shifts. Box 276, BROADCASTING.


WANTED—An announcer for KTAR, Phoenix, Arizona.

Help Wanted (Cont’d)

Have opening for Chief engineer, will accept combination, good working hours, good working conditions. Send desires and recommendation to (for town. Wire or call collect WMWM.

WANTED: Announcer general staff work. Ideal working conditions. Will consider man under 25. Address experience. WKBH, LaCrosse, Wisconsin.

Transmitter Engineer, 5 kw RCA equipped station, excellent location. Must be proficient in maintenance, State full particulars and salary desired. Write Box 276, BROADCASTING.

Operator first or 2nd class. 5 kw CBC station, good pay, working and living conditions. Must be capable of advancement. Send background story and photo WKNR, Keene, New Hampshire.

Announcer—Wanted experience and draft exempt for Gulf Coast station operating and restricted license preferred. If not ambitious for radio, will not be shown. Willing to earn it. Do not apply. Include full qualifications in first letter. Forty 5, Box 266, BROADCASTING.

ANNOUNCER—Wanted. Experienced, draft exempt for man with ambition and ability; prospects unlimited; commission; reasonable advance. KGFW, Kearney, Nebr.

CHIEF ENGINEER—For 5 kw Station. Capable taking complete charge, Experienced in new Automatic Recording, etc. Permanent position. Real present and future opportunity to proper person. Detail previous experience, age, draft status, references and salary expected. All replies confidential. Box 996, BROADCASTING.

KTR, Phoenix, Arizona, has excellent opening for engineering position. Must have knowledge of all RGWC, Westfield, Mass., New Hampshire; great opportunity. Write to Box 171, BROADCASTING.

ANNOUNCER—Wanted. Excellent opportunity for man with ambition and ability; desires unlimited; commission; reasonable advance. KGFW, Kearney, Nebr.

WANTED: Chief Engineer, 65 kw, New Station. Box 264, BROADCASTING.

THoroughly GOOD DEAL. Two first or second class, 60 days, Box 266, BROADCASTING.

Staff and new first announce, $45.00 weekly to start. CBS 5,000 watts. WTAQ, Green Bay, Wis.

Situations Wanted

MUSICAL DIRECTOR—Young woman, Southern and Western background. Work in studio, music, production, perform. Pistol, 29, 221, BROADCASTING.

SALES MANAGER—Creative Type. Received ideas. Builds successful radio promotion plans. Bold background with progressive mind and network. Experience in agency account man. Keen merchandiser. Needs station who will sell goods on road. Personality, energy, enthusiasm. Stable family man, 41 Top Radio Canal, 272, BROADCASTING.

Engineer, first class license—3 years experience in all phases of operation, age 25, radio experience, must have English. Box 271, BROADCASTING.

WANTED: Two years experience in sound. No experience, no chance. Letter. Box 271, BROADCASTING.

WANTED: Excellent opportunity for man with ambition and ability. Desires unlimited income. Address complete story of ambitions and background. Box 266, BROADCASTING.

WANTED Experienced Engineer. Willing to work in any state. 264, BROADCASTING.

COMMERICAL MANAGER with 12 years highly successful management experience to record in Radio's most competitive market. New York. Desires change of location. Willing substitute $18,000 annual income for pleasant opportunity with progressive station. Address complete story of ambitions and background. Box 266, BROADCASTING.


Transmitter Engineer, 5 kw RCA equipped station, excellent location. Must be proficient in maintenance, State full particulars and salary desired. Write Box 276, BROADCASTING.

Operational Engineer, 271, Western. Have experience in all phases of operation. Salary $50.00. Address Box 266, BROADCASTING.

ANNOUNCER—Wanted. Excellent opportunity for experienced personality. Address complete story of ambitions and background. Box 266, BROADCASTING.

ASSISTANT MANAGER, 25 kw FM Station. Must be top personality, energy, enthusiasm. Stable family man. Desires position with progressive station. Address complete story of ambitions and background. Box 266, BROADCASTING.

WANTED: Excellent opportunity for man with ambition and ability. Desires unlimited income. Address complete story of ambitions and background. Box 266, BROADCASTING.

WANTED: Excellent opportunity for man with ambition and ability with progressive mind and network. Earnest. Address complete story of ambitions and background. Box 266, BROADCASTING.

ANNOUNCER—Wanted. Excellent opportunity for experienced personality. Address complete story of ambitions and background. Box 266, BROADCASTING.

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ANNOUNCER—Wanted. Excellent opportunity for experienced personality. Address complete story of ambitions and background. Box 266, BROADCASTING.
Sponsored Radio Threat to Freedom, Drawback to Local Programs, Says Durr

TWICE within four days Commissioner Clifford J. Durr of the FCC attacked commercial radio in speeches before educational and civic groups in Ohio.

Speaking before the Ohio Institute for Education by Broadcast in Columbus May 5, Mr. Durr blamed sponsored programs of "danger." He warned of a "freedom" [BROADCASTING, May 5]. In Cleveland last Tuesday he hinted before the Greater Cleveland Radio Council that commercial radio was a drawback to "local" programs.

Programs His Concern

In Columbus Commissioner Durr, participating in a panel of "How Free Is Radio?" urged the Institute not to be "too greatly alarmed" about the May 10, 1943, Supreme Court decision giving the Commission too much power over radio. He cited that portion of the Communications Act which prohibits the FCC from exercising censorship or making regulations "which shall interfere with the right of free speech by means of radio communication" as the safeguard against Government control.

Four days later, however, Commissioner Durr told the Greater Cleveland Radio Council: "My concern is not with the psychological implications that are sent out from the radio transmitter but with the programs which the medium carries into our homes, into the corner store, and which follow us even when we are traveling away from home by automobile or train.

I am not with the many authorities—whether justly or unjustly I am not qualified to say—have insisted that radio must share in the blame for juvenile delinquency.

"Mr. Durr said "the radio industry is telling us about the contribution it is making toward uniting the people of this country behind our war program. At the same time," he continued, "with a distressing lack of discernment, it is permitting its advertisers to arouse our true emotions and then to exploit them for the sale of their goods. Thus patriotism is little more than an attractive wrapper for a package of merchandise."

He urged the Council, as radio listeners, to "resist bad programs, and second to encourage good ones." Letters of complaint about "bad" ones are not sufficient, he said; listeners must cease buying the sponsor's merchandise. He denied that the so-called "soap operas" are on the air because of public demand. Rather it's "because they are selling soap—or break-fast food, or whatever the product may be," he added. He blamed the networks for such programs, declaring the nets are interested only in "selling time".

Criticizes Child Programs

Taking up commercial copy he said "much of the advertising is in good taste or done with such cleverness that few listeners object. But unfortunately the price we have to pay for many programs is to listen to a constant repetition of the virtues of a particular product or to be reminded that our poor, old sides are not as young and as active as they used to be."

"The affirmative side," said Commissioner Durr, "getting good programs on the air, is more difficult and, in my judgment, more important." He spoke of the "prosecution against "bad" programs by turning the dial to another program, but Mr. Durr expressed the fear that the "other program" might not be of high standard. He deplored the lack of programs which "approach our children primarily as future citizens" and criticized those broadcasts which "approach" children primarily as purchasers of breakfast foods.

"Children's programs are not the only victims of the increasing pressure of advertisers," Commissioner Durr asserted. He listed several sponsors which he said were dropped by the networks, "in favor of commercially sponsored programs".

He called upon his hearers to devote their efforts, not so much to criticizing network programs of "poor taste" but to encouraging their local stations to carry more "local interest" programs and less "soap operas of general national" import. "In addition to local dramatic possibilities, there is local music—and here radio can be of particular service," he said. And finally, there is the discussion of local issues.

"Perhaps such home-grown programs may not have the professional polish of network programs; but it is at least possible that they will make up in interest what they lack in professional craftsmanship. And they will serve a most important cultural function—the preservation and perhaps even the revival of those regional varieties of culture without which our national life would be the poorer," he said.

Commissioner Durr paid high tribute to non-commercial educational stations and expressed the view there should be more non-commercial stations in the country.

"I am hopeful that adequate room will be available in the FM band for commercial and non-commercial radio alike," he said.

Expressing regret at the "trend toward concentration which is taking place both in business and in Government," Commissioner Durr said: "It may be that this trend is inevitable, but even so we need not let it destroy the community life which is so cherished a part of our American tradition."

Paducah Assignment

CONSENT has been granted by the FCC to Paducah Broadcasting Co., licensee of WHOP Hopkinsville, Ky., to move up in order to income toward the 462 meter on WHOPO Hopkinsville Broadcasting Co., respectively, new corporations formed to take over operation of the stations. In consideration of the transactions, Paducah Broadcasting acquiring receives 49 shares (65.3%) in Hopkinsville Broadcasting, plus $1,500 and 44 shares (58.6%) in Henderson Broadcasting plus $8,251.38. Management of Paducah Broadcasting is also identified with the new corporations [BROADCASTING, March 6].

6 FM, 4 Standard Outlets Requested

Times-Picayune Co. Files For New Orleans FM Permit

CONSTRUCTION PERMITS for six new FM stations, four standard stations, a commercial television outlet and an experimental video station were sought in applications filed with the FCC last week.

The Times Picayune Publishing Co., New Orleans, publisher of the Times-Picayune and the States-Item, applied for a new FM station to be operated on 44,300 kc. Major interest holder in the company is L. K. Nicholson, editor. Estimated cost, studio and transmitter sites for the new outlet were not given.

Fred Jones, Tulsa, Okla., auto distributor and businessman, and his wife, Mary Eddy Jones, have applied for the Fred Jones Broadcasting Co., for an FM outlet for Tulsa. Estimated cost is $113,800.

Other FM applicants are WCBS Springfield, Ill.; WHKC Columbus, Ohio; WFAA Dallas, Tex.; and WABC New York. Ind. Estimated cost for the new Columbus station is $97,000; for the Springfield outlet, $39,500; and for the Hammond new FM, $12,800. Estimated cost for the Dallas station was not given.

Three Locals

A 1,000 w standard station to operate daytime on 1060 kc was requested for Milwaukee in an application filed by Myles H. Johnson, owner of WOSH Oshkosh, Wis. Standard local stations were filed for by Olympic Broadcasting Co., Port Angeles, Wash., Central Broadcasters Inc., State College, Pa., and Valley Broadcasting Co., Pomona, Cal.

C. H. Fisher, president and manager of Tower Sales & Erecting Co., erected by a construction firm, and B. N. Phillips, president of the Port Angeles First National Bank, each have interest in Olympic Broadcasting, a partnership. Central Broadcasters is owned by Richard J. Kennard, N. M. Himes and W. K. Ulerich, State College businessmen with no radio interests other than the application. Valley Broadcasting, a partnership, is 40% owned by Myron E. Kluge, chief engineer of KFSG Los Angeles, 40% interest is held by Earl E. Williams, producer and director of programs for KFSG, C. Harvey Hass, instructor of radio and electricity for the Los Angeles Board of Education, and who is also relief engineer of KFSG, holds the remaining interest.

Licensee of WPQD Jacksonville, Fla., Jacksonville Broadcasting Corp., has applied for a Channel 1 commercial television station. The experimental video outlet is sought by the Jacksonville Broadcasting Co., W. J. då, of Jacksonville, Fla., requests reinstatement of WXEPI. Facilities requested for these stations will be in Avenues of the FCC on page 72.
Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—not tomorrow, but right now—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already in the works.
ONE of the many war-vital products of Denver industry is the huge, 45-ton tank transport trailer used to rush heavy tanks to the front and rescue them swiftly if disabled on the battlefield.

These "Dragon Wagons" saved the day for the Yanks during the critical period of the African campaign when they were pressed into service to transport munitions to the front in huge quantities.

Denver industry has fabricated parts for destroyer escorts, landing ships, and pontoons; has produced 65 items of equipment from submarine parts to high explosives. Denver's pre-war industries were ready to deliver the needs of war. They will be needed and ready to produce for a world at peace.

The war has taken the attention of the outside world from Colorado's beautiful scenery and focused it on the remarkable production records of its factories, farms and mines which, to be sure, were there all the time.

Denver Delivers LIVESTOCK

Denver is the fifth largest livestock market in the nation and the largest sheep market. With vast expanses of land for grazing and the pulp by-product of the sugar beet industry for fattening, livestock raising in Colorado is important and profitable.

Denver Delivers MINERALS

Long before the war, men were tunneling the mountains of Colorado for its minerals. With the world's largest deposits of steel toughening molybdenum and vanadium and huge reserves of other war-vital, strategic minerals, Colorado's mines are producing at record rates.

Denver Delivers SALES

The Denver Market which in 1942 ranked 20th in retail sales volume, outranking such markets as Buffalo, Indianapolis and Memphis, is even more important today, both from the standpoint of sales activity and sales volume. Retail sales the first two months of 1944 in Colorado were 7½% ahead of the same months a year ago, compared to a general decline of 1½% in the U. S. as a whole during the period.